

# \*\*\*How to host a party\*\*\*

## 1. THE HOST OF THE PARTY / RAFFLE

To be honest the parties are definitely where you get the most sales. You need to tell the host they realistically need at least 10 people to come along as on the day you still get about 2 that don't turn up or cancel so 8 is your minimum then. Also make sure they tell the people they invite that it is for Breast Cancer and there will be a **raffle**. People are better at accepting invitations when they know there is a charity involved and women especially for Breast Cancer. Don't forget to tell the host they will need to put on tea and coffee and a cake for half way through the party for a break and that you will be delivering all of the products to their house for the customers collections. You will then need to reward them with a gift for hosting the party so make sure you check they are not allergic to perfume or a specific cream etc before you choose something maybe from the clearance part of the back of one of your Hello Tomorrow catalogues. Don't forget to get yourself a pack of raffle tickets in pink from your local supermarket for the night they are soooo cheap. I tend to charge £1 a strip. Again the prizes for the raffle can come from your clearance sections at the back of your Hello Tomorrow catalogues.

Then call **AVON's pink pamper line** on **02070252498** and request your free Pink Pamper set which includes the collection box for the raffle money, pink streamers, pink and white balloons, posters to put up, information leaflets etc etc.

## 2. SAMPLES

With regards to samples its best to get a few **perfumes**-I can highly recommend **the Bond Girl, Fire Me Up, Make me Wonder, Ungaro** and **In Bloom** by Reece Witherspoon-you get 5 small sample vials for 60p. I also highly recommend the **Patrick Dempsey** one for the men as the girls may well want to buy something for their other halves. Put one of each in a Tupperware pot to pass around the room for them to try and keep the others as rewards to stick to the bags of customers that make large orders from you. Choose a handful of the **lipsticks** as well-check the colours in the main catalogue before ordering them so you get a good range of pinks, reds and browns. And again put them in a pot to hand round to try (you will need some wipes to give to people to clean their hands after trying them out! Solutions wipes 36368 normal price £4). The ultra Colour Rich 24k Gold ones I think are the nicest.

Order a packet of the **"Skin Type Tester Strips"** on your sample page as you can start your party using these-it's a good way to start the party off and break the ice-basically they put them on their cheek or forehead and after 15 seconds it will tell them what type of skin they have e.g. Oily, dry etc and this will help you advice them which skin creams they need to use from the "Solutions" range in the catalogue for their particular skin type-the instructions are all in the box they come in.

You may want to get a handful of **foundations** as they are only 20p but make sure they are aware there is a 90 day no quibble guarantee that they can return anything even if tried once and the wrong shade for them.

A couple of other products that I find go down really well are the **Room Linen sprays** which if you look at p.129 in your campaign 17 catalogues are only 99p just for this campaign-they are normally £3.50 each so maybe worth getting a couple now for your samples selection – can highly recommend the Apple one and the Apricot one at the moment.

Also worth getting a **Dry Oil Body Spray** p.123 in the green and white pot – worth telling everyone that the Army uses this stuff to keep the bugs away in foreign countries-all of my customers use this for holiday as it is amazing-no mosquito bites guaranteed and it smells ok and moisturises their skin also-a big seller this one.

Also I highly recommend you order some **Reversalist Serum samples** and the free spatula on your samples page-I put a bit of this on the spatula at the start of the party and get them to put it on their face-within an hour they can feel the difference on their skin and how soft it is they order it! I use this serum as its amazing and I am selling loads of it at the moment and if you look in your Hello Tomorrow catalogue they are bringing out the most amazing eye cream to go with it soon and you can order as many pots as you like for £7 and make a fortune when you sell them onto the customers.

### 3.CATALOGUE

Have a good look through the **catalogue** that will be out at the time of the party and highlight the products you think are great value at the time-especially those with free gifts and the above bits and obviously any Christmas gifts and clearance catalogues. I use little sticky note papers on the pages so I can find them easily and tell them which pages to turn to, to look at the products. I have actually purchased a few gifts in there for my family for Christmas and then have them out at the party!! Also any shampoo's or other products you have tried for yourself, get them out at the party.

### 4.PENS/CARDS

Make sure you have enough **pens** to go round and give out a catalogue and order form at the start of the party so everyone can complete it as they go along.

I also have my **business cards** at the party to give out and for them to take away with them in case they want to place a late order and need to get in touch. If you visit [www.vistaprint.co.uk](http://www.vistaprint.co.uk) you can get a free small rubber stamp with your name and number on for your customer order forms and some very cheap business cards made up to give to your customers.

Good way to finish the party is to remind them to let you know if they or someone they know would like to also host a party or join the team and then just let me know.

Most of all remember to enjoy and give yourself a couple of hours in all.

Hope this all helps!! x