

Party With A Purpose - Organize IT!



Party with a Purpose is designed to use products from the Spring Add-On Kit that work together for a specific themed party. The Add-On Kit features several products that can be displayed during your Organize IT! demonstration like the Your Way Cube, Hang-Up Family Organizer, the Hang-Up Room Organizer and a few fan-favorites like the Large Utility Tote and the Organizing Utility Tote.

Organize IT!

At an organizing themed party you want to offer your guests fun tips on how they can keep their life organized. You can demonstrate how our products work by creating real-life solutions.

🌟 How is this Party with a Purpose Unique?

- ❖ This is a fun way to demonstrate our products and how they work in the home
- ❖ Offer use ideas tailored around organizing
- ❖ Display products that coordinate around solutions for different types of organization
- ❖ Guests will learn new ways to use our products to organize
- ❖ Your display will feature solutions your guests will love!

Hostess Coaching



Pre-Party:

☼ Discuss your Hostess' guest list

- ◆ Ask your Hostess who she is inviting, and what is going on in their lives right now
- ◆ Once you've established that your Hostess would like to have an organizing party, ask her where her guests need help organizing

☼ Tell your Hostess what she can expect from you

- ◆ When will you follow up with her?
- ◆ Will you send out invitations for your Hostess?
- ◆ Tell her when you will need her final guest list

☼ Discuss Hostess benefits

- ◆ Ask your Hostess what's on her shopping list
- ◆ Talk with her about how she can receive these products for free or half-price

Set Up



- ☼ Simple, easy and fun party demo!

- ☼ You'll need a few tools to get started
 - ◆ The Spring Catalog
 - ◆ The Hang-Up Family Organizer, Hang-Up Room Organizer, Your Way Cube, Large Utility Tote and the Organizing Utility Tote
 - ◆ Product Feature Tags and the Swatch Set if you have them

- ☼ Display items in use at your party
 - For example:**
 - ◆ Set the Large Utility Tote at the base of the couch with blankets
 - ◆ Set the Organizing Utility Tote on the table with crafts and pens
 - ◆ Use the Hang-Up Family Organizer to hold your Hostess' files and magazines
 - ◆ Fill the Your Way Cube with sweaters from your Hostess' closet
 - ◆ Fill the Keep-It Caddy with items for the dog park

1. Introduction



☀ Generate some excitement about the party by giving them a preview of the fun!

- ❖ Ask, “How many of you have been to a Thirty-One party before?”
- ❖ Share that after talking to the Hostess she suggested a party about organizing, because she knows everyone needs a little help getting organized and our products are perfect!
- ❖ Let them know that the party is a place to have a great time, and that you want them to join in the fun with lots of great suggestions on how they’ll use the products

☀ Welcome: You and the Company

You:

- ❖ Mini Zipper pouch used as a “Why” bag
- ❖ Share why you love Thirty-One!

❖ *Recruiting Seed:*

Company:

- ❖ Proverbs 31
- ❖ Celebrate, Encourage and Reward women

2. Celebrate The Hostess



- ✂ Celebrate the Hostess by bringing her to the front of the room
- ✂ Thank her for having the party
- ✂ Have guests share encouraging words about the Hostess
- ✂ Present her with a small thank you gift, if you'd like
- ✂ Have guests turn to Catalog pages 52-55
 - ◆ Share the highlights of the program with guests and why it's a great opportunity
 - ◆ Have the Hostess share the products she's working toward earning for free and half-price

Booking Seed: Share that if they decide to book their own party the Hostess will receive a special Booking Bonus product for **FREE!**

3. Product Demonstration



On the following cards, we give several product sets and solutions to best fit the organizational needs of guests attending.

- ☼ Introduce guests to the Catalog. Since we have several pages in the Catalog showcasing our organizational products, you will have a few pages to show them
 - ◆ Start with the front cover of the Catalog review the dream office and talk about the new Your Way Collection. Show that the collection can be used in a variety of spaces
- ☼ Have guests turn to page 8 and show off the garage layout, featuring our popular Large Utility Tote
- ☼ Share with guests that you are going to show them all the ways our organizational products can be used in several different settings
- ☼ Then ask some questions around your guests lifestyles that you learned in Hostess Coaching; have guests share and make connections
 - ◆ **Example:** “How many of you need to organize your homes after the busy holiday season?”

Question: _____

Question: _____

Personalization Seed: This is a perfect time to talk about why it's unique to Thirty-One.

- ◆ Explain how your Customers love personalizing their favorite products
- ◆ Have your Hostess ask her guests what they are going to have personalized on their products?



A) Hang-Up Organizers

Open with some questions around your guests' lifestyles that you learned during Hostess Coaching; have guests share and make connections with the product.

Question: _____

Question: _____

Paging All Nurses: Organizing Utility Tote, Hang-Up Home Organizer, Mini Utility Bin

☼ Reference Catalog page 5, Solution Set 4

☼ Share why this is a great solution: _____

Personalization Seed: Share that all of these items can be personalized!

Home Sweet Home: Organizing Shoulder Bag, Hang-Up Home Organizer, Hang-Up Room Organizer, Hang-Up Family Organizer

☼ Reference Catalog Page 18, Solution Set 1

☼ Share why this is a great solution: _____

☼ Talk about how our products work together

☼ Let guests share what they would use it for

B) Your Way Cube



Open with some questions around your guests' lifestyles that you learned during Hostess Coaching; have guests share and make connections with the product.

Question: _____

Question: _____

Feeling Shelfish: **Large Utility Tote, Your Way Cube, Fold N' File**

🔍 Reference Catalog page 9, Solution Set 7

🔍 Share why this is a great solution: _____

🔍 Point out the garage on Page 8 and tell guests you would love to talk to them after the party if they are interested in owning all of that for only \$94.

To the Grocery: **Organizing Shoulder Bag, Your Way Cube**

🔍 Reference Catalog page 19, Solution Set 5

🔍 Share why this is a great solution: _____

Personalization Seed: Share with your guests they can personalize the Your Way Cube for easy organization!

C) Organize Your Space



Open with some questions around your guests' lifestyles that you learned during Hostess Coaching; have guests share and make connections with the product.

Question: _____

Question: _____

Dream Closet: Featuring the Your Way Cube and the Hang-Up Room Organizer

📖 Reference Catalog page 24

🗨️ Share how these products work in the closet: _____

Booking Seed: Share with guests that the closet retails for \$596. If they love this closet as much as you do, you'd like to chat with them about how they can get it for **40% off!**

Dream Office: Featuring the Your Way Cube, The Hang-Up Home Organizer and the Hang-Up Family Organizer

📖 Reference Catalog page 28

🗨️ Share why this is a great solution: _____

🗨️ Ask guests where else they could use these products.

Recruiting Seed: Share with guests that you own these items as part of the Add-On Kit, a discounted kit provided to Consultants, to help you continue to grow your business with new and updated fabric and styles.

4. Wrap Up And Close



🕒 Recap the solutions you shared

- ◆ Share the Shopping Guide and personalization information

🕒 Close and recruiting seed: “If you liked two or three items tonight, I’ll be happy to help you order these and choose personalization options for them. If you’re having a hard time deciding because there are four or more products you want, consider hosting a party so we can work together to get these for free or half-price. If you liked our products even more, you really should consider doing what I do.”

- ◆ Catalog page reference: back cover
- ◆ Share the Enrollment Kit contents for \$99
- ◆ “And if you decide to become a team member, you can earn an additional \$200 for sharing your great new career with two friends and promoting to Senior Consultant!”

🕒 Allow time for party guests to shop

5. Full-Service Checkout



- ✿ Find a space to have one-on-one conversations with each guest
- ✿ Connect with a comment they made or something you learned about them at the party
- ✿ Ask each guest to host a party and consider being a part of the Thirty-One family
- ✿ Use some of your selling techniques and add-on, cross-sell, or up-sell other products to Customers at checkout