

# PARTY CHECKLIST

## BEFORE THE PARTY

### PREPARE YOUR HOSTESS

- Work with Hostess to make a list of potential party guests – the more the better!
- Ask Hostess about styles or colors that her guests would like so that you can add those specifically requested styles to your inventory.
- Set a specific date, time, and location. Make sure you allow adequate time for display setup.
- Help Hostess send invitations. Remember to make the delivery personal whenever possible. This includes emails, texts, and social media messages.
- Encourage guests to invite friends to come with them: Invite to Invite!
- Send periodic, personalized reminders one week prior to the party and the morning of the party.
- Allow your Hostess to select her Hostess Rewards ahead of time. The more she claims, the more motivated she'll be to sell.

### A FEW PARTY PREP TIPS

- Don't overwhelm your Hostess by loading in oversized displays with elaborate décor. Keep setup and tear down quick and efficient.
- Let your Hostess wear your newest pieces of jewelry to spur excitement.
- Wrap your pegboards in plastic cling wrap (pallet wrap works best) to keep things in place.

### GATHER YOUR SUPPLIES

- Inventory! The more you stock, the more you sell. As a general rule, plan on a minimum of four to five pieces per party guest.
- Sales bags (Item #B100), gift bags (Item #I111, #GB5, #I112), and gift boxes (Item #GB1, I110, GB3, I109).
- Yard sign (Item #S205)
- Mirrors (Item #H145)
- Cash box and money to make change.
- Apron (Item #H100) – allows you to move around the party and interact!
- Business cards ([www.paparazzitools.com](http://www.paparazzitools.com))
- Frequent buyer loyalty cards (Item # S1034, S1035, S1032)
- Future clientele collection box and customer information slips (Item #H149) or individual sign up sheets for customers interested in:
  - Hosting a party
  - Being notified when you receive new inventory
  - Jewelry tool kit (Item #I105)
  - Your party calendar

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## AT THE PARTY

### SET UP

- Put yard sign in place
- Display jewelry by color, then by accessory type. Use complementary colors to really make the displays pop!
- Display the Fashion Fix
- Look the part! You and your Hostess should be wearing jewelry that you currently have in stock.

### START THE PARTY

- Welcome each guest as they arrive. Introduce yourself, thank them for coming, and let them know that all of the accessories are just \$5.
- Interact with the guests! Wear an apron to free yourself from sitting in the corner with your cash box.

### TIPS

- Invite guests to invite more friends on the spot. Encourage them to post their new favorite pieces on social media.
- Find a way to compliment each person at the party.
- Identify the "life of the party" and work with them to spur excitement throughout the party.
- Be familiar with your inventory and color placement to allow quick upselling and style suggestions for shoppers.
- Have a drawing from the customer information slips that have been submitted.
- Pull out the "Hidden Box."
- At checkout, make sure each guest gets your business card. If you have created an online party to run alongside the home party, let the guest know they can shop online until the party closes.
- Wrap purchases in tissue paper, sales bags, or the original sleeves they are delivered in to prevent tangling or damage.

## AFTER THE PARTY

### CLOSE THE PARTY

- Finalize Hostess Rewards
- Help clean up the Hostess' home
- Thank the Hostess and extend offer for future party

### THANK YOU CARDS

- Send a thank you card to the Hostess
- Send thank you cards to each customer who left contact information
- Don't forget to include your business card with each thank you card you send

### FOLLOW - UP

- Contact guests interested in hosting a party within 5 days.
- Contact future clientele within 30 days, as you receive new inventory.
- Replenish your inventory by replacing inventory that was sold
  - To determine how many pieces were sold, take your total sales and divide it by the sales price of one item. For example, if you made a total of \$200 and sold each piece for \$5, you sold 40 pieces.