

FM FRAGRANCE PARTIES

FM have all the tools we need for Party Plan - Invitations, Customer Receipt pads and Posters, as well as the **NEW** Basic Demonstration pack at £59.99, or the Luxury Demonstration pack at £89.99. These Demonstration packs contain one of each of the products in the range, and are available at a discounted price for Distributors. The free gifts we receive from FM with orders of 25 bottles plus are great to give to Party Plan Hostesses, as **BONUS** gifts well as offering Hostesses **10% COMMISSION** in **FREE** products

It has been **PROVEN** that **THE** most **EFFECTIVE** and **PROFITABLE** way of selling the FM Fragrance range is through Party Plan Demonstrations:-

- 1) You show the products to a **GROUP** of people all at the same time, rather than to each person on an individual basis, saving time, money and effort.
- 2) You rapidly boost your **RETAIL SALES** each month.
- 3) You build up a large **CUSTOMER BASE** who **RE-ORDER** from you on a regular basis, giving you ongoing repeat sales.
- 4) You find people at Parties who would like to **JOIN** the Company, as they can see how easy it is to demonstrate the FM fragrance range.
- 5) You increase the number of your **CUSTOMERS**, and new **TEAM MEMBERS**, and therefore **MASSIVELY INCREASE** your **INCOME** !

HOW TO GET PARTY BOOKINGS

You can hold FM Fragrance Parties in people's homes, in Pubs, Retirement Homes, Schools, Hospitals, and so on, which can be held as Coffee Mornings, during the afternoons, or in the evenings.

- 1) Hold your first Fragrance Party **YOURSELF**, and invite all your guests to host a Party for you, to help you get started.
- 2) Ask family members, friends, neighbours work colleagues, and people you socialize with, if **THEY** would host a Party for you.
- 3) Go through your local '**YELLOW PAGES**', and make a list of Retirement Homes, Nursing and Care Homes, Sheltered Accommodation, Children's Day Nurseries, etc., and either phone or write to them, offering to hold a Party, ensuring that you follow up on your initial contact.
- 4) Contact local Groups and Charities, such as Brownies, Rainbows, Scouts, etc, and offer to **DONATE** a percentage of your sales to them, (normally **10%** in **CASH**), if they host a Fragrance Party for you.
- 5) Contact your local **HOSPITAL**, and offer to raise funds for them, by setting up a table in a busy area to display the products.
- 6) Contact local **SCHOOLS** and offer to help raise funds for their P.T.A. by holding a Fragrance Party for them, either at the school, or in their homes.
- 7) Canvas Parties by knocking door to door, **ASKING** if people would like to book a Party, the same as Avon, Kleeneze and Betterware Reps do !

HOW TO INCREASE YOUR PARTY BOOKINGS

You should aim to **BOOK** at **LEAST** another **2 or 3** Parties, from every Party you do, so that you fill your diary in advance each month.

- 1) Tell Guests the value of the **FREE** products the Hostess has qualified for at the end of each Party, to encourage them to book a Party themselves.
- 2) Re-book your Hostess for **ANOTHER** Party, in two or three months time, so that she can receive her **NEXT** order free of charge too !
- 3) Ask Guests if they are involved with any local Group or Charity who are fund-raising, and explain how FM can **HELP** raise extra funds.

HOW TO GENERATE EXTRA PARTY SALES

Show your Hostess how she can **INCREASE** her Party sales, (and thereby the amount of **FREE PRODUCTS** she qualifies for), by lending her a sample kit for a week or so **BEFORE** her Party. Make sure you also give her some Fragrance Family lists, and show her how to use these, plus FM Catalogues, and a Party order form. This will enable your Hostess to:-

- 1) Evaluate the samples **HERSELF**, so that she can recommend the products to prospective Guests/Customers
- 2) Pass the sample kit to **OTHERS**, who can take it into **THEIR** workplace, or show to **THEIR** families and friends, etc.
- 3) Allow **EVERYONE** she knows and comes into contact with **TRY** the samples, and place an order, in case they can't make it to the Party.

HOW MUCH CAN YOU EARN FROM PARTY PLAN ?

Speaking from my own **PERSONAL** experience of FM Parties, the smallest Party order I've had was **12 bottles**, and the largest, **59 bottles**. That means, at **£3.00** per bottle retail profit, I've earned **BETWEEN £36 and £177** at **EVERY** FM Party I've ever done, for a couple of hours work, which at the minimum wage of £5.52 an hour, equates to earning between **6 - 32 HOURS PAY**, in **JUST 2 HOURS !** The extra money I earned from my Monthly Volume Bonus at the 21% level, of between £12 and £59 per Party, paid for the Hostess Gifts, so the above figures were pure profit !

THAT'S why I recommend that **EVERYONE** does **PARTY PLAN !** Do the sums yourself, and see how much **YOU** could earn, if you were to do just **2 Parties** a week, at an **AVERAGE** of **25 bottles** per Party :-

2 Parties per week x 25 bottles = 50 bottles per week x £3 profit = **£150.00**
50 bottles per week x 4 weeks = 200 bottles per month x £3 profit = **£600.00**
Plus **9%** Monthly Volume Bonus of 44p per bottle on 200 bottles = **£88.00**
TOTAL MONTHLY EARNINGS = £688.00

£688.00 = 124 hours per month, or **31** hours per week at **MINIMUM WAGE**
£688.00 = 16 hours per month, or **4** hours per week of **FM PARTY PLAN**

REQUIREMENTS FOR FM PARTIES & DEMONSTRATIONS

A small Diary that fits inside your FM sample case
Party Order Forms (we can Email the template to you)
Retail Receipt Pads, Product Catalogues, Fragrance Family Lists A and B
Party Plan Invitations, Customer Questionnaires
A book of Raffle Tickets, Labels to write each Guest's name on
Large envelopes (for order forms and payments), a Calculator

FM Sample Kit and a tablecloth or material to cover a table
A selection of the FM Products, to make up an interesting display
Table decorations of your choice - themes can include Valentines Day, Christmas, Easter, Fathers Day, Mothers Day, Birthdays, Anniversaries, Weddings, Christenings –anything that acts as a memory jogger for gift ideas!

HOW TO CARRY OUT A PARTY PLAN DEMONSTRATION

Always contact your Hostess the **DAY BEFORE** the Party, to confirm, and on the day, arrive punctually – at least half an hour **BEFORE** the Guests are due to arrive. This will enable you to set up your display, making it as attractive as possible. Look smart and professional, but wear something **COMFORTABLE**, so you feel relaxed and at ease.

Welcome each Guest individually as they arrive and **THANK** them for coming and give each one a name label – which saves the embarrassment of forgetting their names. Hand each Guest an **FM CATALOGUE** to browse through as they settle down, and invite each one to take part in the **RAFFLE**, with an FM product as the prize - £1 per strip, or £1.50 for 2 strips of tickets. The money taken for raffle tickets will cover the cost of the prize, plus offset any costs incurred for travelling to the Party, etc.

When everyone's arrived, start with a **GAME** – and make it **FUN** - after which your Hostess and Guests should feel relaxed, and in a good mood, ready for the Demonstration to begin.

At this stage, **BEFORE** you start demonstrating the products, introduce yourself, and tell people how long you've been with FM, and what you most love about working with the Company. Give a brief talk about the Company and the FM product range, emphasising the high quality and value for money that they represent. You could mention at this stage that you are looking for people to join your **TEAM**, so those who are interested can let you know before they leave at the end of the evening. You will need to talk to them in private, so take their telephone number and call them the following day.

After inviting questions and answering them, let people know the **DELIVERY DATE** for the orders, and the method of payment.

PAYMENT FOR GOODS

You will have advised your Hostess of **HOW** payment is to be made when booking her Party, so this information should be **KNOWN** by both the Hostess and her Guests. You can explain that **YOU** have to pay for the products **BEFORE** you receive them, just as they would if they ordered something from EBay, or by Mail Order

There are several methods of payment:-

The customer can pay for the order **IN ADVANCE** at the Party, either by cash, or cheque with a Bankers Card. (Several other Party Plan Companies already use this method), or they can pay a non-refundable **DEPOSIT OF £5** per bottle, with the balance due on delivery. Alternatively, if you **KNOW** the Hostess, you can arrange for customers to pay for the order in full, **ON DELIVERY**.

In each case, you give each Customer an official FM receipt, detailing **THEIR** order and payment method, with **YOUR** name, phone number and other details, clearly shown. You need to give the Hostess a copy of each Guests order form before you leave, as she is responsible for collecting any payments due, and passing them onto **YOU** when you deliver the order.

THE FM PRODUCT DEMONSTRATION

Before you start your demonstration, hand each guest a **CUSTOMER QUESTIONNAIRE**, and a pen, and ask them to fill them in. These are **INVALUABLE** for gathering all the information you need from each customer, and can be used to build up your Customer Record File. We can Email a copy of this Questionnaire to you, so that you can make copies of them to hand out.

Once these have been filled in, you can start to demonstrate the product range. Hand round the body lotion and hand cream, and invite the guests to try them. Emphasise how economical they are to use, how smooth they leave the skin, and how lovely they smell. Pass round the shower gel round, and invite people to go and wash their hands with it, so they can see how well it lathers, how little they need to use, and how the fragrance lingers on the skin. Let people, **TOUCH, TRY** and **SMELL** as many products as possible, describing each one in turn, speaking about them from your own **PERSONAL EXPERIENCE**.

Pass out copies of **LIST A**, and ask each individual what their favourite fragrances are. Look at the fragrance families these fall into on **LIST B**, and hand them the relevant samples to try from each fragrance family. Get them to turn their questionnaire over, so they can write down the **NUMBER** of each sample fragrance they're trying, and **WHERE** they have tried them – left or right wrist, inside of

right arm, etc. so they can remember which is where. As they are trying the fragrances, emphasise again the quality of the products, and how much stronger they are than most fragrances sold through shops.

TAKING THE ORDERS

Once people have decided which fragrances they like best, you can start taking their orders, writing out each receipt in **TRIPLICATE** – one copy for your customer, one for the Hostess, and one for your records. You can actually prepare your receipts with your details on **BEFOREHAND**, with a sheet of card between each set of 3 receipts. Make sure you record each customer's details in full, their FM order, method of payment, and delivery date.

When you give each customer their receipt, ask them for their Customer Questionnaire, to ensure that you can give them the best service possible.

CALCULATE THE HOSTESS COMMISSION

Once you have collected all the orders, add them all up, and divide the amount by 10 to calculate the 10% commission your Hostess has earned. At this stage, announce to everyone how much this amount **IS**, and ask if any of the Guests would like to book a Party with you, as they **TOO** could order lots of **FREE** products by hosting their own FM Fragrance Party.

This is also a good time to ask if anyone is interested in joining your team, having seen how easy it is to sell the FM product range. Take down people's telephone numbers, and arrange to contact them the following day.

BOOKING FURTHER PARTIES

Your aim is to book at least 2 **NEW** Parties from each one you do, and to **REBOOK** your Hostess for another Party in 2-3 months time, so that she can receive her **NEXT** order free of charge too. Get people to commit to a date and time **THERE AND THEN**, on the night, and put all the details straight into your Diary.

Take down your Hostess's order for her **FREE** products, and then give her an **ENVELOPE** containing a copy of each of her Guests order forms, plus her own, so she knows who has ordered what, and how much they need to give her, if payment is due on delivery.

At the very end of the Party, draw the winning **RAFFLE** ticket, and hand over the prize.

GOODBYE AND "THANK YOU"

Once you have finished the Party, pack up your equipment, say goodbye to everyone, thank your Hostess, and then them again for coming. As a gesture of goodwill, it's always a nice idea to send the Hostess a "Thank you" note the following day, through the post.

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