

MAKING ARTISTRY A BUSINESS

PERSONAL INVESTMENT PROMOTIONS:

Buy over \$75, get a free Soft cloth (\$7.00 investment) OR 1 Hydra-V Sheet Mask (\$5 investment)

Buy over \$250, get a free eye and lip makeup remover (\$26.50 investment) OR Satinique System (\$25.10 investment)

PLUS any other artistry promotions through Amway or Centre that are current.

HOST A PARTY

- 15% off on the day
- If there is more than \$800 in sales, you get 20% off plus a gift
- Free express facial

REFER A FRIEND

- Buys over \$100, you get 10% off your next purchase
- Buys over \$250, you get 10% off PLUS a free express facial

WHAT DO YOU NEED?

- Promotion flyers
- Artistry price lists
- Order forms
- Diary
- App forms
- Kit forms
- Thank you cards/ gifts
- Business cards
- Products
- Stands
- Soft cloths (1 soft cloth can be cut into 6)
- Mirrors
- Bowls
- Headbands
- Cotton Pads (for eye/lip makeup remover & toner)
- Cotton Tips (for cream moisturisers)
- Towels
- Candles
- Artistry table cloth (or any nice black or white table cloth)
- Good music/ speakers

BEGIN WITH THE END IN MIND – we want sales and networking.

BEFORE THE PAMPER

- Explain your story, how you came across artistry, what you love about it and why you're passionate about having an artistry business
- Explain the history of artistry, what make it unique, and its position in the market place
- Explain the 90 day money back guarantee and what they can expect from today
- Explain the promotions UPFRONT, so they have time to think over it
- Create an environment of fun/relax and VALUE
- Give value/get value- help them see special, guided and unique
- Explain the ranges on offer
- Get them to fill in skincare questionnaire and help each of them pick which skincare routine is best for them
- Identify STRAIGHT away what they are looking for and what they desperately need

-Explain Deal or No Deal and Raffle Draw activities if you are going to include them.

GET STARTED! – DURING THE PAMPER

- Use key “feeling words”
- Make sure everyone understands the WHY behind the WHAT (e.g. why we use toner and the importance...not just what toner is)
- Keep it fun and upbeat, with posture
- Place huge emphasis on any products that are part of the promotions on the night, so they WANT what they can get for free

CLOSING

- Everyone should have a price list tick sheet that they can look through
- Re-explain the options
- Go around one on one and see what each person has ticked – this is an opportunity to UPSELL to gain promotions/ get full systems
- Remember: everything has a 90day money back, so start correct
- Get them to fill in paper order form, as well as register as a VIP customer. Explain this will just allow them to look at other products and order in the future (in the follow up you will show them through the website)

BEFORE THEY LEAVE:

- Identify “wish list” products with each customer (the products they like but chose not to buy on the night)
- Book a time in next 2 days to hand deliver product to their door- this is an opportunity to connect and build a relationship... but also to make sure they understand how to USE what they purchased. Give value/ get value. Make sure they are not confused and they are satisfied. The follow up is also an opportunity to book a host party.
- Give each lady a small “thank you”: whether it’s a thank you card that you have gotten printed, a flower, a small chocolate- something inexpensive but memorable.

ALWAYS:

- Make sure you take record of everyone’s details. Follow up and staying in contact is important. You want to call them BEFORE they run out of our product, or whatever they are using.... We want to give them service/an experience they will never forget! 😊

BUNDLING THE PRODUCT:

- Deliver the product in gift bags with a “Thank you” note and your card. A “sample” from another range is recommended, e.g. XS chips, energy drink, etc. Something small, but enough to create interest and awareness 😊

EXTRA ACTIVITIES

The below activities have been added as an option to keep your party fun, interactive and memorable. It can also be used to promote/book further parties. If you choose to include these activities they will be a personal investment on your part that has the potential to create further business for you!

“Deal or No Deal”

Before the pamper hand out your Deal or No Deal product lists.

Tell everyone to look through the list and pick ONE item they would love to have. Get them to write it down on the bottom of their order form before the end of the session.

At the end of the pamper session go around to each person and give them the pair of dice to roll.

Whatever they roll is what they can buy the product for **IF** they host a party of their own. They can choose to take the deal or not!

HOW IT WORKS

Sammy picks out an Artistry Lip Gloss RRP \$35.34, she rolls the dice and gets a 7. You explain that if she hosts her own party she can purchase the Lip Gloss at only \$7.

She chooses to host her own party = Deal. If she chooses not to = No Deal

IF "SAMMY" TAKES THE DEAL

Take note of the product "Sammy" wants & how much she gets it for. At "Sammys" Artistry party add her Deal or No Deal product to her order for the price she rolled.

This will be a \$19.19 investment from you to ensure another artistry party!

WHAT YOU NEED:

- Deal or No Deal Product List (Specific list of all Hair, Skin & Nail Products UNDER \$50)
- A pair of dice

"Raffle Draw"

When everyone arrives give them a raffle ticket. Explain that throughout the session more raffle tickets will be handed out for questions asked and answers given.

During the session put raffle tickets into the bowl as you hand them out, at the end of the night draw a ticket/s for the winner/s & give them their prize.

Multiple Winners:

Prizes could be a can of XS, a packet of XS chips, a \$5 off your order voucher, an express facial.

One Winner:

Put together small prize pack. It can be made up of some products suggested above or other inexpensive items like soaps, bath bombs, loofah etc (kmart has a great selection of things available)

WHAT YOU NEED:

- Questions Sheet
- Raffle tickets
- Bowl
- Small prizes/Prize pack