

SAMPLE Thirty-One Party Script

Welcome: Meet each guest at the door; Smile, introduce yourself and if they don't tell you their name say, "and your name is _____?" Then say, "Thank you for coming _____! Have you been to a Thirty-One party before? We are going to have a great time! Have you pre-booked a Thirty-One party of your own? If no, then say; "Well, if you would like to, _____ hostess gets a free gift with 2 pre-bookings....so just let me know if you want to pre-book before we get started and I'll make sure _____ gets credit. Now let's get you a nametag and then I'm going to show you the product display so you can take a sneak peak.

****Do this with each guest and give each one individualized attention—remember, you are building a relationship with this woman! She may be your next recruit, hostess or top customer. DO NOT prejudice anyone. Ask her questions about herself and compliment her.**

Greeting for Show: "Hi"! Thank you for coming to _____ Thirty-One party. I believe I had the opportunity to meet each of you as you entered tonight. But because I want to be your personal Thirty-One consultant, I don't want you to forget my name. So, I'll introduce myself again. My name is _____ and I am going to be your Personal Thirty-One Shopper tonight.

"Quick show of hands, how many of you have never been to a Thirty-One party? Well let me tell you what! You are in for a special treat! Now let me tell you about Thirty-One. The name Thirty-One was derived from the Old Testament, where Proverbs 31 describes a virtuous woman who exhibits hard work, wisdom encouragement and care for others. Because of these qualities she is worthy of reward, honor and praise. You are going to fall in love with so many of our unique products you are going to have trouble deciding which ones to choose. And when you find yourself in that situation the best thing you can do is to have your own Thirty-One party and walk away with some of those items for absolutely free! We find that half of the people that attend a Thirty-One party end up booking their own! So, be thinking of the best day _____ or _____ for you and your friends to get together for a shopping party of your own. At this point let them

know that during the show you will ask a guest to ask you a question that you will hand to them on a card (COMMERCIAL CARDS) and then hand a card to a guest and have them read the question and then your response is- _____ that is a GREAT question and thank you for asking.....at this point hand a guest the card that says: WHY DO YOU LOVE YOUR JOB?

....”I absolutely LOVE what I do...(AT THIS POINT YOU COULD SHARE YOUR “WHY” BAG THAT YOU CREATED WITH ITEMS THAT ARE THE REASONS YOU DO THIRTY-ONE-EXAMPLE: PHOTO OF KIDS, BRA-FOR ALL THE SUPPORT YOU GET, PAYCHECK,ETC.) or speak about your “why”-----A couple of the best parts of this job are flexibility and the pay. You heard me mention that I only do shows ___ nights a week—and I save the rest of the time for my family, because they are my top priority. I choose the days that I want to work and you can do the same thing—based on your schedule, so please watch what I do this evening (or afternoon, morning, etc). If you can see yourself doing something like this, I have more information I can share with you following the party. Okay! Who’s ready to see some great products?”

Visuals Help: Reward your hostess with a hostess gift. Say, “Thank you for holding your party on the date we selected, _____. Here is your free gift. Let the guests know you will reward them also if they book a party with you and hold the date. Right now I am going introduce you to our products by playing the “Purse” game. How the game works is I will call out a letter and then you use your purse to find something that starts with that letter. The first person to yell out something will get 3 tickets. Anyone else that finds something in their purse after the first person gets 1 ticket. Save your tickets for a drawing at the end of the game!

T= Tote Collection

Thermal totes are one of our biggest sellers, insulated (keep hot items hot and cold items cold), come in 8 different colors/patterns, fits a 16 oz. bottle of water or soda upright, great for lunches, taking to the beach or pool. Price: \$18.00

**If you have extra thermal totes use them as an incentive for them to book a show....say and if anyone books a show they get their choice of this pink or lime green one.

S= Skirt Purse Collection

One purse that can match your different moods. Whether you're feeling fun and spirited or polished and sophisticated, our interchangeable skirt purse can take on a new personality. Available in adult and kids sizes. \$42 for adult and \$36 for kids

C= Classic Collection

You can't go wrong with classic styles. Choose from our floral or black bubble quilted. Our Black floral Carryall tote is great for overnight trips or weekend getaways. (\$62.50) Our Soft black bubble quilt wallet is a great addition to our totes. Features zipper closure and many slots to put all your credit cards/id's. (\$20)

H= Home Collection

Our magazine baskets are very popular. Come in two sizes; small (\$28.00) and medium (\$36) and are great for magazines, fits a 12x12 scrapbook, books, etc. Some people ask why does the handle come off? They are not meant to be used for carrying but when you take it out you can put a roll of toilet paper on the handle and use as a holder and then put extra toilet paper in the basket. We also have Wrought Iron Word Art in 8 words (\$13.50)

N= Natural Soy Candle Collection

We have a collection of soy candles (\$18) and accents (\$6.50). Soy burns longer and does not exhume black soot. You can put chocolate soy accents on a whipped cream candle to create your own scrumptious scent. Can monogram one initial on the candle glass. We also have a ceramic candle/accent melter. This multi-functional melter can be used to release the aroma of our soy accents through a gentle melting process. It can also be used as a decorative holder/melter for the large candles. (\$31)

P= Pamper Yourself with our Spa Collection

Our Bath Wraps (\$36) are made of soft fleece and are great with our thong slippers (\$18) and our headband (\$7). We've added a new hanging cosmetic organizer (\$26).

K= Kids Collection

Some special items for the boys and girls in your life. Whether you are looking for a gift or special surprise for good grades we've got the perfect things. Our cinch sacs at \$21.50 are great for sports, school or for overnight stays at grandmas. Our quilted backpacks (\$45) are perfect for all those school books/supplies. Fill our All in One Organizers with DVD's, toys, diapers, books and more (\$17.50). These can be personalized with a Gift Card Insert to match at \$2.00.

G= Glamour Collection

For the woman on the go, our organizing shoulder bag provides a way to keep up with everything during the day. (\$43) Show off your sassy side with our Sassy Sacs Available in 2 sizes and 3 popular colors. Small \$32 and Med. \$42

D= Damask Collection

Move to the head of the fashion class with either our Brown or Green Damask items. Our Adult Backpack at \$64 is great for anyone on the go! Can also hold a computer or purse insert to keep you up to speed and organized.

Tell them this is the last letter coming up:

O= Opportunity to have the "Gift" of Thirty-One (Recruiting Seed)

Let the guests know that the best item is our business opportunity. If they are not interested they may know of someone who may be. Share the minimal cost of \$99 to start.

Now that the letters have all been called out it is time to do one drawing or several based on how many gifts you bring. It is always good to draw for 2 prizes.

At the end of the game, say, "How many of you saw a lot of things that you liked tonight? HAND A GUEST THE "HOW DO I SAVE MONEY ON MY ORDER CARD?"...ANSWER IS- Here's what you are going to do...purchase some of your favorites tonight and take advantage of our Customer Special (GO OVER THE CUSTOMER FLYER) and then book a party to get the rest for FREE or 1/2 price. HAND YOUR CARD THAT SAYS, "WHAT DO I RECEIVE FOR SCHEDULING A FUN NIGHT OUT?"-Let me show you why you want to be a Thirty-One hostess.

Show what a hostess receives by "hostess stacking" her with items. Show them what a \$500 party hostess gets. Show the Monthly Hostess Flyer. In addition with a \$500 party they receive an Exclusive Gift of our Medium Boat Tote for only \$10! Tell them the retail value of the items (_____) and then tell them what it is going to cost the hostess (_____).

90 Second Game

Tell the guests you are going to do one more drawing. You are going to have someone time for 90 seconds. Tell the guests you are going to give them more tickets to anyone that asks you a question about your business. (example: how much do you make, how many parties do you do a week, etc.). You can create a bonus question(Example:How do I sign up?) and if someone asks you it, you give them 10 tickets!! Do a prize drawing after the 90 seconds. This is another great way to plant the recruiting seed.

Time to Shop:

Pass out catalogs. Have them fill out the top part of the order form in its entirety. Talk about payment options and delivery. Offer an opportunity to "Go fishing" in a bag you have full of small product items when they spend say \$50 or \$75.

Let them know you are here to help answer any questions, guide them with monogramming (point out last pages of catalog and the options they have).

One on One Full Service Checkout:

Ask 3 yes question:

1. Did you have a lot of fun tonight?
2. Did you see a lot of things you liked?
3. Wouldn't it be great to get some for free?

Say, "Have you ever thought about doing something like this? I am looking for new consultants and would love to have you on my team. Would you like to take some information home? (follow up is crucial—so set a date/time to talk after party).

If NO—then say "When would you like to get your friends together for a girls night out? I have a couple of special dates. They are _____ and _____ (use your Open Date Card or Booking Tree). Which would work best to get your items for free and 1/2 off?

If NO—"I'd like to keep you up to date about our specials—would you like to be placed on my Preferred Customer Email List?