

Grand Opening/Brand Awareness New IBO Guide

Main Responsibilities:

- * Trust that your upline knows how to conduct your event and get results.*
- * Establish party date(s) with upline - as their expertise running this event will be invaluable to the launching of your business. When selecting dates and times also consider when your friends/family typically gather (weekday, weekend, AM, PM or night) as that might increase attendance.*
- * Determine where to host your event - your place is likely the most comfortable for your friends and family - but you can get creative with your upline if an alternate location would be better suited. Also keep in mind that you might want to give your friends and family at a distance an option to virtually plug in or an exclusively online event in addition to the in-person local event.*
- * Create your guest list - know that you will want to invite 30+ people - typically this list is made up of family and close friends - Keep The Money In The Family audio along with the Multi: Launching Your Future are great to listen to while creating this list, inviting and preparing for the day. When you invite 30 people it will average to about 10-12 attendees. Best case scenario you call all of your potential clients about the event - that way they can hear your upbeat voice and excitement about your Grand Opening! Confirmations can easily be done the day before via text.*
- * Follow through on game plan to properly provide service for your clients post-grand opening and month to month in the future.*

Options to decide:

- * You can choose to do a door prize &/or a prize drawing for those who place an order the day of the event.*
- * What samples to serve for your guests to try - potential good products to consider would be out of the Welcome Kit - your upline will have many suggestions.*

How do you invite?

Best case scenario - Call Them

Talking directly to your potential guest will get you the best attendance - but know that you can discuss this with your upline as there are no rules - however there are things we know that have had proven results.

Potential phone call:

Step one: Clear their calendar

"Hello _____, this is _____. (Small talk) What is on your schedule Saturday afternoon (insert Grand Opening general time here)?"

*** If they are available you can continue with the explanation of the event - see below*

*** If they are not available you can ask about another time - if you have multiple dates picked out - or if you don't have a second party date you can go to the explanation of the event and book a one on one to go over what you have to offer. Pick a time for after your grand opening so you are more equipped to handle these appointments as your upline's calendar may or may not accommodate. Set up a specific date, time and place to have this meeting.*

Step two: Explain the event

You can use any combo of these or how you feel comfortable marketing the event.

*** make sure to also note on next page what NOT to say!*

- * I am having a Grand Opening for my (new) business.*
- * We're having a Product Party with sampling and tasting of unique products designed to make healthier life simple and easy.*
- * Health and Wellness arena, as well as skin care, cosmetics, environmentally friendly cleaners and lots of other world class options in our 350 plus exclusive products.*
- * We are going to have fun, I'd love to have you here!*
- * We'll start promptly at 7:30 pm (aka your event start time)! (This establishes they need to be time)*
- * I will need to know if you are coming, for the purpose of sampling and food preparation*

**** Choose your invite words carefully. Don't say things like "You don't need to buy anything, just come support me." - if you were to tell people that it would be unfairly utilizing of your upline's time that has agreed to come and help launch your business. Also you have 350 exclusive amazing products. You aren't looking to have your guests buy every product on your website that day - but everyone can find something they need or want for themselves, their household or as a gift. Your products help people.**

Send a reminder confirmation:

*** This can be a call, text or email (whichever way you best connect with the specific person) Just saying something short and simple like: "I am looking forward to seeing you tomorrow at my Grand Opening! Reminder that it will start promptly at 7:30 pm at my house. Please let me know if you have any questions or have had a change in schedule as I am preparing the seating set up and samples. It is going to be a lot of fun! See you tomorrow!!"**

*** If it is a virtual event something simple like: "I am looking forward to "seeing" you tomorrow at the Grand Opening! Reminder that it will start promptly at 7:30 pm. I will send you the link in a separate text. Also if you could send me back the email that is easy for you to access as I have a few sheets I want to make sure you have to follow along for tomorrow. It is going to be a lot of fun! "See" you tomorrow!!"**

Goals for the event:

*** Announce you are open for business. By personally inviting people - even if they can't attend the day of the event - will now know you are in business! Those that can't attend you should be able to book personalized meetings.**

*** Orders placed that day. This is where utilizing a drawing for a gift for those who place an order within a certain time frame does help people make decisions and get their initial order placed. This can be used both in person and virtually.**

*** Follow ups booked for those who have potential for/interest in business - make sure your upline's calendar is utilized for these - to be able to learn and help you launch this part of your business effectively.**

*** If you are doing an event virtually make sure to have **one-on-one virtual meetings set up** with everyone attending asap after the event with both you & your upline. Having your upline involved in these meetings are crucial to you learning how to service customers.**

Leading up to the event or day of:

** Make sure you have childcare and a place for your animals. Since this is a business Grand Opening, even though everyone loves your children and your animals, they don't make for an efficient and effective meeting.*

** A clean space always makes for a more welcoming experience. Assessing your space prior to the event with your upline so that you can plan out what tables and chairs will be needed, any cups or plates for samples as well as any food you may want to have at your event.*

** Coordinate with your upline on the product you have and what they will be able to bring to the event. As well as the mini catalogs, house sheets for each guest and order forms - especially in the case of a slow internet connection or site. Also define what you will be prepared for - like starting the party and introducing your upline to your guests.*

** Order your door prize or drawing gift from your business if you don't already have it from your welcome kit or previous orders.*

** Make sure you are paying attention to the details and the things your upline comes in and does for the event - this is a day of training for you as you will want to be able to assist your team with these events in the future. Take notes, ask questions, be observant and HAVE FUN!!*

Follow Through after your Grand Opening:

** Next Day - mail (yes snail mail) a hand written Thank You Note and include your My Shop URL, email address and your phone number.*

** Track your clients orders - Call/Connect once you know their order has been delivered. Confirm they received the products, they remember how to use them and any other questions they might have. Also in this follow up call you can ask permission to call them. Something like "I plan on touching base with my clients in the last week of every month to make sure everything is going well and if there is any needs or questions. Would you prefer if I call, text or email you?"*

** Get Organized - Figure out a system that works well for you to keep track of clients - their orders, their interests and their preferences for communication etc.*

** Design a Client Communication Plan - Chat to your upline to be directed to resources that will help you create and execute a year long client plan to help keep your clients engage and rewarded for purchasing from your business. You will stand out for your first class, personalized and rewarding service.*