



Boyer Marketing Team of America, LLC

TRAINING MODULE #4

Hosting a Home Party

This is training session # 4 of 4. Each session is less than 45 minutes to review. Today, we would like to address how to 'HostING a Home Party.'

<http://www.boyermarketing.net>

<http://www.theclassyshopper.com>

Check commission, click here: <https://www.osiaffiliate.com/vchase/users/main.php>

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HOSTING A HOME PARTY

A great strategy to **generate leads** and/or orders is to host a home party. What is a home party? It is a gathering of individuals who are passionate about shopping. These parties are designed to present the **benefits** of becoming a Platinum Member of TheClassyShopper.com. You can be a host or have someone else host it for you. A home party is an exciting opportunity **to generate leads and recruit business builders.**

Keep your presentation under 20 minutes and...

- Schedule 2 parties per week/52 per year
- Party not to exceed 20 minutes
- Distribute your **BUZZ CARDS**
- Create a list of 100 prospects

BECOME A LEADER OF THOUSANDS

Distributing **500 – 1,000 BUZZ CARDS** per week will quickly GROW your business to thousands. So make sure you share your cards with every guest at your home parties.

Need to order your pre-printed **BUZZ CARDS**? Click here:

<http://www.boyermarketing.net/buzzcard>

Here is a guide line you might consider following when hosting your home party:

1. *Five minutes* - Introduction
2. *Five minutes* - Present TheClassyShopper.com postcard and your **BUZZ CARDS**
3. *Five minutes* - Present your **FREE Platinum Membership Card** explain how the benefits and how our team is actively growing the list of Preferred Partners. If you don't have FREE Platinum Membership Card, click here: <http://www.theclassyshopper.com/membership-card.html>

MEMBER GURANTEES

(a) **Ninety Day Money-Back Guarantee.** If at any time within the first 90 days you aren't completely satisfied with your membership, your will receive a FULL REFUND. This guarantee is very straight forward. No hidden or tiny print. No third party to contact.

(b.) **Continual Support.** If a member did not receive their membership saving as promised by a Preferred Partners, they can send an E-mail concerning the issue and we will follow up and resolve it. Members will receive a direct number to talk to a person at: 909.461.6138 Monday - Friday between the hours of 9:30 A.M. and 3:30 P.M. (Pacific Time).

(c.) **Preferential Rates.** Members are guaranteed preferential rates between 10% - 25% from our online Preferred Partners.

(e) As their online concierge, they can tell us about upscale business in their community or online that they are interested in patronizing; we will work hard to secure their registration.

4. *Five minutes* - For those with a smart device, you may have them scan the back of your card to get a picture of how it works.

IMPORTANT:

- Ask for the sale. Have those that say yes to fill out and sign the Platinum Membership form. Click here to download:
<http://www.boyermarketing.net/formplatinummembership.pdf>
- You do not need to collect any cash, debit, credit or personal information other than contact information; corporate will closed the lead
- Make sure your **4-digit affiliate number** is written on the form. Have each person signed the form and then you mail it back to corporate so our team can follow up and closed the lead for you. Upon closing, you will receive an E-mail of your commission update.

Creating Your Checklist:

- ___ 1. Plan ahead, send invitations about 2 weeks in advance and ask for RSVP.
- ___ 2. Follow up personally either in person and/or on the phone. When calling, you might say, "I looking for to seeing you at our Entrepreneur Party on: state the date!"
- ___ 3. Ask several of your RSVP guest to bring a friend, or two or three. Your goal is 10 - 15 guest.
- ___ 4. Provide light refreshment
- ___ 5. Inform your guest what an Entrepreneur Party is? An Entrepreneur Party is a gathering of individuals who are starting a home-base business, those who want to improve their current business, and those interested in debt-free and investment strategies.
- ___ 6. Assign a volunteer timekeeper before the party. Their goal is to make sure the meeting stays on track.
- ___ 7. If possible, arrange for childcare for you and your guest. This will definitely increase attendance. If not kid friendly let your guest know you aren't providing childcare.
- ___ 8. Don't get carried away keep everything simple.
- ___ 9. Inform your guest that Entrepreneur resources will be made available.
- ___ 10. Please provide a small table for the resources. A coffee table will do just find.
- ___ 11. Provide name tags to those guest that don't know each other. Have your guest to write their first name on the label.
- ___ 12. As a courtesy, inform your neighbors what is going on. This strategy will help you maintain good relationship after your guests have gone.
- ___ 13. For those guests that aren't familiar where you live, provide a clear and concise map. Yahoo Map is an excellent online source.
- ___ 14. Arrange furniture so everyone is in a talking distance and have a sign-in station for those guests that were brought by a friend.
- ___ 15. If not yourself, arrange one of your helpers to greet the guest as they enter your home.

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