



October 2007 ~ Promotions At a Glance

To Qualify for ALL of the below promotions orders/agreements must be received:

- ☆ Orders and new Designer applications **mailed or faxed** must be received between **October 1** and midnight central time on **October 26**. Orders entered through the **Web** must be received **between October 1** and midnight central time on **October 31, 2007**. All orders and kit purchases must be **paid in full** to count.

CUSTOMER ~ Half-Price Customer Bonanza

- ☆ With a minimum \$35 retail purchase customers may select any **one item** for half-price **up to the retail amount of their order**. Example: With a \$55 total retail purchase the customer may select one item up to a \$55 value for half-price; this retail purchase also qualifies them to select one regular Bonus Buy and the Super Bonus Buy Santa.
- ☆ Limit **one** half-price selection per customer.
- ☆ Half-Price customer purchases are commissionable and Hostess credits are earned for these items.
- ☆ The half-price amount is added to their retail order when qualifying for regular and Super Bonus Buys.
- ☆ Detailed instructions for ordering the half-price items will be posted on the Web under Promotions during the week of September 24.
- ☆ If a customer purchases a framed art item for half-price, she will receive half-price of the **original retail price**. Customers may purchase a print at the 30% discount **OR** the 50% discount but may not combine the two promotions.
- ☆ The following 7 items are **excluded** from the half-price promotion: #18031 Glass Leaf Tealight Sconce; #37064 Deluxe Harvest Wreath; #51157 Santiago Wall Plaques; #51162 Valencia Lantern; #51163 Old World Clock; #71150 Charming Angels; #72055 Winter Wonderland Snowmen.

CUSTOMER ~ Framed Art Sale ~ 30% Discount

- ☆ **All** Framed Art is discounted 30% off the original retail price.
- ☆ Customers may receive a 30% discount on framed art purchased as a retail order. Customers **may not** select a framed art item at 30% discount for their half-price purchase. Framed Art taken as a half-price selection will receive 50% discount off the **original retail price**. **Hostesses may select the discounted framed art as their half-price item and receive 50% off of the discounted price.**

HOSTESS ~ Verona Watch ~ \$79 value

- ☆ Hostesses with a minimum \$350 Party Retail Sales qualify to receive a Verona Watch for FREE!
- ☆ To order, place item #12014 Verona Watch as a Hostess Incentive when submitting the party.
- ☆ Flier available on the Web under Events and Promotions

NEW DESIGNERS ~ Watch for a new Designer promotion to be announced the end of September for new recruits joining in October!



*Exciting Prize/Trip Contest Continues...
Which prize will YOU earn?*

DESIGNER ~ Prize/Trip Contest ~ June 1 – November 30, 2007

- ☆ Qualify for prizes or a cruise to Key West, Ocho Ríos and Grand Cayman by simply working your business through sales and sponsoring. Select the level you want to achieve and then create a plan to achieve it!
- ☆ Which prize will you choose? ...Six night cruise, beautiful jewelry, H&GP Gift Certificate or a Gift Card from select locations! The choice is **yours!** Look what you will **also** earn in commission, overrides and sponsoring bonus!!



Let's Brainstorm



Increase Your Sales

Framed Art:

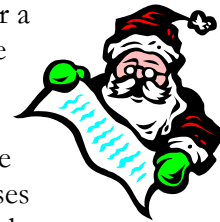
- Create a desire to purchase a framed art: 1) Let your customers know the incredible quality and hand crafting that goes into the framed art. 2) Talk about how they can change the look of a room by simply changing a print and accessories. 3) Point out a couple of the top selling prints in the catalog and tell them the 30% discounted price.

When demonstrating a print share the pricing. Example: *“This normally retails for ____ however, during the month of October you can purchase it for ____ at our 30% Sale OR with a qualifying retail purchase you can select it as your half-price item for just ____.* OR *better yet book a party and take it for free or hostess half-price.”*

- Review additional product information and tips on the Web under Training ~ Training Manual ~ Product (Section 5) ~ page 4.

Half-Price Customer Bonanza:

- Include a “teaser” on your guest invitations: *“October Only – All framed art 30% discount! Plus come to the party and see how you can purchase an item for half-price!”*
- For your October and November parties offer additional Auction Bucks or a drawing for guests who bring their holiday shopping lists. The night of the party have everyone add her own name to the list! During your presentation mention select items for her gift giving...whose name could she put this item by? During the “shopping time” encourage them to share items they find for their gift giving (this will keep them thinking of purchases for themselves as well as gift giving). Later invite them to book a party so they can get the items they didn't purchase for free or half-price! *Guests with long lists of items they want for themselves and others will be more likely to book or order more later!*
- Share the half-price bonanza when you are talking about the regular Bonus Buy and \$35 qualifying purchase. However, during the rest of your presentation refer to the half-price promotion when demonstrating higher ticket items. Example: Fragrance Lamp *“Now is the time to purchase one for yourself and take a 2nd one as your half-price purchase for just \$25.”* OR *“When you purchase the Veranda Bean Pot plus the Basket, you qualify to purchase the Super Bonus Buy Santa for **just \$15 PLUS** you can select an additional item up to a \$60 value **for half-price!** This is a GREAT time to take care of your holiday shopping!”* OR *“Can't decide what to give someone...give them a \$25 or \$50 Gift Card. Don't forget when your order totals \$50 you can select one item up to \$50 for half-price...yes that includes our \$50 Gift Card!”*
- Note: You may want to attach a sheet or mark the catalog with the 7 items that are **not** available at half-price.



Increase Your Bookings

- Review past hostesses and guests who have purchased framed art or had items on their wish list.
- When calling, create a sense of urgency! Let individuals know that our Framed Art sale will **not** be offered again this year!
- Place a label or small flier on your Party Previews and give one to **everyone** you see and meet!

Be sure you are “armed” with previews every time you leave the house...bus stop, ball park, bank, grocery store, gas station, beauty salon, restaurant, gym, doctor's office, etc. Walk the neighborhood and hang them on doors! Find your comfort zone and go for it! Note: Your most successful leads will be those you can follow up with by getting their name and phone number. However, don't let fear stop you from letting others know about your business!

- Direct Approach...engage them in a brief conversation. After giving them the



- preview tell them “I’m ___ and my number is on the back, may I have yours also?”
- Indirect Approach...Simply give the preview to someone you will see again (bank teller, grocery clerk, parent at your child’s ball game, etc.) “We have some incredible promotions going on and I don’t want anyone to miss out. Here’s a little preview of our product line. Give me a call if you or your co-workers see something that interests them or would like to see our full size catalog. My number is on the back.” Then the next time you see them simply ask “Last week I left you a little preview about my H&GP business, did you have a chance to look at it?” If she is not interested, thank her and ask if she would pass it forward to someone else.
 - Remember: If you don’t give them a preview...you have **zero percent** chance of getting a “yes.” When you at least hand them a preview and advertise your business, the percentages of getting a “yes” increase. When you follow up with the person; that percentage increases even more! What percentage of a “yes” do you want?

Sample label or mini flier to attach:

October Only

- 30% Off **ALL** Framed Art!
- Every Customer can qualify to purchase an item at **50% discount!**
- Ask me how **YOU** can receive a beautiful watch **valued at \$79 for FREE!**
- Need extra **CA\$H...Start TODAY...Ask about our special promotion!**

Don't delay...Book a party, place an order or join my team!

Hostesses earn **FREE plus** Half-price products of their choice!

Designers earn an average of \$120+ per party!

Full size catalog has over 400 items (call for a catalog or visit

www.homeandgardenparty.com and enter my Designer ID # _____)

Call: _____

Help save the environment and pass me on to a friend!

Give Others the Chance to Choose...Increase Your Sponsoring

- **Green Flags** are everywhere...sometimes they “wave” in your face while other times they are subtle and therefore could go unnoticed. Are you watching AND responding to all green flags?
- Listen and observe.

- **Income:** Mentions increase in an expense; Need for repair/replacement for car or home item; Recent purchase has caused a budget crunch; Cut back on hours; Negative comments about their job; etc.

Privately approach them or call them after the party. Sample verbiage: “I overheard you mention ___ and thought it would be unfair if I did not offer you the opportunity to review what we have to offer. Have you ever thought about doing what I do?”

- **Needs some fun in her life or outgoing personality:** Talks about kids driving her crazy; Bored with her job/life; Anxious to share during the presentation or assist you afterwards; Had fun at the party; etc.

Sample verbiage: “I really enjoyed having you at tonight’s party, did you have a good time? You are such a people person and others really respond to you...you would have so much fun doing what I do! (pause – respond based on her reaction). If she is curious or appreciative then proceed by reconfirming your confidence in her abilities and move toward providing her with information (either through a packet, an interview or phone call). If she responds negatively then continue to sincerely compliment her, look for any objections (which could be fears or lack of confidence). Invite her to take a packet or keep you in mind should she ever change her mind.



- View additional tips for responding to green flags and objections for both sponsoring and bookings on the Web under Training ~ Training Basics.