



September 2007 ~ Promotions At a Glance

CUSTOMER ~ Super Bonus Buy ~ Tuscan Home Grande Jar – September ONLY

- ☆ With a \$55 minimum retail purchase, customers may select #93118 Tuscan Home Grande Jar OR #43081 Christmas Treasures Santa, as a Super Bonus Buy for **just \$15**.
- ☆ With **every \$55** in retail purchases customers may purchase one Super Bonus Buy. Example: with \$110 in total retail purchases a customer may purchase any two Super Bonus Buys.
- ☆ Tuscan Home Grande Jar retails for \$71.50...a **savings of \$56.50** when ordered as a Super Bonus Buy! Print the beautiful flier from the Web under Events and Promotions.
- ☆ Use the same item number and list in the Super Bonus Buy section to receive the discounted price. Just as our other Bonus and Super Bonus Buys, commission and hostess credits are not earned. These items are offered at deep reductions to encourage **increased** guest orders.
- ☆ Bonus Buys and Super Bonus Buys are not available through our DIRECT online shopping.
- ☆ See below for ordering deadlines.

CUSTOMER & HOSTESS ~ Crazy Days Sale

- ☆ Customers can choose from 42 items offered at discounts up to 73% off!
- ☆ Hostess and Designer earn credit when purchased as a retail guest purchase.
- ☆ Hostesses may select these items as retail, hostess free or hostess half-price.
- ☆ Print the flier on the Web under Events and Promotions.
- ☆ Note these items are not available through our DIRECT on line shopping.
- ☆ See below for ordering deadlines.

DESIGNER ~ Tailgate H&GP Party

- ☆ Submit a minimum of 5 qualified Parties (\$200 Party Retail) during the month of September and you will receive: **#93123 Football Divided Platter, #05036 BLT Dip Mix and #05035 Praline Dip Mix. Retail value of \$55.50!** Great additions to show at your upcoming parties!
- ☆ Items will be automatically shipped around October 5, to qualifiers.
- ☆ View flier on the Web under Events/Promotions.
- ☆ See below for ordering deadlines.

NEW DESIGNERS ~ Potentially FREE Kit

- ☆ New Designers joining in the month of September will receive a **full refund of their kit purchase price plus taxes when they submit 5 qualified parties (min. \$200 party retail) by October 31.**
- ☆ The refund will be included in their commissions check/deposit on November 15.
- ☆ Qualified parties must be received by October 26, if mailed or faxed or by midnight central time on October 31, when entered through the Web. All parties must be paid in full to count.
- ☆ New Designers also receive **5,000 bonus points** toward our Prize/Trip Contest!
- ☆ See below for application deadlines.

September Ordering and Application Deadlines:

- ☆ Orders, Parties and Applications that are **mailed or faxed** must be received between **September 1** and midnight central time on **September 26**. Orders, Parties and Applications entered through the **Web** must be received **between September 1** and midnight central time on **September 30, 2007**. All Orders, Parties and Kit Purchases must be **paid in full** to count.



*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!!
- ☆ Earn points in a variety of ways:
 - Earn 1 point per \$1 in personal Party Retail Contest Sales.
 - Earn 500 points for each personal new recruit who joins during the contest months.
 - Earn 1 point per \$1 in Party Retail Contest Sales from the new recruits you personally sponsor during the contest months.
 - Earn 500 points for each recruit who was sponsored by your new recruit (above). Note: both your new recruit and her new recruit must join during the contest months.
 - **New Designers** joining during the contest months will receive 5,000 bonus points.
 - **Diamond Infinity Designers** will receive 2 points for each dollar personally sold every month they qualify for an Infinity Bonus, June 2007 through November 2007.
 - All **personal sales points are doubled in July** for ALL Designers.
- ☆ Party Retail Contest sales consist of: Party retail sales, Bonus Buys, Super Bonus Buys, Hostess half price and Hostess overage. You can monitor your contest points earned on the Web under Online Reports.
- ☆ Review the Web under Events ~ Upcoming Events for complete details.
- ☆ Orders and new Designer applications **mailed or faxed** must be received between **June 1** and midnight central time on **November 26**. Orders and applications entered through the **Web** must be received **between June 1** and midnight central time on **November 30, 2007**. All orders must be **paid in full** to count.

*Watch for details about a NEW Hostess
and Sponsoring Promotion for
October!*



Let's Brainstorm



Party averages and bookings are soaring with the New Catalog...make sure YOU are getting your share!!!

- Make calls **everyday!** Be excited about the catalog...your excitement will spread. When contacting past hostesses/guests you may want to take a peek at what they previously ordered. There are many items that complement or have new pieces added to the collection. Also, take advantage of the Online Report ~ Customer Manager ~ Filter Options ~ Customers who have purchased an item in the category of _____. Example: Veranda stoneware has added 3 **new** pieces to this popular collection. Letting your hostesses/customers know provides **personalized service** which will build loyal customers/hostesses **plus** bookings and sales!
- Get everyone looking at the catalog! Possible verbiage: *"Mary, I just received my new H&GP catalog and always like to add to my display or at least point out some popular products. I really value your opinion and would appreciate it if you would take a look and let me know some of your favorite pieces."* Potential hostesses are those who **find more items** than they can afford...she will quickly see that she **needs** to be a hostess. If not, then she will **certainly** want to order some of those favorites.
- Have your own Launch Party to introduce the new catalog, products, generate bookings and sales! View a sample Mystery Hostess flier on the web under ~ Training ~ Designer Tips ~ Booking ideas.

Crazy Days Sale:

- Create a sense of urgency for hostesses to book their party **early in the month** so guests can take full advantage of the Crazy Days Sale! Also, close the party within 24-48 hours to ensure availability of the sale items ordered. Monitor the Web ~ Home page ~ Shipping Updates for any items that may become sold out.
- Encourage **home parties** (for increased sales, bookings and recruit leads) **plus** have **higher guest attendance** by only offering to guests who **attend** the party.
- At your parties promote the Super Bonus Buy (Santa and Tuscan Jar) **first**, creating the desire to have a \$55 or \$110 purchase. Then, at the end of the presentation introduce the crazy days sale as a way for them to **save even more!**
- Review the list of items to offer suggestions that guests may want to purchase multiples of for gift giving. Also, to ensure you keep your guests' tickets high, talk about the Regular and Super Bonus Buys for gift giving!
- View additional tips to market this promotion on the Web ~ Training ~ Business Building Tips.

TWO Incredible Super Bonus Buys offered in September:

- Wow, have you seen the size, quality, value of these **two items?** When your guests see them and the savings they can receive, they will **want to spend \$110** to get both!
- If guests want to take advantage of **both** of the Super Bonus Buys but don't want to purchase both tonight then offer a "lay away" order. Give guests a 2nd order form and let them know when the order will be submitted. This also entices the hostess to book a 2nd catalog party and/or guests to book a party *close* so they can take advantage of those extra orders.
- Strongly coach your hostess to share these get specials with all of her **outside orders**.
- Our Tuscan Home line is getting rave reviews! Let guests know that we will be **expanding** this line in the spring, so **now** is a great time to **start their collections!** The Tuscan Home Jar is offered at a **\$56.50 savings**...with the savings they will receive from the Jar as a Super Bonus Buy, it's like shopping for their \$55 retail order for free!!!

As of August 14...there are 19 weeks till Christmas!

WHO can you help start/complete their shopping?

WHO can you help to have a debt free Christmas?

How much will YOU earn each week? What will you DO with those earnings?

Sponsoring...NOW is the time to join H&GP

- New recruits have everything to gain and **nothing** to lose! Be sure you are setting the New Designer up for success!
 - Encourage her to book a couple parties prior to submitting her application.
 - Coach her to keep booking **more** than 5 parties in case of a cancellation.
 - Coach her to book the parties ASAP and book close. Allow time for closing parties, postponements, etc.
 - **Commission + Kit Refund + Ready, Set, Go = WOW!!!!**
- Individuals are looking for **extra income...to work around their lives...to have fun...to be rewarded/recognized for their efforts...to earn gifts of jewelry, cruise, etc...to know that they have something wonderful to offer others (fun evening shopping with beautiful *exclusive* products, free & ½ price products, or earn an income)! H&GP is a company and job you can be PROUD of!! Share it with everyone!!!**
- Fall offers many local craft fairs and festivals. Watch your newspaper, check with the Chamber of Commerce, and look for signs at churches and schools to find one near you. This is a wonderful opportunity to introduce yourself and your business to new contacts!
- Have a fun visual at your party to “**show them the money.**” Examples below:
 - Sprinkle play money (\$100 bills) on your display and ask who would like to turn this into real cash and sprinkle it on their table at home?
 - Give Guests \$500 and have them share what they would do with it. Let them know they can earn an average of \$500 **each month** OR \$125 per week with only 3-4 hours a week. (Based on one \$350 party each week at 40% and allowing for average supply expenses.)
Note: You may prefer to base your average on a \$400 party.
 - Display a fun sign at your parties OR in guest folders OR place a label on your catalogs: *Bored...Broke...Blue...I can help!* OR *Cash Tapped...Visa Maxed...Ask how you can earn an average of \$500 per month with just a few hours a week!*
- Set a goal to sponsor a **minimum of 1 new Designer** in September. Who do you know who loves our product... would like additional income? Are you inviting **everyone** to take a look at what we have to offer? If she is not interested ask if she knows someone who might be.