

Why the Party Plan Works

Monday conf call 5/2/11

Dr. Nugent - Tuesday Night Live, Mannatech Corp Offices – 7:30 PM

CDT www.mannatechlive.com

Bermuda Incentive 2011 – It's not too late to qualify - Check out powerpoint on <http://www.mannacomm.com/PPtoadventure2011/>

1. Why Demonstration is so Powerful?

- a. Few more powerful than demonstration
- b. Proof right in front of you that the product works. This is number one issue for someone looking at buying.
You are using it and they are too.
How do you do this with nutritional supplements?
- c. Shows how easy it is which is a second consideration when buying.
- d. Passes on to prospect a sense of ownership...they touch and hold the product as well as using it. Barnes and Noble, Borders...

2. How Social Proof works in Home Parties

- a. Social proof is basically an element of persuasion that creates social pressure to conform to what others are doing.
- b. Others start buying or signing on as new business partners...
- c. There is also the facet of commitment and consistency as well.
When you say yes to a party and know what it is about, there is almost an unstated commitment to buy.

3. Duplication is the Networkers Dream

- a. Home parties are trainings: how to do the business
- b. Some networking companies are virtually exclusively home parties.
- c. The #1 question in whether to join a company is: Will I be able to do this? So once you have them saying "I can do this..." you have won them over as a new partner.

4. Build a Home Party Business Plan

- a. With Mannatech you can choose any vehicle:
Osolean
Skin Care
Nutrition

Give for Real
Sports Products and Fitness

- b. You need a broad client base.
 - Invite people from all walks
 - Get people who have great spheres of influence
 - c. For a start, make sure your first 20 shows fall into every category of acquaintance to support a solid business down the road.
- Categories: friends, family, schools, work, organizations, neighbors. When you draw the analogy of your business as a tree, you do not want only two roots supporting that tree. Rather you want tremendous support from all of the different roots listed in the above categories. Your 7th category is strangers.

5. Find Business Bookings form Strangers

- a. A must to add strangers to your client base in a regular basis to build a strong, solid business.
- b. No business can rely exclusively on friends and family so neither can a Party Plan business.
- c. Here are some ideas on new lead generations for you:
 - 1) Fish Bowl Drawings...set up a display in the gym, bank, or other business offering a free demonstration (whatever your choice of product line).
 - 2) Fairs and Expos...set up a booth at local fairs and expos, meet lots of people and gets of experience asking. Work your booth.
 - 3) Go to Vendor Events...go as a guest. Pay the door fee and network with the vendors. It is their job to talk with you, so network then ask "Is this a good event? I was thinking about setting up here next year." As soon as you ask that they will ask you about your business.
 - 4) Become a public speaker...There are thousands of clubs near you that need entertainment. Start making calls: Girl Scouts, Boy Scouts, Kiwanis, the library are only a few of the many waiting to hear from you.
 - 5) Offer fundraiser events...multi-task when calling clubs. Ask them how you can help them with their fundraising needs.

Are you willing to go to any lengths to find bookings?