**SAMPLE Thirty-One Party Script**

**Welcome:** Meet each guest at the door; Smile, introduce yourself and if they don’t tell you their name say, “and your name is \_\_\_\_\_\_\_?” Then say, “Thank you for coming \_\_\_\_\_\_! Have you been to a Thirty-One party before? We are going to have a great time! Have you pre-booked a Thirty-One party of your own? If no, then say; “Well, if you would like to, \_\_\_\_\_\_\_hostess gets a free gift with 2 pre- bookings....so just let me know if you want to pre-book before we get started and I’ll make sure \_\_\_\_\_\_ gets credit. Now let’s get you a nametag and then I’m going to show you the product display so you can take a sneak peak.

\*\*Do this with each guest and give each one individualized attention —remember, you are building a relationship with this woman! She may be your next recruit, hostess or top customer. DO NOT prejudge anyone. Ask her questions about herself and compliment her.

**Greeting for Show:** “Hi”! Thank you for coming to \_\_\_\_\_\_\_ Thirty- One party. I believe I had the opportunity to meet each of you as you entered tonight. But because I want to be your personal Thirty-One consultant, I don’t want you to forget my name. So, I’ll introduce myself again. My name is \_\_\_\_\_\_\_\_\_ and I am going to be your personal shopper tonight.

“Quick show of hands, how many of you have never been to a Thirty- One party? Well let me tell you what! You are in for a special treat! The name Thirty-One was derived from the Old Testament, where Proverbs 31 describes a virtuous woman who exhibits hard work, wisdom encouragement and care for others. Because of these qualities she is worthy of reward, honor and praise. You are going to fall in love with so many of our unique products you are going to have trouble deciding which ones to choose. And when you find yourself in that situation the best thing you can do is to have your own Thirty- One party and walk away with some of those items for absolutely free! We find that half of the people that attend a Thirty-One party end up booking their own! So, be thinking of the best day \_\_\_\_ or \_\_\_\_\_ for you and your friends to get together for a shopping party of your own.

**Visuals Help:** Reward your hostess with a hostess gift. Say, “Thank you for holding your party on the date we selected, \_\_\_\_\_\_. Here is your free gift. Let the guests know you will reward them also if they book a party with you and hold the date. Right now I am going introduce you to our products by playing the “Purse” game. How the game works is I will call out a letter and then you use your purse to find something that starts with that letter. The first person to yell out something will get 3 tickets. Anyone else that finds something in their purse after the first person gets 1 ticket. Save your tickets for a drawing at the end of the game!

**S**= Specials

**H**= Hostess Benefits (Hostess Stacking) Demonstrate some favorites that the hostess can get by hosting a party

**O**=Organizing Products/ Opportunity You can play the “ask me about my job” game here. For anyone who asks a question about the business opportunity, you give them double tickets – You can respond to questions in this way-- that is a GREAT question and thank you for asking....”I absolutely LOVE what I do...a couple of the best parts of this job are flexibility and the pay. You heard me mention that I only do shows \_\_ nights a week—and I save the rest of the time for my family, because they are my top priority. I choose the days that I want to work and you can do the same thing— based on your schedule, so please watch what I do this evening (or afternoon, morning, etc). If you can see yourself doing something like this, I have more information I can share with you following the party. Okay! Who’s ready to see some great products?”

**P**= Purses/ Personalization

Ask the guests, “What did we just spell? **SHOP!** And that is exactly what we are going to do now. Pass out catalogs. Have them fill out the top part of the order form in its entirety. Talk about payment options and delivery. Let them know you are here to help answer any questions, guide them with monogramming (point out last pages of catalog and the options they have).

Now that the letters have all been called out it is time to do one drawing or several based on how many gifts you bring. It is always good to draw for 2 prizes.

**One on One Full Service Checkout:**

Ask 3 yes question: 1. Did you have a lot of fun tonight? 2. Did you see a lot of things you liked? 3. Wouldn’t it be great to get some for free?

Say, “Have you ever thought about doing something like this? I am looking for new consultants and would love to have you on my team. Would you like to take some information home? (follow up is crucial—so set a date/time to talk after party).

If NO—then say “When would you like to get your friends together for a girls night out? I have a couple of special dates. They are \_\_\_\_\_ and \_\_\_\_\_ (use your Open Date Card). Which would work best to get your items for free and 1⁄2 off?

If NO—“I’d like to keep you up to date about our specials— would you like to be placed on my Preferred Customer Email List?