

Have a Gift Party!

This is a fun and interactive idea to use at your next party or open house.

Before the Party:

- Print the page one PDF of themed cards on heavy paper (or make up your own). *Note: This template will work with most business card paper that can be purchased at your local office supply store*
- Make several copies of each card and place them in a tote or other product near your display.

During the Party:

- After you thank your hostess for having the party and her guests for coming, pass around the tote containing the pre-made cards.
- Ask guests to randomly select one, come up to the display and select a product they think is a product that would make a great gift for the theme/name on the card. .
- Once guests are re-seated, have guests take turns introducing themselves, reading the tag they selected and telling the others which item they chose to go with it.
- As each guest finishes sharing about their product, suggest compatible products while steering guests to the catalog to view product details.

This idea lets your guests have fun talking about a product they love and want to purchase, while you share additional products that work well with their chosen item. Remember, your job is to suggest additional items until your customer says stop. This idea also allows guests to browse the catalog in a non-threatening way. Essentially, they are selling the products to each other! Great selling strategies like this one can increase your sales and even help with recruiting.

After the Party:

- As you close each guest's order, ask if they were able to purchase all the items they wanted. If the answer is no, then book a party. If they say they want it all, you have the perfect lead-in for your sponsoring conversation.

Holiday Variation:

- Change your tags to holiday gift cards purchased from any store and change the themes/names to those who might be on their shopping list, such as Mom, Dad, Coworker, Teacher, Nail Tech and, of course, Gift for Me.

Thirty-One
celebrate • encourage • reward

easter



mother's
day



graduation

teacher



travel



birthday



picnic



baby

new
mom



just for
me

