

# REBECCA ALLEN

Hey Fit Experts!

Congrats on hosting your virtual event! Once everyone has had a chance to virtually mingle, take a few minutes to introduce yourself and the brand. Here are the key points to hit:

## **Introduce yourself and the brand**

- Name, job, kids etc., how you know the co-host (be sure to thank her for gathering you all together)
- The Rebecca Allen mission and why you love the brand
- What a Fit Expert is and how you can help a customer
  - Personalized shopping, making exchanges/returns if needed, finding fit and size, support someone local in your community!

## **Time for the shoes!**

- A sophisticated solution that takes you through your day comfortably and stylishly. Practical solutions for real women.
  - 100% real leather, made in Brazil in small batches
  - 3 styles, 5 shades of nude, sizes 6-11 with all half sizes
- Show the shoes- share which is your personal fave, and why
  - The New Pump: Our OG style pairs with everything, transitions from the office to drinks!
  - The Skim: Your sleek go-to for comfort and walkability to take you everywhere
  - The Two-Strap: The elevated nude sandal for when you're getting dressed up! This style is beloved by celebs such as Elaine Welteroth, Cheslie Kryst, and Serena Williams.

## **Finding your fit**

- True to size, because they're real leather they'll soften and mold to your feet as you wear them, if between half sizes, size down
- NO RISKS, HASSLE FREE- Free shipping and returns so you can be sure you'll find your perfect fit. I'll help you with everything!

## **The Wrap-Up- Let's have fun!**

- I can take orders now, you can also DM me, text me, etc. (provide contact info) and I can set up your shopping cart and send it over so you can check out securely

Ideally from here, the co-host pops in and shares why they were excited to introduce everyone to the fit expert (why they themselves are excited about Rebecca Allen) and mentions a couple guests and which shoes they should check out and why (who is looking for the perfect all-day flat, who has a wedding coming up, who has that favorite work dress they never wear because they don't have the right nude shoes, etc.)