

## Home Party Tips for Success

Whether you just started, or are a seasoned professional, we can all use a helping hand.

Being your own boss and setting your own hours is one of the advantages of being an entrepreneur. Whether supplementing your income or making this your life's work, there is an unlimited earning potential.

This is FUN work! These are called Home Parties for a reason! If you enjoy yourself, so will your guests. You are not only creating a fun experience but adding enrichment to the lives of your customers in the comfort and discretion of their homes. However, never forget to close the sale; this is business and you have put a lot of time and effort into coordinating the event.

## What Can PinkCherryWholesale Offer My Business?

We give you access to over 15,000 products so you have a vast array to choose from. Best of all, we don't tell you what you have to sell, you choose! You can login and place your orders on our Wholesale site and have the products shipped to you.

Our website offers comprehensive information on the products we sell, but we also have 'product pros' on hand for any questions you may have.

## How Do I Start?

### Marketing & Networking

- Very simply, approach your friends, family, and if you have another job, your co-workers!
- Whether you are working or not you should always be promoting your business. Every interaction is an opportunity.
- Word of mouth and reputation will bring you new business and repeat business.
- Get involved in your community and other local organizations.
- No budget to advertise? Use social media and business cards to expand your reach. With your business card include an offer, coupon, or sample. Remember to include your website or social media links!
- Business cards can be affordably ordered online through companies like Vistaprint®
- Place an ad on a Free classified site (Craigslist etc...)
- Post an ad on a community board (grocery stores, gyms etc...)
- Have a number, (such as your cell) where it is only you answering, and you are comfortable with people reaching you on different days and times.

## Have A Plan

- Set your financial goals and a budget you can stick to.
- Register your business or yourself (Tax ID). This will allow you to write off business expenses, so keep organized receipts. If you intend to hire in the future your business will need to be registered.
- Once you have decided on the items you wish to sell, purchase them for your Kit. These are the demos (samples) that you will take to every party.

## Order Writing

1. Take Orders by using your Kit and Catalog.
  2. Show and Go - Using your Kit and Catalog but also offer products your customers can take home (Go). If budget permits, it is ideal to have one to show and at least one of the same products to sell. Many customers like the instant gratification.
- ▶ If you are using our Order Form and not carbon, be sure that you have a copy and your customer has a copy. You can take a photo of the order if you don't have a copier.
  - ▶ Treat the order like an invoice, and be sure to collect payment at the party!
  - ▶ Always 'Add On' to the Sale! If a customer is ordering a toy, be sure to suggest lube, batteries and toy cleaner. It helps you, but it also helps them.
  - ▶ Upsell to premium. Rather than a battery operated toy, suggest a rechargeable one.

Don't forget that anything we sell on our website you can sell too!  
Store owners: Be sure to offer in-store, after hours parties too, as you have tons to sell!

## Checklist

- ★ Secure your location, host, date and time. Remind all confirmed attendees.
- ★ Ensure decorations, snacks and beverages are arranged.
- ★ Have demos fully charged or loaded with batteries. Test everything and ensure demos are clean (we suggest toy cleaner).
- ★ Know Your Stuff! Be well versed in the features and benefits of the items you are showing.
- ★ Download and print our digital Home Party Catalog.
- ★ Presentation is everything! Place your Catalog into a 20 page capacity binder, or have it professionally bound at an office supply store. It should be easy to flip through or fold.
- ★ Download and print Order Forms (at least 1 sheet per attendee)
- ★ Purchase the Items for your kit and any items you are selling at the party.
- ★ Toy storage! Don't forget that you need luggage to not only store but transport product.
- ★ Payment. Although you want to write orders, you want to take payment too. Squareup.com is a good example of where to start for mobile payment.
- ★ Have gift bags for purchases if you are selling physical items at the party.
- ★ Don't forget your business cards! Attach them to your customer's order form.
- ★ Be on time and be prepared! Everyone's time is important and your guests have anticipation built. If attendees are late, don't keep your other guests waiting, just start the fun.

## Keep the Party Going!

Stay in touch with your customers through email, special offers, newsletters or thank you cards. They may want to arrange a party, host a party, or know someone that will.

The path to success is paved with passion and dedication, so the more effort you put into your business, the greater the reward will be!