

Grand Opening/Product Open House

Introduction-Overview

A program designed to create volume on an on going basis using our fantastic core line products. Grand Openings are designed for the new IBO to announce the opening of their new business, while Open Houses are for existing IBO's to use to generate volume or focus on a product line or season (holidays). The outline for both is essentially the same.

At a time when HIGH TECH is rapidly increasing the size of our "network" let us be reminded to keep the HIGH TOUCH—HIGH.

Here is a simple outline to touch every I.B.O. on your team and every customer with unique and economical products.

Grand Opening Benefit:

Create immediate profit with this one time event for family and friends. Your friends and family come to celebrate the new I.B.O.'s commitment or satisfy their curiosity about your business. The fun setting establishes your openness about your new business. The Grand Opening shows some of your product offerings and the support you receive in your new venture. The friendliness and courtesy of the event can establish priceless goodwill with key people in the new I.B.O.'s personal support network.

Product Open House Benefits:

Create volume on an ongoing basis. Organize small Product Open Houses of I.B.O.'s (in a line of sponsorship) with customers and friends in their home or yours and demonstrate 6 to 8 products and display several groupings of others.

Show all the options for placing an order:

- Telephone ordering by credit or debit card (1-800-253-6500) with IBO# or customer ID#
- At www.amwayglobal.com with credit or debit card and IBO or ID#
- Ordering from the local product facility. Check w/Upline Senior Associate for details
- Ditto Delivery (A service that delivers what you want, when you want it.)

How to do a Grand Opening / Open House

Invite close friends and relatives (see optional scripts for invitation)

Items to demonstrate:

All the features and benefits of the products are at www.amwayglobal.com

Item #107876	L.O.C. with black shoe polish w/white hankerchief
Item #E-2170	Body series 4 in 1 bar soap
Item #E23	Pursue Broad Spectrum w/onion
Item #107889	Dish Drops w/dispenser #107890
Item #107856	S-A-8 with Bioquest and measuring scoop or SA8 Liquid
Item #107894	Scrub buds w/panty hose
Item #E94	Metal Cleaner w/pennies

Item #744352 Perfect Empowered Drinking Water

Item #718706j8 XLP Fuel Booster

Items for Display:

To Be Announced (see your active growing upline)

Refreshments:Optional

Summer Months

Peach Green Tea #713181

XS Energy Drinks / Variety #748178

Meal Replacement Bars (Your favorite)

Snack Bars (Your favorite)

Salsa and Tortilla Chips

Literature:

Personal Accents SA1787

True Beauty Catalog SA983

Optimal Health Catalog 400996

Home Essentials 400993

- Tips:
1. Customer order forms
 2. Preferred customer cards
 3. Advise customers that you will call in about 1 week after the products have been delivered.
 4. Remember that all customers are potential IBOs

Optional :

If your focus is on Jewelry, Artistry, Nutrilite or Ribbon Gift Card see your active growing Upline for details.

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Grand Opening/Open House Tips

1. Our business is a numbers business, recruiting, plan showing, showing the products, one on one or Grand Opening/Open House for a group. The more you do it the better your results.
2. Size varies: 5-6 attendees if you are doing the Grand Opening/Open House alone with a new I.B.O. or customer.
3. Scheduling a Grand Opening/Open House for the products, jewelry, fragrances, ribbons program or whatever. The invitation is simple (I would like you to come and see my fantastic line of merchandise).
4. Refreshments (have a standard refreshment pack for your Grand Opening/Open House).
The new I.B.O. needs to be aware at their start up that you will be working with them, and you will provide the refreshments for the Grand Opening. However for all other Open House presentations they will need to buy the refreshments themselves from their own store, This will be their order.
5. The set up, the flow, the demonstrations, and the script are all in place.

At the end:

- a. Be prepared to write up the orders and take the money (cash, check or credit/debit card), orders need to be paid in full before you process the order.
- b. Be prepared to physically take the orders with you for processing.
- c. Don't leave the orders with the new I.B.O.'s or with anyone who has never processed an order or who is not good at it.
- d. The new I.B.O. does not know what to do and many times too many things fall through the cracks.
- e. When you do the work, you should get paid.

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Details for your Grand Opening / Product Open House

Things to take:

- Customer Order Forms
- Guest Sign-In Book (not needed because of the Preferred Customer Card)
- Preferred Customer Registration Cards
- Calculator
- Pens or Pencils
- Products that are to be demonstrated
- Products for display (Retail prices on bottom of each product) and display boards
- Refreshments from “Your Store”
 1. Tortilla Chips / Salsa
 2. Summer (Iced Tea - X/S Drinks) – Winter (Coffee/Hot tea)
 3. Have small gifts from your store. (Optional)

Flow of the meeting:

- Pass out the customer order forms and preferred customer card. Have all attendees fill in personal information and product interest on the card. This information will be used for “free” customer number.
- Serve refreshments (moved from the end of the presentation to the beginning)
- Play one or two games (Optional)
- Do the demonstrations and explain the benefits of each product you demonstrated. After each product demo ask the customer to place that item on the order form if interested in that product.
- Assist each customer with completion of the order and show the other products on display. Ask if they will be paying with cash, check or credit card.
- Be sure to compute the shipping charges from the Amwayglobal chart.
- Make checks payable to the IBO host or yourself.

The Close of the Meeting :

Thank everyone for attending.

Ask if anyone is interested in creating additional income streams.

--You will speak with them after the presentation is over--. (You already have names/numbers on the Preferred Customer Card). You are the upline keep the customer cards make copies.

Ask if anyone is interested in hosting an Open House (product presentation) in their home and receive a free gift. (Show the Ribbon Gift Card & Album “Variety”.)

Special Note:

For those IBO’s who want to have an Open House for your customers, check with your senior associate (active growing upline)

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Invitation Scripts for Grand Opening /Open House

Invitation Script for Grand Opening /Open House (#1)

Hi _____do you have a minute? (wait for an answer)
(their name)

If answer is "yes" continue if answer is "no" say: What's a good time for me call you back? (call them later).

I am having a Grand Opening for a new business that I am starting and I would like for you to support me by attending. I am going to display and demonstrate some of the unique and fantastic products that I sell. I am only inviting a few key people and I thought about you.

There will be an opportunity for you to have hands on, to feel, to smell and to taste some of our most popular products. Also, we will show you how to save time and money or make some money with these wonderful products.

Can you clear your schedule for _____, at _____p.m.?

We are going to have a great time, lots of fun and light refreshments. Can I put you down and count on it?
Great!

Invitation:(#2)

Hi _____do you have a minute? (wait for an answer)
(their name)

If answer is "yes" continue if answer is "no" say: What's a good time for me call you back? (call them later).

I would like for you to support my business by attending my Grand Opening with Amway Global. I will be displaying some of the unique and fabulous products that I sell. I will be demonstrating some of the products and give you hands on to feel, to smell and to taste some of our most popular items. I will help you save time and money or even make some money with these wonderful products.

The date for the Grand Opening is _____ at _____pm.
I look forward to seeing you here.

We are going to have a great time, lots of fun and light refreshments.

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Open House Script For Presenter

(revised)

Upon guest arrival:

1. Pass out the customer order forms and preferred customer card (PCC). Have all attendees fill in personal information on the order form and on the PCC. Also have the guset to check product interest on the card. This information will be used for “free” customer number and the follow up with other products.
2. Serve refreshments and have guest view other products on display.
3. Play a game to set at ease. (optional)

4. The flow

Have host introduce each of the support team in attendance. Introduce presenter last.

A. The welcome script for presenter:

Hi, my name (senior associate) is _____ and I am here to introduce you to the store of _(host’s name)_. ____ (Host)____ has some of the most fantastic products on the planet. These products will do everything we say they will do. If for any reason, you are not completely satisfied, we give a 100% money back guarantee for up to six months. If any of you are in the market for any health, beauty, or household products, __ (Host __ is your best resource. The retail store of ____ (Host __ is officially open for business. (Give them a round of applause.)

B. The Order Form and the Preferred Customer Card

“The form you filled out earlier is the order form, if you have not already done so, would you please fill in the information indicated by the star. On the PCC (Preferred Customer Card) would you complete the card indicating the product categories you are most interested. As we go through the presentation, the products that interest you, please put the product name on the order form.”

“My purpose today is to have a lot of fun with you, share the quality products from _____ (Host)’s _____ store.”

“We realize you can spend your money anywhere, but ____ (Host ____ would like for you to spend some of it with them and allow them to earn some of your business.”

C. Product presentation

D. Close:

“This concludes our product presentation and I am here to help you process your order.” “If there are any questions about the products I will answer those as well.” “Anyone interested in creating additional income streams please check that on PCC. We will speak with you as soon as we finish with the product session.”

“We appreciate your time and it has been a pleasure being with you.”

“Thank you so much for your business.”

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