

## Host Coaching – Virtual Parties via Messenger

- Thank you [HOST] for dating your very own LIVE Virtual Cooking Party which is helping [previous hostess if applicable] earn the highest rewards and now you have an opportunity to earn the same!
- Would a week night or weekend work best for you?
  - Perfect, I have Tuesday July 28<sup>th</sup> or Friday 7/31 at 630 p.m. Which date works best for you?
- I'm going to request to be friends with you on Facebook. This will allow me to add you to your Party Group page once I create it. In the meantime, send me your First & Last name, shipping address, email address and phone number. This information is needed for me to set you up as a hostess and create your very own Party Order Link.
- **Get Hostess Excited about HGS**
  - Send Hostess Host Flyer & Bonus Offers & Wishlist form
  - Explain the features of two HGS so they see the value (product & monetary)
  - Big Months (Jan/May/October) – usually has extra rewards/bonuses for our hostesses. Share those also when available.
  - Have Hostess send you her their wish list
  - Ask specifically, if I gave you \$200 credits what would be on your wish list or what would you select?
  - Offer hostess a little gift when they send you back the wish list by next day.
  - Having the wish list makes it easier and quicker to close up party
- Hi [HOSTESS]! I've create your FB Party Group and invited you to join. Once you accept that invitation, go ahead and start invited your family & friends to the group.
  - Invite everyone and anyone. Don't over think who may want to join the party group or not. Just click invite and they can choose to accept to join.
  - Our goal is to have at least 50 members in the group. You get them there and I will make sure we have some fun! Can do?

- I will actively start posting \_\_\_\_\_ days before the party. In the meantime, I will email you your party order link, catalog link and monthly sales flyer link. Email your family and friends (those who don't have Facebook) to let them know you're hosting a Tupperware party. Also email the links **to those who can't make it** and they can still can participate by placing an order.
- Any questions so far?
- Have hostess post "join my party" meme on her personal page to join her party
  - Hi [HOSTESS], I'd like to suggest to post this meme on your personal page along with your group party link (copy and paste) You could say something like "I'm hosting a Virtual Tupperware Cooking Party and would like for you to join me! Click on this link if you're in for some cooking tips, fun and prizes!"
- Encourage hostess to private message or text 10-15 of her family/friends to let them know that you're having a party and excited. Make message personal and send individually. Not group PM.
- Encourage hostess to share something on her personal page about the party with the group link to join each day.
- Encourage hostess to engage with posts and guests on page. They know them best and can be playful with them in the group.
- Encourage hostess to tag friends in photos of the products that you know they will love
- Encourage hostess to play every game and tag your guests to get them playing.

Couple of days in....

Hi [HOSTESS] When you get a chance today, send out a reminder to those who haven't accepted the invite yet. Personally send them a message. Okay?

### **Party Day**

- I'm excited that it's party day! I'll be making XYZ using the [Product].
  - Text a picture of the display and set up and prize basket with tiny treasures to get her/him excited.
- Have hostess send out a quick message or text to remind everyone about the party tonight at [TIME]

- Have hostess post and remind everyone on the group page. Give hostess a meme and a suggestion on what to say.
  - Hi [HOSTESS], please post this meme on your personal page today along with your group party link (copy and paste) Say something like “Join me tonight for my Virtual Tupperware Cooking Party. If you haven’t already click on this link to join. There’s still time to play the games to win prizes!”
- Have hostess interact with her guests during the live.
  - Say something like: “[HOSTESS] tonight during the live, I’ll need your help to keep notes of anyone who may be interested in a product or say they want to order a product. Also, anyone who may be interested in hosting their own party. We’ll follow up with them after the party. Thank you!”

### **After Party – to help build sales**

- Schedule post right after the party ends that says “shop now” or “it’s time to shop!”
  - Guests are still excited from the LIVE and what they saw and are ready to shop
    - Make sure to post party link to make it easy for them to shop.
- Schedule the single picture posts of products demo’d.
  - Again post party link to make it easy for them to shop
- Have Hostess follow up with guests that said that they were going to place an order to get it in before the party ends.
- You follow up with customers who said yes to dating.

### **Close Party Posts**

- Thank you for your order: Tag each customer who ordered in this post
- Thank you for dating post: Tag customers who dated
- That’s a wrap | Thank you final: hostess for hosting
- Join My VIP group: include link to VIP group