

# African home parties



## *Party Planer*

How to plan  
How to present  
How to find customers  
How to help your hosts  
How to follow up

Everything you need to get  
the most from everything  
that you do.

welcome



## Welcome to an exciting and fun new experience

**W**ith so many products now flooding the market, it is hard for most people to find something that truly touches their soul. It is almost impossible to find ideas that are available nowhere else. Creations from Africa offer both you and your customers something completely unique.

An African home party lets people see and understand the richness of this vast and timeless culture, and it allows people have a great time with friends new and old. An African home party is also one of the most enjoyable ways for these friends to discover the meaning and fulfillment available to them.

### HOW THIS PARTY PLAN IS DIFFERENT

Most home party plans are done in a multilevel marketing format. This plan is already different: Instead of receiving a small commission on your sales, with the bulk of the profits going to people who signed you up, this program lets you keep a full 50% of any sales that you generate.

What you lose from this is some of the support that you get from a multi-level marketing company. You will be our customer, and the people who buy from you will be your customers. Therefore, Africa Imports will not be collecting sales tax or processing credit cards for you.

Africa Imports is a wholesale supplier of these products, and many of our customers are always looking for new ways to sell their products best. Home parties can be more effective than flea markets and festivals—and a whole lot easier. They can be done at any time that fits your schedule, and let you keep your overhead low. And home parties give you a great way to build your customer base faster.

Home parties are one of the fastest-growing marketing methods in the US today. People buy more at home parties than they would buy someplace else, and they pay higher prices, too. They do this because home parties are convenient, because they want to help their friends to get free and discounted products, and because it is a lot of fun.

Maintaining your own business and simultaneously growing it through home parties is a tremendous opportunity that you can't get with most other home party plans. You also get to keep a lot more of the money that you generate through sales. This booklet is written to help you be as successful as possible. After you have completed this book, you will probably sell twice as much at each party as you would without using the information that follows. I hope that you will take advantage of this opportunity and set up your first African home party as soon as you finish reading this.

## go for the goal

**T**his first section can apply to almost any aspect of selling African products, not just African home parties. So understanding this can help you in whatever way you choose to market your ideas. At the end of this section you will find out how to set specific goals for your home party business.

An old saying says that if you have no target to aim for, you certainly won't hit it. Before you start your prospecting, set a goal...in fact, set three goals.

Set a goal for how much value you want to add to your business. Some people will want to set a goal for how much money they will make, but you will have more money in the long term if you focus on the value of new customers—not just the income that you get from the first purchase that someone makes.

**Tip:** Set a goal you can attain. You can always set another goal after you achieve your first one. And the fulfillment of reaching a goal will make you more confident and capable as you reach for something new.

### Set goals for how many new customers you want.

If your average customer makes an initial purchase of \$30 you can set a goal of 25 new customers. This will give you \$750 in sales from new customers during the next month.

This may sound like a lot of work without a lot of money, but it is not nearly as difficult as it sounds if you put forth the time and effort. Most important, your customers are worth far more than their initial order. Marketing people often use a concept called a customer's lifetime value (LTV). Most of your new customers will buy from you again if you stay in touch with them. They will make a second or third buying decision much more easily, and they will purchase more after they have already had one good experience with you. Your new customers will probably have a lifetime value of several hundred dollars each (if you help to maintain a relationship with them). If this is the case, your efforts in getting these 25 new customers will be worth thousands of dollars to your new business—and you will still get the \$750 in extra sales right away.

A lot of new business owners get discouraged because they don't think about this. If your only goal is more cash right now, you may feel like you are not making enough money

for your time. If you think about your business months or years into the future, you will be able to build something that will support you in a lifestyle you can enjoy. But a bigger long-term goal won't happen in just a few days or weeks.

### Set a goal for how many prospective customers you will need to contact so that you can get these new customers.

Most people that you see will not buy from you if they don't already know you. Plan on presenting your products to four new people to get one new customer.

Start by making a list of 100 people. Get out your address book, your church directory, alumni and school directories, club and social group directories, holiday card lists, and most of all your imagination. Your first goal here is to contact as many people as you can. People can live nearby or another state.

Keep your list close by. More names will come to mind. You will be amazed at how many people you know. And remember, everyone loves attention, and most people love to have someone share new ideas like yours with them.

### Set a goal for the activities that you will need to do to meet these new prospects.

You can phone people, send them a letter, send an email, or visit them. When you do, you will want to be prepared with something to say (more about this later). But start with a goal of spending a set amount of time, or of making a set number of visits, calls, or letters. We all have more things to do than we seem to have time for, but if you don't dedicate enough time for this now, you will almost certainly be discouraged later. Determine that you will do what it takes to be successful. Set a schedule for yourself to meet your goals.

**Tip:** To really be successful, you will need the help of other people. Offer incentives to the people who help you along the way. Successful home party people give their hosts free gifts for their help in organizing parties. Give people free samples in return for any contribution that they make towards your success; this can also pay itself back many times over. Most people will appreciate the gift and remember you by it.





**G**ifts, samples, and incentives all cost money. But wouldn't you want to give \$1 to someone who gives you back \$2? Satisfied customers are your business' most valuable asset. Investing in your future by giving away products and getting back customers is a key to success in home parties. So be prepared. This program assumes that you will be using these incentives with your hosts and guests. You will normally need to make small purchases of gifts and incentives before you collect your income in this program.

Second, decide how you will present your new business to others. As you begin to contact people about your new business, you will discover that some people are eager to find out more. You probably love African creations yourself, so you can imagine how you would have felt about seeing some of these products for maybe the first time. Other people are just like you.

They will be more interested if you show enthusiasm. After you have worked with these new ideas for awhile, and after you have just spoken to someone who isn't very interested in these products, it is easy to forget how special these creations can be. Refresh your attitude, and have a fresh start each time that you talk with someone new about your business. If you are discouraged, it will show through, so pump yourself up a little bit before you talk to someone new.

### HERE'S SOME HELP

Here are a few approaches that other people have used. See what fits you the best and try out one or more of the ideas below. You can use these conversations word for word, you can change the wording, or you can just take some of these ideas and say them your own way. You may have an approach that is better, so use your own ideas if you think it is best. Most of all, be yourself.

#### Close friends and relatives

One thing that can sound best with people you know well is to ask for their help. Most of your close friends will be excited for you, excited to hear about your new business, and will be glad that you asked them.

*You: "Hi \_\_\_\_\_. I'm calling because I need some help."*

*Friend: "Sure. What do you need?" (Maybe they will say, "I'll help if I can" or something else. But it will almost certainly be something positive and easy for you to adjust to.)*

*You: "I've started a new business offering artwork, clothing, and other products from Africa. I would like you to help me by inviting some friends to see some of these items in a home party. Most of all, I want to get together to show you what I have, and what I'm doing."*

If you're like almost everyone else, this will be really fun. Most of us love talking with close friends. Not only this, you don't need to worry about rejection because your friends will want to hear about what you are doing. Your friends also love talking to you as much as you love talking with them.

#### Acquaintances

This approach is for people you know, but who are not close friends.

*You: "Hi \_\_\_\_, this is \_\_\_\_\_. Is this a good time to talk?"*

*Friend: "Sure."*

*You: "There is something that I would like to tell you about. But since I haven't talked to you for a while, could you start off by telling me what's been going on with you lately?"*

After your acquaintance tells you something about their life, they will almost certainly ask you what is happening with you.

*You: "I have started something new that is really exciting. Can I tell you about it?"*

*Friend: "OK."*

*You: "Do you know much about African artwork and fashions?"*

Your friend's response will help you know how to handle

**Tip:** Your tone of voice is really important in calls like these. Keep your tone happy and upbeat, be reasonably excited, and most of all, be yourself.

the rest of the conversation, but your next response could be: *“I’ve just gotten into a new business where we offer different things from Africa. I have African clothing, home decorations, personal care products, and some other things too. Can I tell you something more about it?”*

At this point, you can bring up the idea of an African home party. There are several benefits that your friend could receive if they decided to host a party at their home.

### What to say when someone is not interested

**Tip:** Keep a list of 100 people to talk to. Whenever you talk to someone new from your list, make a mark of some kind so that you know who you have contacted already and who you can contact next.

Some people will be interested, but will be concerned about going further for some reason. Show a caring and professional attitude, and be prepared with something to say when a person gives you an objection.

If a person likes your idea, but says they do not know enough people to invite to a home party, help them brainstorm for possible guests. Ask about neighbors, family, and people who they work with. Also bring up contacts through friends of their children, church, social clubs, and volunteer work. The people who your friend calls will also have friends of their own who may want to come. Almost everyone knows at least 100 people once they try to think of names.

Beyond this, hosting a home party is a great way to meet new people and to revive old friendships. Most people love to be invited to something like this, where they can meet new friends, learn something new, and have a good time.

### If someone says they don’t have enough time

Tell them that you understand their situation. We all have more things to do than we have time for. But a person can have a home party almost any time. It can be scheduled around other commitments, which is one thing that makes this so easy for you and for the people who you are calling. Keeping in contact with friends takes time, but not keeping in contact means losing something too. Staying in touch this way takes a lot less time than it would without having a group of people together.

### If someone says that now is a bad time for them

## AFRICAN HOME PARTY GOALS

- 1. Decide how much you want to earn.**  
For a home party business, you can first determine how much money you want to start out earning. If you want to earn an extra \$1,000 per month, you will need to sell about \$2,500 in products. This gives you some left over money to pay your car, phone, and other business expenses.
- 2. Break you main goal into achievable steps.**  
If you expect to sell \$250 in each show that you present, you will need to schedule just over two parties per week. As you gain experience, you can expect to sell more than this (and you may even start out selling much more than this on the average). But with a lower initial goal, you can start out with a focus of improving your process: not on just getting the most sales. You just might get a very pleasant surprise at the end of the month as well.
- 3. Take action to make this happen.**  
If you need to call on four people to book one party, then you need to call on about ten new prospects each week. This is not so hard, but be prepared to spend more time following up and learning the process in these early weeks. As you become more experienced, things will happen for you faster and more efficiently. You will need to make more follow-up calls and do more preparation work initially, though.



*“I understand. This does sound like a bad time right now. Could I check back with you after (the holidays, your school classes end, etc.)?”*

Or

*“You may not be ready to host a show right now, and that’s fine! I would still love to show you some of these ideas, though. Another friend of mine is hosting a show on \_\_\_\_\_. Would you be able to come and see these African products then?”*

Even though you are excited about your new business, some people who you call will not want to do anything right away. Treat them with respect and courtesy, and don’t take anything too personally. People are not rejecting you. Every person is different, and this kind of idea is not right for everyone...at least not right away. When people do not respond positively to your offer, try to leave with one or both of the following.

### Future business

**Tip:** By asking permission to tell someone about your new business, you keep people more interested. Not only is it polite, but if someone has given you permission to tell them about your new business, they will hear much more than they will if you ambush them.

Even though someone is not interested in your offer right now, everyone has new things coming into their life in the future. There will be birthdays, weddings, holidays, and other gift-giving events. There will be special occasions where something from Africa would make the occasion even more special. Make sure that the person you called remembers you when something like this comes into their life. Staying in contact with these people will almost certainly increase your business a small amount (and the last little bit of business is usually the most profitable, because there are no more set expenses that need to be paid once you have everything else in place). Some of these people may well become your best customers in the future, if you leave them with an open invitation that is non-threatening.

### Referrals

Can you think of anyone in your circle of friends who

would want to know about some of the free and discounted products that they can get with a home party like this? Maybe someone who really likes entertaining people in their home?

**Tip:** After calling someone who is not interested in anything right now but who might be in the future (and almost everyone might be), send them a thank you letter or postcard. You can thank them for their time and let them know that you are always available if anything changes for them.





## successful prospecting



**O**f course, you want your prospecting efforts to be as successful as possible. Remember these pointers and you'll be in good shape.

### Be enthusiastic

People will hear your enthusiasm, and people are attracted to anything that someone else is genuinely excited about.

### Remember your own reactions

What made you interested in selling African products? Why do you think this is the right choice for you? How did you feel when you first discovered this opportunity?

**Tip:** Don't be discouraged if you are not batting 1.000. No one does. If one out of four people who you talk to is interested in hosting a home party, then your efforts are a success. Remember that everyone who you call also knows 100 other people.

### Be personal

Think about the person you are calling before you pick up the phone. Are they someone who has shown an interest in African culture with you before? You can remind them of their interest and tell them that this is one thing that made you think of them. Are they someone who takes great care in their appearance? African personal care products (such as 100% pure shea butter—one of the best selling products that we offer) are something to be sure to bring up with this person. Are they someone who would just love a free gift for inviting a bunch of their friends over? Then focus on that opportunity.

### Make your schedule better

Offer times to get together that are best for you. Instead of asking when the best time is for someone else, say: *“Right now I am setting up dates for the first and second weeks in April. What day in one of those weeks is best for you?”*

### Ask

People need you to ask them. Most people will not get their free gifts if you don't. Most people will be side-tracked with a hundred other things if you don't take the initiative. Most people would feel left out if you did not ask them. If you do not offer people an opportunity, they will not call you. So determine that you will ask everyone you can.

### Be alert for new opportunities

You will meet new people at home parties. You can also meet people at other places you go. You can meet new people at work, at a street fair, in a store or kiosk. Instead of letting these people pass out of your life, invite them to find out more. The most successful salespeople are always prospecting. To make yourself and your business more successful, develop the habit of presenting your opportunities whenever and wherever you can.





**H**olding your own African home party can be the perfect way to introduce your new business to the people you know. It gives you a great way to practice your presentation, develop confidence, and find ways to improve. You will also be better equipped to encourage your other hosts to be successful in hosting their shows.

### Who should you invite

Invite 40 or 50 people. Especially invite people who have wanted to host their own show, but who are not quite ready yet. Invite people who you don't know very well. And invite people who you think need to see a home party for them to get interested. You can also invite people who do not seem to have a lot of friends, or people who have recently moved into your area. Some of these people would welcome the chance to get connected with others.

You can also invite some of these people to a party that you hold during the day, or at some other time when some of your harder to schedule people would be available. By picking a time that accommodates an unusual schedule, you can reach some people who you could never get to any other way.

### What should you say?

With anyone who you call, try to communicate the following points:

- That you would love to have them come to your African home party.
- That they will discover some new things about African culture that can enrich their own lives.
- Let them know how much fun it can be.
- Tell them that they will be able to meet some new people this way.

When you call a person who has said they wanted to host an African party, but who is not ready yet, mention that they will learn some new things that would make their own show successful.

When you invite someone who is hesitant about hosting a home party, let them know that they will see for themselves if this is as fun and rewarding as you say. After experiencing an African home party for themselves, many people will want to host their own.

When you are calling someone whom you are not ready to ask to host a show, you can say that you would really appreciate their feedback on your products and on your presentation.

### Creating more interest in your African home party

- Pick a time and date for your show that is as convenient as possible. Weekday evenings and weekend afternoons are often best. You can even hold two shows on the same day to accommodate different schedules.
- Whenever you invite someone, encourage them to bring a friend.
- Ask a friend to help you with your show. They can do this by helping you to set up, taking coats, or by serving food. This allows you to focus more on your presentation.
- During your show, talk with each person individually. This is especially important with people who have come as friends of your invited guests. Learn all that you can about their interest and exposure to African products. And be sure to invite them to host their own African home party.

**Tip:** When calling a list of people, the first call is always the hardest to make. After this first phone call, this process doesn't just get easier, it's fun! Don't take a long break between your calls. Think about things that you could have said better or differently, but propose to stay on the phone for at least an hour. You will soon get to the point where you are looking forward to each new call.



## HELPING YOUR HOST

The person who hosts an African home party for you is one of the most important keys to your success. You are part of your hosts success, and they will want to be a part of yours. As you help your host to have a more successful home party, you are helping several things to happen.

First of all, you are building a stronger foundation for future parties. If the friends and guests of your host see that the host is having a successful party, they will be much more excited about hosting their own.

Your host will probably want to have a second party if the first one is a great experience.

People who experience a successful African home party, will help you build your business by telling other people about their experience.

The more successful your African home party, the greater your own sales and success will be.

### How to help

1. Give your host a complete host packet. Using a 10x13" envelope, send or give to your host the following:
  - 2-3 catalogs
  - A show planner pamphlet
  - 40 postcard invitations
  - Outside order forms to give to people who can not attend the party
  - Host special flier
  - Guest special flier

You will want to have an extra host packet with you wherever you go. Keep at least one in your car, and another someplace else handy. You never know when you will meet a potential host.

2. Stay in touch. Be sure to remember your host's name and number. Make a note of this and any other important information in your calendar or address book right away. After a person has said that they are ready to host an African home party, the best method is a three-call system. This same system is used by successful consultants in other home party plan businesses. It requires a little discipline on your part, but only a little. It also keeps the African home party on the top of your host's mind, so that more people are added to the guest list as your host thinks of them.

3. Help your host to think big. Encourage your host to personally invite 40 people. She can use the show planner book to help make a wish list of products she would like to receive. This not only helps you make the best use of your time immediately after the show, but it helps your host to stay excited about contacting more potential guests.
4. Treat your host well. Remember how much your host is doing for you by inviting her friends. Be sure to thank her for her help each time that you call. Make her job as easy as possible by mailing the host packet quickly, calling to follow up and encourage her along the way, and making sure that any questions that your host has are answered for her.

Your first call is to review the host packet and to keep your host excited about her show. You will make this call 24–48 hours after giving the host packet to your host. Some things to go over in this call include setting goals for your host that excite her and putting together a wish list of product ideas that she would like. Encourage the host to invite 40 people. In practice only a third to one half of the people invited will be able to attend, but those people who can not attend, will still often want to place an order. So be sure that your host has plenty of outside order forms. Encourage your host to be enthusiastic when invitations are made. When you sound excited about the party, other people won't want to miss it. Remind the host to keep a list of people invited, along with notes as to which people say that they will be coming.

Make sure that you have everything in place for a successful show. You will need a table. Let the host know how long the party will last (typically one hour for the show and one additional hour before everyone has left), and payment is due the night of the show. Also schedule a time for your next call (4–10 days later depending on the hosts time schedule).

The second call is to select some products to present at the show, for decorating the area of the home where the show will take place, and for the other details shown below. Make this call 7–10 days before the show.

During this second call, you also want to prevent your host from becoming overloaded with tasks. As she calls her friends to invite them to the party, she should ask someone to bring along some snacks or drinks. Your host should also let you know who is bringing these, so that you can be

sure to thank them for their help. One way that you can say thank-you to the person bringing the food is to give them a bar of African soap, or some other gift. It doesn't need to be a lot, but it will show that their efforts were appreciated.

**Tip:** One gift idea that will help you be remembered best is soap. You can give a unique African soap to someone who you are asking to think about becoming a host, or as an additional gift whenever someone agrees to host a party for you. People love these soaps, and giving them away brings you two benefits:

1. People remember you (and your gift) every day that they use it.
2. Many people will become regular customers of your because they like the soaps so much.

During this second call, you will also want to ask the host for permission to burn an oil in her home. For most people this is fun and special, and will not cause any problems at all.

A major goal of the second call is to find out about the guest response so far, and to encourage your host to follow up with as many potential guests as possible. *“How many invitations have you sent, and how many people have you called?... You're doing a great job. Have you thought about asking (mention a source of people that has probably not been considered yet).”*

Remind the host that people can still order something, even if they can not make it to the party. Make sure that she still has catalogs to send to people who can not attend. Ask about the interests or hobbies of the guests to help you personalize the presentation.

The third call is to confirm the attendance at the show and to find out if the host needs any more last minute assistance. Make this call 24-48 hours before the show. Be sure to genuinely thank the host for all of her efforts so far. Get an update on the expected attendance.

Ask your host to make a quick reminder call to each of the guests. People who are called just before the party, are the people who are most likely to come. Just like the reminder call that many dentists make, people appreciate the

reminder. Let the host know that you will be arriving 30-45 minutes before the show to set up. Make sure that you know how to get to the host home, and that you know how much travel time to plan for.

### Host support after the show

Before you leave the party, congratulate the host of a wonderful African home party. Let her know that you appreciate all of the work that she did to help make this party a success.

Use the party planner to show her how close she is to the next level in the host prize program, and how many orders it will take to reach this next level. Let the host know how much money they saved over the normal retail prices on the items that she is getting.

Set a date to close the party within a few days. This will give the guests an extra bit of time to add something else to their order. It will also allow catalog recipients who could not attend the party to find something that they would like.

Send both a thank you note and an email to the host after everything is over. They will appreciate this personal communication from you. Over time you will end up with many more friends, and with a positive reputation that can help you build a stronger business for yourself. When you build positive relationships with your hosts, they will share their enthusiasm with others who later admire the products that they received from you.

**Tip:** Keep a host information form for each host you set up (in your setup packet). You can keep all of your host forms in a three-ring binder; keep past show hosts organized alphabetically. You can also organize your information on a computer, or whatever way is best for you. The main thing is to make everyone's information easy to find whenever you need to contact them.

## preparing for the party

### First of all, relax

African home parties are fun. It is a relaxing way for people to get together with their friends. As people see your own enthusiasm for African products, they will want to own more for themselves, and they have more fun at the same time.

Each time that you present a new show you will become more confident. The more that you are exposed to African products, the more interesting the parties become. People meet new friends, have a good time, and leave with more knowledge than they had when they arrived.

### Get organized

Keep a checklist of all of the things that you will need for the party. Make sure to give yourself enough time to have all of your things together.

What you will need to present an African home party:

- All of the products that you might want to display (have a few extras), and any products that you will use for decoration. You will not have too many things with you, but you could be missing one of the products that you want to show. Be sure to check through your products to be sure that you have everything that you will want to display.
- African clothing, accessories, or jewelry for you to wear.
- A gift for the party host. You can give your host an extra gift if you have extra sales from their party. But having at least one prize to give away at the show will make a stronger impression on your host and on potential future hosts who are guests at the party.
- Enough catalogs for each guest, plus 10 extra catalogs. Be sure to stamp your name (or affix a label with your name and phone number) to each catalog.
- Enough order forms for each guest, and 20 extra (some people may ask for an extra order form after making a mistake. Other guests will want an extra catalog and order form to take to a friend at work).
- The phone number and driving directions to the home of the party host.
- A calculator
- \$10 to \$20 in small change
- Pens. Red pens are best because you can read the

orders more easily, and because the guests are more likely to return them to you.

- Name tags
- File folder to keep order forms organized
- At least 3 extra host packets
- Plastic tubs to organize and carry your supplies with. If you skip this step, you will be amazed at the amount of time that you spend re-organizing after each show. Your plastic tubs can pay for themselves several times over in the time that you save.

### Practice

You can practice with your family, with an empty room, or with some toys or stuffed animals. Not only will you learn the presentation better this way, you will build your confidence so that you are able to focus on your guests better during the party.

### Preparing the home for an African party

Arrive 30–45 minutes before the party. Greet the host and thank her again for all of the work she has done to help make this party a success. Find the area where you will be holding the party, and decide the best way to set things up.

Bring in the rest of your products and set up your display area. You will want to have at least one empty plastic tub next to your display area that you can put the products into after they have been shown. This keeps your area clean and organized, and it helps you to know which products you still need to show as the party progresses.

Check through your checklist to be sure that you have everything that you need, and that you know where everything is for when you need it.

Your host will be helping you set things up, or at least talking with you while you organize your area. This is a great time to build your relationship. Compliment the host on their home or other things that you see. Ask about her interests, and especially about any interests or questions that she has about the different products that you have available. Make a mental note of anything that your host is especially interested in. You can mention this during the show to create more interest.



## presenting an african home party

**F**irst of all, be aware of what you are trying to accomplish with your party. At each party, you want to accomplish two things:

1. Sell products.
2. Set up future African parties.

As you prepare for and present an African party, keep these two goals at the top of your mind. It is easy to get distracted with so many friends and nice people present. But if you do not focus on these two goals, you may leave the party without gaining what you had hoped for.

### Greeting the guests

Giving everyone a name tag is not only a way for people to get to know each other better, but it will help you to remember everyone by name. Using people's names whenever you can will help you establish stronger relationships with the guests. One good way to remember names is to repeat the names (both aloud and to yourself) several times to help you remember them as well as possible.

Thank each guest for coming when they arrive. Ask them if they own anything from Africa already. Find out if they have any other special knowledge or experience with Africa. Also ask them if there is anything special that they would like to hear about or learn during the party.

Also be prepared with some stories of other home parties that you have done and ways that some of the people there (especially the host) will benefit from the party. If you are doing your first party, or do not have any other stories to share, be ready to talk about the benefits that hosts of African parties can receive. The host receives a free product from Africa, a discount on anything that they decide to buy, and the chance to get even more prizes when the visitors buy more at the show. Always remember your goals: Sell products and set up shows.

### Opening the party

There are different ways to start a party. One favorite way is to have a game where people can get to know each other better. There are a few different party games that you can use on our website at [www.africaimports.com/partygames.htm](http://www.africaimports.com/partygames.htm).

You can also go around the room asking each person to say their name and mention one thing that they appreciate about Africa or African culture. You will personalize the party to your own personality and to the types of people who are

attending. But prepare yourself with several options beforehand so that you can easily adapt to any situation.

Another option is to start the presentation by asking for people to raise their hands if they own something from Africa. You can then ask them what they own and what they like about it. This helps people to loosen up, by talking for a moment themselves. It will also help everyone to look at your products in the most positive way possible and give them more reasons to own something for themselves right away.

A third way of starting a party (and you can use more than one of these ideas at the same party), is to have a drawing for a prize. Pass out 3x5" cards. Ask each person to write their name address and phone number on the card. Collect the cards from the guests and leave them in a bowl or jar for a prize drawing. Next to the jar, leave a prize on display. The prize can be anything that you choose, but it is good to choose one of the more popular products that you will not be able to display during the presentation. These cards will also give you information to keep track of your customers and prospective new hosts better with.

Our suggestion for a drawing prize would be to have two drawings with two prizes. The first place prize could be a Kente cloth table runner/scarf (C-A925). A second place prize option would be a banana leaf painting (A-P200).

Pull one name out of the jar for your runner up prize right away. Announce the winner, and give out the prize right away. Let your guests know that the other prize will be given out at the end of the presentation.

What follows is a word-for-word script starting after the introductions. You can use this script word for word to get started or you can change this to fit your own personality, but you will have the most success if you are careful to touch on all of the points shown.

**Tip:** One important part of opening the party is giving your own personal story. This should not be anything long or elaborate, but something personal is a great help in establishing a relationship with your guests. Telling how you got started, what you like most about what you do, and what you enjoy most about an African home party are all great ways to build your relationship with your guests.

## party script



**A**fter you have gotten your party rolling with some of the ideas above, you are ready to get down to business. The script that follows can be used word for word, or you can use notes to make sure you hit on the main points in each section. For most people, a practice session using the script word for word is best. This lets you hear the points in your own voice. Sometimes this will sound much better than you think it will when you are reading something silently. It is almost always a better way to learn than simply reading the script silently to yourself.

Throughout this script, the words *I*, *we*, and *our company* will all be used to refer to your business. You will want to personalize your approach depending on the impression that you want to give of your business.

### Explain your company

*Because of our vendor relationships, we can carry the largest selection of African products anywhere. I started this company in part to earn extra income. But the most satisfying part of this whole business for me is \_\_\_\_\_*

Add your own personal story in a way that your guests will relate to and appreciate.

*Not only can I offer our customers some truly unique products, but by helping to create an outlet for these products, we help to bring income to the craftspeople who make them in Africa. Each time that you purchase one of the products made in Africa, the money received by the craftspeople there helps to do several things:*

- *It helps people to support themselves financially. It is often very difficult for the actual craftspeople in Africa to find buyers for their work.*
- *It helps communities to survive and prosper, as a*

*bigger source of income and industry is created.*

- *It helps the culture to survive by allowing a larger number of people to own these products.*

*Through our suppliers, we are now able to bring new products into the US all the time. During an average month, we have over 50 new products added to the | selections available. This means that you can have clothing fashions and jewelry that are new and fresh. It gives you something for your home that is unique, and expresses your own individual personality. And you have more of a choice: you can have something completely traditional, or something that is new and different.*

### Explain the catalog

*Each of you has received a catalog of our products. There are some absolutely amazing products in this catalog. And if you look through this again after you leave here tonight, I can guarantee you that you will see things that you missed the first time through. In fact, studies have shown that most people only remember 14% of the products that they see the first time that they look through a catalog. So I hope that you will hold onto this catalog even after you have picked out the things that you want to order.*

*Not everything shown here is made in Africa, but most things are. If something is made somewhere else, the country of origin is shown in the product description.*

*Almost anything that you see in this catalog can be ordered tonight, shipped in just two days, and will be here on \_\_\_\_\_*

*Another thing to know about these products is that most of these are individually handmade. That means that no two are exactly alike. Most people like this better, because it lets them have something that is completely all their own. But there can be slight differences from the photo. The overall look will be identical, and you will probably not notice any difference at all, but there will be minor differences because a product comes from a different piece of wood, the hand embroidery is slightly different, or some other variation that goes along with the individual nature of these hand made products.*

*If this is a concern for you, there are also a number of machine manufactured items that are completely identical to one another. There is also a full 100% guarantee on anything that you order. If you are unhappy with anything that you purchase for any reason at all, or even for no reason, you can return your order for a full refund or exchange*





## Presenting products

**Note:** There are hundreds of ideas that you can present at a home party. Because you only have a short time, you will want to be organized. You will normally want to stick with the more popular products, so this is what we will be going over here. If your audience seems to have exceptional exposure to African products already, or if you think that they will be most intrigued by some other products for some reason, be prepared with some other items that you can present.

*How many people here have ever used oils either with an oil burner, or for wearing?*

*Before I show you the first piece—which is one of my favorites by the way—I would love to burn one of my favorite oils. Does anyone here have any allergies or other problems that would make this unpleasant?*

Normally people will say that they do not. But if someone does have a problem, say:

*We offer over 150 different oils that can be worn or used for aroma therapy. These include not only some of the most popular African fragrances, but a number of other popular fragrances as well. You can see a full listing of these on pages 26 and 27 of your catalog. I am going to pass around several of my favorites for you to sample. When you smell one that you like, put a little bit on your wrist. When you wake up tomorrow before your shower, you will notice that the fragrance will still be with you.*

*Oils are much more powerful and long lasting than traditional perfumes. This is because most perfumes are made with a mixture of one part oil and four parts alcohol and other ingredients. The oil is the pure fragrance. Oils can also be used in an oil burner to give your area whatever feel you want. You can make your environment homey, sensual, or use it to bring back pleasant memories of your own.*

**Tip:** As you pass around the sample oils, ask if will there is someone who would be willing to collect the sample oil bottles when everyone is finished. This will allow you to keep you to present more product ideas; it prevents distractions and it makes the party interesting.

*A lot of people enjoy incense. We offer several popular types of incense, but here's a secret. Once people have used oils for burning, they will almost never go back to incense again. Oils are cleaner because there is not a lot of smoke, and there are no ashes to clean up after. Oils also let you choose from hundreds of different fragrances to experience, and they let you determine how powerful you want the fragrance to be. Whenever you have had enough, you can simply blow out the tea light candle.*

*Another thing people love about burning oils is the way that you can change the whole atmosphere with a unique oil burner. There are pictures of some of the different oil burners available on pages 25 and 26, and some more on page 3 of your catalog. The burners may be small, but people always notice it because they want to see where the fragrance is coming from.*

You will also use this same script (above) when you do burn an oil. Say all of this while you are passing around the oils and lighting the oil burner.

Pick out an oil that you think the guests will like, but keep in mind that people can have very different tastes in oils. Some of the best choices might be: Butter Cookie ?????

*When people think of African products, a lot of people think of wood carvings. Wood carving is an art form that Africa is truly famous for. It is generally agreed that no other part of the world has ever produced the quality (or quantity) of wood art that Africa has.*

Hold up A-E612.

*One of my favorite wood carvings is called "The Family Tree." You can see this on page 4 of your catalog. This is completely hand carved from pure ebony. Ebony is one of the hardest woods on earth. It is so valuable that only the most skilled master carvers are able to create ebony wood carvings.*



*Many African art pieces have tremendous meaning attached to them. This carving displays the unity of people within a village or community. In many African communities, the concept of a family is different than it is in the west. There are often no distinctions between a father and an uncle, or between a cousin and a brother or sister.*

*This carving shows the older members of a community working together to help support the younger ones.*

#### Display A-WC622

*Another wood carving that many people really like is the 12" giraffe couple on page \_\_\_\_\_. Giraffes are beautiful and friendly animals, and many people collect giraffe art. These definitely say Africa to anyone who sees it. These are each completely hand carved from solid wood in Kenya, East Africa.*

#### Display A-WC640

*The absolute #1 most popular wood carving that we offer is on page \_\_\_\_\_. These are the walking sticks or canes.*

*An interesting story about these canes happened when some of the people who carve these canes in Kenya were filling a container with these canes. These canes are very popular, and the carvers had been sending many of these to us for a long time. The carvers said that there must be a lot of lame people in America, because they could not imagine that so many people would need a cane.*

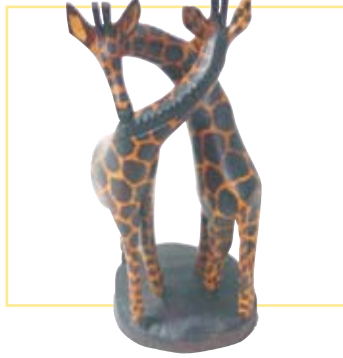
*By the way, you don't need to have difficulty walking to appreciate these walking sticks. If you do need a cane, these prices will allow you to own several. You can have one for your home, one for your car, and an extra one for any other time. With the ornate hand-carved designs, these also make tremendous wall hangings or other accents for your home or office. Even if you do not need a cane right now, it is something that is really nice to have available. If you ever do hurt your foot or leg, this is one home decoration that you can pull down from the wall and use.*

*There are several other wood carvings shown on pages \_\_\_\_\_. There are also some new wood carvings on page \_\_\_\_\_. If you see anything here that you think would make a good gift, you can mark it on your order form, and you will have already taken care of some of your shopping.*

*African fabrics give you more options than probably any other product idea in this catalog. People use fabrics for*

*making clothing, pillow covers, dolls, crafts, and dozens of home decorating ideas. We carry a full range of authentic African textiles, so you can find new ways to express yourself more easily. If you enjoy making crafts, decorations, or gifts, please take a look at page 7 of your catalog.*

*By the way, if you are someone who enjoys making crafts, and you would like to find African cowrie shells, trade beads, and other materials from Africa, please let me know. We have many other craft items like these available in addition to the ones shown in this catalog.*



*Speaking of fabrics, let me ask a question. How many people here know what mudcloth is?*



*Mudcloth is one of the best known of African fabrics. Most people here use mudcloth for making clothing and artwork. Let me tell you the story of mudcloth.*

*Mudcloth originates in Mali in West Africa. It is made from cotton and from a specially prepared mud.*

#### Display M-F050



*At this point in your presentation, pull out a sheet of mudcloth fabric and hold it out for people to see. You will want your guests to see the entire pattern.*

*Mudcloth is made from hand-spun, hand-woven cotton. You can see on the back of this piece of mudcloth that there are nine individual panels of fabric that are sewn together to create this one piece. Each piece is hand woven on a small hand held loom. After the fabric is woven and sewn into a single piece, it is dyed in a tea from a tree. After this, it is painted with mud dyes that have been left to ferment underground for several weeks. The tea from the tree acts as a fixative for the mud dye, so these designs are permanent.*

*The designs symbolize different things. Mudcloth was originally used primarily in hunting and warfare. It would be similar to camouflage colors today. So some of these designs symbolize snakes that would lead warriors and hunters to water, or drums that would draw animals out of*

*their hiding places, or other meanings like these.*

*Other times, the designs tell a story of a village during a given period of time or the history of a special event. The designs are open to interpretation, so people sometimes*



*make up their own stories to go along with a piece of mudcloth.*

**Display C-A200-  
Mudcloth Sash**

*You can purchase a full size piece of this mudcloth for only \$36. Or you can order a table runner for only \$19.90.*

*These table runners are approximately 5 feet long and 11 inches wide. They are each made with authentic hand spun, hand woven, and hand painted mudcloth; they are each intricately hand braided at the ends with African trade beads. This makes a stunning home accent. It is easy to display, easy and compact to store when not in use, and these come in an unlimited variety of colors so that you can change your homes appearance whenever you want.*

*One other thing that people ask about mudcloth—and other hand made African fabrics—is what is the best way to clean and care for this fabric? There is a free brochure on this that can be added to your order, but in Africa, people have been hand-washing this fabric in cold water for generations. Because it is made with mud, it will leave your wash water very dirty, but it does not need to be washed very often. To dry mudcloth, please do not use a dryer. The hand-spun cotton does not hold up well to machine drying. Hanging to dry is the preferred method. In fact, some people never wash it.*

*If you order a piece of mudcloth, one thing that you will like to know is how much your purchase helps to support the people who make the fabric. In West Africa there are many jobs that people are born into. Sons will take over for their fathers, and different trades are passed down in different families. Mudcloth can be made by almost anyone, so the people who make and sell this fabric are often people who have the greatest financial needs. The price that the producer of a piece of mudcloth in Mali receives for the fabric that they make is equivalent to about two weeks' pay for an unskilled laborer.*

*Not only is this a great help to the person who makes the mudcloth, the money also circulates through a village or*

*community, and helps many other people along the way. It is hard for most of us to imagine the amount of good that even such a small purchase can produce in some of these areas. Because it is cash and not a barter for other goods and services, people can use this for medicine and other life essentials.*

*We charge a much lower markup on some of the products that we carry—including the mudcloth. Mudcloth has often sold for dramatically more money than you will pay here. Our hope is that this can make it easier for more people to own and use this product, and therefore for more people in Africa to be able to support themselves while they carry forward these rich traditions.*

*Do you like the oil? You know, if you were to walk into this room right now, you would notice this fragrance much more. We have all slowly gotten used to this while we have been sitting here.*

*If you like some of these fragrances for wearing, you can also order these as body mists. The body mists are shown on the bottom of page (\_\_\_), and you get 4 oz. for only \$3.90. I have brought a sample of the most popular fragrance with me. This is Egyptian Musk, and I will pass this around for you to try out also.*

*I know that for a lot of people, the most sought after products that we carry are African clothing. We carry a lot of traditional African clothing made in different African countries, and we also offer fashions produced in other countries which have styles that are updated much more quickly.*

*Because the fashions here change constantly, you can always have something new. Right now we have a smaller catalog just for clothing. If you see anything here that you like, please write the item number and price onto your order form. Most of the styles shown are sized as one size fits most, but if different sizes or colors are listed in the description, please also write down the size or color that you would like.*

*In Africa, fabric costs more money, and therefore communicates a higher social or status level than clothing that uses less fabric. This means that African fashions tend to be very loose fitting, which is perfect for full-figured men and women. This also makes African style clothing much more comfortable.*



*There are some times when a person may not feel most comfortable wearing African clothing. There are casual and work situations where something more everyday and western might be more comfortable for you. If you still want to give an ethnic, or an individual message that includes Africa, you will love the options that you get with African jewelry. African jewelry can be worn almost anywhere with almost anything. And you still get something that sets you apart.*

#### Display J-TB084



*This is an authentic Tuareg bracelet made by Tuareg silversmiths in Niger. The Tuareg are a nomadic people group that live all across the Sahara desert. Because they are nomadic (as opposed to farmers or other people who stay in one place) they do not*

*normally make wood carvings and items for the home. Tuareg craftsmen are known for their weapons and are especially famous for their jewelry. Both items that can be made while traveling.*

*The Tuareg are a strongly Muslim group of people. Tuareg people will speak of silver as the metal of Muhammad, and almost all of their jewelry is made with silver. The designs are all geometric patterns, which would be in keeping with Islamic art which would view realistic or recognizable images as being morally wrong.*

*The designs often have symbolic meanings. The design on this bracelet resembles a talking drum, so it is a great conversation piece for a musical person. Talking drums were used in hunting to help bring the smaller animals out from hiding.*

*Authentic Tuareg jewelry is not made with sterling silver, but with a less pure grade commonly known as Tuareg silver. Normally the jewelry is made by melting down silver dollars and re-forming the silver into the jewelry shown in the top left portion of page 18 and a few of the bracelets shown on page \_\_\_\_.*

*In just a moment I will be talking about the absolute most popular product that we carry, but first, there are two ideas that I would like to show you that are great fun for kids.*

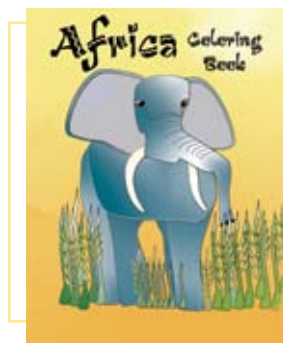
#### Display M-M120 - tic toc drum



*This is called a tic-toc drum. Many of you have already seen these, and probably played one. These tic-toc drums are made in Kenya in East Africa. And if you are looking for a way to make a child really happy, you will want to have one of these available. This is actually*

*not shown in the catalog, but it is one of my favorites. These are priced at only \$8, and it will make a child happier than \$8 would ever do for someone grown up.*

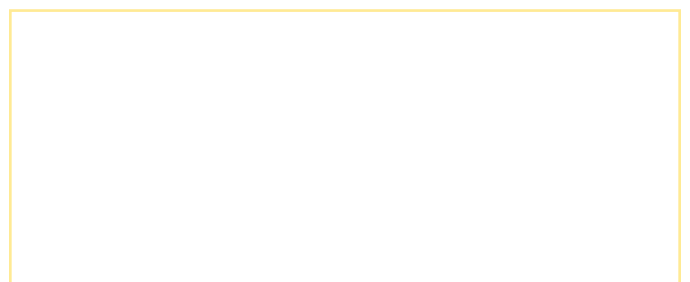
#### Display X-060 - coloring book



*A second item for kids is this Africa coloring book. This is also easy to afford at only \$3.90, and it helps educate kids about the heritage and history of Africa in a way that is fun and memorable. If anyone here would like to order something like this in quantity for a school or*

*church event, We can also offer a discount to non-profit organizations who use these products for educational purposes or fundraising. Just let me know, or contact me later on if this is something that can help you. Even if you don't have any kids or grandkids, you will still be glad to have at least one of these around. Whenever someone visits my office with kids, I always have something available in one of my desk drawers that I can give to the kids. If you decide to try this, I am sure that it will make your life a lot more enjoyable too.*

*The number one most popular item that we offer is 100% pure African shea butter. This is a miracle cure for skin problems.*



#### Display M-184 - Sample Shea Butter



If everyone has finished with the other oils and body mists, then start two sample jars of shea butter moving through the room.

*I have two sample jars of shea butter with me tonight which I will pass around. I*

*would like you each to test the fragrance, and feel free to try some out. If you have a serious skin problem, you would need to use shea butter for a long period of time to experience any significant results. But if you have a minor cut or dry skin, you will probably be able to notice a difference from even one application. Pure shea butter is extremely effective.*

*If you visit skin care stores or search out skin care products, you will know that there are hundreds, if not thousands, of skin care products that have shea butter in them. Normally these creams and lotions have only 2–3% shea butter. There are two reasons for this.*

*One is that shea butter does not stay in suspension well when it is mixed with a cream or lotion. If more than just a very small quantity of shea butter is added to the cream, it can solidify and give a cream that has small chunks of shea butter.*

*A second reason that many stores do not sell pure shea butter is that a lot of people don't think that pure shea butter smells very good. I personally don't think that it's bad though: do you? But some people do. The reason that people love shea butter, is that there is nothing else that is as effective for healing damaged skin. There are many people who have used shea butter to get rid of stretch marks and other blemishes. It helps to clear up wrinkles, and rejuvenates aging skin. Shea butter naturally contains vitamins A and E. It also protects the scalp from sores and rashes and helps prevent weak hair from breaking. There are more than a dozen other reasons that people love shea butter which are listed on page \_\_\_\_ of your catalog.*

*Because of the price, Shea butter is one of the easiest things to try out. If you don't order anything else from this catalog, be sure to order at least one container of African shea butter. I especially love people to order this product once, because once people have experienced it, they almost*

*always come back for more later.*

#### Display M-225 – 4 oz. shea nut oil

*If you have dry or sensitive skin on your face, shea nut oil is the product for you. The pores on your face are smaller than the skin pores elsewhere on your body. A lot of people use shea butter on their face, but if you have oily skin shea butter can clog your pores. Shea nut oil gives you the same benefits as shea butter, and it is safer to use on your face. It is also easier to use for hair and scalp treatments. Shea nut oil is shown on page \_\_\_\_ of your catalog, and it comes in several sizes. If you are trying to decide what the right size is for you, the 4 oz. size is the most popular.*



#### Display M-220 – Virgin coconut oil

*We also have virgin coconut oil, Mango butter, Cocoa butter, Jojoba (pronounced ho ho'ba) oil, Dead sea salts, and Aloe Vera. These are all 100% natural products. Some of these can come with optional fragrance added, but all of the products here come in their purest natural form.*



*Hopefully you have all made lots of marks on your order sheets by now. There are so many different options here, that you can almost certainly find something to make your own life better.*

*I will be finishing my presentation in just a moment, so if you have any questions, please make a note of them, so that we can cover any of this before we all leave.*

*But first, I have three more ideas that I will pass around now. These are some sample soaps. The most popular soap is called Dudu Osun soap from Nigeria. This soap is 100% natural; it is handmade and filled with powerful natural*





## after the presentation



**A**fter you have shown the products, and people are starting to socialize with one another, start talking with all of the guests to write down or collect any orders.

There will sometimes be a guest who needs to leave immediately, as soon as the presentation is finished. If you can pick out someone like this from something that they say, or from their body language, be sure to talk with this person first. If there is someone who needs to leave before you are able to talk with them, make an appointment to talk with them on the phone the following day.

As you are talking with guests after the party, be sure to encourage the guests whenever possible. If someone has said something that was good or helpful to the party, be sure to take notice of that. If a guest is particularly positive towards the products, or seems especially outgoing, mention that she seems like someone who would have a great time putting on one of these parties for herself.

As you are talking with the guests, remember that you have two goals for this party:

1. To sell as much as possible.
2. To set up new parties.

As you are taking the orders, be sure to ask each guest *“Have you thought about having an African home party yourself?”*

If they respond in a positive way without saying that this is something that they would like to do, leave them with a copy of the Host Packet and let them know that you will be contacting them in a day or two to talk about this some more.

Your real goal is to find one or more people who are ready to set up a party right away. You want to show some excitement with people who are ready to set up a party of their own. And you want to be ready to set up a time. Keep your calendar with you, so you know which dates you have free. If possible, set up a date on the spot. Leave them with a copy of the host packet, set a time to talk with them again on the phone, and repeat the same process of working with your new host that you used with the host for this party.

Regardless of how someone responds to the opportunity to set up a party of their own, remember to thank them for attending, and keep a door open for talking with them in the near future. Ask them to hold onto their new catalog, and to call you whenever something comes up that these products could help them with.

Also ask each guest if there is anyone else who they know who might like to have a party of their own. Mention that you would love to send them a copy of the catalog and explain to them how an African home party works.

Be sure that each of the guests will remember you, and that they will know how to reach you if they need to. Each new customer is worth far more to you than their initial order. As you continue to build your relationships with these people, your business will become much more profitable to you.

### Extra Credit

On the morning after the party, call each of the guests who attended the party, and try the following:

*Hi, is this (guest name)? This is \_\_\_\_\_, from Africa Imports. Thanks again for coming to the party last night. I am*

**Tip:** As you give your presentation (especially for the first few times), you can remind yourself of points to go over, and of things to say, by keeping 3X5” cards. You can put one card on your table with each product as you make your presentation. This will help you to keep your poise during the presentation. But more important than this, it can help assure that you will present your guests with every possible benefit. For most people, the income that you gain from being well prepared will make a giant difference in your long term success.

*sending your order in this morning, and I wanted to check quickly with you to see if there was anything else that you thought of that you would like to be included. The shipping cost will still be the same, even if there is something added to the box. Can you think of anything else that you would like to get with your order?*

The show is still fresh in peoples minds at this point, so there may be something else that they regret not ordering originally. If you want to make a suggestion, people will normally feel most comfortable in adding something of relatively low value (such as soap, shea butter, or oils).

**Tip:** To get the most shows possible, be the kind of person that you would invite to your own home. The personal warmth, courtesy, and enthusiasm that you show will make more difference than almost anything else you do.

### Setting up new African home parties

The one thing that is more important to your success than anything else is presenting more African home parties.

- Your income will come from home parties.
- Your future customers come from home parties.
- The best recruiting tool for new hosts is a successful home party.

If you can give people an enjoyable African home party, they will want to share their experience with others. For most people, this is the best way to book more future parties.

Especially when you are just starting out, your most effective source of new parties will be your list of personal contacts. Calling through your list of 100 is normally the best way to set up new parties. Even after your initial shows however, this list of contacts will give you opportunities for more shows on a regular basis. Always be looking for names to add to your list of contacts.

If you have already worked through your list of 100, and you do not have anyone else to call on from a previous party, there are still more opportunities. Here are a few ideas:

1. Ask your host for the phone numbers of anyone who placed an outside catalog order.

2. Display products at a craft fair and offer the opportunity to people who visit your booth.
3. Keep business cards and catalogs on hand at all times, and pass them out to everyone you come in contact with.
4. Leave catalogs with your name and phone number in public places. These could include laundromats, doctors' waiting area, workplace lounge areas, hairdressers, and any other public place where this is appropriate. You can even write a note to put on each catalog that you leave that says "Take this catalog and call me to find out more."

### More ways to build your party schedule

Follow-up calls to past customers is another one of the most effective ways to book new parties. You can almost always phone some of your past hosts customers. Call to let them know about a new special offer or some other new information that you think might interest them. When you call, always communicate a genuine interest in the needs of the person you are calling. You are not calling to "check in" or to simply find out if she is ready to set up another home party. You are calling to tell them something that you thought they would want to know about.

Calls to prospects who have never made a purchase from you before, but who have expressed an interest in the past. This list is probably bigger than you are thinking. You can call:

- Guests from past parties from their prize drawing cards.
- Guests who circled a lot of items, but who placed a much smaller order, or placed no order.
- Hosts who have had to postpone a party.
- People who couldn't attend a party, but who were given a catalog.
- People you have met at other events. This can be one of your biggest lists as you will see later in this section.

### Ideas for follow-up phone calls

If you are calling someone the day after a show, try this. After you have introduced yourself, and you make sure that this is a good time for the person you are calling to talk, use the following script in your own words:

*Thanks again for being a part of the African Home Party last night. Wasn't it a lot of fun?*

*This was the first time that you had been to one of our parties wasn't it?*

*I'm really interested to hear what you thought about the party and the products. What did you enjoy most?*

*Have you thought about some friends who you think would have fun getting together for a party like the one last night? Not only is it fun, but \_ (host name) \_ is going to get over \$ \_\_\_ in free products for hosting the party. Does this appeal to you?*

### **Calling someone who has placed a catalog order**

After an introduction:

*I wanted to thank you for placing an order with \_ (Host name)\_, even though you couldn't be at the party last night. How familiar are you with some of these products?*

From the person's response you can introduce them to the opportunities available in hosting their own party. You can also invite them to attend another party that you are holding somewhere else.

### **Calling someone after they have received an order**

After introduction:

*I just wanted to make sure that you are happy with everything that you received?*

Wait for response.

*Has anyone else seen these new things of yours yet? Have they said anything about it to you?*

At this point you can give your guest some added value by offering her some care instructions or other information about the background of the product that she ordered. As you follow the flow of the conversation, mention the idea of hosting her own party. Mention the benefits of a meeting new people, having a fun time, and getting free products.

### **Calling a past host when their discount period is about to expire (one year after the show)**

After introduction:

*I've noticed from my records that your host discount from your African home party last year is about to expire. Have you enjoyed the products that you received from your party?*

*From the home party that you hosted last year you saved more than \$ \_\_\_. There is a new catalog and a lot of new*

*products that have been added since then. How would you like to get some friends together for another party?*

Even if your past customer isn't ready for another party right away, remind her of the benefits in a non-threatening way. For instance:

*I understand just how you feel, and of course that is fine. But maybe you will want to think about this again later on. If you do, please let me know. These parties are a lot of fun; they are a great way to meet new friends; and you get all of the free things too. By the way, if you would like a new catalog to see some of the new ideas from Africa that have arrived lately, I can mail one to you.*

**Tip:** As you contact people about this opportunity, be sure to display genuine interest in the person who you are talking with. As people sense that you are interested in them, they will normally inquire more about you in return.

### **When a customer calls with a question or concern**

Calls like this are not something that you will look forward to initially, but they give you another opportunity to build your business.

Your main goal is to make sure that your customer's problem is resolved and that she receives the best experience possible with her purchase. Assuming that this can all be taken care of during your call you can proceed with some ideas such as shown below. If the atmosphere is not right for this during this phone call, you can call back after the issues have been fully dealt with to make sure that everything has turned out the way that your customer would have hoped for.

*Thanks again for letting me know about your problem. I really am glad that you are giving us the chance to make this right for you, instead of just having a bad opinion of us. I understand how you must feel about this right now, and I am going to do all that I can to make sure that you are happy with everything as soon as possible.*

*I also know that you enjoyed the party (or that almost everyone enjoys the home parties). We have some new products available, and I was wondering if you might be interested in getting some of your friends together for a party. You deserve your own chance to get some free products and discounts. And almost everyone has a great time at these parties. How does this sound to you?*



## fundraising events



Charitable organizations and schools can provide you with an almost unlimited number of prospects for African home parties. These types of organizations are often ideal places for these parties because:

- The products shown are culturally unique.
- The meaning and history behind the products is educational.
- A fundraising event is an enjoyable way for members to meet and interact.
- No extra time is needed for organizing door to door canvassing or other types of fundraising events.
- Purchasing most of the products featured helps to support craftspeople in economically challenging environments.

Your first step will be to find interested organizations. You can start with your list of personal connections. Look for people who are involved in church, school, or civic organizations. You will find other leads into charitable and community groups among the guests at your African home parties. The more of a habit it is for you to mention this option, the more parties you will be able to schedule.

Contacting other groups in your community is also a service to them. Charitable organizations are always looking for new fundraising activities. If you run short on organizations that you have personal contact with, reach out to other organizations. Remember that one good African home party can lead to dozens of other bookings.

You can set up your fundraising party in a variety of ways. The simplest way is to treat it the same way as a normal African home party with the organization as the host. Based

on the sales, a contribution of 10% to 15% is made to the organization. You can have a contribution of 10% if the sales are below \$500, and 15% if it is above \$500. You can add an extra contribution of \$10 for future parties that are set up. The host can receive a 20% discount on any purchases as a way to say thank you for organizing the show.

**Note:** Individual members of a tax-exempt organization may not claim tax-exempt status on their purchases.

You will work with the host for a fundraising event in the same way that you would for a regular African home party. Express sincere gratitude for all of the efforts that the host is doing to make the party a success for everyone. Follow up with them to be sure all of the members have received an invitation with a follow up phone call. Encourage the members to invite other friends to attend as well.

**Tip:** African party fundraisers often work best for groups that have regular meetings. Someone in these organizations is always looking for an interesting speaker to make a presentation to the group.



## special product parties



During these phone calls, make notes that you can review before the party.

During the party, you can mention that you know (guest name) really likes \_\_\_\_\_. You can also repeat something that someone said to you during these phone calls that you appreciated. Not only will you be able to connect better with your guests, but you will be able to help the other guests to see more benefits as well.

**O**ne way to get the most out of every home party is to customize it as much as possible to the interests of the guests. Africa Imports offers so many different categories of products that you will be able to choose different categories for different groups.

By offering different variations of products in your home parties, you accomplish at least two goals. One is that you can get more sales by displaying the products that people like most. A second benefit is that you can schedule future parties more easily and frequently. Because you are not able to present every category of product in detail, your hosts can have a second party without it being a repeat of the earlier ones.

How can you know which category of product is best to feature in each African home party? The best way is to ask the guests.

You can try asking something like this:

*“I am really glad that you will be coming to this party. During the party, I can focus on different types of things to talk about more, so could you tell me which of the following types of products is most interesting for you?”*

Here are a few ideas for specialized parties.

- African artwork
- Personal care products and soaps
- African fashions
- African jewelry
- Craft ideas
- African musical instruments



## conclusion

**B**ecause most of the products you are offering become more compelling and valuable as they are explained in more detail, home parties are one of the most effective ways to build your business. You can certainly accomplish this in other ways, but if you can find a way to make home parties work for you, it will be one more way to increase your sales of African products.

The key to selling more with home parties is to plan more parties. Success is basically this simple. Your sales can be increased from more practiced sales presentations; enthusiasm and product knowledge will bring you more in sales from each party that you do. But over the long run, there is nothing that will make you a success more than the number of parties that you do. As you facilitate more home parties, your presentations will improve, your product knowledge will increase, and you will sell more.

As you present your home parties, you will find ways to improve your results. If you discover a technique that gives you better results in your African home parties, I hope that you will share it with the rest of us. Working together, we can have much more success than we will have working apart.







**How do I know what to sell?**

You can choose from many different products to offer at these home parties. In fact, you can have several different parties with the same group of people if you are able to keep people interested. The best way to know what to present is often to ask the host and the guests. You can do this in the phone calls that lead up to the party. We have stories on some of the most popular products in the prepared script.

**How much should I have on hand for a party?**

You only need to have samples to have a party. But the more products you have on hand, the more you will probably sell. Many people will place orders from the catalog and samples alone, but many more people will buy when they can pay their money and take their products with them right away. The more you have with you, the more you will be able to sell.



**Find out how** to build your business fast. This booklet shows you:  
How to get the most sales possible from any home party.  
How to attract guests for your parties.  
How to find party hosts and make them more successful.  
How to build a network of customers who can assure that your business thrives during all seasons.

**Find out why** home parties are one of the fastest growing marketing methods today. Home parties give you one of the most powerful business building tools available. African products give both you and your customers opportunities found nowhere else.

**Find out what** is possible in your life. See how others have created their own businesses without big cash investments; on their own schedules; and without the risk that most businesses require. Find more customers for your current business

**Find out where** to get more customers for your current business. If you already have a business, home parties give you new ways to find new customers. Home parties give you new opportunities with your existing too. Even if you never do a home party, this booklet will still show you sources of new business



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