

BOOK A PARTY SCRIPT

PREPARING FOR A BOOKING CALL

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- Practice the script so the conversation sounds natural. For a successful booking call, you will want your enthusiasm for Pure Romance to shine through. The last thing you want to do is sound like you're reading from a script.
- Before calling a potential Hostess, have your Open Date Card (or a list of available dates), a list of any specials you are offering, and a pen and paper available to make notes about any special requests for her party.

The notes will be useful when making other follow-up calls to her. If you have a computer nearby when making the call it will be helpful to start a potential Hostess file where you can type the notes while on the phone and save the file at the end of each call. When using the computer you can also set up reminders and schedule follow up calls by keeping a digital calendar in Outlook or any other system you use.

EXAMPLE SCRIPT FOR A BOOKING A PARTY

CONSULTANT: This is [Consultant Name] from Pure Romance. I'm calling to help you with your recent inquiry about hosting a party. Is this a good time for you?

CONSULTANT, IF SHE RESPONDS "NO": "I'm sorry. When would be a better day and time for me to call?"

NOTE: Schedule a day and time to return the call and write a reminder in your calendar. Set an appointment reminder on your computer and cell phone for the scheduled date and time. If you aren't sure how to set up an appointment reminder in your Outlook or cell phone refer to your owner's manual or provider for assistance.

POTENTIAL HOSTESS: Yes, this is a good time.

CONSULTANT: "Great! Can I ask? How did you hear about Pure Romance?"

POTENTIAL HOSTESS: "I saw an advertisement on television."

CONSULTANT, VARY YOUR RESPONSE DEPENDING ON HOW THE POTENTIAL HOSTESS LEARNED OF PURE ROMANCE: "That's great! What program were you watching?"

NOTE: Learning which program the potential Hostess was watching or where the advertisement was played can give you some insight to her interests.

If the potential Hostess has been to a Pure Romance party, ask her if it was recent and if she is currently working with another Pure Romance Consultant. If she is currently working with another Consultant, you should allow her to continue to work with this Consultant. Offer to contact the Corporate Office for the potential Hostess so she can work with this other Consultant. If she is not working with another Consultant, continue with your conversation. If at any point you are unsure what to do, contact the Customer Service Department for advice.

CONSULTANT: "Let me tell you a little more about what we do. Pure Romance is an in-home party plan business for adult women. We offer lotions, spa items, relationship enhancement products and lingerie while providing a fun and confidential atmosphere for your guests to shop.

When you book a party, I will come to your home to educate you and your friends about our safe, effective and high quality products. It does not cost anything to host a party. In fact, Hostesses receive 10% of the total party sales to use towards their purchases in addition to a free Hostess gift.

During the demonstration, you and your friends will have the opportunity to sample a wide variety of Pure Romance lotions and bath and body products!

HAVE YOU EVER HELD A HOME PARTY BEFORE?"

POTENTIAL RECRUIT: "Yes. A few years ago I had a make-up party."

CONSULTANT: "Wonderful, you've been a Hostess before. What's great about a Pure Romance party is that not only will your guests appreciate the information they receive, but they will have a great time as well. Our parties are really fun and your guests will thank you for inviting them!

DOES THIS SOUND LIKE SOMETHING YOU ARE INTERESTED IN?"

POTENTIAL RECRUIT: "Yes. It sounds like fun."

CONSULTANT: "I'm glad to hear that. Let's go ahead and set a date and time for your party? I have _____ (date) or _____ (date) available. Which day would work best for you?"

NOTE: *Typically when you provide a choice of dates the potential Hostess will pick one that you offer. This helps you to book parties on the days you most want to work. Because Friday evening and weekends are very popular days with Hostesses you may want to offer a small gift when a Hostess books her party on Monday through Thursday. If she wants an alternate date, try to schedule the party no more than two to three weeks away. This will help you avoid postponements because her enthusiasm will be high.*

POTENTIAL HOSTESS: "I think Wednesday would work best."

CONSULTANT: "Perfect, I will hold that date for you. I also want to mention that we ask that you have at least 10 guests present and I can provide you with some tips on creating your Guest List. Pure Romance is exclusively for women 18 years or older. So that means no men and no children, regardless of age, can be present during the party. Ordering is confidential, so no one will know what you or your guests order unless you want to tell them. Everyone will take home their products the night of the party!

I will send you a Hostess Packet which will help you begin planning your party.

Let me verify that I have your correct information. First, may I verify the spelling of your first and last name? I have it down as _____. And what is the address where you would like me to send your Hostess Packet?

CONSULTANT: "My parties usually have 10-15 guests in attendance. Remember, you should always over-invite as not everyone you invite will attend. And always let your guests know they can bring a friend."

HOSTESS: "I think I will have about 11 people to invite."

CONSULTANT: "Try to invite 15 women because I typically find that when you are creating your Guest List you may remember a few more people to invite."

As you are talking to people about your party, I suggest that you show the catalogue to anyone who cannot attend. I will include Order Forms and envelopes in your Hostess Packet. When an individual wants to place an order, you can simply have them fill out the Order Form and place it in one of the envelopes for their confidentiality. You will get credit for these purchases towards the amount of free product you will receive.

I should also mention that Pure Romance is looking for additional Consultants in your area. If you are interested in earning excellent money while having fun, I can supply additional information on becoming a Pure Romance Consultant.

Pure Romance provides free training and support to our Consultants and it is our goal to provide women with respect, courtesy and confidentiality when purchasing intimate products. As the Consultant, you would be paid directly by the customers on the night of the party. Does this sound like something you would be interested in?"

HOSTESS: "I already have a pretty full schedule so I'm not sure I'd have the time."

CONSULTANT: "I understand, I felt the same way too when I got started. Throughout the party just watch what I do and if it seems like something you'd be interested in trying, I'd be happy to give you information on our discounts, bonuses and incentives. Or, if you know of anybody who may be looking for a way to earn additional money, I will give you a free gift for any referrals."

ARE THERE ANY OTHER QUESTIONS I CAN ANSWER FOR YOU TODAY?"

HOSTESS: "No I think I'm all set for now."

CONSULTANT: "Thank you for booking a party with Pure Romance. You will receive a confirmation email shortly which contains the party date and Guest List to help you get started on a list of friends to invite. I think you'll have a great time and I will help you make sure your party is a huge success. I'm looking forward to meeting you and your friends."

FREQUENTLY ASKED QUESTIONS

Q I don't want toys shown at my party. Is it possible to have just lotions?

RESPONSE: It sure is! I can customize your party according to the type of products that interest you and your guests. I will also email you some ideas for themes, such as a Lingerie Party.

Q I want to have a couples party, a friend of mine had one before. Can you do one for me?

RESPONSE: Even though this type of party has become widely embraced, there are still many cities that have attempted to ban or have created bans against sales and distribution. Because many regions can prosecute on grounds of solicitation, this could put us both at risk. Since I am an Independent Contractor, I truly don't wish to do anything that could jeopardize my business and especially not my Hostesses. As the Hostess, you could also be liable for any complaints or laws broken while I'm in your home.

Secondly, our Founder and CEO, Patty Brisben, created this company so women could have a safe and comfortable place to learn about their sexuality and sexual health. Although there are women like you and I that are perfectly comfortable about openly discussing sexuality in front of our significant others, there is the reality that many women are extremely private individuals who would be too intimidated to even discuss these products if men were present. In an effort to reach out to all women and provide a safe and comfortable environment for them, we created our woman only policy.

Please understand our intent is not to alienate men or leave them out of the equation. In fact, we promote our products as relationship enhancers — the only twist is that we empower women to take responsibility for their sexuality as well as empower them to personally bring these products into their relationships the way they see fit.

Pure Romance does offer Open Houses in which men are welcome to attend. However, just to clarify, there are significant differences between a Pure Romance co-ed Open House and a Pure Romance party. At a Pure Romance Open House, there are no demonstrations; there are no party games; there are no phallic-shaped products on display (the guest has to request to see one, as they are typically stored beneath the table); they are more of a question and answer session rather than a party.

Q I have a two month old, if I can't find a babysitter is it okay if I put her to sleep upstairs during the party. She usually sleeps for hours and wouldn't be aware that anyone was even here much less about a party going on downstairs. Would this be okay?

RESPONSE: Unfortunately, I am not able to conduct a party in the presence of anyone who is not a woman over the age of 18. This means even if the baby was born two days ago, I could not knowingly conduct my party while they were in the home. Although it sounds extreme, in some areas this can be considered a form of contributing to a minor. All it would take is for one person at the party to be uncomfortable or make a complaint and my business could be at risk.

Q No one would complain and we won't tell the company.

RESPONSE: I appreciate that, however I cannot risk my business or my reputation. Also, as the Hostess you could also be liable for any complaints or laws broken while I'm in your home. It doesn't necessarily have to be a party guest complaining either. If one of your neighbors were to call the police because of loud noise or too many cars parked outside then we would still be liable. You could even be charged for child endangerment and while I love our products and parties it's definitely not worth taking such a risk.

Q Well, the men/kids have no where else to go during the party so if they can't be here then I can't have the party with you.

RESPONSE: I understand and I apologize I'm not able to conduct the party with them there. However, I do have another option for you; you can host a Catalogue party and still obtain the Hostess Credit and Free Gift for collecting Outside Orders. If you'd like more information on that I can mail you a Catalogue Party Hostess Packet and get you started today. That way you are able to get the benefits of being a Hostess without having to host a party in your home.

"Thank You For Booking A Party!" Sample Email

NOTE: You can insert comments or attach any additional flyers or documents you would like her to review before she receives her Hostess Packet. You can create your own party themes flyer to include gift sets or sale prices for bachelorette, suddenly single or even lingerie parties.

Dear (Hostess' Name),

Thank you for booking a Pure Romance party! It was a pleasure speaking with you today. We have scheduled your party on: **(date) at (time)**.

As a Hostess, you will enjoy free gifts, 10% of the party sales to use towards your purchase, and a chance to win (Hostess Incentive for Current Month), which is our Hostess Incentive for the month of (Current Month). You will receive a Hostess Packet in the mail which includes invitations, catalogs and tips for planning a successful party. So you can get started right away, I am attaching a document that will help you create and organize your Guest List. This document will also be included in the Hostess Packet as well.

If you need further assistance, please don't hesitate to email me or call me at (Insert Phone number). I'm here to help make it simple, easy and fun to hold a party.

Thank you again for choosing Pure Romance by (Consultant Name)!

Sincerely,

(Consultant Name)
Pure Romance Consultant
(Consultant Phone number)
(Email address)
(Personal website address)

We Put The "O" In Romance!