



**EACH DAY YOU
CHOOSE WHAT
TO PUT ON
YOUR SKIN.**



SAVVY SOCIALS WITH BEAUTYCOUNTER

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How to Host a Successful Business Social with Beautycounter

This is our Success Team template. Consultants, hostess and guests add the sparkle, warmth, fun and charm! Directing the flow properly is what will increase your success, so be sure to follow every step.



You can do this

- 1.) Welcome & Sign Up
- 2.) Product Experience
- 3.) Beverage
- 4.) Light Munchies & Mingle
- 5.) Video & Presentation
- 6.) Consult & Close

1. Welcome & Sign Up

The hostess is stationed at the door to welcome guests, and she stays there until each guest has arrived. The hostess hands each guest a Customer Form. Guests then fill it out with their personal contact information in the upper left hand box. Once the form is filled out, the hostess directs each guest to the product station. (Completed forms should be placed on the "close table.") Play some relaxing music, the kind you might hear at a spa.



2. Product Experience

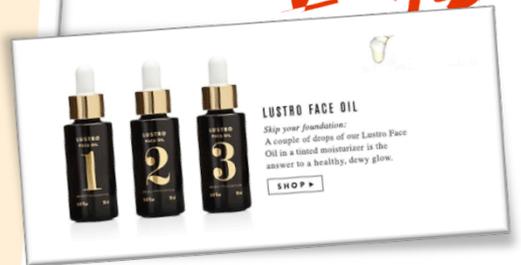
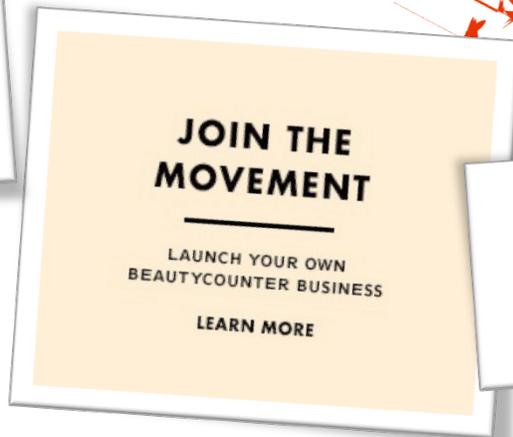
The consultant warmly greets each guest at the product station in a location appropriate for guests to comfortably try a featured product. This is a great way for the consultant to share product tips and ingredients. The consultant stays at this station until all the guests have experienced the featured product. The kitchen sink works well for facials and keeps things less congested than guests squeezing in and out of the bathroom. Once a guest has tried the product, the consultant directs her to the beverage station to get a drink to take with her to the munchies/mingling/presentation station.

3. Beverage

Guests are happy and glowing from being pampered with product, and they can help themselves to wine, tea, sparkling water, or anything refreshing as they make their way to mingle.



Success is fun



4. Light Munchies & Mingle

Guests mingle in a comfortable area with couches and chairs for some conversation and light refreshments. Several Look Books should be scattered around, and a few product flyers, promotional flyers, etc. Keep the food simple and light; healthy finger food is best. Don't overdo the food! You want to show how easy hosting a Social is, so that prospects will be inspired, not overwhelmed! The hostess will join the group once all the guests have arrived. The consultant and last guest to experience the featured product will join all of the women gathered together. This is where having another consultant is ideal because she can answer questions that pop up while guests are mingling and checking out products in the Look Book and Flyers.

5. Video & Presentation

The consultant and hostess and guests are all enjoying a beverage and munchies, and are gathered together socializing in one place. The hostess turns off the background music. The consultant thanks the hostess and guests, makes a brief introduction and shows one of the Beautycounter videos: The Truth is Inside (B&W) or The Introduction to Beautycounter (Color.) After the video, the consultant makes a brief presentation: 10 minutes max. She can share her story, passion for the products and the 4 ways to get involved: Customer, Member, Consultant, or Hostess. The consultant invites each guest to have a private consult at the close table, one at a time (or two at a time if two consultants are present) to decide how to get started with safe products and how to choose the best products for their needs and budget.

6. Consult & Close

The consultant(s) is/are at the close table with a product display, Look Books, a laptop with the Tint Skin Color Chart visible, calculator, pens, the customer order forms, a mirror, and anything else to help with the sales! Guests are grateful for one-on-one attention, here's where the consultant can truly meet the guest's needs, by listening and offering solutions. It's now time to write up the orders for your customers and consultants. The excitement is contagious! Congratulations!