

Tag Team Party

Tag Team Parties = (Live Facebook Parties)

The key to these parties are the RELATIONSHIPS!!! Training comes directly from: www.tagteampartypeeps.com

STEP 1: You book a party with a Hostess

STEP 2: Choose ONE date – probably an evening. Most likely it will be about a week out. Soooo – you won't have a ten day party. You'll have 5-6 days leading up to a ONE night live party on Facebook. The actual live event will last about 30 minutes. You can still have the TupperConnect link last for up to 7 days – just keep it for the random orders that might come in.

STEP 3: Make the name of your event fun. Ex: “Mary Jo’s Facebook Party” isn't fun.

Be creative – have fun... something that gets people excited and interested.

STEP 4: Add a really fun photo on your Group advertising the Party. Have the image communicate a WOW invitation. Needs to have a FUN image and words that pull them in. You need to give people some kind of incentive to interact.

EX: “the first 20 people to RSVP going or maybe will be entered to Win a Free Snack Cup Set (or whatever old dating gift you have – don't use the current dating gift!)

Whatever you decide to give – it should have a perceived value of \$10-\$15

STEP 5: Coach your Hostess. **This is VITAL.** The Biggest Key to Success is Coaching your Hostess. You need to coach your Host on what she needs to do to be successful.

Job of your Hostess: get people to the group and get them excited. Welcome people to the event. She needs to treat the Party just like if it was an event in her home.

Teach her how to invite people. She needs to send a PERSONAL message to EVERY person she is inviting. Keep the Party personal. In order to have a really successful event she needs 25 & 30 people to say YES I'm attending this party. Tell her you need her to invite about 50 people in order to get the 20-30 there. DON'T tell her to invite every single person she knows.

It's HER job to get people to attend, not yours. You need to teach her how to do that. Make sure the Hostess knows what is expected of her.

It's really important for the Hostess to be vocal. Her job is to get people there and to get them excited and pumped up.

Tell the Hostess to send a private individual message. NO MASS MESSAGES. To each person she has invited, she needs to tell them about the Facebook party. The goal is to remind her friends to take a peek at what she's planned. It needs to be short and sweet and it needs to include the group link.

The invitation needs to have a call to action. And there needs to be an incentive to respond. You want them to be inspired to interact in your Party Group. The Hostess is making it easy for her friends to RSVP and that's the bottom line.

You need to help make it a little easier for her so she can just COPY & PASTE this invitation to her friends. ... She doesn't need to come up with it – You tell her what to write.

“Hey Mary,

I thought of YOU. Did you see the invitation? There's so much new in Tupperware, and I am in love! I'm doing a Facebook Party and I invited you. It's only 30 minutes and it's happening right here on Facebook. So you can stay in your jammies! Check it out if you want. If you interact, my Tupperware Lady is giving away a prize – just saying! 😊 Thanks!”

THE OTHER RESPONSIBILITIES OF THE HOSTESS:

** Have a loud voice on the event wall is just as important.

** Make sure you send the hostess a dating gift and brochures to share BEFORE her party. Invest in your hostess. Encourage her to post pictures of her favorite pieces of Tupperware, or explain what she's trying to earn and why. Tag her friends to start the conversation. The more talking before the party the better.

Relationships are the bottom line.

STEP 7: Start your posts on the event. One big mistake that people make is to over post. Don't Over Post! NO MORE than once a day leading up to the party. And we are going to be efficient about this! Have your posts all planned out before. Create a word doc with the

wording for each post and have a folder with the images you are going to use. The key is EASY & DUPLICATION.

So- what to post??

Pre-Party Posts Help The Party Flow. Make sure you have a purpose for each & every post.

You need to have a script that helps you know what to post. You need to plan each posts and party. Write it out and have it ready. Then when it comes time to do your posts, it's going to be ready. Then you can just copy and paste it right into the event. You already have the pre-party posts all planned out. Post ONE a day.

Lady says yes, I want to do a Facebook party. Make it 7 days out. She invites 5-6 days out. Then start your preposts. Having a purpose for each posts is super important. Each prepost sets the scene and a purpose.

FIRST PRE-POST: helpful prepost. Short blurb about what makes Tupperware unlike the "otherware" you buy in the store.

PRE-POST: show a "how to" photo – the Date Me recipes and photos are PERFECT and easy here!

PRE-POST: a funny post. There's tons of ecards and comics about Tupperware. Pick your favorite to use on every party.

PRE POST: entertaining... Trivia – this is a great place to advertise the upcoming Sandra Bullock movie about Brownie Wise.

PRE POST: Top Sellers... Hey girls these are some of our top sellers. Explain what some of the key benefits are in your favorite line.

THE DAY OF THE PARTY: Your Hostess needs to send out another private message to remind your friends. This is SO SO SO SO SO important. Soooo important. It's so easy to get lazy and to forget about upcoming events. The guests NEED that personal reminder. You need to write the message for her and tell her what to say. Include the link to the Facebook group again.

STEP 8: The Presenter needs to create a short video. This is something you can do in advanced – make it generic so you can use the same one for all your hosts. Keep it short – about 1 minute. Send it to your Hostess and tell her how excited you are that she's hosting tonight.

Say something like "Hey Girl – so excited about your Party tonight! Don't forget to remind your friends. We are going to have a great

time and they are going to love learning about how to turn their house into a home – H.O.M.E when they get healthy, organized, make and save money and preserve our environment.

It's ALL about the RELATIONSHIPS!!! Doing a video helps to create that relationship between you and the hostess (seriously this is a golden idea – golden!!!!)

YOUR JOB: Post 3 posts the day of the party. It's your last chance to draw people in and get them to come back later that night.

THE ACTUAL PARTY: The first thing you are going to do is explain how the party is going to work. Have a great image that you can post that also explains this just in case someone comes in late.

You are going to have 5 main parts/posts. Each "part" is going to last 5-7 minutes. The TOTAL length of this party needs to stay under 30 minutes. Really – the last ten minutes is going to be answering questions and explaining how to order. SHORT & SWEET is the key. People will start to check out if it gets to 40/45 minutes and then they won't order. Another big tip!! Don't post more than what the tag team recommends. You don't need 20 photos of every single item we carry. 1-3 photos- maybe done in a collage featuring our main lines gets the job done. They'll get it. Too many can be overwhelming. Over posting can break the party.

PART ONE: Introductions. Share your iStory and do a door prize.

PART TWO: Video. This is a pre-made video that you share that you've already uploaded. Our Simply Salsa is a great option because it's quick and easy AND it uses the Quick Chef Pro or Power Chef (which makes recruiting super smooth!)

It needs to be fun and short! 4-5 minutes. This is your chance to show off your product. All the while you are entertaining your guest. Be different – be creative. Do a video with another rep. Dance- have music. Within those first 30 sec your guests are going to decide if they want to keep watching it. Make it entertaining and creative.

PART THREE: Share a custom album that you already have ready to go on your business fan page (on Facebook). That's really where they start to go shopping. Don't share a link to a catalog. That will take them off Facebook and you'll lose people. Instead send them to the photo album you have on Facebook.

The Custom album is less overwhelming and you are keeping them on Facebook. Put a sample of your best selling items that your guests can scroll through quickly. On each slide you need it labeled (ABCDE, etc . . . instead of having all the name, sizes listed, etc. It's fast & easy.) So important!

PART FOUR: Booking incentive. That should be a part of the Facebook Party. You are going to invite the guests to host their own party.

PART FIVE: Thank everyone for attending. Explain how they are going to shop and place their orders.

HOW THE GUESTS ORDERS: The album is where people tell you what they want to order. The guests will click on the link to the album, browse through and then, with your instructions, will comment on the photo what they would like to get and her email address.

NOW – here is where you can do 1 of 2 things.

- 1 Send an invoice through Paypal or something similar.
- 2 Have them order off the website.

The Tag Team gals both HIGHLY suggest you send an invoice because it just makes it easier for the customer. And whatever makes it easier helps them to order more. What they do is they have each guest comment on what they want to purchase. Then YOU as the presenter would figure out their total, and through your Paypal account you would send them in invoice. Instead of depending on them to go to your website to purchase. Our website is pretty simple to order from, compared to maybe some other direct sales companies. BUT- the tag team gals stressed that you want to make it as EASY as possible. Is it worth paying the Paypal fees if you get more orders?? Probably!

So, once the customer knows that she wants she is going to comment on the photo the item she wants and her email. It's your job to email her an invoice and help her one on one. YOU do the work of ordering. You are taking the sales out of it and putting them first. Then once the party is over you can share your online catalog. Sure they can order online if they want to . You can also suggest that they send you a private message with their order.

And that's IT!! Party DONE!

OKAY- a few MORE TIPS!!

1.) DON'T Make The Party Too Long! Some reps share and talk too much – adding more photos and more videos. They start the party at 9 pm and they are still talking at 10:45 at night. The inclination as direct sellers is that we want to play games, share one more video- “oh my guests just NEED to see this”... but it DOESN'T work. Keep it short and sweet. Keep it to less than 30 minutes. Around the 20 minute mark is when the ordering needs to happen.

2.) AVOID Confused Customers. When people are confused or frustrated they shut down. A clueless customer is something you want to avoid. There are going to be some people that no matter how hard you or your hostess tried- they still won't get it. Don't stress – you can still help her one on one... but keep things simple and well explained for the group. You can do that by setting the expectations for the event a few minutes before- explain how it works.

“Tonight will be in FOUR PARTS. Each part will be 5-7 minutes long”
USE AN IMAGE WITH THAT! People don't come to Facebook to shop– they just don't. The visual needs to explain how it works. Explain how to order from you. Make sure when you share that custom album that your friends now that simply by commenting on that album and by putting their email address on that album that you'll be sending them an invoice for that order.

3.) Make It Interactive and Social. People are not on Facebook to shop. They are on the event to socialize. Make sure the Hostess is interacting during the party... she needs to welcome EVERY person as they come. She can ask how they are doing – about their kids, etc .. (that's part of your Hostess coaching to let her know she'll need to do that). You are treating it just as if it was a party in her home.

4.) DON'T Be Too “Salesy”. You need to have good customer service. You need to interact and help their guest. Again, people are not on Facebook to buy. They come to the event to socialize. You need to be there to answer the questions quickly otherwise you can kiss that customer goodbye. You need to be prompt about sending out invoices after the party. Give good customer service and communicate back. It's going to be easy for them to click “not going”. They can check out easily. You need to be genuine and not super salesy. Don't be too salesy!!!!!!! The tag team gals see a lot of reps being too focused on the sale. If you do that you will lose

people. Focus more on helping the guests find something that feels a need for them – instead of just pushing products.

What does that mean?? There's a fine line between pushing your product and sharing it. Most people want to discover the product on their own. No body wants to be sold to.

It starts in the prepost. If the guest sees that you are hard selling your product- they are less likely to attend the event.

The pre-posts are all about sharing and fun. Be silly – but still say something about your product.

5.) Show Off All Of The Products.

LAST MISTAKE: Reps don't show off their products. You don't have to show off all your products. But with Tupperware there seems to be a tendency to either feel overwhelmed by our extensive product line, OR we only focus on our favorite. Don't just focus on one product.

We have items in every price range, and I recommend you focus on the following categories: Meals in Minutes, FridgeSmarts, Modular Mates, On the Go and Simple Prep.

People are going to buy what other people are excited about. Prep your hostess to tag her guests when she sees something she knows they will love, and make sure she's active! Guests are more likely to take referrals and suggestions from their friends than the rep herself. And that's it!! This is different from what we were doing before – but it's a SYSTEM! And I LOVE systems because it's easy to teach and duplicate.

Let's get partying!!