Holiday Open House Training Script

**Erica: What is the Goal of having an Open House?**

Let people know that you are an Ambassador of Forever, you have much to offer

Give a thorough explanation of Forever

Help people make their Christmas shopping easy and meaningful

Build Relationships

Sell Forever Product and Services

**Erica: How long should my Open House last? I am not sure my house is ready, should I serve food?**

You can schedule your open house for as long as you like. It depends if you run your open house as a drop style or a planned event style

-Drop in could be 2-4 hours

-A planned schedule could be 2 hours

Could be a two day event, catching people at different hours. Thursday Night and Sat afternoon.

Plan a time to do a mini presentation so people can be there for that.

As far as your house goes….it very simple and do not focus or stress about what you are serving. Make the menu extremely simple. People are not coming to eat. Put some cinnamon sticks and cloves on the stove, simmering in water to make your house smell good. And then serve Apple Cider and/or set out some tea options with hot water. Serving a simple fruit tray and cookies is plenty.

Keep in mind, this is the easy part. If you don’t work hard in the planning and inviting, none of this will matter because it will be for nothing.

Our advice is keep it simple and easy. Keep profitability in mind. This is a business event. Have fun with it, but keep your budget in mind and make this easily duplicable.

**Erica: Who do I invite to my Open House?**

Just remember to invite FRANK and GEORGE

Let’s Review: Frank

Friends

Relatives

Acquaintances

Neighbors

Kids Contacts: Teachers/Sports Teams

**Erica: There are so many options during this season, How do I get people to come?**

Must sell your event! Otherwise, your work is for nothing

Let your purposes be clear, set your event up as…

Set it up that you are going to help them check off something on their list

Easy Shopping/Meaningful Gifts

Everyone is looking for that perfect gift and a gift that doesn’t sit on a shelf, let your friends know that they can come to your home to hear more about giving a gift this year that will truly be meaningful and rewarding for the entire family.

You could walk away from the Holiday Open House with your hardest gift, purchased and finished.

And if you bring a friend, you will receive a gift!

You want them to purchase something that day

Invitation: something has to jump out to them, either fun or shopping

Have some fun!  
Spirit of the holidays

Help check something off their list.

**Step One: Tara**

Set the date and location, then you can create your list of people to invite and begin inviting. Be sure to talk up your event and get commitments from people to attend. It is important to always follow up with each person to guarantee their attendance. Work hard on this part!! It is the most important and takes hard work, effort and dedication to succeed!! Let people know you will be showing them some of the most unique and meaningful gift giving ideas of the season. If you don’t do Step 1 well, you may as well forget doing the rest of it. This is 75% of the work. Reach out to everyone 2-3 times.

**Step Two: Shelley**

Place orders right away for Forever Branded materials so you can have them on hand to display. Tell them where to find these items.

-Forever Gift Giving Guide

-Tri-fold

-Media Conversion Guide and Order Form

-Conversion Box optional

-A gift certificate (The Prize)

-Print Invitation

-Print Gift Options

-Print Contact Cards

**Step Three: Tara**

Decide how you will set up your displays, feel free to add decorations on each table. But be sure to include something to touch and feel at each table and also an example of Forever whether it is a brochure or a screen of some type. Lets take a look at each area.

Welcome Area

-Bundle for each guest to include: Gift giving guide, Tri-Fold, Contact Card, Pen

Media Conversion table

-physical outdated media – slides, printed photos, VHS tapes, old Family Photos

-Median Conversion Guide

-TV/Ipad showing a Forever account with items from the table

-Median Conversion Box example, if you have one

-Any Promotions

Forever Print Table

-Print Photos Books and gifts as examples

-Computer set up to Forever Print showing how easy it is to get started

-Loop video on how to use Forever Print

-Gift giving guide

-Any Promotions

Forever Storage

-Digital media samples- CDs, Camera cards, Cell phones

-Computer showing Forever Account

-Tri-fold

-Any Promotions

Closing Station

-Set an area where you have order forms and can make it easy for people to check out.

-ALL Promotions

**Step Four: Shelley**

Be sure to plan your agenda

so you can gather everyone together at a specific time to talk about Forever

After your guests have been mingling for a while, let them know you are ready to get started by saying…

“thank you for coming today, I am so glad that you are here. Please come over and find a seat. Feel free to bring your drink and food with you. Get comfortable. I am really excited to spend some time with you share some of the best gift giving ideas of the year.”

First, begin by introducing yourself.

Be sure to let them know what a resource you as their Forever Ambassador.

-You may want to mention

how long you have been in this industry

Tell them why you are an ambassador.

This is a good time to share your Forever Story (why you do what you do, let them see your passion…your story may include a precious photo or an old family scrapbook, feel free to show that) Show a special childhood memory on your phone app.

-Let them know that As a Forever Ambassador, you are well trained and equipped to help them with all of their photo management. You have many tools to help collect, curate and celebrate all of their family memories.

Next, ask them to take out their gift giving guide

You will use this as a Sales Aid and as you go through each page, be sure to point at each of the areas or tables that you have set up showcasing each of Forever’s products and services.

Now, you can walk them through the guide talking about Forever Storage, Forever Services and Forever Print.

But, 1st Let them know that you are going to show them some of the most thoughtful, useful and economical gifts for anyone one their list.

You are going to show a variety of prices points between $12-$340.

Have them turn the gift giving guide to the back and ask them to jot down the names of the people who they need to buy for this year. They may want to consider doing a group gift for parents this year, a family gift or a surprise gift for your husband, or some individual special gifts for aunts and uncles or close family friends, their children, teachers, coaches,

Be thinking about each of these people as we go through the gift options today.

Forever Storage

Walk them through what Forever Storage is using the points,

Forever is….

Briefly touch on pricing, just explaining how you only pay one time

Feel free to show your storage account either on a TV or simply from your mobile devise letting them know that Forever gives you a place to Collect, Curate and Celebrate all of your memories and share them with family and future generations.

\*\*\*Show them is powerful (Do this quickly and don’t get stuck here. 10 minutes max)

Forever Services

Tell them how Forever Services works, share a story of how important it is to preserve these memories

Review how the box shipment works and briefly touch on pricing and be sure to talk about what the pricing includes.(Show the Media Conv Guide)

Remind them what a gift it is for the whole family when these kind of memories are preserved. Can’t think of a better gift to give the whole family, and makes a great gift for family members to go in on together.

Over emphasize the trust factor, I sent it in…they have a 100% success rate. Fed Ex don’t loose boxes.

Forever Print

This is where so much fun happens and the creativity is left up to the fabulous Forever designers

Review how Forever print works, show the templates, NEXT SLIDE speak of the easy and how all the Forever commitments remain even when using Forever Print. Those photos are going to be there in the future at full resolution, you keep the digital rights, and you have the highest quality printing that will stand the test of time. Review the NEXT SLIDE Print Quality page on the back of the Gift giving guide.

You can make one of these books just by going on our website, free intro account.

**Step 5:** (Shelley)

Now present them with 4 great gift giving ideas. And then ask them to jot down which interests them and review the specials.

Mom and Dad: Media Conversion Box

*$79, $149, $399*

-What a great gift to mom and dad, Put a conversion box under the tree so they can pack up their out dated media out of the basement and digitized so it can be available on any device or web browser.

Your Husband and Family: Forever Storage

*$199, OR $20 a month for a year*

-Get your phones all synced and computers backed up and photo preserved and organized in a family Forever Storage Account.

Your children, siblings, nieces and nephews

*$20+*

Create a family photobook in Forever Print and print one for each family member.

A Forever Bundle

*$149 + $199 = $348*

-This gift will be the best gift ever received. If you hurry and order your media conversion box today and return in by Nov 10, you can have your outdated media digitized and available in a Forever account to be unveiled on Christmas morning. This gift will be one that will live on for generations.

-If this is being presented after the deadline, this bundle will still be a wonderful gift and it can be something to work on during the winter months. Going through old family photos is such a rewarding experience. This is a great gift to go in with your siblings, for mom and dad. And they will love the magic of the box of photos, suddenly available on their mobile device.

**Step 6: (Tara)**

Who has a question?

What is the first question?

Gather the Contact Cards…talk about filling them out and checking off what interests them.

Invite them to Project Night, Dec 1 or 2 to create photo books in time for Christmas. Shipping deadline is Dec 5

Give tickets for bringing a friend, ordering, most people on their gift list,

Prize: gift certificates $10/$25

Deliver Closing Statements:

If anyone needs to leave first, I am happy to check them out first.

Who is ready to get started

Who knows what they want to purchase

I am going to be over here and available to help you check out.

Ask: Who can you think of that this will be good for, and walk them to the table

Thank each guest for coming

For those not purchasing today, set them up with a free intro account

**Step 7: (Erica)**

You have new clients/leads!!!!

Be sure to follow up with an email including some good content based on their needs.

Forever Storage Video

Media Conversion Box order

How to use Forever Print

Mobile Monday

Include invite to follow up event: Project Night

Dec 1-2, shipping deadline is Dec 5

**Last Slide: (Shelley)**

Snow Quote (Present over Perfect, Shauna Niequist)

Have fun with this! Be contagious! Be you!