

Invite to launch party

Hi Sally,

I'm not sure if you know this or not, but I have started my own home based business with a Health and Wellness company called ARBONNE.

I love the products and this business is really smart for me and my family.

I have 4 launch demonstrations coming up and it would mean a lot to me if you will come to one of them.

This is where I will get my training. You know me, if I'm going to do something, I want to be good at it!

I'd be grateful if you will come and understand what I'm doing, and the more questions you ask, the more I will learn.

It will be fun and you will have a chance to experience some of my favourite products.

The dates are 6th, 9th, 12th and 16th which one can I put you down for because we have limited seating? I really appreciate your support.

Tab saying...Now how to over come hesitations:

Guest sitting down on other end of phone.

Ohhhh...I don't know, the next 2 weeks are really busy.

New independent consultant standing with a smile on her face.

I completely understand...even more of a reason to come and take 2 hours for yourself. A little pampering with wine or tea will be nice for you.

Or

I totally understand. The best part about this business is that I can meet anytime just one on one and share with you what I've learned. We could even meet on lunch; when would work for you?

Guest sitting on the other end of phone.

Oh I wish you luck, but I don't do those party things!

New independent consultant standing with a smile on her face.

I didn't think I would enjoy a demonstration either, but I learned so much and there is no pressure to buy anything. We are simply looking to educate and find people who value what we have and I need bodies in the room for training.

Guest sitting down on the other end of the phone

I have no money.

New independent consultant standing with a smile on her face.

This is not about you buying and funding my business. I want you to come and understand what I'm doing...I'm excited and I need bodies in the room for training.

Tab:

Inviting to launches is very important for training as well as building momentum.

Over invite because cancellations are normal.

Be sure to follow up with your guests the day before because ARBONNE is important in your life but it can be forgotten in other people's crazy schedules.

Happy Launching!