



How to hold a successful Customer Appreciation Event

A Customer Appreciation Event (CAE) is a chance for you to **pamper** and **thank** your friends, family, past hosts and customers for supporting your business. It's also a great chance for you to "**refire**" your personal Body Shop at Home business.

The best way to do a successful CAE is by holding a very special GNO in your home. Providing those that have supported your business with an **UNFORGETTABLE SPA EXPERIENCE**.

How to plan your successful CAE

1. Set Goals

__ How many new GNOs will you schedule?

__ What are the dates within the next 3 weeks that you want to fill?

Hint: Make sure these dates are highlighted in your calendar.

__ How many recruiting interviews will you schedule?

__ How many people will you invite to achieve the goals above?

Hint: ½ of the people you invite will usually attend.

2. Inviting

__ 1 week prior to your event: Call & invite everyone on your contact list (friends, family, past hostesses & customers)

Hint: Make sure to let them know when they bring a friend you don't know, you'll have a free gift for them.

__ Send a personal invitation to all customers who have RSVP'd yes or maybe.

__ 1-2 days prior to your event: Call & remind those that have RSVP'd yes or maybe.

Remember: Encourage them to bring a friend that you don't know.

3. SET UP YOUR HOME FOR A RELAXING PAMPERING EXPERIENCE.

__ HOME FRAGRANCE BURNER & OIL

__ SPA MUSIC

__ CANDLES

__ DISPLAY. MAKE SURE YOU DISPLAY 2 COLLECTIONS. THE THEME YOU ARE DOING FOR THE EVENING & YOUR FAVORITE COLLECTION.

__ AREA FOR THE GNO

__ AREA FOR ONE MINUTE MANICURE

__ AREA IN BATHROOM WITH MAKEUP SET UP.

__ AREA FOR FULL-SERVICE CHECKOUT

HOST PACKETS, LIVE YOUR DREAMS BROCHURES, VIP SIGN UP SHEET

__ SPECIAL FLYERS DISPLAYED TO INCLUDE: CUSTOMER OFFER, HOST OFFERS, & BUSINESS OPPORTUNITY.

Your goal is to give your guests an unforgettable Spa experience, one that they will hopefully want to recreate in their own home by hosting a GNO.

You may choose to offer special drawings & gifts to entice your customers to attend.

Example: Put together a Grand Spa Basket and give tickets through the CAE. At the end of the evening you can draw a winner.

You can give tickets for:

RSVPing (1 ticket)

Attending (1 ticket)

Bringing a friend that you don't know (2 tickets)

Every \$50 spent (1 ticket)

Scheduling a GNO to be held within the next 3 weeks (4 tickets)

Scheduling a recruiting interview within the next 48 hours (3 tickets)

Ask me a Question about my business (1 ticket for each question asked)

Other:

You can also let your guests know that everyone that attends will receive a free pamper pack.

Pod of Plunge & Purify, Pod of Africa Spa Salt Scrub, Pod of Africa Spa Body Balm. Put in a clear drawstring bag with your business card.

Other Ideas:

Your Name:

Your Upline Leader:

I am committed to holding a Customer Appreciation Event on: _____

My goals are:

___ GNOs scheduled at the CAE to be held within the next 3 weeks

The dates I want to fill in the next 3 weeks are:

___ Recruiting Interviews scheduled at the CAE to be held in the next 48 hours.

___ # of people I will invite to achieve goals above.

Signature: _____