

Learn Selling Using the Party Plan

On the day of the party, get your merchandise display set up early. The party should be held in the largest room in the home - usually the living room - with the merchandise display the center of attraction. The merchandise should be set out on a sturdy table covered with a good white or light coloured cloth, and the merchandise should be arranged by group or type - the jewellery items together; perfumes, bath oils and colognes together; crystal together, and so on. Try to put a bit of imagination and showmanship into your merchandise display. This will have the effect of making your merchandise look much more valuable than it actually is. Those that do put flair into their merchandise displays find that it increases their sales by as much as 25 percent over an ordinary showing. For instance, a high intensity light focused on the display will cause the jewellery to sparkle, the stainless steel to gleam, and the brass-ware to glimmer like valuable heirlooms. Another idea would be to tack a piece of velvet onto a 4 by 6 foot piece of ply wood and use it to display rings, earrings, necklaces and watches. In jewellery sales, another idea is to hang a mirror on a wall near the merchandise display. If you or your hostess has room, you might want to set up a card table, covered with an expensive looking piece of material, place a dressing table type mirror on this table, with a chair available for your guests to sit at the table while they try on the various items. The guests then make their selections after determining how each item looks on them. Regardless of what you do to make it easier for your guests to select and buy, a hand mirror is an absolute must whenever you're showing jewellery. It would be wise to have several hand mirrors available - two for your merchandise display table, and an extra one on the "admiration" table. Besides your merchandise display, be sure also you're organized with your refreshments. These usually consist of coffee, tea, soft drinks, cookies or other "nibble" items. The host or hostess usually makes arrangements in advance for one of the guests to assist with the serving of refreshments. Be sure you have nametags for your guests, and a couple of felt tip marking pens. And don't forget the order forms. These should be standard two-piece self-carbon order forms - one copy for your customer and the other for your files. The best idea is to buy the order forms. All these items are commonly available in stationery stores. Rubber stamp, your name and address on each copy of each order form, at least a couple of days in advance of the party.

About the Author

Uchenna Ani-Okoye is an internet marketing advisor. Sign Up to my mailing list NOW at: <http://www.insightempire.com/> and Receive my FREE E-Course Worth \$67!

Source: <http://americanahost.com>