

Information Hour. Guide Lines, Retail Customer Records & Follow Up.

An Information Hour Can Provide Information About:-

- **The dangers of chemicals** used in personal care products today. This information will help people to make choices about the safe products they use in the future.
- **How to help the body heal itself** by taking the best quality nutritional products available today.
- **Cosmetic products** that will not damage but protect the skin hair and nails.
- **Improving their looks** by using body products that are effective and safe.
- **Reduce maintenance**, fuel costs & emissions from petrol and diesel engines.

And can also:-

- **Show larger groups** of people the business and product opportunities available through Neways International in the same time as it takes to show one.
- **Enlarge your** circle of influence and friends.
- **Provide a larger** source of contacts for future Information hours.
- **Identify potential** wholesale customers and distributors.
- **Provide an** ever increasing income.

There are no firm rules to conducting an Information Hour. Getting the basics right and applying your own personality and style will work well if you get the program correct. Hear some simple guidelines on the Sandy Kelly Tape "The Information Hour", available from Strong Chain.

Always remember! ***"Love the people and the money takes care of itself"***.

HOW TO BOOK, ORGANISE, & CONDUCT AN INFORMATION HOUR.

Booking an Information Hour.

- Choose a person from your "Every Body I Know List" that you think will be a good host/hostess and has a wide variety of friends. Contact them, phone or visit.
- Be bold enthusiastic & confident because you're helping people by introducing them to a range of products that actually work. Explain them and give a brief testimony.
- Explain the simplicity of an Information hour. Just 4 to 6 (but invite 15) people around a kitchen table. Light refreshments are required tea, coffee and biscuits are fine.
- Encourage them with the \$109.00 gift, the Hi Fi and watches drawn once a month.

Organising an Information Hour.

- Help your host/hostess make a list of guests.. *Invite enough people to get 15 yeses then you will have 5 at the meeting.* Suggest relatives, friends and neighbours or work mates. Ask them who they would ask to a bar-b-q. Ask each person to bring a friend, it helps with the numbers.
- Use the Home presentation pack code 8750.
- Organise invitations with RSVP.
- Decide on a theme for the Information Hour. Eg Toxic Bathroom! Are You Interested In Health? Are Cosmetics Safe? Give Your Car The Roil Treatment!
- Set a time and date.
- Provide the host/hostess with samples of personal care products, shampoo and conditioner will be Ok (if they don't use Neways). They can then offer a testimony at the Information Hour.
- Contact your host/hostess regularly, offer help and keep things on schedule, some people leave things until it's too late and then use the excuse nobody wants to come.
- 2 days before the set date make another call to get things on track.

CONDUCTING AN INFORMATION HOUR.

Before guests arrive.

- Arrive at the home of the Host/Hostess at least 30 minutes before the published starting time. Offer help and encouragement, put the host/hostess at ease.
- Arrange a small but pleasant, professional product display. See list.
- Prepare drinks to offer as guests arrive but no food.

As guests arrive.

- Serve liquid refreshments and meet guests as they arrive.
- Move among the guests, create an informal relaxed atmosphere. Don't spend a lot of time with each person. Get to know a little about each person, use this information during the presentation.

Presentation time.

- Move towards and gather around the kitchen or dining room table, sit down they will follow. This keeps it informal.
- Use the flip chart presentation and read the script provided on the back of each page.
- Show video at the point indicated in the script and add credibility (Toxic Bathroom).
- Ask your host/hostess, or a new distributor you have taken with you to give a testimony.
- Keep it simple, you need to show that any one can do it - you're looking for distributors.
- Have a short question time, but keep it under control..
- Present the host/hostess gift. Make an event of it, mention the Hi Fi and watches draw. Offer to provide an Information Hour for the guests use the gift as an incentive.
- Offer order forms to each guest ask them to mark the products of interest.

After presentation

- Offer the refreshments.
- Circulate around the guests offering advice, mention the opportunity to save 30 % by becoming a wholesale buyer.
- Formalise the orders and advise the price and payment delivery terms.

Paperwork

- Complete the home presentation envelope.
- Complete the customer record details.
- Offer the hostess/host the opportunity to become a distributor/wholesale buyer so that the retail profit and the information hours booked could be part of their future business.

Delivery

- Ensure that all the customers are advised how to use the products they buy. Give them some "How To Cards". Provide a phone number, business card, or put stickers on the product for future.
- Be sure to complete the customer records. Many people fail to reorder because of lack of follow up.

Retail Customer Records.

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Customer records are essential for maintaining your customer base. In conjunction with your diary or your data base, you can prepare a simple recall system tailored to suit your needs. Alternatively, customer record cards are available from the company, item code 8751.

Prepare your customers records immediately, even if you have only a few customers. Establish good habits early.

If you desire to make your own customer record cards be sure to record the following:-

- Name, address, phone home and work mobile, fax, e mail.
- Family details: Names of all family members.
- Birthday dates, send a card or phone them.
- How you met/made contact and the circumstances.
- Personal details: Interests they have, their job, hobbies,
- List the products they have purchased and the ones you think they could use.
- General information.

Customer Follow Up.

Customer follow up is an extremely important part of your business and should be done within one week of the delivery of the products, for the following reasons.

1. Follow up is the backbone of your business.
2. Follow up demonstrates you have an interest in the customer.
3. Follow up builds relationships.
4. Follow up ensures that customers are happy and use the products correctly.
5. Follow up can reveal other needs that can be helped by the products.
6. Follow up can be the source of additional Information Hours.
7. Follow up can be the source of additional Wholesale Customers/Distributors.

Note: Its much easier to build and maintain a customer base than continually look for new customers to make a regular income. Build good relationships, make friends.

THE MAIN REASON WHY PEOPLE DON'T REORDER IS LACK OF GOOD FOLLOW UP

Obtain and maintain 15 to 20 good customers. With regular Information Hours this will provide many more contacts and a solid executive income.

“Your” factors that bring success.

- Your **love** for people and an interest in helping them.
- Your **desire** to work to reach your goals.
- Your **honesty** and sincerity about the products and business.
- Your **enthusiasm** and desire to help people.
- Your **belief** in yourself and the products.
- Your knowledge.