

## HOLDING SUCCESSFUL HOME SHOWS

Successful home shows depend on:

1. Hostess Coaching
2. Sales
3. Sponsoring
4. Booking
5. Customer Service

### GENERAL GUIDELINES

- Plan on one hour in the home, with about 25 minutes for the show. Fun, short, simple helps people see how easy having their own shows will be.
- Use **hostess coaching** to decide on the setting, the show type and who your audience will be. Tailor your show to that audience.
- Use **hostess coaching** to understand which products your hostess wants for her half-price or exclusive selections. Help her reach those goals.
- Make a list of **products** you'll need: Most shows can easily be presented using the **Business On The Go™ Kit**.
- **Borrow** what you don't own from your branch leader. Loan items to your hostess to serve snacks, including samples of The Longaberger Kitchen™ specialty foods.
- Freshen your shows with **feature products** throughout the year.
- Set up an attractive, **easy-to-use display**. Our literature is beautiful enough to display in a frame as part of your displays.

### SHOW FLOW

#### 1. Open the Show

- Acknowledge hostess and thank guests for coming
- Introduce yourself, the company and your show
- Invite guests to book their own show and describe hostess benefits

*"Chelsea booked her show when she saw the exclusive Hostess Housekeeper™ Basket she can get for half price. Keeping her kids and home organized can be a challenge with everyone's busy schedule. She'll use this basket as a quick place to store all the toys and "stuff" that accumulates throughout the day. It will make for a quick room pick-me-up!"*

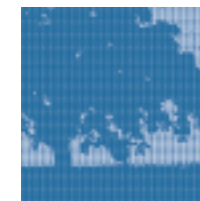
#### 2. Start Your Show (allow about 25 minutes)

- Follow your show plan. Weave in sponsoring messages with product information, as appropriate.
- 3. **Close Your Show**
  - Thank guests for participating and invite them to shop the WishList® and handle the products on display. Encourage them to ask any questions they have.

- Recap the Longaberger Opportunity, following up on examples you may have used during your show.
- Encourage guests to let you calculate their order totals. This is your chance to talk one-on-one, make additional product recommendations, ask for bookings and explore the opportunity with them.

#### 4. Customer Service

- Follow up with your hostess after the show to thank her again, make sure everything is as expected and to confirm she has everything she wants. This is also an opportunity to talk about booking another show and the Longaberger Opportunity again.
- Using your calendar or a tickler file, set up a system to follow up with customers who bought specialty foods. They're consumable! Call to see how they liked them and if they're ready to try others or replace the ones they've used up! With single orders, you can offer great customer service anytime, not just at shows.



## BIG DREAMS • BRIGHT STARS • REAL SUCCESS™

### WISHLIST® SCAVENGER HUNT



Searching for new home show ideas? New customers? Well, it's time to become a Longaberger detective and go on a *WishList*® Scavenger Hunt! Put on your riddle-solving hat, get ready for some fun and let's go!

- **Current hostesses and customers** eagerly await each new *WishList*. This fun and easy show introduces them to our exciting new core products.
- **New hostesses and customers** have a blast as they're introduced to our products and literature. In fact, they'll have so much fun it will make booking shows easier.

This show is simple and works almost anywhere—around a table, in a break room, outdoors on the deck.

#### SHOW PREP

- **Hunt clues:** Decide on the products for your display and create clues to their identities (see examples on the next page). You'll need one clue per product.
- Have pen, paper, order form and a new *WishList* for each guest.

#### SET THE STAGE

See page three for a sample display that you can follow to set up an easy-to-use, fun display for your guests.

#### THE SHOW (about 25 minutes)

*"Have you been searching for ways to organize and decorate your home? For a new career? For fun? Well, we're going to become Longaberger detectives tonight and go on a WishList Scavenger hunt—one that's sure to turn up some results for you. It's fun, it's easy and, best of all, it's*

*Longaberger! Let's go!"*

Using the clues you've prepared, or the samples here:

- Read your first clue and give guests about 30 seconds (the fast timing keeps it fun) to identify and find the product in the *WishList*.
- Ask guest to identify the product name and page number on which they found it, so others can find it, too.
- Show the product from your display and share its history, features, benefits, as well as your connection to it and how you use it for organizing, storing, decorating, serving or gift giving. Include sponsoring and booking messages along the way.
- Integrate its use with other products in your display.
- Go to the next clue!

#### **SOME EXAMPLES:**

**NOTE:** Add the page number in the space provided prior to the Show for your reference.

#### **Market Basket** (page )

*"This little piggy went there and brought back a seven-story replica."*

- Talk about company history, as well as uses: It was Dave's favorite and designed by J.W. Our Home Office is an exact replica. It easily carries a number of our pottery pieces, including our 9 x 13 Baking Dish.

#### **1-Pint Crock & Candle Set**

(page )

*"Eight great gifts under \$29, this one keeps the Longaberger fire*

*burning with a gift so divine!"*

- More than just a Candle Crock, use this in the kitchen to bake custard, in the office for pens and pencils or as a condiment server at your next gathering. It's vitrified to be dishwasher-, oven-, freezer- and microwave-safe.

#### **Media Basket** (page )

*"The wide headline on this new basket says 'Shorter in front, Taller in back.'"*

- This basket works as your holiday card center. With 2 dividers, it holds cards, envelopes or pictures, not to mention those CDs and DVDs cluttering your shelves.

#### **Grandma Bonnie's™ Pie Plate & Woven Traditions® Mugs**

(page )

*"Fresh coffee and cake are a favorite treat. Welcome to our table, where the snacks are so sweet!"*

#### **Clip Keeper™ Basket** (page )

*"Despite my size, I'm a major attraction. It must be my magnetic personality!"*

- This basket is great for your desktop, for keeping ornament hooks handy at the holidays and it even makes a great little vase for those tiny flower buds!

#### **Cake Basket** (page )

*"With the Longaberger Opportunity, you can have this and eat it, too!"*

- Introduce our Opportunity that can help you manage work and family as easily as this Cake Basket helps you carry 2 pies

to a picnic!

#### **The Longaberger Kitchen™ Specialty Foods** (page )

*"Thanks to these great products, your taste buds will be tempted, too!"*

- Great for veggie trays and leftover turkey sandwiches. Perfect additions to favorite family meals. Great gifts. Learn new recipes and spice up some old ones, too.

#### **Get-Together™ Basket** (page )

*"Another word for a gathering of people, this basket even has a choice of colors."*

- Great for serving and entertaining. Oval pottery dish fits perfectly inside.

#### **Tall Tissue™** (page )

*"Look in the bathroom but use it anywhere in the home. But don't sneeze at this basket for when cold season arrives — you have*

*to have it!*

#### **Exclusive Hostess Items**

(page )

*"Look in the back for great reasons to host — pick any item that you really want most. My calendar is open — you don't have to think twice, with just a \$150 in sales, get something for half price!"*

#### **CLOSE THE SHOW**

Your search has now ended, organization's in sight. Great gifts for the giving make everything right! Your search high and low has relieved any doubt. Now make up a list of things you can't live without!



Guests won't need to hunt far to find home and life solutions they'll love! Bring the *WishList*® and flyers to life in your simple display. We've used the 2004 Holiday Hostess Greetings™ and Get-Together™ Baskets, Candy Cane and Cinnamon Swirl Cocoa Mixes, Specialty Foods from The Longaberger Kitchen™, Longaberger Signature™ Shoulder Bag, Wrought Iron Mug Tree with Holiday and Woven Traditions® Mugs, Collectors Club Ware Basket with engraved WoodCrafts Lid, American Craft Originals 10-inch Bowl, Clip Keeper™ Basket and Media Basket. Any combination of feature and core products will work, based on your hostess and her guests' interests.