

Grand Opening or Re-Grand Opening

Invite your family and closest friends to the Grand Opening Party of your new business. It's a relaxed and fun atmosphere for you to introduce your products. Be a Product of the Product, you will need to order key products for personal use to share and to retail.

Turn on the Cash Flow!

Converting family and friends into customers is a key first step in building your business and putting money into your pocket. Additionally, with your Upline helping you, you don't need to be an expert.

The party atmosphere and the power of the Ardyss products will do the heavy lifting. Just be excited and a product of the product and you are on your way.

The Details

- Where: Grand Openings are held in your home. Your guests are probably already familiar with your home and will be comfortable.
- When: Choose a day and time that works best for your circle of friends and family. Successful times are weekend afternoons (2 PM – 3 PM) or weeknights Monday – Thursday (7 PM – 8 PM)
- Invitations: Target 8 – 12 people. A good rule of thumb is to invite approximately 24-36 guests (3 times your goal). Personal invitations work best. Follow up 24 - 48 hours prior to the party.

Purpose of Grand Opening

- Announce your business
- Build first customer relationships
- Share Ardyss products for profit

Elements of Grand Opening

- Decorate for a “Grand Opening.” Go to a party store and get items to create the atmosphere
- “Social Event’ not a “Business Event”
- Use your @ Home Party Checklist and Guide to be prepared

It’s All About the Products

Once you have created the fun, exciting party atmosphere, it’s about sharing the Ardyss line of products. Product tastings and testimonies will do the selling. You won’t have to. See your @ Home Party Guide for party details.

Keys to Success

- Always share your enthusiasm and excitement about the products
- Inviting Best Practices
- Personal invitations are most effective
- Face-to-face or personal call
- Email and e-vites as a last resort
- Email and text messages are good for confirmations
- Create a list of 30-40 people. On average you need to invite 3 people to get 1.
- Product Experiences
- Nutritionals: Le’vive, De León Café, Cran Aloe, Multi-Plus, NutriShake, Coral Calcium and Ultra Body Cleanse
- Garments: Body Magic, Abdo Woman, Abdo Men
- Skincare: Armida Signature Collection
- Resources: Catalogs, Magazines, DVDS, Brochures, Postcards and Recipes
- Keep it simple. Have Fun. It’s a Party!
- All guests will want to buy so be prepared

Final Thought

All guests who attend that may consider doing the business are going to ask themselves 3 questions?

1. Can I do this?

2. Do I have time to do this?

3. Is this something I would share with my family, friends and co-workers?

Get ready to party for profit!