

How to Host a Travel Party

Travel Parties get your business off to a fast start and create massive duplication. Follow these steps to have a terrific travel party.

Before The Party - Building Attendance

Listen to the “How To Have a Travel Party” CD on DriveTime University or Regional CD set. Invite 30 names from your names list. 30 Invites = 8 show up. **Call these people** – do **NOT** use Evite, which is proven to be ineffective. Use “4-step invite” to invite them – this is found in your back office under “training”. Watch the video, then practice before you call anyone.

DON'T pretend they are coming to a BBQ, a dinner, or anything that would lead them to believe this is a strictly social gathering. Bait and switch is unprofessional, unethical, and diminishes our reputation in the market.

Day Of The Party - Confirming Attendance

Call people that indicated they were coming and confirm their attendance. **Ask for their help.** Let them know you're really swamped and could use their help. Ask them to bring something small such as a bag of ice or some extra pens. This will lock in their attendance.

At The Party

Keep refreshments simple. Bottled water, a bag of chips, salsa, and a bowl of M&M's are perfect. You want people feeling like they could do it. Set up only a few chairs and bring more out as guests arrive. Have forms collated and ready to pass out along with a pen: income disclosure statement, product order form, and representative agreement form - all found in your back office.

No kids. If you have kids they should be out of the room. Kids are cute, but they are a distraction. If a guest needs to bring their child, arrange for babysitting at your home during the presentation. Have a candle burning. It adds to the ambiance.

Have *upbeat* music playing as the guests arrive at a loudish level. This is a **PARTY!** Do **NOT** talk business with other reps. Mingle with the guests – get them talking about themselves – what they do, family, activities they enjoy, etc.

Introduce guests to the presenter before the presentation starts.

Give the presentation your full attention. Be sitting in the room, taking notes, and laughing at the jokes. Be energetic and engaged.

After The Presentation

Turn up the music **IMMEDIATELY** after the presentation ends. Instant energy! Follow the steps in the “Closing” CD by Eric Grzybowski to enroll guests.

TRAVEL PARTY CHECK LIST

1. Have Red Name Tags for Guests/ Blue Name Tags for Reps and a sign in sheet when people walk in with some greeting them at the front door.
2. Make sure you have plenty of chairs for your guests, with their backs facing the door where people come in (so they don't get distracted if any guests arrive late) Place only a few out and put rest out as people come.
3. A TV to plug in the lap top or show the corporate DVD
4. Drinks and snacks for AFTER the meeting, alcohol optional, but only afterwards (the best parties which duplicate the fastest don't have alcohol, because then your guests who sign up don't feel obligated to do the same when they have parties).
5. Note Pads and Pens for all (THIS IS THE MOST IMPORTANT!!!).
6. Applications (print some out from team site)
7. Walk in Music (happy)
8. Turn off home and cell phones!
9. Vacation Pictures and Slideshow
10. THE MOST IMPORTANT COMPONENT OF YOUR SUCCESS WILL BE TO EDIFY THE SPEAKERS WHO WILL BE DOING THE PRESENTATION. WHEN YOU INTRODUCE EVERYONE TO THEM, MAKE SURE YOU GIVE A GREAT INTRODUCTION AND EDIFY THAT PERSON OR PERSONS. YOUR GUESTS ARE MORE LIKELY TO PAY ATTENTION WHEN THEY KNOW IT'S SOMEONE WHO'S HAD SUCCESS WITH THE COMPANY! If there are no speakers at the travel party, make sure you edify the founders in the DVD when you introduce the DVD to everyone!
11. At the end of the presentation, the SELLING stops! Please do not try to convince the guests or sell. All you have to do is ask the closing questions and make sure that your guests are empowered.
12. After you ask the closing questions, say: "Welcome to the Team" and hand them an application (they already have a pen).