



Norwex Party Script

April 13

The aim of our Party Script is to help you deliver the message of Bookings, Sales and Recruiting at the start of your Party as well as a recap at the end of your Party so that customers feel motivated to book, buy and join you in your Norwex Business.

“Welcome everyone and thank you for coming along to Sharon’s Norwex Party tonight.

Just to give you a brief outline, Norwex is a range of personal care and cleaning products that radically reduces the need for chemicals in your home. Norwex is designed to save you Time, your Health, the Environment and your Money.

So Sharon can I ask you a question, why did you book a Norwex Party?”

Responses could be – I love the product and wanted to show my friends, I couldn’t believe how much you get for having a Party, my friend needed a booking, my son has severe asthma and I want to reduce the chemicals in my home.

Whatever the response, your aim here is for the host to tell her guests why she booked as that may be a reason for them to book. As it’s coming from the host, not you, it supports why they need to book.

“Thanks Sharon, at Norwex we really like to look after our hosts and we offer a 4 Star Host Rewards program that helps you convert your home to Norwex really easily. In fact my hosts receive around \$300 worth of product for free when they have their Norwex Party.”

This shows pride in your business as well as they need to book with you because you’ll look after them.

“Ladies there are 3 keys things I’d like to talk to you about tonight. One is our fantastic range of products; especially our Ultimate Home Conversion Kit.



This kit will help to save you Time by cutting your cleaning time in half, it's a very healthy choice because with Norwex and our amazing Microfibres all you need is water for the majority of your cleaning, it's a great environmental choice because it reduces toxic chemicals being used and it saves you money because all of your basic cleaning is taken care of for just \$3.75 per week for the 2 years you'll have it for. The Ultimate Conversion Kit will clean your bathroom (pointing to bathroom products), your kitchen, dusting, floors and more.

The second thing I'd like to talk to you about tonight is about hosting a Norwex Party in your home. Sharon has booked in for a Norwex Necessities tonight. This is our basic Party. We also have Awesome Additions, which takes you to the next level of your cleaning for things like carpets, mattress's and tricky spaces etc.

Our Outdoor Options takes us outside with BBQ's, cars and outdoor furniture. And then there's our Bath & Body that is a luxurious party where you get to experience our personal care items such as our organically certified Marine Organics range, Footstone and Olive Oil Salt Scrub.

The third thing tonight is about being a Norwex Consultant. I would like to take a couple of minutes to share with you a little bit about how I found myself involved in Norwex.

(Briefly share your story with emphasis on the areas that might suit the particular group of guests that you have in front of you e.g. mothers group-work around kids, school mums-still get to school activities, other ladies-income/personal development/travel). Take your time here. The Business opportunity is just as important as bookings and sales.

"Through Norwex I have had the opportunity to attend some great training that we have and meet some great people. Listening to others at these sessions I know there are different reasons people come on board from income, personal development or a passion for the product; another popular reason people get involved is for something I like to call - Extra Money. This is money outside of the family budget that you can use just for you. Get your hair done; go



shopping at Pumpkin Patch/Sussan/David Jones. Take the family on a holiday.

Norwex is currently expanding its opportunity for others to be a part of our team for FREE and it's as easy as these 5 STEPS to get started. Give it some thought and at the end when we get together, we can have a chat about it."

There are many different approaches you can take in this segment. As you learn more and become more experienced you will change this talk from time to time. At first when you are new just work on learning the above 2 topics: Your Own Story and Extra Money.

"Ok now ladies we are going to do our demonstration of our Ultimate Home Conversion Kit and so we're off to Sharon's bathroom.....but before we do I need someone to be my Dust Fairy for tonight.....OK Debbie you're it....I need you to find dust here at Sharon's house tonight so as we go around doing our Demo simply glide the Dust Mitt over side tables, door frames, timber blinds...I know it will be hard, Sharon's place is so clean but see how you go."

Your aim here is to get as many of the Home Conversion Kit products being used at the party.

"Ok I need another lady/person who is keen to be our Grime Fighter tonight, great thanks Sue....your job is to wipe sticky grimy finger marks away from walls and around light switches as we go around and you're going to use an Enviro Cloth. I have one here already damp for you."

Your job here is to DEMONSTRATE: NOT TO CLEAN...let others have a go that's how they will fall in love with THEIR Norwex products.

Off to the Bathroom you go - use an Enviro Cloth, Window Cloth, Kitchen Scrub cloth to demo in the bathroom, and Blue Diamond/Descaler if needed. Also have the Pink Scrub Mitt and Pink Window Cloth in the bathroom as a prompt to talk about bookings.



After doing the bathroom demo but before leaving the room, say
“Ok ladies so you can see we’ve done the mirror, sink and some shower screen with these products; the Enviro, Window and Scrub cloths and they are all part of the Ultimate Home Conversion Kit. Now remember if you’re loving the look of our Pink Scrub Mitt it’s super easy to get on by hosting a Norwex Party at your place”

Go to the Kitchen checking with your Fairy Duster and Grime Fighter as you do to see how they are going.

In the kitchen use the All Purpose Kitchen Cloth, Kitchen Cloth and Kitchen Towel, another Enviro Cloth and the Cleaning Paste. Make sure you Recap the products you used in the kitchen from the Home Conversion Kit.

“Ok ladies so we used our All Purpose Kitchen Cloth on the range hood, the Kitchen Cloth on the benches and the Cleaning Paste on the sink with our Enviro Cloth, look at how shiny it is.

Again girls these are all part of our Ultimate Home Conversion Kit, it’s great that one Kit takes care of all your basic cleaning.”

Booking ad – have Oven & Grill Cleaner on kitchen bench with some Spirinets and say

“At an Awesome Additions I can teach you how to Norwex your oven. I love the Awesome Additions as it tackles all the tough jobs.”

Demonstrate the Floor System and ensure everyone has a turn at sweeping the floor. This is important as your Floor System is a great booking tool and people need to experience the ease of using it.

“Here at Sharon’s today we can see she has beautiful timber floors but you may have tiles, bamboo or vinyl the best way to know how the Floor System will work for you is to see it on your floors at your demo.”

Invite guests back to where your display is and settle back into seats. It’s now time to do your close and then to start consulting. Recap the Ultimate Home Conversion Kit

“Ok ladies who can remember what products from our Ultimate Home Conversion Kit did we start with tonight?”



Prompt them with the bathroom and products used. Start to pile these products up in your arm.

“And the kitchen, which products did we use there?”

Wait for answers prompting the surfaces and how well the cloths worked.

“What was your favourite thing about the Floor System?”

Wait for answers – height adjustable, no bucket, quick and so easy.

*“How about my Dust Fairy – Debbie, how did you go?
And Sue you did an awesome job with the Enviro cloth.
Stack the Ultimate Home Conversion Kit in your arms as you go.*

“So you can see ladies, all of these products have taken care of the basic cleaning in Sharon’s home tonight. We’ve done it quickly, we’ve been able to breathe while cleaning and we haven’t needed any toxic chemicals to clean with. All of this works out to just \$3.75 per week for 2 years which is fantastic value.”

Re-display the Ultimate Home Conversion Kit

Move towards booking Reward Products and Host Reward Flyer. Show the value of Hosting a Party by pointing out the 4 Star Rewards program

“It is easy to fill your cupboards with Norwex and be spoilt by hosting a Party yourself.

Hand out booking slips and pens

“So ladies tonight we’ve had a look at a Norwex Necessities party which has been great. We have a fabulous range of products for all sorts of jobs around your home as well as a beautiful range of personal care products. Take a moment and consider which type of Norwex Party you would like to see next.



Perhaps an Awesome Additions party for carpets, ovens, windows and more. Our Outdoor Options for cars, BBQ's and outdoor furniture or a Bath and Body for some super pampering with our Body cloths, Naturally Timeless range and luxurious Bath Towels.

You may even want to host a Norwex Necessities party to show your friends how to use the basics in their home – the choice is yours.

Simply tick the box of the one that appeals to you.” Allow them a minute to tick a box.

Hold up the Join for Free flyer.

“There’s never been a better time to come on board with Norwex with this great opportunity. The five steps make it super easy to get started and there is lots of support along the way. It’s really just a matter of if you want a little Extra Money or a lot, it’s up to you. I love that I am making a difference to other households by introducing them to benefits of using Norwex as well as helping my family with that extra income. I’d love to have a chat about it with you.”

Hand out Catalogues letting everyone know the Ultimate Home Conversion Kit is on page 39 and offers a 30% discount.

“Our preferred payment method is credit card as it makes it easier on our host Sharon. Delivery will be on (date already organised with your host). Thanks again Sharon for having us all here tonight and thanks everyone for getting in and having a go. Please come and see me when you’re ready to place your order.”

Take a moment to clean up dirty cloths and gather them into your kit. Grab a drink from the Host and go back to the group. Generally someone is ready for you to take their order. If not, start with one who looks ready or one you have rapport with.

PERSONAL CONSULTING

The objective of this section is to follow through with each person and ask everyone the following questions so you get results in all key areas - Booking, Recruiting and Sales. For you, the Consultant,



the whole Party has been about this segment and how you can offer the best value to each person.

You – Have you enjoyed tonight?

Guest – Yes, it's been great

You – Which were your favourites?

Guest – Well I really like the bathroom stuff and the Mop was amazing but I don't think I can get it all at once.

You – OK can I offer you some options? I would recommend you purchase a Floor system tonight (turning to page 40 of the catalogue) and book a party yourself as I can help you gain your bathroom products for FREE

(Showing her the Host Rewards Flyer). Which Party did you tick on your booking slip?

Guest – Oh I ticked the Awesome Additions – my oven is old and so hard to clean I would really like to see that.

You – Oh the Oven and Grill cleaner is amazing we can certainly tackle your oven for you. So how do those options sound?

Guest – Great!

You – Ok well I have Tuesday 21st or Friday 24th available. Which date would you prefer?

Guest – Umm the Tuesday is good for me.

Confirm date and time, give a Host Pack and start the Host Coaching process. Remember to write in your diary next to her booked party the items she wants for free. This really helps with host coaching.

You – What did you think of our Join for Free offer?

Guest - It sounds great but I don't have your confidence

You - Other than not feeling confident, would there be anything else stopping you?'

Guest - No just that

You - That is normal to feel that way as this is something new to you. We have great support and I will help you so don't be concerned about that. I would be more than happy to catch up with you in the next day or 2 and share a little bit more about what we do. I could pop past your house. It would take about 20 minutes to go through, how are you placed for tomorrow?

Guest - I am free in the evening



You - Perfect! Is 7pm Ok?

Guest -That's fine. Just so you know I am not sure that I can fit this into my life.

You - I am happy to come even if you are just 1% interested, it may resonate with you, it may not, and I will respect your decision either way.

Here are a couple of catalogues so you might like to pass them around and get a feel for things. You might get some orders just see what happens and you can give them back to me when we catch up on Thursday night.

Go through this same process with each guest and serve your Host last, you will then know the results of the Party so you can work out her Host Rewards. Your Host is the best person to recruit, so keep that in mind when helping her.

Pack up and leave. The longer you stay the longer the Party goes on.

When you get home it is great to write little notes about the guests especially the ones you have booked so you remember things of interest about each person.

Just 2 more things

What you focus on GROWS so focus on what you want to achieve

And remember -

You're not through till you've booked 2!