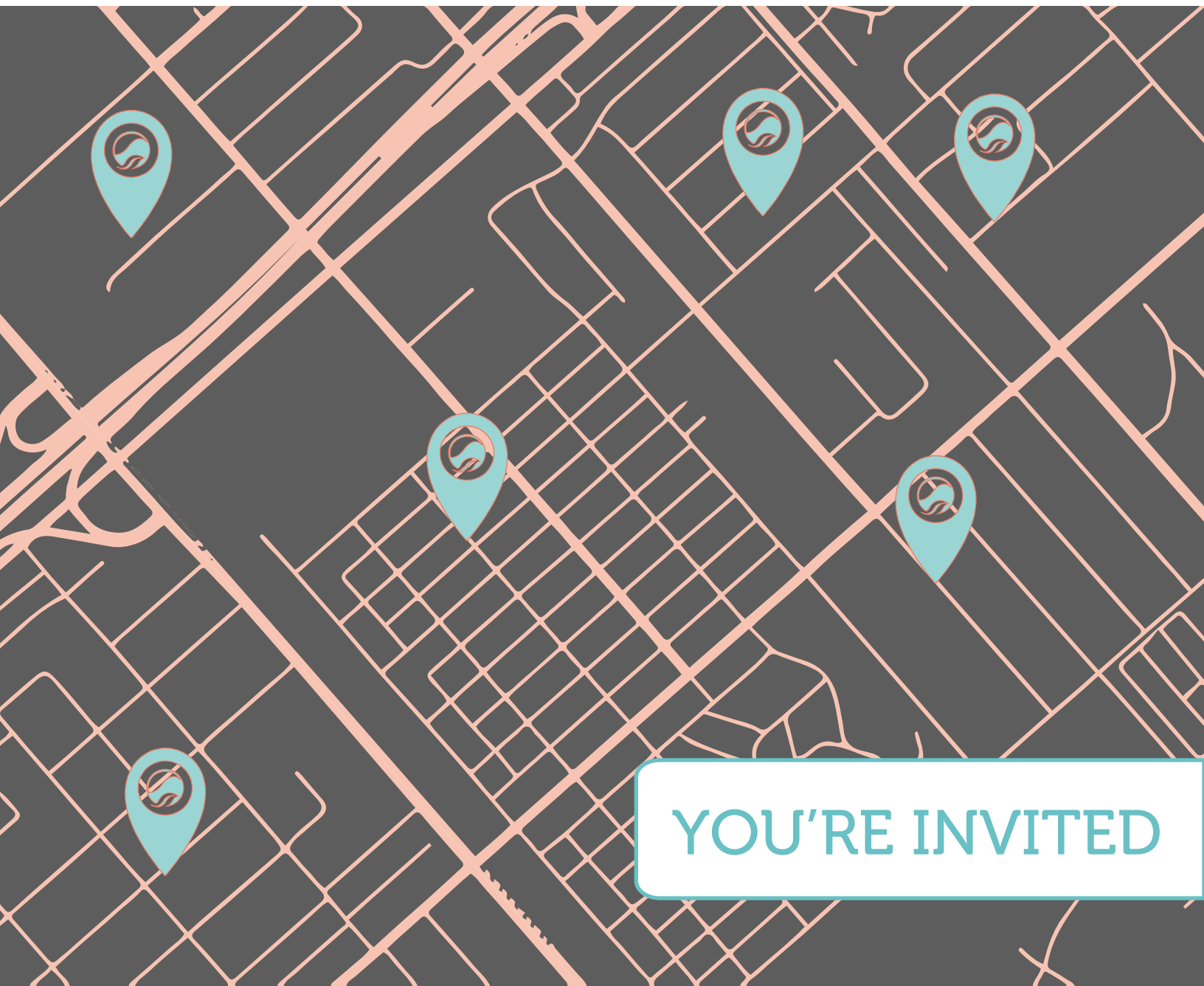


Dream Team

Skin Care Party Toolkit



YOU'RE INVITED

How to Plan and Host a Dream Team Skin Care Party

Congratulations! You now own your own business! Your official business launch should be a Skin Care Party. Don't be nervous, hosting your first party is easy, and above all, it's fun! The purpose of a Skin Care Party (SCP) is to give a high-level, overview presentation of Kyani and its products and opportunity.

With today's economy, the whole world is looking for a financial opportunity that is real; a company based upon truth, not marketing hype. Kyani is that opportunity! This toolkit is a step-by-step guide you should follow for every SCP in order to host the most effective parties possible. This is not meant to be a high-pressure sales environment. Remember: it's a party, so relax, and let's get this party started!

Plan Ahead

- 1. Book your party.** One of the most important steps is just to get your party scheduled! Don't delay!
- 2. Invite guests.** The general rule of thumb is to invite 20-40 people to your Skin Care Party. Whatever number of people you invite, realize that about half will flake on you. If your party ends up being small, that's still ok! It's just part of the process of starting a new business.
- 3. Be excited.** Your enthusiasm will reflect your commitment to Kyani. When inviting, don't be afraid to show your excitement! Remember, no one likes to miss a fun party, so by all means, be excited. It helps to stand up and smile while you are on the phone inviting your guests, so you can make sure your energy comes through the phone.
- 4. Send an invite.** Send out an invite for your event to help build excitement among your guests (you can use our templates over at DreamTeamKyani.com/Invite or discover your own!). Don't forget to create an event for the party on Facebook as well!
- 5. Follow up with a phone call.** Call ALL your guests to personally invite them. Phone calls yield the best results when inviting. How do you invite? It's easy: just ask!



Inviting Script

"Hi <NAME>, how are you?" <WAIT FOR RESPONSE>

"What are you doing <DATE> at <TIME>?" <WAIT FOR RESPONSE>

<IF THEY'RE FREE>

"Great! I'm hosting a party at my house with some close friends and I wanted to make sure to include you! I found out about an amazing skincare product and I want you to come by and try some samples. The party won't be more than an hour at most and if you wanted to bring a friend, the more the merrier! Can I count on you to be there?"

<IF THEY SAY YES> - "Great! I'll send you an invite to remind you and so you can share it with others! I look forward to seeing you! Thanks!"



6. Remind your guests. Send them your invite again or give them a call with a simple reminder a couple days before your party.



Reminder Script

“Hi <NAME>, I just wanted to remind you about my party on <DATE> at <TIME>. I’m really excited to have you there and would love it if you brought someone with you to make it more fun! Thanks so much and I’ll see you there!”

RECAP: Book your party \ Invite guests \ Be excited \ Send an invite \ Follow up with a phone call \ Remind your guests

1-2 Days Prior to the Party

1. Watch a Kyani Presentation. This makes sure you know the information that will be covered at your Skin Care Party.

2. Shop for supplies. Remember, KEEP IT SIMPLE. Some examples include coffee and dessert, chips and soda, lemonade and cookies, or wine and cheese. You should enjoy the party so don’t stress about the little things!



3. Secure your ‘expert’ for your party. This is someone in your upline leadership who can help answer questions and provide third-party credibility for your party. Write down 3-5 bullet points on your expert’s story or background so you can introduce them.

4. Be prepared. Ensure that all the ‘technology’ is ready to go and queued up and that you have all needed supplies for your party. If you have a DVD, have the DVD ready to go. If you’re streaming the video, have all cables connected and the video ready to play (downloaded at least a day before your party).

5. Practice your hosting welcome. Be sure to include:

- Why you got started with Kyani (*your why*)
- Any results you’ve had on the products (*testimonial*)
- Your Kyani Goals

Hosting Welcome Example

“Hello and welcome everyone! I’m so excited to share with you how the Kyani Skincare products can help you not only LOOK better but also position your family to be financial free, all while helping others do the same. Before we get started, let’s get to know each other.

I got started with Kyani to help my skin look and feel younger but I also wanted to earn additional monthly income for my family. I’ve seen amazing results already <TELL YOUR TESTIMONIAL> and I’ve also earned <my first paychecks, a Dream Car, a bonus, etc. Don’t worry if you haven’t earned these yet!>. My goal in Kyani is to <YOUR WHY>.”



6. Get your materials ready. Don't forget to have the following materials available at your party:

- Skin Care Party sign-in sheet
- Pens with Customer and Distributor Applications on a table (clipboard is optional but not required)
- Kyani Skincare product video

RECAP: Watch a Kyani Presentation \ Shop for supplies \ Secure your 'expert' \ Be prepared \ Practice your hosting welcome intro \ Get your materials ready

Party day

1. Don't stress. There is no need to rearrange the furniture. Guests should fill the existing seating areas first. If needed, pull in extra chairs from the dining room, or even have a few throw pillows for the floor. The key is to keep everyone seated in one area.

2. Be ready. As the host, you should be ready about 30-45 minutes prior to start time to relax, prepare to have fun, and enjoy the party.

3. Get online. We recommend having a way to access the internet so you can electronically enroll new Customers and Distributors and show them our technology.



RECAP: Don't stress \ Be ready \ Get online

Party time

1. Put out Skin Car Party sign-in sheets. It is important that you have each person sign-in at the party. That way, you can capture their latest contact information.

2. Lay out marketing materials and paper applications with pens. It is important to have a few marketing materials (such as Kyani pamphlets and Kyani magazines) laying around for people to look through before the party starts. Make sure to also have paper applications and pens sitting out to encourage prospects to sign up.

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3. Have the video ready to play. Leave this on screen until you start the presentation.

4. Start on time. It is very important to respect your guests' time. Even if you are still waiting on a few guests, make sure to start your presentation no later than 10 minutes after your scheduled start time.

Kyani Skin Care Party Sign-In Sheet			Party Date: _____		
Name	Phone Number	Email	I am excited to hear how Kyani can help me with:		
			<input type="checkbox"/> Fine Lines/Wrinkles	<input type="checkbox"/> Earning extra income	<input type="checkbox"/> Residual Income
			<input type="checkbox"/> Discoloration	<input type="checkbox"/> Earning a Mercedes	<input type="checkbox"/> Opportunities to travel
			<input type="checkbox"/> Looking younger	<input type="checkbox"/> Being able to work from home	<input type="checkbox"/> Leadership development
			<input type="checkbox"/> Fine Lines/Wrinkles	<input type="checkbox"/> Earning extra income	<input type="checkbox"/> Residual Income
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			<input type="checkbox"/> Looking younger	<input type="checkbox"/> Being able to work from home	<input type="checkbox"/> Leadership development
			<input type="checkbox"/> Fine Lines/Wrinkles	<input type="checkbox"/> Earning extra income	<input type="checkbox"/> Residual Income

5. Share your hosting welcome. See page 3 for instructions on your hosting welcome. The most important element of your hosting welcome is to be excited and to keep it short. Don't worry about making it perfect!

6. Interact with your guests. After you have completed your welcome, ask your guests (starting on your right) to introduce themselves to the group and share how they know you.

7. Play the presentation. Hit play on the video (DVD, online, etc.) and watch the video. Make sure you are engaged with the video so that your guests pay attention, as well.

OPTIONAL STEP

After the video plays, have your guests experience the product. It is easiest to wet their hand with a damp cloth, and apply a few pumps of the Kyani Product (your choice which one). Let them know there is a light scent but it's all natural, no additives.

8. Introduce your expert. At this point, introduce your expert, following the points that you wrote down about their background or story. Don't use ranks or references like "upline" in your introduction, since guests will not understand what that means.

USE THE FOLLOWING ELEMENTS IN YOUR INTRODUCTION

- Name
- Background/Occupation (e.g. teacher/military)
- List a few accomplishments (e.g. has helped a lot of people earn their Dream Car, has earned a Dream Car, is able to enjoy time freedom because of his/her Kyani business, etc.)
- Show appreciation (e.g. I appreciate him/her for taking time out of his/her busy schedule to help me with my party.)

Most importantly, be genuine and honest in your description. Speak from the heart.



Example: "I want to introduce you all to someone I work with who loves helping people and is very knowledgeable about our product and business. <HE or SHE> has earned their Dream Car with Kyani and has helped many others do the same! Please welcome <NAME> to our party!"

9. Ask for the sale. (Use your expert at this point.) They will let guests know there are three options at the end of the presentation.

- **YOU FALL INTO OPTION 1:** "I'm ready to become part of the Kyani family and want to start earning rewards and income!" We can enroll you as a Distributor and get your personalized website set up tonight!
- **YOU FALL INTO OPTION 2:** "I am excited to use this product!" We can enroll you as a Customer tonight and help get you on the road towards earning your product for free!
- **YOU FALL INTO OPTION 3:** "Thank you for inviting me; however, this is not for me." We know this is not for everyone. In order to help your party host, could you refer some people you know who might find this company/product intriguing?

10. Answer any questions and enroll guests. Use your expert to help answer questions and enroll guests. If there are other distributors in the room, have them help you answer customer questions and distributor questions as needed.



TIP: As the video plays, quickly review your sign-in sheet so you know the “hot buttons” that your guests checked off so you can personalize the information you provide to that particular guest.

11. Book more parties. This is a really important step, so don't miss it! If you have any Customers or Distributors enroll at your party, it is very important that you book their first party. It has been proven that most people experience doubt of any buying decision within 72 hours, so it is crucial that you get their party booked right away. Ideally, you should help them host their first party within the next 2-4 days! For example, ask them “Would this Tuesday or Thursday work best for your party? I will help you with everything. All you need to do is invite guests!”



TIP: Your party should follow this schedule:

1. Mix and mingle (5-10 minutes)
2. Hosting welcome (2 minutes)

3. Skincare Presentation (25 minutes)
4. Expert closing (5 minutes)
5. Answer questions and take enrollments

RECAP: Put our sign-in sheets \ Lay out marketing materials and paper applications with pens \ Have the Presentation video queued up \ Start on time \ Share your hosting welcome \ Interact with guests \ Play the presentation \ Introduce your expert \ Ask for the sale \ Answer any questions and enroll guests \ Book more parties



Additional steps for new distributors

Add new distributors to the Kyani Dream Team private group on Facebook. Once you add them and they respond, WELCOME THEM IN THE GROUP! Don't forget to tag them in the post so they can see all their new team members welcoming them to our Dream Team family!

After the Party

1. Process orders. If you took any paper applications, you will need to process them as soon as possible (max within 24 hours of the event).

2. Follow-up. The fortune is in the follow-up. DO NOT SKIP THIS STEP. Thank EVERY SINGLE guest for attending, ordering a product, or becoming a distributor. If they have follow-up questions, provide them with any third-party tools that can help answer their questions (for example, www.KyaniScience.com). If needed, enlist the help of your upline leader to answer questions.

Send targeted follow-up messages. Use the tools to send messages to the guests who did not sign-up based on what they selected on their sign-in sheet. For example, if they were interested in the product, send them product testimonials. If they were interested in the business, send them a business testimonial or Dream Car Program video.

3. Contact those who did not attend. Call them immediately after your party and provide them with another type of presentation (webinar link, Kyani Social link, Monday Opportunity Call, etc). Also, tell them you wish they could have made it to the party, but you would still like to share the information with them. Make an appointment to meet for coffee or a quick lunch within the next 24-48 hours.

4. This is your business so be sure to treat it as a business. But it's also important to have fun. In the beginning, you may feel a bit overwhelmed, and that's okay. We all started at the same place, so don't be afraid to ask for assistance from your upline leader. They are there to help and guide you along the way.

Be confident, enthusiastic, and above all else: real. Because the best you is the real you!

HOSTING OPTION: If you have extra product on hand, you can contact those who did not order anything or sign up and offer them the chance to get a free bottle from your inventory by hosting a party for you! If they have five guests, you give them a bottle for free! This helps spread the word about your business and anyone enrolling at his/her party would be your customer or distributor (unless the new host knows that they are missing out on income by NOT being a distributor.)



RECAP: Process orders \ Follow-up \ Contact those who did not attend \ This is your business so be sure to treat it as a business

THE FORTUNE IS IN
THE FOLLOW-UP

What to Expect from your Expert

It is important to have an expert help you at your party for several reasons:

1. They have experience with Kyani and can help answer any questions.
2. They have a personal Kyani Testimonial they can share with your audience.
3. Your guests will see that they don't have to do everything on their own if they start their Kyani business because they will have people that help them, just like you do!

The expert at your party has five responsibilities:

1. Share their Kyani testimonial.
2. Share options for joining Kyani.
3. Answer questions
4. Help you enroll new Customers and Distributors.
5. Have fun with you!



How to Leverage Skin Care Parties

Once you have hosted your initial Skin Care Party, you should continue hosting them as consistently as possible. Remember to book subsequent events at your Parties. You can offer to host the first party for your newly enrolled Customers and Distributors. It is important to continue generating momentum from one party to the next.

Remember, the more parties you book, host, attend, and invite people to, the faster your business will grow. So what are you waiting for?

Get down to business and start partying!

