



How To Maximize S&D Dollars

Leverage S&D Dollars as a booking tool

Whether it's the first reach out or during a follow up, share with your Host that her guests will now have a special perk when shopping at her event! Not only will she get the Host Rewards, but her guests will get half-off shopping coupons to spend later!

Follow up to book - WTS

Hi. I just wanted to circle back about my idea of a girls night... and I've got some fun news I just heard - a customer favorite promo is back!! When your guests shop, they'll get to earn half off shopping coupons to spend later. It's so fun - you ALL earn perks! Let's get a date on the books for you! This starts Feb 13, so how's the weekend of the 21/22nd look for you?

New reach out to book- WTS

SARA! Hey lady, I was thinking of how fun it would be to get the girls together for a fun event. I just found out that our customers' fave promo is back - where your friends will get half of shopping coupons when they shop! You get the Host Rewards too- shopping sprees for everyone! I was thinking like a weeknight girls night might be fun?!!

Leveraging S&D Dollars to increase your average order size

When talking with guests at your events, be sure to highlight the promotion in your group hello. Let the guests know about it and then share it one-on-one when checking her out to get her to the next level! Be sure to keep it simple. Print out the marketing materials to have a sign with the info displayed your event.

Share during your group hello

Thank you all for coming to Sara's tonight! I'm so excited to share with you our customers' favorite promo is here and you're in on it!! When you're shopping tonight you'll be essential earning half off coupons to spend later. So, when you spend \$50, you earn a \$25.00 off coupon to spend later. Spend \$100 earn \$50 off and so on. No limit! Then, there's a special window of 13 days that you get to spend them! Don't worry, I'll remind you. It's how you can snag some of your wishlist items at a major steal! So tonight, when you're shopping and at checkout, I'm going to let you know how close you are to earning your next coupon.

At check out

At checkout, let every single guest know when she'll be earning her next reward! You already said you would! Now you're offering great customer service you already promised. Have a few lower priced items that are great for gifts ready to offer!

"Ok, Maya, I love that you picked the XX and the XX. You are XX dollars away from earning another \$25 off coupon. Is there a gift you'd like to snag? I love the xxx or even the xxx. Want me to show you?"