



Vendor Event Success Tips

Vendor Events offer an opportunity for you to make new connections that build your business! Click here to access the complete training and use the tips in this overview to make the most of your events

Where do you find events?

- Google Search (keywords: festival, fair, expo, vendor event, vendor booth, craft fair, open house, market, show, stop & shop, sip & shop, holiday, health, wellness, etc.)
- Facebook Events - www.facebook.com/events/
- Ask other direct sellers which events they recommend
- Contact the Chamber of Commerce in any town or city where you want to do an event

Questions to ask when inquiring about the event:

- How much traffic are you expecting and what are those figured based on?
- How are you advertising?
- Do you provide a list of registered guests?
- Do they allow more than one vendor from the same company?
- What is the cost of the event and what is provided? (Table sizes, chairs, tents, electricity, etc.)
- What time must vendors be set up?
- Can items be left securely? (If the event spans multiple days.)

What are the benefits and goals of participating in a Vendor Event?

- New leads
- New customers & sales
- New bookings (Spa Bars, Personal One-On-One Pampering, Fundraiser, etc.)
- New team members

Sometimes you may not have high sales at a vendor event, but if you gain a lot of leads (new contacts that you can follow up with), those leads can turn into new customers, bookings, and team members.

How can you increase the number of leads you get from a Vendor Event?

- Stand in front of your table, not behind it.
- Welcome people into your booth with a smile and a question
 - Would you like to try our topical magnesium?
 - Would you like to try our hand spa?
 - Are you familiar with Jordan Essentials?
- Offer a Door Prize to collect contact information
 - Can be a product that is easy to mail or you can gift a free pampering session for them and their friends
- Ask questions, listen, and then offer solutions

Is inventory (cash & carry) required to have a successful event?

- Inventory is not required. You can simply take orders if someone would like to purchase.

How can I increase sales at my vendor events?

- Keep your display simple and focused on a few products or bundles. Too many choices are overwhelming.
- Offer an “event special” which can be on a bundle already discounted in the catalog or your own combination of products where they get a bonus or discount by purchasing that day.
- Focus on bundles by emphasizing what the customer saves or gets “free” when they purchase the collection.
- Create urgency by offering something that only applies when they purchase today. For those who don’t purchase, contact them after the event and extend a different promotion when they order by _____.

How can I get bookings from my vendor events?

- Have signs and flyers in your display that focus on the benefits and fun of a Spa Bar.
- Offer an extra free gift at their party when they set a date with you. Have a fun display or game or prize that gets people curious and then let them know that it’s for anyone who picks a date for a Spa Bar.
- Gear your conversations around the fun and rewards of gathering friends together for a Spa Bar.

How can I generate interest in the business opportunity at my vendor events?

- If space allows, set up the products that come in the business kit. (When you use your products, save the empty bottles. This makes it easy to transport the kit.) When someone is interested in a product, share that these are all of the products that come in the business starter kit.
- If there isn’t enough space, use signs and flyers to generate interest.
- Place a Help Wanted sign on your table to encourage questions that start a conversation.
- Have opportunity information ready to share. When someone takes information, set a date and time to follow up.
- Share that Jordan Essentials is expanding and looking for more consultants. Do they know of anyone who would be interested in a business opportunity? Great way to get referrals and start conversations.

How can I keep costs down so I see the biggest return on my time and investment?

- Instead of passing out full-size catalogs, hand out highlight mailers or last season’s catalog. Simply place a sticker on the catalog that lets them know it’s an old catalog, but that they contact you or go to your website to view current product information.
- Be sure your contact information is on EVERYTHING that you hand out.
- Be diligent in getting THEIR contact information. Feel free to write notes on their drawing slips to remember conversations or something about them so you can be more personal when following up.
- Be present and assertive. Don’t wait for guests to walk into your booth. Stand out in the crowd if necessary with a tester bottle of magnesium to draw people in.
- Get to know the vendors around you. Offer them a sample of our peppermint magnesium to rub on their feet after the event.
- Be committed to the follow-up, because that is truly where the fortune lies. Follow-up within 48 hours to thank them for visiting your booth, see how they are enjoying their product or verify that their order has been placed. Do your first host coaching call with those who booked parties and follow up with recruit leads. Find out the best way to keep in touch. For example, ask if they would like to join your VIP group or join your text or email list for product tips and promotions.