



# smart party planning

{ everything you need to know to have a smart party }

## Planning your Smart Party

First, find individuals within your circle of influence that will be interested in hosting an in-home Smart Agent party. These individuals will basically be providing you with the location and facility for your party.

The next thing you want to do is to identify your (warm list) this includes friends, family, people that you would want to include in a memorable family event, like a wedding or a baby shower something of importance to you.

Your next list would include people outside of this circle. This would include doctors, lawyers, and school teacher's, people that you are acquainted with and have a friendly relationship but perhaps would not end up on your warm list.

Third would be to create a list of friends of friends that would allow you to use their name as a reference.

Once you have established your warm circle you will set up your first party.

Part of this planning process includes the invitations that you will be sending. If you plan to do this by using e-vites be sure you have all your e-mail address available and organized. The same applies for mailing out the invitations.

Once you have the date and location the number of attendees you may want to consider providing food samples for your party guests.

The reason for the samples is to offer your guests just a small portion to taste. This is not meant to be a meal rather an experience with our food. Variety is key, and you will be able to customize your order depending on your taste and the guests that are attending. Be sure to always include in your selection something from our Gluten-Free line just in case a guest has a sensitivity.



Should you decide to provide product samples please use this portion guide as a reference:

**One medium sized StoreHouse Foods pouch could provide samples for up to 10 attendees**

**One #10 sized StoreHouse Foods large can could provide samples for up to 50 attendees**

These numbers are just estimates, as it really depends on the portion size you choose. Once you have your actual tasting you will begin to get a better idea of how to deal with providing samples.

**Party Set up:**

Plan to arrive 30 minutes prior to the start time of your party.

Discuss with your host if she would like you to supply the napkins, plates, bowls and utensils, or if your host wants to use her own. This is an important question you don't ever want to assume the host will want to use their own.

Be as creative or simple in the purchase of your supplies and according to your personal budget.

Setting up for your party includes displaying the items from your starter kit (optional) as well as preparing your samples.

Also, be sure the party is safe and clean and the Smart Agent host or hostess has all the information she or he will need.

Welcome your guests and always bring a guest book for signing upon arrival. This will be a way for you to personally greet your guests introduce yourself and welcome them to the event.

Start your party off with a brief introduction of yourself. Explain your affiliation with our company and why you got involved.

If you have a laptop available you can share the web video segments with your guests. Or you can simply go right into the product demonstration which is your own personal demonstration of the web video presentation.

If you are providing samples invite your guests into the food sampling area or you and your host can serve your guests depending on the size of your party.



Once your guests have been offered the samples open the discussion up with your guests for a time of questions and answers. This can go as long as you desire or if you have a shy crowd offer your own initial questions that you personally had when learning about this product.

Close this segment with announcing the order process. Offer all your guests order forms and advise them that you will be available to help assist in the order process.

Once you have completed the order segment be sure to collect all forms of payment for the orders.

Smart Agents are required to handle the money collection portion of your business with extreme care.

If Agents do not follow ethical practices when dealing with sensitive financial and personal information this will be cause for termination of your Smart Agent contract.

**At the Conclusion of your Party:**

Assist you host/hostess with the clean up. Returning the location back to it's original condition. Customer service is a key factor for our Agents to comply with. We are a guest in someone's home or business and we want it to be appreciated and respected. This function, as simple as it may seem, is crucial to acquiring referrals.

**Additional Information:**

Only StoreHouse Foods products are to be displayed and sold at a Smart Agent party.

Smart Agents agree to hold StoreHouse Foods, harmless of any damage or accident that may occur at a Smart Agent party.

Smart Agents agree that they will not consume alcoholic beverages at a Smart Agent party.