



AGELESS RADIANCE®

*“Reveal the Younger You!”*

## AGELESS RADIANCE® DEMONSTRATION TIPS

### PRE-DEMONSTRATION ACTION ITEMS

- **Invite Guests:** It’s all in the numbers! – For every 3 people you invite, typically one will attend.
- **“Check In” and Re-confirm:** After inviting your guests, you will need to contact each person again to get them excited about attending. Remind them about the date and time details. Give specific address directions.

### MATERIALS REQUIRED

- PENS
- CANDLES – Provides Aromatic Touch
- PROSPECTING CARDS – These cards will allow people in your group to feel comfortable discussing the product.
- INVITE CARDS – These cards will demonstrate the duplicatable process of hosting a demonstration.
- STEP CARDS – These cards show how to apply the product properly to achieve maximum results.
- VIBE® – Be sure to have VIBE® on hand for mixing the mask with the Lift Powder and the Lift Activator. Also, offer VIBE® as an energy booster.
- DIGITAL CAMERA – It is important to take photos BEFORE and AFTER guests apply the Ageless Radiance® Treatment.
- LIGHT REFRESHMENTS – Do not overdo it with refreshments, so it looks easy for participants to host their own Ageless Radiance® gathering.
- ENIVA CATALOG – Discuss other products while face mask is drying. One catalog will be included in your Ageless Radiance® Demo Kit, but it might be nice to have more on hand for those who want to learn more.
- MIRRORS – It is useful to have a stand-up/portable mirror for each person to use while applying the different products.
- WASHCLOTHS – Use quality WASHCLOTHS that are fresh and “look new.” Also, be sure to have warm, purified water on hand.
- PLASTIC BAGGIES – Small ziplock bags will be used to secure jewelry during application.
- ENIVA ORDER FORMS – Included in Demo Kit
- ENIVA APPLICATION FORMS – Included in Demo Kit
- CALCULATOR
- BUSINESS CARDS
- EXTRA PAPER – This will allow you to gather pertinent information so you can follow-up with people who attend your gathering.





## AGELESS RADIANCE®

*“Be  
Amazed  
by the  
Results!”*

### EVENT – HOUSE GATHERING

- Always invite several new distributors to tell their stories. It will also get them excited to do parties and teach duplication.
- Have music playing lightly in background to set a serene mood.
- Create an Ageless Radiance® display that is easily accessible and can be used for your demonstration.
- Prepare light refreshments.
- Set your table with the appropriate Ageless Radiance® components for each guest:
  - Mirror
  - Black bowls
  - Sponge
  - Brush
  - Step Cards
  - Washcloth
  - Quality napkins

### WELCOME

- Welcome each person with enthusiasm. Have them sign-in on a sheet, and have them list their address, phone numbers and email address.
- Give a brief overview of what you will be doing at the gathering. Tell your guests how excited you are about having them try the Ageless Radiance® products. *“Have you ever wondered where the younger you went? We’re here to help, and we’re going to do it in the next few minutes. You’ll be truly amazed by the results you’ll see...”*
- Give **Product Testimonies** (beginning with yours).
- Help each individual pick out which half of the face where product should be applied. Explain that you all will be doing one side of the face so they can see dramatic results within 30 minutes.
- Before getting started with the different steps, have each person **remove their jewelry** and place it in a plastic baggie. Have them put it away in their purse or a safe place. If anyone loses their jewelry, it will taint the success of the gathering.
- Utilize the **Step Cards** in your presentation. Have each person take a turn reading the directions. This will help engage each person.
- When the **mask is drying**, you will have a captive audience. Talk about all the **great ingredients** in the Ageless Radiance® products. (Remember, you do the talking because they need to be completely still while the mask is drying.) Also, discuss the **other Eniva products** or go through the Eniva Catalog.



*continued*



## AGELESS RADIANCE®

*"We want to Celebrate the New You!"*

- You can also talk through the Ageless Radiance® **Model Contest Card**. Tell them if they participate in the contest, they could become an Ageless Radiance® MODEL! They will have their own professional photo shoot. Plus, they could win a spectacular night out, complete with a limo and fine dining... all courtesy of Eniva.
- Share **Invite and Prospecting Cards** with members of your party. Stress the "easy factor" – anyone can do this.
- Give **Income Testimonials** (beginning with yours).

### CLOSE

- *"You deserve to have a little 'pamper yourself' time. You're worth it, and you're going to have fun when people notice your new look..."* – Compliment your guests on their results.
- Answer questions.
- Take orders.
- Thank everyone for their time and tell them how much you appreciated the time they took from their busy schedule to come.
- Before your guests leave, set a time to individually follow up with each person to see how they are doing with their skincare system.

### POST-EVENT FOLLOW UP

- Contact everyone who did not show up. Set up an individual meeting or invite them to another upcoming demonstration.
- Follow up with new customers. How is the product working for them?
- Follow up with the ones who did not buy, but filled out the information sheet.
- Check to see if new clients want to become an Ageless Radiance® Model and participate in the contest.
- **For all new customers, it is very important to follow up with them right away.** Teach them how to share the products with others. Doing it NOW will help you build relationships for the long-run.

