

SCENTSY

Earn the

# SCENTSATIONAL START and SHOOTING STAR AWARDS

with the SIX SKILLS OF THE SELLING SYSTEM

**Congratulations on starting your Scentsy journey!** Whether you want to make extra money, spend more time with the people you love or make lifelong friendships, Scentsy can help you reach your goals.

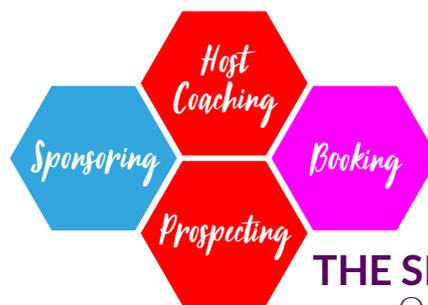
The best way to start is to earn the Shooting Star Award within your first 15 days as a Consultant and the Scentsational Start Award within your first 70 days as a Consultant.

What do awards have to do with reaching your goals? Consultants who earn these awards are more likely to build a sustainable, long-term Scentsy business. Plus, they typically have higher sales and are more likely to promote to Director.

The most efficient – and fun! – way to earn these awards is to have parties. Parties are the best way to involve customers, Hosts and future Consultants in YOUR Scentsy Story while helping them create a Scentsy Story of their own.

Parties also help you practice the **Six Skills of the Selling System**: Prospecting, Booking, Host Coaching, Presenting, Following Up and Sponsoring. Develop these core skills to grow your business while showing others how fun and simple it is to be a Scentsy Consultant. These core skills work for ANY kind of party. Whether it's an open house or in a café, on Facebook Live or Scentsy's Party Page, these core skills will help create a dynamic experience that everyone will remember. As you read through this guide, look for talking tips to help you start conversations with potential customers, Hosts or Consultants.

We're so happy to welcome you to our Scentsy family. Let's get this party started!



**THE SIX SKILLS  
OF THE  
SELLING SYSTEM**



## TOP TIPS FOR A SCENTSATIONAL START

- Tell everyone why you joined Scentsy. Your enthusiasm is contagious!
- Share your favourite products with friends and coworkers.
- Always carry catalogues, samples and business cards. When you hand something out, ask the recipient for their contact info so you can follow up! See the **Ask and you shall receive!** talking tips on page 2 for a sample script.
- Label anything you hand out with your contact information.
- Always know your availability for parties.
- If someone says no, ask for a referral. See the **Who are you referring to?** talking tips on page 2 for a sample script.

# Getting Started



## ASK AND YOU SHALL RECEIVE!

What to say when you hand out a catalogue, business card or sample:  
 "Here's a catalogue and my business card with a sample. Can I get your name, email address and phone number so I can follow up and answer any questions you have?"



## WHO ARE YOU REFERRING TO?

What to say if someone says no to the business opportunity:  
 "No worries! Do you have any friends or family members I can contact who could use some extra money?"

What to say if someone says no to hosting a party:  
 "If you want free product but don't want to have a home party, I can send a basket filled with catalogues and samples you can take with you to work or church. It's really fun and easy, and you get all the rewards without the work!"

What to say if someone says no to buying from you:  
 "OK! Did you know you can earn free or half-price products if you host a party?"

Or:  
 "Can I get your email address so I can keep in touch and share specials with you?"

Your first goals as a Scentsy Consultant should be to earn the Shooting Star Award and the highest level of Scentsational Start.

Here is what you should be working toward:

	SHOOTING STAR AWARD	SCENTSATIONAL START, LEVEL 1	SCENTSATIONAL START, LEVEL 2	SCENTSATIONAL START, LEVEL 3
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>Sell at least 500 Personal Retail Volume (PRV) to customers in your first 15 days</li> </ul>	<ul style="list-style-type: none"> <li>Sell at least 1,500 PRV to customers</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>500 PRV and one Personally Enrolled Consultant (PEC) who reaches 200 PRV in customer sales*</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>Complete the First Things First checklist!</li> </ul>	<ul style="list-style-type: none"> <li>Sell at least 3,000 PRV to customers</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>1,500 PRV and one PEC who reaches 200 PRV in customer sales*</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>Complete the First Things First checklist!</li> </ul>	<ul style="list-style-type: none"> <li>Sell at least 6,000 PRV to customers</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>3,000 PRV and two PECs who reach 200 PRV in customer sales*</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>Complete the First Things First checklist!</li> </ul>
<b>AWARDS</b>	<ul style="list-style-type: none"> <li>Eligible to purchase a Shooting Star Enhancement Kit that includes deeply discounted products.</li> <li>Shooting Star charm and charm bracelet or lapel pin</li> </ul>	<ul style="list-style-type: none"> <li>£50.50/€59.50 product credit<sup>†</sup></li> <li>Scentsational Start lapel pin</li> <li>Certificate of Achievement</li> </ul>	<ul style="list-style-type: none"> <li>£126.25/€148.75 product credit<sup>†</sup></li> <li>Scentsational Start Levels 1 and 2 lapel pins</li> <li>Certificates of Achievement for Levels 1 and 2</li> <li>Exclusive Scentsational Start Award Warmer</li> </ul>	<ul style="list-style-type: none"> <li>£227.25/€267.75 product credit<sup>†</sup></li> <li>Scentsational Start Levels 1, 2 and 3 lapel pins</li> <li>Certificates of Achievement for Levels 1, 2 and 3</li> <li>Exclusive Scentsational Start Award Warmer</li> <li>Trophy</li> <li>Recognition on the <b>News</b> tab and at Scentsy Family Reunion</li> </ul>

\*Your PEC must be active (earn at least 200 PRV in one month) by the end of the month of your 70th day. For example, if your enrollment date is 7 October and your 70th day is 15 December, your PEC must be active in at least one month from October to December. Reinstated Consultants do not count toward this requirement.

<sup>†</sup>All items in the checklist must be completed before your 70th day.

<sup>†</sup>The product credit for these awards is posted in your Workstation by the 10th of the month following the qualification date.

So now that you know WHAT to do, let's talk about HOW you'll do it. The fastest, easiest and most fun way is to HAVE PARTIES! Here are the different ways you can get Scentsy in front of potential customers, party Hosts and future Consultants:



### DID YA KNOW?

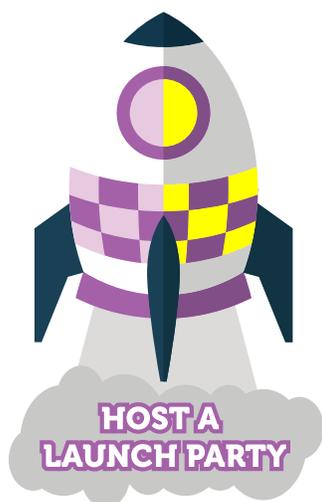
Statistically, Consultants who have a launch party within their first 15 days and schedule at least three additional parties have a higher rate of success than Consultants who don't. So pick a date for your first and second launch party, an online party, and at least one other party. You'll be laying the foundation for a GREAT business!

- **Home parties:** Scentsy products are made to be experienced – that's what makes Scentsy home parties so fun! Your Hosts pick a date and invite their friends and family. You'll give a quick demonstration and encourage guests to sample the fragrances. Then you'll collect the orders and tell everyone how they can earn free and half-price products by hosting a party of their own, or earn a commission by joining your team.
- **Basket parties:** For busy Hosts, basket parties can't be beat! Just fill a basket with Mini Testers, catalogues, order forms and business cards. Your Hosts can take their basket to work, school, the gym, church, sporting events – wherever – and invite everyone they know to smell the testers and place an order. They're eligible to earn Host Rewards, and you'll gain new contacts for your business! **Tip: Give a basket party to all your home party Hosts so they can collect orders from people who can't attend.**
- **Fairs and trade shows:** Fairs and trade shows in your community are a great way to display and demonstrate Scentsy products and meet new people. Don't feel like you need to spend a lot to rent booth space at a large fair or trade show. Small events – like church or neighbourhood bazaars – can provide a big return on your investment. They also give you the perfect opportunity to ask people to host a party.
- **Fundraisers:** One of Scentsy's core values is Generosity. When you host a Scentsy fundraiser, you agree to donate a portion of your commission to a charitable cause or organization. You'll get new contacts, customers and potential Hosts (don't forget to label EVERYTHING!).
- **Online parties:** Though Scentsy products are best experienced in person, online parties are a popular way to share Scentsy with people who live far away or can't make it to a traditional home party. Use the Party Page on your Personal Website (PWS) to highlight products and encourage guests to interact with each other! Visit the Training Centre or ask your Sponsor or Director for more information on using the Party Page.
- **One-on-one appointments:** One-on-one appointments are ideal for people who aren't interested in hosting a party, but still want to shop Scentsy in person. Meet them at their home, office or local coffee house to find out more about their preferences and personality, and suggest products that meet their needs. This personalised service helps build trust and creates an ongoing relationship.

No matter what type of party you choose, the first party you need to have is your **LAUNCH PARTY!** This is the best way to let your friends and family know about your new business. If there are people who can't make it to your first launch party, you can schedule a second launch party a few days after your first one.

We suggest you also schedule an online party using Facebook or the Party Page feature in your Workstation so you can collect orders from friends and family who can't attend either launch party.

Now that you're ready to party, let's focus on the Six Skills of the Selling System that will maximise your selling and sponsoring potential – and help you earn the Shooting Star and Scentsational Start awards!



## Prospecting

### THE MAGIC NUMBERS

Want to know the formula for a successful party? Just remember 10-7-2-1:

- At least 10 guests in attendance
- At least 7 guests who place orders
- At least 2 guests who book parties
- At least 1 guest – maybe your Host! – who’s interested in the business opportunity.

Don't worry about hitting your numbers at every party. Trusting the system and letting go of expectations will help you establish a cadence to your parties. Before long, you'll find 10-7-2-1 is a natural result!

Your customers are seeking something, and your job is to find out what that is – whether it's great fragrances and home décor, free and half-price products or the opportunity to run their own business. When you understand what they WANT, you can help provide it.

The key is to not be attached to a particular outcome. If you have 10 people at a party, your job is just to let them know what's available. What they do with that information is up to them, but if you understand what they're seeking, you'll be happy with whatever they decide.

### How to do it:

- **Complete the List of 100 in your Consultant Guide.** You should constantly be adding potential customers, Hosts or Consultants to your list. Once someone has made a purchase, hosted a party or joined your team, move them off your list and brainstorm new people to share Scentsy with.
- **Talk to people!** Get to know what they like and what they struggle with. Money? Laundry? Having time for themselves? This is a PEOPLE business. Your goal isn't to just fill your calendar and make a sale. To be successful, you need to help your potential customers, Hosts or teammates discover ways that Scentsy can improve their lives. Throughout your parties, listen for cues that Scentsy could be just what someone is looking for.
- **Ask about guests' families.** Generally, people enjoy talking about themselves – but they LOVE to talk about their families! If they have kids, show them products from our Kids and Laundry lines. Tell them how Scentsy can help them control household odours and make everything smell fabulous!
- **Use social media.** Post a product image from the **Marketing** tab and ask your followers what product they'd be most excited about getting free or at half-price if they hosted a Scentsy party. Send a private message to anyone who responds and invite them to buy, Host or join. Don't forget to link your Facebook and Pinterest accounts to your PWS to get the most out of your posts and pins!
- **Get out there!** It can be scary talking to people you don't know, but the more you do it, the easier it gets. Talk to at least one new person per day. Strike up a conversation in the elevator or in the grocery line, or introduce yourself to a neighbour or co-worker. See the **Strike it up!** talking tips on this page for a sample script.

### STRIKE IT UP!

What to say when you're in line at the store:  
"You never have to wait in line to shop with me!"

What to say when you're in an elevator:  
"It's a bit stale in here! Looks like they could use some Scentsy!"

What to say when meeting someone new: "Hi! I'm (name). I own a personal fragrance business. What do you do?"

## Booking

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### THE BIG ASK

What to say to ask someone to host a party:

"You can earn free and half-price products just for hosting a party. I'm available next Wednesday evening and Saturday afternoon. Do either of those times work for you?"

Parties put you in contact with new people, which means you'll constantly be exposed to potential customers, Hosts and team members. Parties are also the best and most fun way for Hosts to earn free and half-price products.

### How to do it:

- **Have parties.** This may seem kind of chicken-and-the-egg, but Scentsy parties are ideal for asking people to book parties of their own. When guests see how easy it is to host, how generous our Host Rewards are and how much fun everyone is having, who wouldn't want to throw a party of their own?
- **Ask!** Ask everyone you know to book a party. If they say no, ask them to refer you to people who may be interested, and don't forget to follow up. See **The big ask** talking tips on this page, or the **Who are you referring to?** talking tips on page 2 for a sample script.
- **Keep your calendar up to date.** Always know the next three dates you're available for a party. To accommodate busy schedules, identify one weeknight, one weekend day and one weekend night every week that you'll set aside for parties.
- **Use the Library of Party Games.** Go to the **Business References** tab of your Workstation for this party tool that's filled with hundreds of ideas for games you can play to entice people to book parties. Take a peek or ask your Sponsor or Director for ideas!
- **Have a booking blitz.** Get together with a group of Consultants, grab your List of 100 and set a timer for 15 to 30 minutes. See how many people you can call in the allotted time – and how many parties you can book! The energy is palpable, and you'll gain energy and confidence from your fellow Consultants.
- **Ask friends on Facebook.** Take a picture of your favourite products or use a sharable image from the **Marketing** tab and post it on your Facebook page. Ask your Facebook friends if they're interested in earning free products by hosting a party.

## Host Coaching

### FLIP THAT HOST!

Hosts make the best teammates! They're already familiar with and love the products, and they can harness the momentum from their party to start their own business.

Any time Hosts are interested in the business opportunity, offer to give them the commission you earn from their party if they join. So their Scentsy party becomes their launch party, and their sales count toward the Shooting Star and Scentsational Start awards, plus they'll earn a commission!

Host flipping isn't as crazy as it sounds. Though you'll forfeit your commission on the party, you'll be well on your way to building your team and growing your business! See the **They'll flip for it!** talking tips on page 7 for a sample script.

If your Hosts know exactly what they need to do before, during and after the party, you'll ensure they and their guests have the best time – and earn the most rewards!

### How to do it:

#### RIGHT AFTER BOOKING

- **Share a Host packet.** Include all the information your Host needs to get started (see the bottom of page 7).
- **Share a basket party.** Encourage your Host to share the basket with their friends, family and coworkers. It's never too early to start collecting orders! Make sure you have your Host's contact information and set a date (no more than 14 days out) to pick up the basket and any orders they collect.
- **Give your Host a catalogue.** Have your Host preview the catalogue before the party and write down EVERYTHING they want on their wish list.
- **Keep the lines of communication open.** Let your Host know you'll contact them the next day and invite them to contact you with questions.

#### THE DAY AFTER BOOKING

- **Start a Party Page on your PWS.** The Workstation Quick Tips in the Training Centre offer step-by-step instructions.
- **Send your Host a "Save the Date" email.**
- **Talk about the guest list.** Remember 10-7-2-1. You want at least 10 guests in attendance, so encourage your Host to over-invite. Not everyone will be able to attend, and some guests who RSVP won't show up, so encourage your Host to invite 20 to 30 people.
- **Find out how your Host wants to invite people.** Though creating a Facebook event is great, make sure your Host follows up with personal phone calls, texts or email invitations. If they prefer Evites, have them send one to you so you can see who responds. Offer to send postcard invitations from your Starter Kit to anyone who doesn't use email or social media. (You can even ask your Host for their names and addresses and offer to address and mail them!)
- **Ask for your Host's wish list.** Have your Host highlight the four products they want the most, then review the Host Rewards in the catalogue to set a sales goal for the party to earn favourite products for free. Tell your Host to set a goal of achieving at least £245\*/€295\* in sales to start earning Host Rewards!

\*VAT inclusive.

## THEY'LL FLIP FOR IT!

What to say to flip your Host into a Consultant:

"You did such a great job! You collected £910\*/€1,100\* in orders, which means you'll get three half-price products and about £136/€165 in free products. But if you're interested in joining Scentsy and starting your own business, I'll let you sign up and enter this party under your name so YOU earn the commission! It's just £85\*/€99\* to join. You'll earn a 20 per cent commission from your party, so you'll be able to earn back the cost of your Starter Kit right away. Plus, you'll be well on your way to earning our new Consultant awards. What do you think?"

\*VAT Inclusive.  
\*VAT Inclusive;  
plus shipping.

### TWO DAYS AFTER YOUR INITIAL CALL

- **Ask how many people have confirmed that they'll be at the party.**
- **Find out how your Host is doing collecting outside orders.**
- **Decide on a party theme.** The Library of Party Games on the **Business References** tab of your Workstation has theme ideas.
- **Plant the seed that your Host would make a great Consultant.**
- **Set a day and time for your next follow-up conversation.**

### THE WEEK BEFORE THE PARTY

- Send a text reminder to your Host.
- Ask your Host for an update on attendees.
- Ask your Host for an update on outside orders.
- Remind your Host to keep refreshments simple. Something sweet like brownies and something salty like chips and salsa are perfect!

### THREE DAYS BEFORE THE PARTY

- Send a text reminder to your Host.
- Ask your Host for an update on attendees.
- Ask your Host for an update on outside orders.
- Ask your Host to clear some space for your product display.

### THE DAY BEFORE THE PARTY

- Remind your Host to make one last push for invites.
- Remind your Host to keep collecting outside orders.

### THE DAY OF THE PARTY

- Send a text confirming your Host's address and directions.

### AFTER THE PARTY

- Set a date for closing the party and collecting outside orders.
- Let your Host know how much they earned in Host Rewards.
- Ask whether your Host has thought any more about joining. Tell your Host how much money in commissions they would have earned from this party if they were a Consultant.

SFS
<b>Scentsy Family Store</b>
SKT
<b>Starter Kit item</b>
BRT
<b>Business References tab</b>

### EVERY HOST PACKET SHOULD CONTAIN:

- 1 wish list SFS
- 2 catalogues SKT SFS
- 2 to 3 Host/Join brochures SKT SFS
- Host envelope for collecting outside orders
- Fliers for current specials or promotions BRT
- 5 to 10 order forms with your contact information highlighted
- Example of a completed order form SKT SFS
- 25 postcard invitations
- Scent Circle or small product sample SKT SFS
- Wax samples SFS

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Your presentation is your opportunity to share your story and experiences – with the products and as a business owner – with others. Be sure to share your favourite products and fragrances, but if you know what someone may be looking for, you can tailor your recommendations around them.

### **How to do it:**

- **Set up your display.** Your Starter Kit contains everything you need to present and display our products. You don't need a lot of inventory or a complicated display. Any display products you take to a party should fit into one bag or bin so you only make one trip from the car. You want others to see how simple and easy it is to have a party and be a Consultant!
- **Give everyone a wish list and a product list or catalogue.** During your presentation, have guests write down EVERYTHING they want, regardless of how much it costs. Tell them you'll help them save on the products they want when they're ready to order.
- **Talk about each category.** You don't have to give a long explanation and description of every product we sell. Provide a brief overview of each category, and highlight your favourite product from each. For example, you could explain that Scentsy Kids is a collection of fun, fragrant products designed for children of all ages. Then, you could show your favourite product from that category and demonstrate how it works.
- **Share your product experiences.** You're more successful when you do less selling and more sharing. Tell your guests about the compliments you receive on your great-smelling laundry, or how you use a diffuser in your daily relaxation ritual. Tell them how Scentsy makes your life better and easier.
- **Share why you joined Scentsy.** After you've shared your favourite products, it's a great time to share your Scentsy story. Talk about how the business opportunity has improved your life. Invite guests to ask you questions about being a Consultant. This is a great way to see who's interested in learning more about joining your team! If you decide to talk about the money or trips you've earned, be sure to share the income disclosure statement with your guests.

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Consistent follow-up is key. The more you connect with people and show interest in them, the more likely they will be to do business with you. And since most of our products are consumable, you can generate repeat business by fostering long-term customer relationships.

### ***How to do it:***

- **Help customers complete their order form.** Highlight the name, address, phone and email fields on the order form, and make sure customers complete everything. Be sure to enter complete records for each customer in your Workstation so it's easy to follow up later.
- **Review customers' wish lists.** Help them get more items on their wish list by using the Bundle & Save deals. It's a great way to maximise what they get while helping them save money.
- **Ask customers if they want to host a party.** Hosting a party is the best way to earn the items on their wish list for free or half-price. If they don't want to host a traditional home party, offer them a basket party. Send them home with a Host brochure and have your calendar ready with your open dates highlighted.
- **Ask customers if they want more information about the business opportunity.** You'd be surprised how many people just want to be asked. Send them home with some information and don't forget to follow up!
- **Find a follow-up system that works for you.** Many Consultants follow up one week, one month and three months after delivering an order to see if their customers have any questions, want to reorder or want to host their own party. You could also follow up two days, two weeks and two months after delivering an order. The best follow-up system is the one you'll use, so see what works best for you.
- **Carry catalogues and samples wherever you go.** And don't forget a notepad and pen to exchange contact information so you can follow up whenever you hand out a business card, catalogue or sample.

## Sponsoring

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### CARE TO JOIN ME?

*What to say to someone who seems too busy to join:*

"Hey! Being busy is a plus in this business! It means you know lots of people. And since Scentsy is so flexible, you can run your business from your phone wherever you are!"

*What to say to someone who seems lonely:*

"You know, I've met so many people since I joined Scentsy. It's a fun excuse to get out of the house. It also helped me get more comfortable in new social situations. Let me know if you want more info!"

*What to say to someone who needs the extra money:*

"New Consultants earn a 20 per cent commission right off the bat, and you can get a 5 per cent increase in commission after you sell 1,000 PRV. If you want to start your own business and make extra money for a minimal investment, it's a great opportunity!"

You don't need to be a Scentsy expert before asking people to join your team. In fact, statistics show you'll have more fun and earn more money when you and a friend start your businesses at around the same time.

Don't worry about being vulnerable — invite someone to join you on your Scentsy journey! You never know who's looking for a fun, flexible, home-based business opportunity.

### How to do it:

- **Never prejudge.** Don't assume someone won't be interested in the business opportunity because they're too busy, too shy or too ... whatever. Offer the opportunity to everyone at your party when they're ready to place their order. You never know who might want to earn extra money, have a social outlet or just try something new. See the **Care to join me?** talking tips on this page for a sample script.
- **Listen.** When you overhear guests talk about wanting to stay home with their children, being unhappy with their job or moving into a new home, make note. Scentsy could be just what they're looking for!
- **Be interested in other people.** Successful Consultants think of how they can add value to others' lives. When people feel you're interested in them as a person — rather than as a potential customer, Host or Consultant — they're more open to the benefits of joining your team.
- **Share your story.** Tell others why you joined Scentsy and the value it has added to your life. Keep it short, simple and relatable, and invite everyone to connect with you if they're interested in learning more.
- **Hand out three Possibility Packets (below) at every party.** Look for people who ask a lot of questions, give them a packet and follow up with them in a few days.

SFS  
Scentsy Family Store

SK  
Starter Kit item

MT  
Marketing tab

### EVERY POSSIBILITY PACKET SHOULD CONTAIN:

- 1 Join brochure SFS
- 2 catalogues (one to keep and one to give away so they can see how easy it is!) SK
- A letter introducing yourself SFS
- A list of reasons to join MT
- A Scent Circle or small product sample
- Your business card SFS
- Fliers for current specials or promotions SFS MT

The information in these packets is secondary to its real purpose: an opportunity for you to schedule one-on-one time to talk with people about joining Scentsy.

## *Closing*

We hope we've given you some ideas, and that you're excited to get your business off to a great start. Remember to look at the **Business References** tab and the Training Centre in your Workstation for more resources, and stay in touch with your Sponsor and Director. Even after your first 70 days end, it's important to stay in contact with them and consistently set sales and recruiting goals to help your business thrive.

We know you have everything it takes to be successful, and we can't wait to hear about where your business takes you!

Warm wishes!