

OBSERVATION NOTES

Date _____ Time _____ Consultant's Name _____

Pre-party Observation

What did you like about the Consultant's display?

What did you notice about the Consultant's pre-party conversation with the Hostess?

How did the Consultant build rapport with the guests as they arrived?

Party Time!

Step 1: Introductions

What impressed you about how the Consultant began the party?

How did the Consultant introduce the company?

How did the Consultant explain her "three services?"

What did the Consultant do or say to make her "WHY Story" compelling?

Step 2: Product Presentation

How did the Consultant present the products?

How did the Consultant involve the guests?

How did the Consultant use visuals to encourage bookings?

What did the Consultant say about the business opportunity? What visuals did she use?

Step 3: Wrap Up

Was the Consultant effective in using the *Survey Slip*?

Did the Consultant clearly explain the order process?

Step 4: Individual Attention

How did the Consultant handle the order process?

How did the Consultant invite each guest to book a party?

How did the Consultant invite individual customers to take business information?

The Party Is Over

Did the Consultant close the party immediately? If not, how did she encourage and set an expectation with the Hostess to get additional orders and close quickly (within 2-3 days)?

How did the Consultant help the Hostess choose her Hostess Award?

Overall Impressions

What aspects of the party do you want to duplicate? What will you change for your own parties?