



Host a Gin and MASQUE PARTY

Boost sales in your business by hosting an activity! Annique Consultant Dalene Richter tells us how she hosts her Gin and Sheet Masque parties.

"A Gin and Sheet Masque Party is a fun activity for both Consultants and customers to learn about Annique's products and get a facial at the same time! The Leaders in my team host the parties and the Consultants in their downline get a chance to invite one or two customers and be part of the party and do the facials alongside their customers. We host two parties a month – Thursday 18:30-20:30 and Saturday 12:00-14:00 – with 15 people in attendance at each. The attendance fee is R150 per person, but we offer a 50% discount so the value is ultimately R300 per person.



PARTY PROGRAMME

ARRIVAL

"We offer Lifestyle Shake on arrival. When everyone is in attendance and have taken their seats, we start the party by cleaning everyone's hands with wet wipes and spraying Resque Mist, and letting everyone create their own gin. Each place setting has a fork and a straw with gin mix set out in bowls on a tray. We offer pink tonic water for those attendees who do not want gin.

SOMETHING TO EAT

I then serve the quiche. When they have finished eating, I replace the plates with a bowl, mirror, towel and a hair net so we can start with the pamper party. Spray Resque Mist again to sanitize.

CLEANSING

"Guests start by cleansing their faces with Annique Cleanser and are then asked to take a photo of themselves. They then exfoliate with the Essense Enzymatic Exfoliator (they apply the product and leave it on for 3 minutes). During this time I explain Annique's six differences. They then rinse the exfoliator and apply the sheet masques. While the sheet masques are on, I display the perfume and lifestyle products on offer that month, along with a few other products. I send this around and tell them about the products. When this is done, they remove the sheet masques and do an evening skincare routine: Miracle Tissue Oil, Neck and Bust Cream, Revitalising Cream, moisturiser and Freshener. We also offer the Gold Beauty Bar to those who would want to use it over the products for 3 minutes. After this they apply BB Cream and are asked to take another photo of themselves. People are amazed when they see the two photos next to each other. We then hand each person an order form, which they fill in for the lucky draw, as well as ZeroAche+ to apply. I also do a lucky draw from the attendance register and orders placed before the end of the party.



Top Tip:

You can host this party online and remotely on Zoom or Facebook Live.

Adhere to the social distancing and sanitizing guidelines when hosting this party. The smaller the group, the more individual attention you can give to each guest.



INVITE

"I send an invitation to Consultants who are eager to do activities. The Consultant, in turn, contacts her customers and invites them to the party. She then collects the money and deposits it to me.

"The great thing about this type of activity is that the Consultant gets to build a relationship with her customers. After the treatment, Consultants go through the Beautè and the price list with their customers and go through it with them step-by-step so the customers can see exactly what was used during the party. Most customers end up buying at the party and sales range between R300-R500 per person at the party and afterwards they usually order again."