PARTY PLAN | PROFESSIONAL DEVELOPMENT

Why The Party Plan Business Works – Using the Power of Demonstration, Social Proof, and Duplication

That's because this type of model works on very strong selling principles that proven extremely powerful.

by **David Feinstein**

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If you've been stumped on how to create more sales, and how to build your Network Marketing business, then maybe you should look into having home parties to meet your goal.

Unless you've lived under a bridge or a rock for the last 20 years, then you've probably either been to, been invited to, or heard about home parties involving network marketing. Representatives in companies like the jewelry company *Lia Sophia*, the cooking ware company *Pampered Chef*, plus the infamous *Tupperware* and even *Avon* are thriving using this model.

There are plenty of others that thrive on this type of selling technique, but the truth is any distributor in nearly any network marketing company can utilize this type of business model and see great success.

That's because this type of model works on very strong selling principles that proven extremely powerful.

Why Demonstration Is Such a Powerful Elements…

There are few more powerful sales techniques than that of DEMONSTRATION.

Demonstration is so potent because it proves, right in front of the person, that the product works.

The one thought that everyone has in mind when they're thinking about purchasing something new is whether or not the product works. When you have a home party, and you're using the product right in front of the prospect, and actually letting them use the product as well – it creates a huge trust and credibility factor.

There's no longer any guessing game, they know first hand that the product works, is easy to use (which is huge as well showing them that **they** can use it as easily as you), and that the product tastes good, etc.

This also lets the prospect actually create a sense of ownership of the product once they've gotten the product in their hands and used it. Book stores have known this concept for years, which is why Barnes and Nobles or Borders won't kick you out of their stores, and even actually encourage you to sit and read the books by putting out chairs and couches for you to get comfortable.

They know that once you've begun to read the book and held it in your hands, you've taken ownership. You feel like it's yours, and now it's just a matter of taking it home.

How Social Proof Works in Home Parties…

Another huge element of persuasion, and creating buyers and joiners from a home party, is the power of social proof.

Social proof is basically an element of persuasion that creates social pressure to conform to what others are doing.

This comes into play at a home party when others start buying product and/or joining up as business partners.

The fact is that once guests see others buying they feel like they should buy too, or else they'll be looked upon differently. This is why someone who has a home party will often out perform another distributor for the month, in just one night.

There's also the facet of commitment and consistency as well. These people have said that they'll come to the party with both the host and the guests knowing what the party was about. It's almost an unspoken commitment to buy something at the party, and guests will feel very compelled to be consistent with that commitment.

That, coupled with the social proof of everyone else doing… it is a very strong persuader.

Duplication…the Network Marketers Dream...

Perhaps the best part about the home party when it comes to network marketing is the proof of duplication.

> **You see, when you ask someone to join your business opportunity, the strongest question in their mind is "will I be able to do this?"**
>
> **When you invite that person to a home party, show them how easy the demonstrating is and what the results of that are, they can instantly put themselves in that position of host.**

Once they've done that in their own mind – once you've got them saying to themselves "hey, I can do this" – then they're pretty much already sold on your opportunity on their own.

Home parties are a great way to quickly build a network marketing company full of active distributors. If you're not using this method, you'd be crazy not to start now.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in

marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
>
> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
>
> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video…
http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer

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