

7 STEPS TO EVENT SALES

SUCCESS



Break the ice and grow your business at the same time!

Try your hand at Event Sales with XS™ Power Drink. Events sales are proving to be one of the best ways to draw attention to your business, make contacts and – most importantly – sell the product. More and more ABOs are duplicating the sales success of others, creating a strong and reliable flow of cash from selling XS at events. The 7 steps flyer will also show you how to take orders and more importantly keep new contacts interested.

Step 1: Find an Event

Check your local media, social media and other publications and organisational listings for event opportunities. Then select one that you are familiar with. For example: business runs, soccer tournaments, athletic sports, fun sports, golf as well as entertainment events like festivals, concerts, etc and other similar events.

Step 2: Speak to the Person in Charge

Gather the event details: expected attendance, start and finish times, overall number of vendors, and if you will be the exclusive XS Power Drinks vendor.

Step 3: Get Amway Approval

For approval submit your authorisation request form, available on www.amway.co.za, via your local Business Relations Co-ordinator or Amway Business Development Managers for approval from the Sales Manager or Business Conduct Manager.

Allow enough time to get your Amway approval, so request permission at least 15 working days prior to the event. For the purpose of the event it is compulsory to hire the XS Merchandising Display Kit for consistency in the promotion of the XS brand. The XS Merchandising Display Kit can only be hired from Amway South Africa and is only available to Platinums and above.

The XS Merchandising Display Kit consists of:

- Three XS flags and two Amway flags (2m high)
- One XS A-frame (2m x 1m)
- Two Cylindrical Bar Tables (shaped as the XS cans – 400mm x 400mm x 925mm)
- One Pull up Banner (850mm x 1m)
- One Gazebo (3m x 3m)
- One Folded Cooler Bag

Step 4: Order Your XS

You have the opportunity to sell XS at a variety of events, so research your event customers and determine the best XS merchandising to engage with them. When selling XS, hand out the XS flyer, in order to spread the news about XS Power Drink and its advantages over other drinks. The comparative mini flyer (Item No. 256831) is available at all points of presence and online.

Step 5: Get Your XS™ Merchandise

Your credibility and professionalism are vital assets in your event armoury. Visit your local Amway centre and www.amway.co.za to order some marketing basics including mini flyers, golf shirts, cooler bags and headphones!

Step 6: Assemble Your XS Team

Bring enough energetic ABOs fuelled with XS knowledge to make sure you maximise your impact on the event reach. You can also use the event as an opportunity to train and educate ABOs, even if they are just there to observe and support.

Step 7: Host Your Event and Get The Message Out

Be energetic, informed and make contact! Engage with the public, initiate conversations about XS and then create new leads. Remember to follow up with prospective ABOs. Afterwards, be sure to review what can be improved in your overall strategy.

Where To Host

The XS Sales policy will allow you to grow your business through taking part in events.

To find out more about the XS Sales Policy, please visit www.amway.co.za or contact your local Amway affiliate.

We are very excited about this new opportunity and we are here to support your endeavours. Through information, product support material and more, we will help you get up to speed with this Sales Event opportunity so that you can begin making money right away!

You are now well on your way to being fully equipped: you know how to get approval to set up your XS Sales Event; you know the kind of places where you can host a successful XS Sales Event and you can arm yourself with the perfect merchandise to ensure a professional image and great results.

For more information, visit us on www.amway.co.za

