



## **BOOTH & EVENTS SELLING: BEST PRACTICES**

Before you set up your booth, read through these tips that can help you achieve the best and most profitable results.

1. Purchase or hire a sturdy trestle table or similar table that fits within the events required space.
2. Drape the table with clean white (or black) fabric from your local fabric store (keep it simple: avoid patterns, which will distract from the product itself).
3. Arrange your product and display the posters and other sales material attractively. You can also purchase plastic display stands to highlight a certain product, but use them sparingly. Pull up banners for each product can also be purchased or rented. See Booth & Events section on Amway's website under "Resources" tab.
4. Avoid clutter and don't try to present too much. You can keep extra product in boxes underneath the table for easy access.
5. If you use props (such as flowers, etc.) remember that less is more. The props should be a support element for the product and not overwhelm the presentation.
6. Focus on one brand. If you're displaying more than one product, for example NUTRIWAY® and XS®, make sure that one brand is the "hero" of the booth.
7. Make sure you have enough product on hand for the event – but be conservative. Instead of buying a lot of full-size product, use samples whenever possible. If your customers can try something on the spot, or even later, they're more likely contact you for a sale. Sample XS in small cups, cut up Positrim Protein Bars® and use ARTISTRY® samplers. (Bring along a cooler to keep XS drinks cold) When handling food it is important to consider hygiene; make sure you use gloves and tongs, plus be very careful with storage.
8. Have plenty of order forms and business cards on hand plus have a notepad and pen to take customer details should they wish to be contacted after the event.
9. Dress appropriately for the event. Remember, you're representing your business and the product brand so you want to make a professional impression. Logo gear would be appropriate to wear.
10. Make sure you display the authorisation certificate provided by Amway in a prominent place, that way other IBOs will know Amway has granted authorisation.