

Host a SHOP.COM Overview

One way to increase visibility of your website is to host a party where you introduce people to the benefits of shopping on SHOP.COM. This type of event should be a fun environment where you highlight a few of the best features of your website for your guests and help them to sign up as Preferred Customers so they can start earning cashback and saving money right away.

You can call, text or email individuals but just remember to invite people one on one. To insure a successful event, you'll want to confirm attendance. Some successful confirmation techniques include:

- Getting people invested in the content of the evening. Let them know what they can expect to learn and ask them what they interested in learning about.
- Edifying the speaker of the event. This gets your guest excited to learn from and meet the speaker.
- Preparing your guests for what to bring. If your event will include shopping, they will want to bring their own laptop or tablet.
- Confirming attendance in a positive way. Never ask if your guest is coming, but rather, let them know that you are excited to see them there.

When you're event happens, make sure to be ready! Have the environment prepped with internet access and your laptop ready. A successful shopping event will happen in 3 sections:

Part One. Share some of the best features of SHOP with your guests. Great ones to highlight are: Cashback, comparative shopping, Stores, SHOP Direct, price alerts, hot deals, egifts, autoship and of course SHOPBuddy. You should familiarize yourself with these features first by viewing them on your own SHOP.COM website. If you prefer not to do a live demonstration, you can also share information from the "Internet Sales and Marketing Training: SHOP.COM features to customers" which is located on the Internet Marketing page of unfranchisetraining.com

Part Two: Register your guests as preferred customers. If guests brought their own laptops and tablets, go ahead and have them register on their own devices. For everyone else, register them using your own laptop

Part Three: Shop! If you are doing a general session, have your guests browse the site and look for something that they are in the market for. Help them to make their first online purchase. It can also be fun to host these events during specific holidays and have guests bring their holiday shopping list. You can host other themes as well. For example, host an Shopping Party dedicated to "Finding the best deals on groceries and household items", "Back to School" etc.

During your event, make sure to keep it a fun and relaxed environment. Don't forget to have guests take action during the event and share your information for future support and follow up.