

# Herbalife Shake Parties

Herbalife shake parties are a fun way to allow prospects to sample and learn about the Herbalife products while also providing the opportunity for duplication of the party and recruiting another host from each party. The following is a suggested materials checklist and a shake party guide. New distributors might be able to provide the entire list of suggested sample items and others might choose to do less. Please discuss any changes with your sponsor before making them.

## Pre-Event Materials Checklist

- Product Brochures
- Formula One Healthy Meal (choose 2-3 flavors)
  - Cookies & Cream SKU 3110
  - Dutch Chocolate SKU 3107
  - French Vanilla SKU 3106
- Lemon Herbal Tea Concentrate – SKU 0188
- LiftOff (Pomegranate Berry Burst and 1-2 other flavors)
- Protein Bars Deluxe
  - Chocolate Peanut – SKU 0365
  - Citrus Lemon – SKU 0366
  - Vanilla Almond – SKU 0364
- Vanilla Protein Drink Mix – SKU 1426
- Small Tablet Boxes – SKU 670A
- Herbalife Shaker Cups (set of 5) – SKU 647A
- 5oz Cups
- Blender
- Ice
- Puddings/Jell-O
- Teaspoons
- Napkins
- Empty Product Containers (for display)
- Business Cards

## **Pre-Event Preparing**

- Update the flyer with host, date, time, location
- Print out and cut your invitations
- Make a list of people to contact with their contact information
- Send AND hand-out invitations. Confirm who will be there and if they are bringing anyone with them.
- Confirm other distributors (if possible) to have more stories in the room.
- Print out health surveys
- Print out Personalize Your Program checklists
- Print recipes lists for new customers (for guests who purchase shakes for home)
- Place your label on all product brochures. Name, phone number, GoHerbalife website.
- Place your label on the inside of all tablet boxes
- Print the Herbalife Shake Party Host Plan and have it posted at the party, so attendees see the benefit of hosting a party.
- Decide on three shake flavors to sample at the party. Make sure they are WOW shakes that are simple to make.
- Have a pricelist and calculator
- Have program price per day and per meal sheet.

## **Event Day (Before guests arrive)**

- Setup a product display table in the main room of the party. This reminds guests of the focus of the party as they enter.
- Cut protein bars (all three flavors) into six pieces/bar and separate on different platters.
- Make several servings of each energy drink and chill in the refrigerator. Serve in small 5oz cups.
- Turn on upbeat, positive background music to keep the energy up.

### **Event Day (Party time)**

- Welcome the group and thank them for attending.
- Serve samples of energy drinks to start
- Open with key facts about Herbalife and short presentation on programs, Protein Drink Mix, snacks and choose one specialized nutrition line.
- Pass out Health Surveys and pens
- Pass out Personalize Your Program checklist
- Using the Prices Per Day sheet, breakdown the cost for each of the programs.
- Make shakes and serve in 5oz cups. Also make one shake in a shaker cup to show how simple it is.
- Pass out product brochures and talk briefly about the other targeted nutrition products.
- Show the price breakdown as a Preferred Member, “discounted customer.”
- Ask for questions
- Take orders
- Schedule for full Wellness Profile to do weight and measurements as there likely will not be time at the event.

### **Post-Event Follow-Up**

- Contact everyone who didn't show up to schedule individual meeting or invite to an upcoming party.
- Follow-up with new customers.
- Follow-up with those who did not buy yet filled out the checklist.
- Follow-up with those interested in hosting a party to get the date scheduled.

### **Virtual**

To host the event online, consider using a Facebook group to invite people to OR creating a Facebook “Event,” with a Zoom link. With Zoom you have the option to be more interactive than with a Facebook Live. Complete the steps without sampling, but going through the presentation and leaving time for Q & A.