



Papa Rock Stars Podcast

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[Episode 021] Never Open a Box Alone

It is JUST like Christmas! When the mailman or the FedEx person drops off that box the first thing you want to do is OPEN it!! Right?!? Here are a few reasons why you should wait...

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<https://PapaRockStars.com/box>

Training:

1. Didn't your Mama teach you to share?

One of the most FUN things to do with a new box of jewelry is to have people come to open it with you!! The excitement is contagious and ESPECIALLY if they like Paparazzi jewelry too, it is something they are not going to want to miss!!

All those pretty, sparkly items are just CALLING to them, AND they have a chance to get first dibs on anything in there. It is a great way to help spread the word AND get your friends and customers excited about coming to open the box with you!!

2. New, new, NEW

Along with getting amazing new pieces of jewelry to sell and show to your customers and friends, when you invite others to join you in opening a box, they see how much fun it is to "play" with your Paparazzi and they might want to host a party! Or better yet, join your team!! A lot of times, people don't believe how EASY our job is as a Paparazzi Accessories consultant but when they come and see firsthand that our businesses are fun, easy and profitable, then they will get excited too!!

3. Sell more jewelry

One of the fun things I've started doing lately is a Box opening! Customers and friends "buy" a box opening for \$10 or \$15 depending on the order size. This guarantees them 2 or 3 of the pieces in the box or from my current inventory AND they get dibs on the box to open and go through it. It is kind of like they are buying a Christmas morning whenever they want to! They get really excited and can even bring a friend too, but they usually opt to come alone so they don't have to share the jewelry with anyone else!

I'm sure that right now you are wondering if this would make a difference in your business at all. I mean, it sounds SO simple. Truly! BUT, what if it does?! What if this ONE thing got you a new team member? Or 10? What if opening a box with different customers or with your friends increased your sales every month? What if you never try? Will you know?

I can't say that I even know the answer to all those questions. I DO know that if you don't try, you won't know for sure either way. AND I know that no 2 customer bases are the same so what works for your customers doesn't always work for mine and visa-versa.

Let's look at this a different way. If it were Christmas morning, would you want to see the faces of the people you love as they open gifts? Do you want to sit outside, all by yourself and miss out on the fun? Of course not! By inviting your friends to join in the fun, you are sharing excitement and joy. Jewelry Joy. Asking them to help you with a box opening is a small thing, but it might mean a lot to them. AND the look on their face is SO much fun to watch! I love it!

Show Challenge:

Invite someone to join you in opening your next 2 Paparazzi orders! Share the results you have with us!