



PLANT: DAY 3



VIOLET EYEWEAR
UNIVERSITY

VIOLET EYEWEAR DECODED

UNLOCK THE POWER OF VISION



VIOLET EYEWEAR EXPERIENCE

THE EXPERIENCE

The Violet Eyewear Experience is an eyewear experience like no other. Enjoy the fun, frames, and fashion as you hang out with family and friends. Get tons of personal attention and the opinions of those who know you best.



The 5 Steps: <https://youtu.be/gX8nJ6zlff8>

Virtual Experience: <https://youtu.be/EaezUQ4gcsE>

Closing: https://youtu.be/x5KI5_6BY00

click the links to watch videos:



THE VIOLET EYEWEAR EXPERIENCE

ONE OF THE GREAT THINGS ABOUT THE VIOLET EYEWEAR IS THAT WE OFFER PERSONALIZED ATTENTION. YOUR CUSTOMERS CAN STOP FEELING RUSHED, CONFUSED, AND OVERLOOKED... THEY CAN FINALLY GET THE ATTENTION THAT THEY DESERVE. AND YOU CAN GROW YOUR BUSINESS AS THEIR VISION AMBASSADOR IN THE PROCESS. INTRODUCING A NEW WAY TO PURCHASE EYEWEAR!

THE VIOLET EYEWEAR EXPERIENCE IS A RELAXING, FUN, SHOPPING EXPERIENCE. OVER 30% OF PEOPLE REPORT ANXIETY AND STRESS WHEN BUYING EYEWEAR. NOW, THEY CAN FIND EYEWEAR WITH EASE WHILE ENJOYING THEIR OWN PERSONAL VISION AMBASSADOR AND PERSONALIZED EYEWEAR PLAN. THEY CAN EVEN INVITE THEIR FAMILY AND FRIENDS TO HELP.



PLANT: DAY 3

OBJECTIVES

Review The 4 Ways to
Experience VIOLET



Review 5 Steps of The Violet
Eyewear Experience



Memorize FAQ's



4 WAYS TO EXPERIENCE

The Violet Eyewear Experience is an experience like no other. Enjoy the comfort of home with your friends, family, and Vision Ambassador.



VIOLET EYEWEAR
GO EVERY WEAR™



In-Person Experience

Have Fun

Get together and have a great time while you eat, drink, and fellowship. Enjoy a time of fun, fashion, and frames.

Virtual Experience

Enjoy the Convenience

Interact with guests and hosts all over the country. A safe way to let your business go viral. No travel, location, or snacks required.



1-On-1 Experience

Focused Attention

Provide an up-scale experience in-person or on video conference. Cater to your guest by answering their questions and providing individual assistance.

Group Experience

Fellowship

Have fun and meet new people. Group experiences are a great way to network and shop at the same time.





VIOLET EYEWEAR
GO EVERY WEAR™

THE VIOLET EYEWEAR EXPERIENCE

THE 5 STEPS

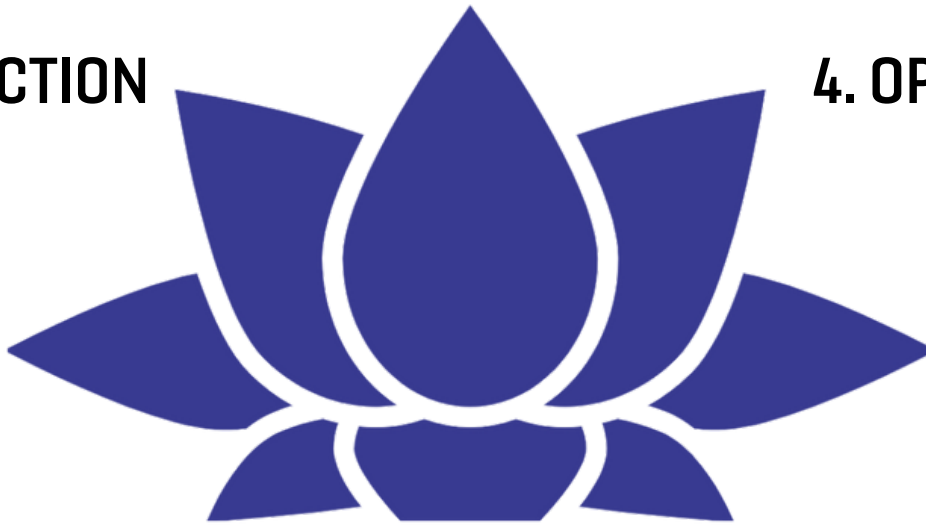
3. PRODUCTS

2. INTRODUCTION

4. OPPORTUNITY

1. SET UP

5. CLOSING



1 on 1



STEP 1: SET UP

LIVE GROUP EXPERIENCE

Ambassador Arrival

Arrive 30 minutes early for set up. First locate the area that the Violet Experience will be conducted. A table with chairs around it is the idea setting. Set up your mirrors, eyeglass display on the table. Make sure eyeglasses are cleaned of all fingerprints. Place brochures and guest profiles around the table. Make sure to bring enough pens for all your guests. As you are setting up, this is a great time to talk about the benefits of becoming a Vision Ambassador for your company. Tell your host a brief story about your experience as a Vision Ambassador and ask if this is something they have ever thought of doing?

Example: I have so much fun being a Vision Ambassador for Violet Eyewear. I was finally able to pay off my credit card bill. Have you ever thought about doing what I do?

Guests Arrival

Greet each guest as they arrive. Ask questions to learn a little about each guest. Have everyone sign in on the attendance sheet.

Look for early clues that a guest may be a great Vision Ambassador or Host (friendliness, bubbly personality, willingness to help you in some way, comments about needing extra money, frequent Violet Experience attendee, loves your product, etc.)

VIRTUAL

The set up for a Virtual Experience entails you gathering your materials, and samples for your virtual presentation. If you have decided to use power point slides make sure it is uploaded and ready to go.

Talk to your host via the phone or message about their interest in the company and any referrals prior to and after the Virtual Experience.

1on1

The set up for a Concierge Experience entails you gathering your materials, and samples for your guest. Make sure that you have the frames ready or pictures of the frames that your guest is interested in.

Make sure to talk to your guest about their interest in become a host and earning free or discounted eyewear.



VIOLET EYEWEAR
GO EVERY WEAR™

THE EXPERIENCE

THE 5 STEPS

STEP 2: OPENING

INTRODUCTIONS

Introductions

Welcome everyone to the Violet Experience. Thank the host for opening. Have everyone introduce themselves, how they know the host, and something interesting about themselves. Skip or shorten if there are a lot of guests.

Founder's Story

Tell Violet's Story. Violet Eyewear was founded by an eye doctor, Dr. Sylvia Jones as a creative, fun, new way to buy eyewear. Violet Eyewear is more than just eyeglasses, it is a family of like-minded individuals pushing to achieve our best life. Violet Eyewear is a Christian Based company founded around biblical principles and the concept of Millionaire Faith, With God Your Success is possible. We show love for our community through our Buy One, Bless One program for every pair you buy one is donated to someone in need.

Your Story

Tell a little about yourself. **Why I Joined? What I Love? Where I am Going?**
[In Life and with Violet Eyewear]

3 Ways to become a Violet Eyewear Enthusiast

Briefly mention there are 3 opportunities to become Violet Eyewear Enthusiast.

1. They can purchase beautiful high-quality eyewear
2. Host their own Experience and earn generous Host Rewards
3. Become a Vision Ambassador and earn extra income online and build your eyewear wardrobe.

STEP 3: PRODUCTS

PRODUCT DISCUSSION

Product Discussion

QUALITY: Our frames are crafted out of the highest quality materials. They are durable and long lasting.

FIT: Our frames are made with fit in mind. They are flexible, lightweight, and comfortable.

STYLE: Our frames are designed to embrace your style. They range in style, from professional to playful.

Let's Get This Party Started: Try on Violet Eyewear

For a Live Party: Pass out frames around the table and let the Guests try them on. Have the guests take notes on their wish list of those they like. Allow them to engage with each other as they pick out frames.

For a Virtual Party: Allow guest to try on glasses using our Online Virtual Try-On. If any guests have taken advantage of the _____ is the time to let them try on their frames via video conferencing. Allow guest to engage with each other as they pick out frames.

For Concierge: Allow guest to try on glasses using our Online Virtual Try-On. If in person, they can try on samples that you have in your kit. If any guests have taken advantage of the _____ is the time to let them try on their frames via video conferencing. Engage with guest to help them pick out the best styles.

Pick Top 3

Have the guest write their top 3 frames on the wish list.

Discuss Lens Options: Let them know about all their lens options so they can add to order.

NOTE: THE TRY 3 FOR FREE HAS BEEN DISCONTINUED



VIOLET EYEWEAR
GO EVERY WEAR™

THE EXPERIENCE

THE 5 STEPS

STEP 4: OPPORTUNITY

OPPORTUNITY

Two opportunities: Host or Join

On offer at every Violet Experience are hosting an experience or becoming a Vision Ambassador. The best way to present the opportunity is to tell little stories about a host and the rewards they earned. Or tell about an awesome experience involving you or a fellow Vision Ambassador. With every story that you tell you are sowing seeds. The more stories you tell the more seeds you plant. Your goal is to intrigue you guests so much that they ask you about the opportunity. This is a window of opportunity, that you want to take advantage of. Make sure to write your stories ahead of time and practice them.

STEP 5: CLOSING

CLOSING

Online orders: Have the guest take out their phone and go to violeteyewear.com to place their order make sure to give them the assigned Violet Experience number so they can enter it during check out. They will need to have their eyeglass prescription ready to upload if they are ordering prescription lenses.

One-on-one : There is a way to bridge the transition from Violet Experience to individual consultations. When you observe that guests are close to completing their order forms or have sent their orders online, you could ask:

"Is there anybody here who needs to leave early? Let me take you first to review your order and make sure everything is as you want it."

It is best to set up your individual consultation area separate from everyone so that you have a chance to promote the opportunity to everyone, book Violet Parties and it saves embarrassment for those who can't afford much.

Booking Time: As you accept the order from each guest, offer the host program and the income opportunity to the guest. Say something like:

"(Guest name), I'd love to offer you the opportunity to receive the rewards that we offer our hosts. You can earn free and discounted eyewear by inviting a friend to join you online."

When she agrees to host her own Violet Experience, now is the time to set the date and time, or at minimum a tentative date and time that you can confirm with her the next day. Give your guest a Host Rewards Program packet.

Opportunity to become a Vision Ambassador: If you have observed clues that the guest may be interested, now is the time to offer your support to get your guest started. You could say...

"(Guest name), I think you would be a terrific Vision Ambassador, have you ever thought about doing what I do?"

This question may be followed by objections answer them and proceed to the interview process if you have not received a hard no. [see interview process in the next lesson]

Departure: Refer to your *What to Bring* list to ensure you've collected everything that you brought with you. Glance around to make sure that you have packed everything.

Be sure to thank your host for their time and participation.

Hosts should never feel bad for having a low sales or low attendance Violet Experience. If this happens, reassure her by thanking her for a relaxing evening and remember to mention that she still has a few days to get outside orders from those who could not attend. If there was an overwhelming attendance, thank her for a great turnout. Make sure to always leave your host with a positive note.

Show Closing Date: A Violet Experience should be closed within 24 hours of the Violet Experience. Make sure all outside order money has been collected. Complete Violet Experience recap form and email to company within 48 hours of Violet Experience closing.

THE EXPERIENCE

THE 5 STEPS

STEP 1: SET UP

- Arrive 30 minutes early
- Set up mirrors.
- Arrange catalogs on a table with guest order form and wish list slip inside.
- Place a pen on top of each catalog
- Chat with the Hostess about her interest in the company and her Guests.

STEP 2: OPENING

- **Introductions** - Have everyone introduce themselves by saying their name, how they know the hostess, and something interesting about themselves
- **Founders Story**—Founded by an eye doctor as a creative new way to purchase eyewear. Christian based, Violet's Buy One, Bless One program. Empowering people and Enriching Families.
- **Your Story**— **Why** did you join? **What** do you love about Violet? **Where** are you going with the company?
- **Hostess Rewards** -Have everyone turn to the back of the catalog and explain how the hostess can earn discounted or free eyeglasses if her party totals more than \$300.
- **Violet Opportunity**— Simply say " Watch what I do today to see if it is something you would enjoy doing , if so we'll talk more about it during your individual consultation."
- **Sow Violet Seeds**— Tell short stories about hosting and joining throughout your presentation to increase questions and intrigue.



VIOLET EYEWEAR
GO EVERY WEAR™

STEP 3: PRODUCTS

- **Durable:** Our frames and lenses are crafted out of the highest quality materials. Making them durable and long lasting.
- **Comfortable:** Our frames are styled by an eye doctor with your comfort in mind. They are flexible, durable, and lightweight.
- **Stylish:** Our frames are designed to embrace your style. They range in color, shape, and size from professional to playful.
- **Try-on:** Either live, or virtual try-on. Let them

STEP 4: OPPORTUNITY

- Drop seeds throughout your presentation about hosting or joining. Look for interest , and windows of opportunity as guests ask you questions about the Violet Experience.

STEP 5: CLOSING

- Have Guest pull out their phones go to **VIOLETEYEWEAR.COM** and place their order. You will receive an itemized receipt that you can submit to insurance for reimbursement. We accept **FSA and HAS**
- Discuss purchasing the extended warranty and the methods of payment. Comes with 45 day warranty Orders will be shipped from the company and can be expected to arrive **2 weeks** from the order is received at Violet Eyewear.
- If the Guest is ordering prescription lenses make sure they upload a copy of their current eyeglass prescription.
- **Individual Consultation:** Before Guests, leave have each come over so that you can check over their order. Discuss if they are interested in joining or hosting a party. Book party's at the party, get all the Hostesses information
- Thank the Host and the Guests for coming. All parties close 24 hours after the party



VIOLET EYEWEAR

TOP 10 CUSTOMER FAQ'S

CAN I USE MY FSA OR HSA?

1. Yes, eyeglasses are a medical expense.



HOW DO I GET MY FRAMES ADJUSTED?

Unfortunately, by law your Vision Ambassador can not adjust your frames. Most local opticals offer eyewear adjustments for free. The best option is to visit the optical where you got your eye exam.

CAN I GET A DISCOUNT?

Hosting a Violet Experience is the best way to earn free or discounted eyewear. Take advantage of our Generous Host Rewards!

HOW SOON WILL I GET MY EYEGLASSES?

Within 2 weeks of a completed order. If ordering prescription eyewear, we must have your prescription and picture for measurements.

CAN I USE MY INSURANCE?

Sorry we do not accept insurance, but will provide you with an itemized receipt for you to submit for reimbursement.

DO THEY HAVE A WARRANTY?

All our frames come with a 45 day warranty. You can extend it to a 1 year warranty if you like.

WHAT IF I WANT MULTIPLE PAIRS?

No worries, purchase as many as you like. If you are on a budget, consider hosting a Violet Experience or becoming a Vision Ambassador to earn free product.

LOOKS LIKE FUN HOW DO I JOIN?

Go to www.violeteyewear.com/join to get started!

CAN I PUT MY PRESCRIPTION IN THE GLASSES?

Yes, prescription lenses can be added to your glasses. Simply upload the prescription and a picture of your self for measurements.

HOW CAN I SEE AND TRY ON THE FRAMES?

Try on your Vision Ambassador's Samples, or use Violet's Virtual Try-On at www.violeteyewear.com.

GO EVERY WEAR™