

Host Enrollment: Earn a Kit

Situation

Buy — Host — Join

Great customers make the best Hosts. Great Hosts make the best Consultants!

**"I love, love, love it!" —
Trista D.,
Scentsy Consultant**

Strategy & Tactics

**"It just makes sense!
People are so much
more likely to jump
when it's free. A lot
of Hosts that said 'no'
before are saying 'yes'
now!" — Rachele P.,
Scentsy Consultant**

Most Scentsy Consultants join because they fall in love with our products, but they don't always become a Consultant right away. Here's the typical cycle:

1. Buy:

Customer is introduced to Scentsy products, makes a purchase and falls head over heels. They need more Scentsy and reach out to their Consultant.

2. Host:

Consultant asks returning customer to host a Scentsy event, so they can share the Scentsy love with friends and family — and earn Host Rewards (free and half-price products) based on their party sales.

3. Join:

Host sees how easy it is to run a Scentsy business firsthand; Consultant asks Host to become a Consultant and join their team.

The move from Buy to Host is an easy conversion to promote — after all, Scentsy Hosts can get their must-have products half-price or free! **But we needed an option to help facilitate the jump from Host to Join**, one that would provide Consultants with a new, compelling reason to share the Scentsy opportunity.

We all need a friendly nudge forward sometimes.

We set out to provide a clear and easy path for a Host to become a Consultant, removing common barriers and adding exciting incentives, to give interested Hosts the nudge they needed.

Create a clear, convenient and enticing path for Hosts to become Consultants.

Help Consultants grow their teams by adding incentives to enrollment.

Host Enrollment: Earn a Kit

Every Scentsy Host has the chance to earn incredible Host Rewards — free and half-price products — based on their party's sales. We created the Earn a Kit option to allow them to apply their earned Host Rewards toward becoming a Consultant and getting a Host-Exclusive Starter Kit, which includes all the tools they need to launch a Scentsy business. **For the first time ever, Hosts could join Scentsy (for free!) by helping their Consultant throw a successful event.**

We all love an ice cream sundae, but we want the cherry on top! We knew a free or discounted enrollment would make the Scentsy opportunity irresistible to prospects who struggled with the typical cost of enrollment, or for those who simply wanted that little bit extra.

And, just as with earned Host Rewards, the cost of the Host-Exclusive Starter Kit and free enrollment would not be deducted from Consultant commissions, but be entirely covered by Scentsy.

Attract new party Hosts with a stepping stone to becoming a Consultant.

In the 12-month period before we launched the Earn a Kit option, only about 25% of party orders had a true customer Host. Most party orders were submitted directly by the Consultant, so they were missing out on that key opportunity to give prospects an insider look at how a Scentsy business is actually run.

The Scentsy party is where prospects often experience "I can do that!" moments of belief, encouraging them to become Consultants themselves. By offering the Earn a Kit option, we would attract a greater number of Scentsy customers to host their own Scentsy event. And existing Consultants would have a new, compelling reason to share the Scentsy opportunity.

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**"I love it. It is my
main recruiting tool!
This has made a huge
difference for me!"
— Jennifer B.,
Scentsy Consultant**

Create incentive for Hosts to reach the minimum party sales amount needed to earn their Starter Kit.

We set up the Earn a Kit option to require a minimum amount of Host Rewards to apply toward a free enrollment, but also included the option to apply a partial "payment" of Host Rewards, so they could enroll and get the Host-Exclusive Starter Kit at a discounted price.

We knew that for some Hosts, this opportunity to join Scentsy for free through their earned Host Rewards would light a fire under them to invite more guests, engage more during the party and share more Scentsy love — which would result in a higher party total and more Consultant commissions.

Upgrade the system to create a clear, convenient path for Hosts to enroll.

We created a simple system for enrolling a qualifying Host by allowing the Consultant to add a Host-Exclusive Starter Kit to the party order, which would automatically apply the earned Host Rewards needed to redeem it. If the Host had earned more than enough rewards, they could redeem the rest for Scentsy products. If they didn't have enough rewards, the system would provide a balance so the Host could pay the difference needed to claim their kit. Host Rewards could even be applied to the tax and shipping costs!

Even after enticing a Host to become a Consultant, we knew a clunky or time-consuming enrollment process could result in abandoned enrollments. So we streamlined it further, pre-populating nearly half of the required fields by pulling the Host's information directly from their party details.

Results

Not only do we have more Hosts becoming Consultants and an overall increase in recruiting, our existing Consultants love the Earn a Kit option!

We increased the number of Hosts who enroll as Consultants.

In 2019, we experienced **41% more Host enrollments** than in 2018.

We doubled the Host enrollment percentage of total enrollments.

In 2019, Host enrollments accounted for **20% of total enrollments**, up from 10% in 2018.*

We increased the retention period of new Consultants.

In 2019, the average tenure for a Consultant who joined through the Earn a Kit option was 5.5 months — **22% longer** than those who joined in 2018.

*We factored out enrollments during anniversary promotions in May and September to compare the standard enrollment experience to the new Earn a Kit option.