

## CommentSold | Case Study

# PURE ROMANCE

How one direct sales consultant increased in-home party sales and decreased time fulfilling orders with CommentSold

# About

Ashley Livermore has been selling [Pure Romance](#) products for 15 years. She is a mom of two daughters and a former school teacher who was struggling to pay off her student loan debt and cover the expenses of a babysitter while she was away at work. Ashley was looking for part-time income to supplement her full-time teaching salary, and she began selling adult products for women to make a little extra money.

Ashley moved up from living in a trailer with limited income to earning six figures as a full-time Pure Romance senior executive director, team leader, and consultant. She specializes in selling bath, beauty, massage, and lingerie products to a devoted customer base of female shoppers. She leads a multi-million dollar team and works her business through parties, virtual selling, reorders, and corporate training.

Pure Romance has 45,000 active partners all over the globe who work to empower, educate, and entertain guests at hosted parties. The direct-sales company offers personal care products, bedroom accessories, and more.



15

**years Ashley has  
worked for PR**



45K

**how many consultants  
PR has**



\$800

**increase for in-home  
party sales**

# Challenges

## Finding a Work–Life Balance

As a Pure Romance consultant, Ashley was hosting virtual and in-home parties several times a week. She struggled to strike a balance between following up with customers and hosts, fulfilling orders, and planning for up to 30 parties a month. She said she spent every day of the week trying to catch up and complete tedious tasks, such as responding to numerous individual messages from people wanting to place orders. She had stacks of order forms all over her house and admitted that the work felt exhausting.

## Being Spread too Thin

Ashley began experiencing the pain of being pulled in too many directions when she began incorporating virtual parties into her offerings with Pure Romance. Her time was limited, and she devoted much of it to following up with customers, writing down each of their individual orders, sending payment reminders, and reaching out to hostesses to get them their rewards codes.

## Spending Time on Tedious Tasks

Before CommentSold, Pure Romance flash sales used to take two weeks to complete. After selling a product, she'd have to spend time invoicing, collecting payment, fulfilling orders, weighing the packages, and printing shipping labels. Checking in with customers and keeping tasks organized began to take a toll, and while she was seeing tremendous success, her time was being stretched thin.

“It’s not as hard when it’s like 20 customers, but when you’re talking hundreds, it winds up being a really hard process just to grab someone’s order form,” Ashley said. “You’re sorting them alphabetically and you’re trying to write things down... stuff goes missing.”



# How CommentSold Helped

1

Ashley said using CommentSold has saved her a ton of time, and fulfilling orders has become seamless. She has more time to focus on selling and building relationships with customers and party hostesses instead of multitasking and trying to complete an endless amount of fulfillment duties at once.

2

Ashley has more flexibility in how she wants to work her business because of automated process, like instantly turning comments into shopping carts and using an overlay on her live sales to let viewers know exactly what to comment to cart their items. She uses the CommentSold Dashboard to keep track of all of her inventory, orders, and shipments in one place.

3

By live selling, social selling, and using CommentSold to send automatic invoices and simplify order fulfillment, Ashley now runs six in-home parties a month instead of 30. She is able to stack hostesses for virtual parties by utilizing CommentSold to live sell in her Facebook Group. She's freed up time to devote to coaching other Pure Romance consultants, as well as building up her personal brand and selling through social media and her webstore. She also has more time to spend with her daughters.

# Taking Control of her Time and Brand with CS Automated Features

Ashley said using CommentSold has saved her hours every day, and she utilizes automated marketing features to “set it and forget it.” She sold 60 bottles of her favorite Pure Romance product, [Chafe Escape](#), while she spent the day with her family at the waterpark. She posted a photo of herself with the product on Instagram, and comments came pouring in from people wanting to buy the item.

With CommentSold’s Instagram selling features, an invoice is automatically sent to each customer via DM, and they’re able to check out without sellers like Ashley having to lift a finger.

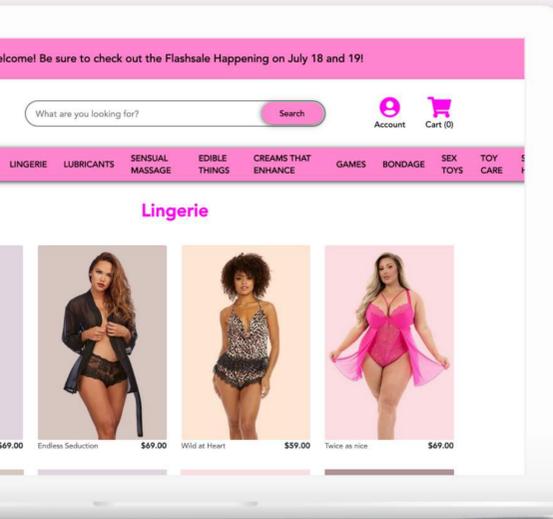
**“I didn’t have to take any orders,” Ashley said. “I was so present with my girls all day long, I had a great day, and there was over \$1,000 in orders sitting right there ready to be processed.”**

This freedom has allowed Ashley to shift her focus to building up her personal brand and online presence. She was able to hire a personal assistant and said CommentSold offers a support system that has helped her thrive. Ashley said CommentSold is best utilized when Pure Romance consultants know their product lines really well so they can focus on being educational, engaging, and entertaining during their virtual and in-person parties.

**“It’s life-changing,” Ashley said. “What the system allows me to do is it allows me to socially sell and not have it take so much time. It just makes it easy.”**

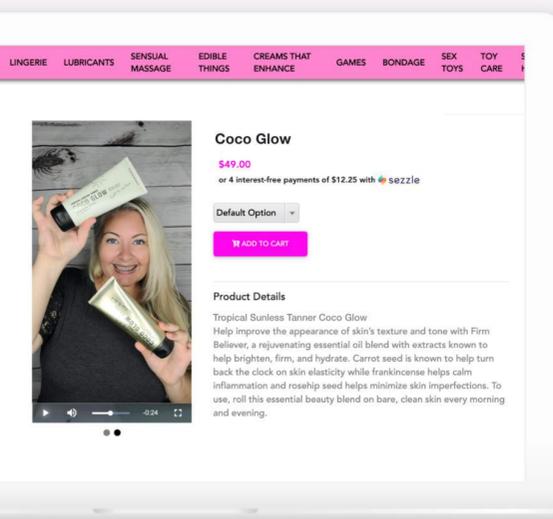
# CommentSold Features Ashley Loves

## CommentSold Webstore



Ashley directs her customers to her webstore, [vip.commentsold.com](http://vip.commentsold.com), because she's able to customize it and brand it the way she wants. Ashley is able to showcase her voice and face throughout the website, adding a human element and the ability to differentiate herself from other Pure Romance consultants.

## Fit Videos



CommentSold [automatically attaches](#) a video clip of a previous live sale to products in the seller's online store. Ashley's customers are able to see her using, wearing, describing, or demonstrating a Pure Romance product as they are scrolling through the item on her website.

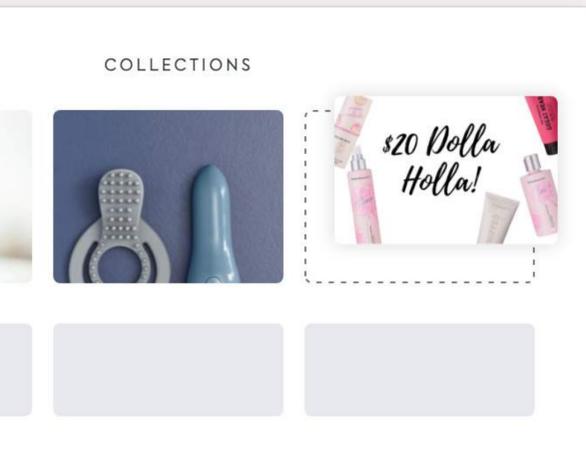
## Buy Now, Pay Later for In-Home Parties

Ashley uses CommentSold's payment integration with Sezzle for her in-home parties as a payment plan option for customers. She said her in-home party sales have increased by an average of \$800 since she began incorporating CommentSold.



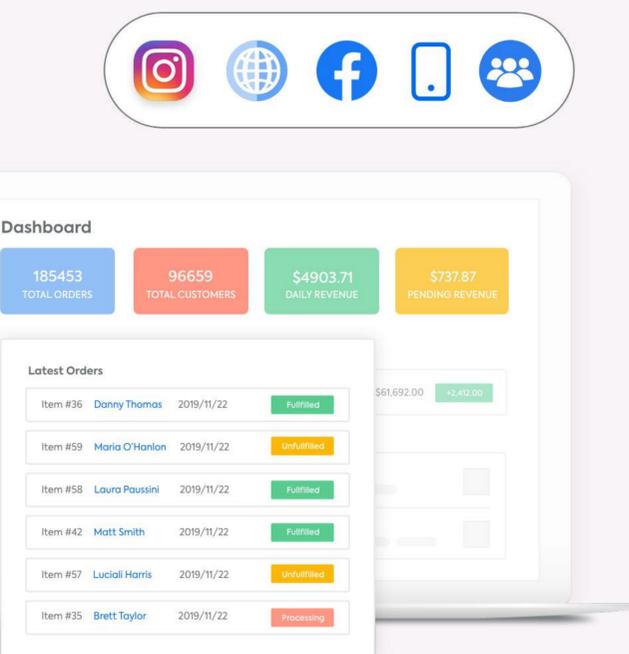
## Collections for Flash Sales

Ashley used to spend an average of two weeks on a flash sale, and now she spends two days or less. The ability to duplicate products using the CommentSold Dashboard, and sort them into collections for each sale, has saved her hours and lightened her workload significantly.



## Inventory Management

Ashley's customers like to shop in different ways, from virtual parties in her Facebook VIP group to shopping wall drops, buying from her webstore, or commenting on her Instagram posts. Having a centralized location to house, update, and manage her inventory has helped keep her organized.



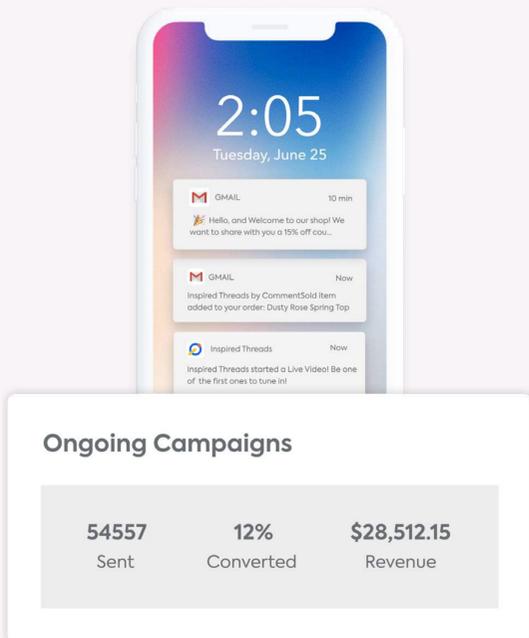
## Overlay for Live SalesParties

Ashley recommends getting a barcode scanner if other consultants want to live sell. This has cut down on the amount of questions regarding pricing or what customers need to comment to cart the item they want. When she scans a product, the details pop up on a text overlay during her live video, so pertinent details are on display as she's demonstrating each item.



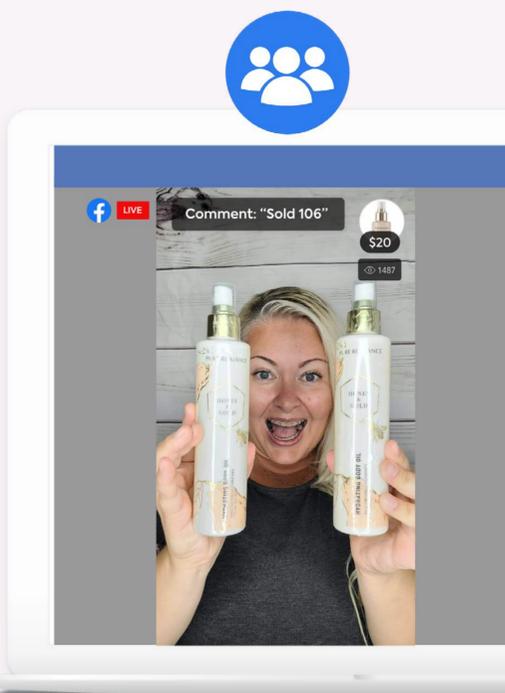
## Marketing Automation

Utilizing coupon codes, “set it and forget it” marketing communications, and integrations with her webstore and other selling channels has helped Ashley grow her personal brand and maintain relationships with her customers while she focuses on making sales, coaching her team, and spending time with her loved ones.



## Live Selling in her Facebook Group

In her Facebook VIP Group, Ashley goes live 2-4 times a month. She does unboxing videos, models products in her Lingerie Lives, tests products, and hosts virtual parties in her Facebook Group using CommentSold’s live-selling capabilities. Ashley is able to host live, virtual parties for multiple hostesses in one day by utilizing the overlay feature to instruct viewers to include the party host’s name in their comments when they reply “sold” on an item they want to buy.



Incorporating CommentSold into her Pure Romance business has helped Ashley strengthen relationships with her hostesses and create a sense of urgency among customers attending their parties, both in-person and virtually.

Streamlining her live and social selling helps with instant gratification—customers don't have to ponder what they want to buy for days. They can comment "sold," receive a DM with a link to checkout via her branded online store, and she no longer spends hours invoicing or wrangling order forms.



**COMMENT** Sold

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grow your sales seamlessly.**

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