

Host Rewards Announcement

Final Script

Length: 11:48

Jean:

Hello and Happy New Year! I'm Jean Jonas, Sr. VP of Sales and with me today is National Executive Director, Nancy Jo Ryan. We have a very exciting announcement that we are eager to share with you.

Nancy Jo:

I'm so excited to be here to kick off the New Year and share this exciting news.

Jean:

One of our goals last year has been to simplify our business. It's so important to make things easy and fun! Last year we simplified the career plan, the materials in the new consultant kit, the incentive earning model – so many things!

Nancy Jo:

And now the Home Office is simplifying something at the heart of our business. As you know, the cooking show is where so much of the magic happens. And nothing is more important than our Hosts who open their homes, so we can show off our wonderful products and recipes to their friends and family. Having hosts who are excited about hosting shows is fundamental to success in this business – and I'm proud that I've never had a host be disappointed about the amazing benefits they get for hosting a Pampered Chef Party.

Jean:

I agree, Nancy Jo. We are very proud of our Host rewards program – and we are known for having one of the most generous plans in the industry. Today, it's my privilege to share that we are simplifying our Host program to make it easier for you – while making it even more generous for your hosts! So beginning March 1st, we will have a new Host Rewards program in place. Nancy Jo and I are going to walk through the changes to the plan – but I want to assure you that you will find all this information in full detail posted on Consultant's Corner on the New Host Rewards page starting later today. Now let's look at the New Host Rewards!

We have focused on three main areas when updating the Host Rewards: simplifying the plan; increasing the rewards; and keeping the rewards coming for bookings after the show!

So let's begin with simplifying the plan...Catalog and Cooking Shows will now all have the same great free product value rewards. This means that free product value will be shown in a single column instead of the two columns that are now on the Host Rewards grid.

Nancy Jo:

I love this because it just makes it even easier to get right to the point: hosts love getting FREE products. I also love that it fits with the way the business is evolving – which is however YOU want it to be.

It works with a Facebook Shows, a Catalog Show or a Cooking Show. And this will make host coaching so much easier too! Here is how it works...catalog shows will now get \$10 more in Free Product Value at every level. So every level gets higher rewards than today with a catalog show. And with our Cooking Shows, hosts keep every bit of their full Free Product Value benefits they have today when shows are at least \$500 or more – and that's where you want your shows to be. Even if your show is less than \$500, the Free Product Value goes down by just \$5. Maximize your host coaching and help your hosts aim for a \$500 Show or higher.

Jean:

One other thing to note: you can see that the lowest level for a qualifying Show has been increased from \$150 to \$200. This makes it simple and clear by having all levels in \$100 increments for easy reference. But, in case if you are wondering, the active status minimum requirement will remain at \$150 per month. That has not changed, this is about Shows only!

Nancy JO:

I'm very excited about this next reward. For the first time ever, every single level now will get a half price item AND, every level will be getting an additional half-price item. You heard that right – the first level now has its own half-price item. AND, every level thereafter has actually increased the number of half-price items by one – meaning hosts can get up to FIVE half price items in all. I can't speak for everyone but I know that, for me, this is going to be huge for my hosts. They love their half-price items and they love use them up – so they're going to love to use this benefit.

Jean:

I just love hearing Nancy Jo's enthusiasm! You will be happy to know that hosts can continue to receive up to 30% off their order and we will keep offering monthly Host Specials to help hosts secure a date in a given month. One of the Host Rewards that is near and dear to my heart is the Kit Credit offer. Kit Credits allow any host to use some of their free product value towards the purchase of the New Consultant Kit...rewarding them with a new business and opening the door to an amazing opportunity! Currently the Kit credit values are \$20 and \$40 and can only be applied to the \$159 kit. On March 1, we will be increasing the amount of free product value that can be applied to a kit credit to \$25 and \$50. AND NOW, for the very first-time the \$25 credit can also be applied to the purchase of a mini-kit. So your Hosts that are interested in the opportunity and joining your team now have an even better incentive!

Nancy Jo:

And the benefits don't stop when the Party is over! I love the Booking Benefit because it's a great way to keep the momentum going with your existing hosts. It's a great thank you reward to a host when their friends book a future Party. But at times it can be limiting because it's tied to the Host Special designated for each month – that can make it tough to book in close. In the new host plan, all future parties booked from the current party allow your past host to choose ANY item in the catalog at 50% off when they shop at their friend's future party. They can pick anything!

In fact they are calling it the "future party pick". It's like having an "Anything month" ALL the time! Every future booking that is submitted with the party will give the host an additional half-price item when that party is held. AND now, it will be much easier to get future bookings to book in close because the past host can select anything they want.

One of things I love most about this is that their friends can all book parties in the same month, and your original host has the flexibility to choose from any item they want! This is going to help all of us book more shows closer in!

Jean:

I think Future Party Pick exactly telegraphs the value of this new booking tool – and your past hosts will also continue to enjoy their 10% discount for one year. There is one more change we've done in the spirit of simplification and to support another goal we had for 2014. Our goal was to keep guest shipping flat even as shipping charges continue to rise.

After careful review, the only way we are able to keep guest shipping flat is to do something most other Direct Selling companies have been doing for some time now. That is to now apply the same standard guest shipping rate of \$5.25 to Hosts as well. The Pampered Chef Canada introduced this last spring and you will be happy to

know that it has not impacted their business in any negative way. The Canadian Consultants have assured us they have not had any issues with getting bookings due to Hosts paying shipping. With this approach it allows one clear and simple message for everyone placing an order, all orders placed on the Show pay the same shipping rate of \$5.25. The non-contiguous U.S. locations will remain the same rates as they currently are; they will just also now be applied to the Hosts.

Nancy Jo:

I know some of you would rather not have a charge for hosts – but the reality is that many of them really don't understand they're getting free shipping anyway. And, they would rather have the richer rewards – which are much more valuable – than the five dollar and twenty-five cent shipping charge. Plus, it just makes it straight forward to explain—everyone pays the same amount for shipping. It will be easy to understand. Please do not place any emphasis on the shipping costs “once” being free. My best advice is for you is to focus on how much greater the rewards are when booking a show. Bottom line...the new simplified Host Rewards offers more rewards for our Host and more reasons for them to book more shows! I'm so excited for the new Host Rewards, and I am sure you and your Hosts will be too once you start promoting March Parties. I think promoting shows and parties will now be as easy as it is fun!

Jean:

As you can tell Nancy Jo and I are so excited about the new Host Plan that goes into effect on March 1st., but right now we want to make sure all of you have the rest of this month and next month booked full of shows! Right Nancy Jo?!

Nancy Jo:

Absolutely! We want to make sure you maximize your income right now and also take full advantage of all the rewards for your Hosts, your guests, and YOU!

Jean:

So, I want to remind you that in January you can earn new Spring products, through the Free-for-All promotion. You can find all the information on this promotion in the January CN or on Consultant's Corner. With the new Host Rewards we have an updated Booking and Recruiting Slide.

It has a new fresh look and is a great tool to use to book shows at your Shows as well as invite others to join your team...So, we want to give you an opportunity to earn it for free! Just submit 2 Shows this month and we will be sending it your way with the new products you earn as well!

But that's not all...in February you can earn the popular Brownie Pan and Mini Nylon Serving Spatula by submitting 2 shows. ALL great reasons to book more shows in January and February...let's kick-off the new year strong!

Nancy Jo:

I love it! January is HOT...and you can earn New spring Products for Free AND the New Booking and Recruiting Slide! If you don't use the Booking & Recruiting slide – you should. It's a great way to bring up both hosting and joining your team at your shows.

Jean:

Are you ready for one more simplification? Starting in March, the Guest Special applies to ALL orders! This means any order, whether associated with a Show or not, qualifies for the guest special! Today, the guest special is restricted to show guests only. But your customers can purchase Pampered Chef product anytime they want through your Personal Websites so we want the guest special to be available to everyone. This will be a great value for your customers!

2014 is going to be magical. Set your goals and make this your year! I look forward to seeing you at Feast in February

Nancy Jo and Jean:
Bye for now!