

Customer Care Call Outline

(Adapted for Spring 2008 Contact Blitz)



This outline includes sample words you can choose from – you won't say them all! Your personal enthusiasm, a genuine interest in your customers and reliable follow-up are all key to your success. (Use the blank lines to add your own ideas.)

Introduction

Hi, this is _____ from The Pampered Chef®. Have you got a minute for a quick update?

Build Rapport (choose one of these statements, or write your own)

- "I haven't talked with you since _____'s Cooking Show. So this is what I call my 'out of the box' call. I'm checking to be sure your products are out of the box and making your kitchen time easier and faster. How are you enjoying your new (product)?"
- "We met at _____, and I've been thinking since then that I wanted to take a minute to touch base with you and share just a little more information about what's happening with The Pampered Chef®. What's going on in your world?"
- _____

Introduce Current Information

- "Normally I get in touch with customers at this time of year to let them know about new products, specials, and the latest news from The Pampered Chef®. Can I give you a quick update on what's happening right now?"
- "We've just introduced some great new recipes that make mealtime and entertaining easier than ever, and I've been having guests help prepare the recipes at the Show. They love using our products for themselves and the Shows have been so much fun! And our Spring/Summer catalog is out with more than forty new products!"

Offer the Business Opportunity First

- "I've been enjoying my business so much, I promised myself that I'd invite everyone to check out the opportunity we offer."
- "This is a time of year when we're looking for people who might be interested in earning some extra income, or having some fun with a business like ours."
- "On top of the great commissions and new Consultant rewards you would already earn as a Pampered Chef® Consultant, we've added even more if you join in the month of May! Can we get together so I can tell you all about it?" (See Consultants Corner for promotion details.)
- _____



If you haven't discussed the opportunity before:

- "I don't know if you've ever considered a home-based business, but if I gave you a little information about our company, would you be willing to take a look at it?"

If you have discussed the opportunity before:

- "We've chatted about this before, and I can't think of a better time for you to give this business a try. Could we talk some more about it?"

If they're not interested in the opportunity now:

- "If The Pampered Chef® isn't for you right now, do you know anyone who might enjoy a home-based business?"

Talk About Hosting

- "This would be a wonderful time to get some friends together for a Cooking Show and you'd get to see all our new products."

Customer Care Call Outline (cont.)

- **To book May Shows:**

"Every year, we dedicate the month of May to raising funds for breast cancer education and early detection programs through our Help Whip Cancer® campaign. In addition to our regular product line, we sell some fun, practical pink products and donate a portion of the sales to the American Cancer Society®. Since 2000, our Consultants and customers have raised more than \$6 million for this worthy cause. When could we gather some of your friends to do a Help Whip Cancer® Cooking Show?"

- **To book June/July Shows:**

"We have some absolutely perfect recipes for summertime. I'll bet your friends would love some fresh ideas for warm weather meals and holiday parties. Here are two I'm really excited to share: (list your top two summer recipes.) I'm so excited at how much our hosts can receive for free, and best of all, you get to pick exactly what you want. No pre-determined host gifts, just your own choice! What do you think?"

Offer Other Possibilities

If the customer doesn't book a Cooking Show right now, offer other possibilities. For example:

- **Catalog Show**

"You know, I'd still love for you to earn free products. Did you know that you can receive great host benefits just by sharing catalogs with your friends, family, neighbors and coworkers?"

- **Host Referrals**

"Our host program is so generous! Can you think of anyone who might really appreciate the chance to earn free products—maybe a family member, someone whose budget is a little tight right now, or a friend who really enjoys gathering friends together?"



Plan the Next Contact

"I want to be sure I provide service that's just right for you."

- *"Are you interested in staying updated on our specials and new products?"*
- *"What number do you prefer to be called at, and when is the best time to reach you?"*
- *"The Pampered Chef® has a wonderful Wedding Registry with rewards similar to our Show host rewards. Who do you know that's getting married or has a child who's getting married?"*

Close with Sincere Appreciation

"Thanks so much for taking the time to talk with me today. I truly appreciate your enthusiasm for The Pampered Chef®. Don't hesitate to call me when you need anything."

- _____
- _____

Message for Voicemail

"This is _____. Sorry I missed you! We've got some things going on with The Pampered Chef® that I was excited to share with you. I'll try again later. Just in case you need my number, it's _____, or you can go to my Personal Web Site at _____."

