

# Connect with Customer Care

*Making connections through customer care is a smart business habit. It's easy to structure any call by focusing on **current promotions, recruiting and hosting**. Of course, you'll adjust what you say based on how the customer responds.*

*This simple outline includes sample words to get you started – be sure to add your own ideas. Your personal enthusiasm, a genuine interest in your customers and reliable follow-up are all key to your success.*

## Introduction

"Hi, this is \_\_\_\_\_ from The Pampered Chef®. I'm making some customer care calls today. Have you got a minute for a quick update?"

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## Build Rapport

A. "I haven't talked with you since \_\_\_\_\_'s Show in \_\_\_\_\_, 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 have you been enjoying the \_\_\_\_\_?"

B. "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® at this time of year."

C. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 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 tell you about what's happening right now?"

### 1. New Theme Shows

"We've just introduced three great new theme Shows that help customers find easy mealtime solutions in the midst of busy family schedules."

### 2. New Products

"Our new product introduction this season is one of the best I've ever seen."

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### 3. Wedding Registry

"The Pampered Chef® has a wonderful Wedding Registry where couples can earn up to \$200 in free products by registering for gifts on our online Wedding Registry. Who do you know that is getting married?"

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Whatever new information you share, tie it to the business opportunity, hosting and all the services The Pampered Chef® has to offer.*

## Offer the Business Opportunity

1. "These new Shows are so fun and so easy, it made me think what a terrific time this would be to get started as a new Pampered Chef® Consultant ..."

2. "These new products are so exciting that I couldn't help but think what a great time this would be to get started in a Pampered Chef® business..."

3. "I've enjoyed my business so much, I promised myself that I'd invite all my customers to check out the opportunity we offer."

4. "Being part of The Pampered Chef® has been wonderful for my family and me because of \_\_\_\_\_."

5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***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 previously:***

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

***If they're not interested in the opportunity right now:***

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

**Talk About Hosting in the Context of the Current Season**

"If the business isn't for you right now, this would be a wonderful time to get some friends together at a Cooking Show *(to see the new products, experience one of the new Theme Shows, taste new recipes, combat winter cabin fever, welcome spring, etc.)*

"I'm so excited at how much our hosts receive for free, and best of all, you get to pick exactly what you want. No pre-determined host gifts, just your own choice! Most of my hosts receive at least \$ \_\_\_\_\_ free. What do you think?"

**Offer Other Possibilities**

*If the customer cannot book a Cooking Show right now, offer other possibilities. For example:*

**Catalog Show**

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

Ask: \_\_\_\_\_  
\_\_\_\_\_

**Host Referrals**

"Our host program is so generous! Can you think of anyone who might really appreciate the chance to get free products *(maybe a family member, someone whose budget is a little tight right now, or a friend who's really a party person)?*"

\_\_\_\_\_  
\_\_\_\_\_

**Plan the Next Contact**

*You can do this at the end of a phone conversation, or at a Cooking Show as you complete each person's order.*

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

- "Would you like a personal invitation to see the new spring/fall/midseason products at my open house?"
- "Are you interested in staying updated on our specials and new products? *(If yes)* Would you prefer to be updated each season or once a month?"
- What number do you prefer to be called at, and when is the best time to reach you?
- Other services you might offer:

\_\_\_\_\_  
\_\_\_\_\_

**Close with Sincere Appreciation for Your Customer**

"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. My personal web site address is \_\_\_\_\_."

**Message for Voice Mail**

"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 address at \_\_\_\_\_."

**Track Your Contacts**

*Use the customer care log phone log in Recipe for Success or Contact Management in Pampered Partner®. See the Building your Bookings chapter in Recipe for Success for more customer care call word choices.*