

# Customer Care Call Outline

## Customer Care Calls

*This simple outline includes sample words to get you started – but your own ideas are crucial. Your personal enthusiasm, a genuine interest in your customers and reliable follow-up are all key to your success. (Use the blank lines for your own word choices.)*

### Introduction

*Hi, this is \_\_\_\_\_ from the Pampered Chef®. Have you got a minute for a quick update?*

### Build Rapport *(Use one of these, 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. 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® at this time of year.”*
- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 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?”*

### New Recipes and Theme Shows

*“We’ve just introduced three great new theme Show recipes that help customers with easy mealtime and entertaining solutions.”*

### New Products

*“Our new product introduction this season is one of the biggest and best I’ve ever seen, and I wanted you to be one of the first to hear about it!”*

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\_\_\_\_\_

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

- *“I’ve enjoyed my business so much, I promised myself that I’d invite all my customers to check out the opportunity we offer.”*
- *“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...”*
- *“Being part of The Pampered Chef® has been wonderful for my family and me because \_\_\_\_\_”*

**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. Would you like to talk some more about it?”

**If they’re not interested in the opportunity now:** “If The Pampered Chef isn’t for you right now, does anyone come to mind who might enjoy a home-based business?” \_\_\_\_\_

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# CUSTOMER CALL OUTLINE (CONT.)

## 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, 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! What do you think?"*

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## 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 have 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 get 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."*

- *"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?"*
- *"What number do you prefer to be called at, and when is the best time to reach you?"*
- *Other services you might offer: (e.g., Wedding Registry, showers, etc.)*

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## 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 website at \_\_\_\_\_.*

