

# Connect

# WITH Customers

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. Are you interruptible for a couple of minutes?"

## ► Explain That This is a Service Call

"I haven't talked with you since \_\_\_\_\_'s Kitchen 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 \_\_\_\_\_?"

### 1. Introduce current information.

**"Normally I get in touch with customers at this time of year to let them know about the new products and upcoming specials.** Can I tell you about what's happening right now?"

### 2. Offer the business opportunity.

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

**If you haven't discussed the opportunity before, say,**

"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, say,**

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

### 3. Talk about hosting in the context of the current season.

**"This is a great time to** (see the new products, taste new recipes, get friends together to combat winter cabin fever, etc.). **And our Host Bonus for \_\_\_\_\_ is amazing. You'll receive \_\_\_\_\_.** That's on top of your usual free and half-price selections. What do you think?"

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

#### • Catalog Shows

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

#### • Referrals

**"This Host Bonus is too good to keep a secret.** 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

"I want to be sure I provide the level of service that's good for you:

- Would you like a personal invitation to see the new spring/fall line 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?"

## ► 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."

## Track Your Contacts

Use the customer care log on page 84 of *Recipe for Success* or *Contact Management in PamperedPartner®*. See pages 81-82 of *Recipe for Success* for more customer care call word choices.