

Welcome to a Sampling of The Pampered Chef!



AGENDA

Check-In & Pampered Chef Recipe Sampling

(30 Minutes)

Welcome & Introductions

(10 Minutes)

Fun Food Facts

(3 Minutes)

Super Starter Testimonial

(5 Minutes)

The Pampered Chef Advantage

(7 Minutes)

Recipe Demo Introduction

(5 Minutes)

Recipe Demo

(15 Minutes)

Director Testimonial

(5 Minutes)

The Pampered Chef and You

(15 Minutes)

Break

(15 Minutes)

Wrap-Up

(10 Minutes)



Opportunity Event Checklist

TASKS

- ☐ Secure meeting room.
- ☐ Invite local Directors to participate.
- ☐ Plan communication to promote the event.
 - ✓ Cluster meeting – announce event, develop guest lists and distribute invitation master.
 - ✓ Cluster newsletter – announce and include copy of invitation
 - ✓ Cluster phone blitz to invite guests
- ☐ Coordinate registration help.
- ☐ Arrange for room setup and Super Starter kit display.
- ☐ Assign current Pampered Chef recipes, beverages, paper goods, serving utensils, etc. (Plan one recipe for every six guests.)
- ☐ Arrange for music during check-in, breaks and at close.
- ☐ Select and coach speakers.
 - ✓ Super Starter testimonial
 - ✓ Director testimonial
 - ✓ Demonstrator
 - ✓ Other

SUGGESTED SUPPLIES

- ☐ Super Starter kit poster (from Directors Company Store)
- ☐ *Take a Closer Look* album (on paperwork/ supply). Encourage all Kitchen Consultants to bring their *Take a Closer Look* albums as well. Another recommended resource is the training booklet from the audio program *Connections: The Key To Recruiting* (on paperwork/supply). The booklet can also be downloaded from the Web under “Tele-Class Materials.”
- ☐ Catalogs, opportunity brochures, Kitchen Consultant Agreements
- ☐ Quick Start boxes (Have all Directors attending bring a supply to give to those who sign at the event.)
- ☐ Items for door prize drawings
- ☐ Small welcome gift for new Consultants who sign agreements at the event
- ☐ Blank note paper and pens/pencils for guests
- ☐ Name tags (Use different colors to help identify Consultants from guests.)



Agenda &

CHECK-IN (30 minutes)

Invite guests to sample Pampered Chef recipes.

WELCOME AND INTRODUCTIONS (10 minutes)

(Hosting Director)

"Thank you for joining us. You were invited here tonight because we wanted to share The Pampered Chef® with you — the food, the fun, the family. The advantages we offer might be just what you need."

- *"Who's been to a Kitchen Show®? Did you have fun?"*
- *"What did you like?"*
- Introduce those who helped plan the event.
- *"We have a fun evening planned for you."*
 - ✓ Hear about The Pampered Chef experience from two of our Consultants.
 - ✓ Experience a demonstration of Pampered Chef products.
 - ✓ Learn about getting started as a Pampered Chef Consultant.
 - ✓ Time for questions and answers.
 - ✓ Enjoy food and prizes!

FUN FOOD FACTS (3 minutes)

(Hosting Director)

"Speaking of food, The Pampered Chef is all about food and family. Here are some fun food facts we thought you might find interesting."

Director: See the back of this planner for a list of fun food facts you can choose from. Or, you may have a few of your own to share. For even more ideas, refer to the Cook's Tips in *Recipe for Success*.

SUPER STARTER TESTIMONIAL (5 minutes)

THE PAMPERED CHEF ADVANTAGE (7 minutes)

(Hosting Director)

"All over the world, people are starting their own home-based businesses. What we've learned is that they begin a business like this for one of five main reasons. Maybe you're looking for one or more of these as well."

1. Love the products.
2. Immediate earning opportunity, whether for a short-term financial goal or for ongoing additional income. (Give examples.)
3. An exciting career alternative — full-time income opportunity.
4. Recognition for accomplishments, making new friends, enjoying new experiences.
5. Desire to share the mission of the company.

"Let me tell you a little bit about what makes The Pampered Chef so special."

- Founded in 1980 by Doris Christopher.
 - ✓ Home economist and educator seeking a way to continue her career, yet continue as stay-at-home mother to two daughters.
 - ✓ Committed to belief that shared mealtimes are important.
- Terrific company support.

Sample Scripts

- Company has seen tremendous growth in its 23-year history. It's an established company with an outstanding reputation.
- ✓ US sales in 2002 exceeded \$700 million.
- ✓ One of the highest Show averages in the industry, which makes it a profitable business opportunity.
- ✓ Recognized for charitable affiliations:
 - Round-Up from the Heart®, in support of America's Second Harvest nationwide network of food banks; Help Whip Cancer® partnership with the American Cancer Society™.
- Through in-home demonstrations called Kitchen Shows, Consultants present:
 - ✓ High-quality kitchen tools.
 - ✓ Delicious, timesaving recipes and quick tips.
 - ✓ Fun and inspiration!
- Mission Statement – We're proud of the company's commitment to its customers and Consultants.

"The Pampered Chef is a company to love for many reasons. But, even better, it's a business opportunity you can love for all your own reasons!"

RECIPE DEMO INTRODUCTION (5 minutes)

(Hosting Director)

RECIPE DEMO (15 minutes)

DIRECTOR TESTIMONIAL (5 minutes)

THE PAMPERED CHEF AND YOU (15 minutes)

(Hosting Director)

You'll want to make this part of the event fun and interactive. You can use the key concepts from the *Take a Closer Look* album to structure a concise presentation and encourage participation. Then, during the break, Consultants can use their albums to help answer additional questions. For example:

1. What are the advantages of a Pampered Chef business?

- Tip: Refer to the testimonials and information presented earlier about The Pampered Chef. Ask several guests to mention one advantage that is particularly appealing to them. You may need to initiate the discussion by sharing one thing that drew you to The Pampered Chef. Then, just as at individual appointments, expand a bit on the advantages that are mentioned by the guests.

2. How much money can I earn?

- Tip: Ask guests to write down for themselves what they'd do with an extra \$400-\$800 per month. (Use appropriate figures for income in your area, based on one to two Shows per week.) Be sure to point out the excellent range of earnings at all levels in The Pampered Chef, as illustrated on the "Three Ways to Earn" pages in the album.

3. Where will I find business?

- Tip: Invite guests to jot down the first 10-15 people who come to mind. Next, have them star the names of people they'd approach first about hosting Shows.

The Pampered Chef®

4. What kind of support will I receive?

- Tip: Refer to the support mentioned in the Consultant testimonials or on the album page “What You Can Expect.” Ask several guests what support they would find helpful. Then discuss briefly the points covered on the page “What The Pampered Chef Expects of You.”

5. What does it take to get started?

- Tip: Provide several reasons why now is a terrific time to launch their businesses, and ask when they’d like to receive their first commission payments. Direct their attention to the Super Starter kit poster. Encourage them to look at their calendars to select their first six Kitchen Show® dates.

BREAK (15 minutes)

(Hosting Director)

“Right now, some of you are wondering if The Pampered Chef is for you. Well, you won’t know unless you try. During this time, feel free to ask any questions of the Consultant who invited you here and see our Super Starter kit up close. Enjoy, and we’ll be back in 15 minutes for some prize drawings.”

- Opportunity to fill out Kitchen Consultant Agreements.

WRAP-UP (10 minutes)

(Hosting Director)

“Welcome back. We’re delighted you were able to be with us this evening. You can probably tell that those of us who are already part of The Pampered Chef love what we do, which is why we wanted to share this gift with you!”

“The company supports all of us right from the start of our businesses. Let me tell you about a special program for new Consultants.”

Super Starter program: *“Pampered Chef Consultants love our products, and this program makes it possible for you to earn virtually every product in our line for free during your first six months of business! This is on top of the commissions you’ll earn, and it’s so achievable.”*

“For those of you who are still considering the opportunity or simply love our products and recipes, why not host a Show of your own? For those of you who have decided to start your Pampered Chef business, welcome to the family.”

- Present a small gift to those who have decided to start their Pampered Chef businesses.
- Thank those who brought recipes and helped organize the gathering.
- Draw winners if you are giving away door prizes. A good ratio is one prize for every five guests.

Consultants and guests continue networking after the meeting has concluded.

TIPS FOR COACHING YOUR SPEAKERS

Brief, to-the-point testimonials are the most effective. We recommend that each testimonial be no longer than five minutes.

Super Starter Testimonial

- *Select a Super Starter bonus achiever who is excited about his/her business and has continued to book Shows. Look for someone who is engaging and comfortable speaking.*
- *Help the Consultant get organized. On your initial call, ask the questions below and listen to responses. Point out especially good thoughts that should be included. On a follow-up call, listen to the testimonial to be sure that all questions have been covered.*

Questions to cover:

- When and how did you become interested in The Pampered Chef®?
- What made you decide to start your own business?
- Was there anything that you were a little nervous about at the beginning? How did you work that out?
- What do you love about your business?
- What has your business brought to you — personally, for your family, financially?

Director Testimonial

- *Select a Director who is successful in sales, bookings and recruiting. This Director should share the impact that The Pampered Chef has had on his/her life.*

Questions to cover:

- When and why did you originally join The Pampered Chef?
- Have your reasons for continuing your business changed over time? How?
- What do you enjoy most about your Pampered Chef career?
- What has your Pampered Chef business meant to you — personally, for your family, financially?

Recipe Demo

Select a Consultant or Director who presents Kitchen Shows with enthusiasm, but can also keep the demonstration brief and duplicable.

- The demo should include only Super Starter kit products.
- Select a recipe that would be appropriate for a new Consultant.
- Only the recipe should be demonstrated, with no opening or closing.
- Keep the demo basic enough that even cooking novices in the audience can picture themselves following the steps.

Coaching Tips

- You may want to ask your testimonial speakers to provide you with an outline a few days before you plan your follow-up call. This will assure that the message is complete and positive.
- During your coaching call, encourage him/her to speak from the heart, not from a script. By preparing and then practicing before the event, the message will be sincere.

FUN FOOD FACTS

- To reduce fat from soup, add two to three lettuce leaves to the top of your finished soup; remove after two to three minutes. The leaves will absorb some of the fat.
- Freeze your raisins first, and they will be easier to separate and chop for recipes.
- Try substituting applesauce or a fruit purée, such as apple butter, for up to half the amount of oil, margarine or butter in your muffins, quick breads, cakes and brownies.
- Don't throw out older vegetables; simply add a pinch of sugar and ¼ teaspoon salt to each cup of water before cooking.
- You can revive wilted and limp raw celery, carrots, cucumbers and radishes by placing the vegetables in a bowl of ice water for one hour.
- Oranges that look green are excellent for eating and are usually very sweet. They undergo a natural process called regreening to ripen naturally.
- Store your carrots away from apples. Apples release an ethylene gas that can make carrots taste bitter.

You're Invited to ...



Come enjoy food, fun and information
about The Pampered Chef.



Please join me on:

Date: _____ Time: _____

Place: _____

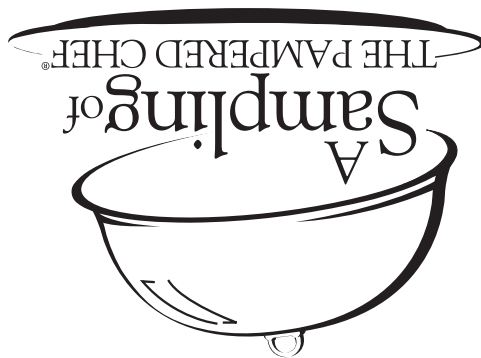
I can't wait to see you then!



Recipe: _____

Prepared by: _____

Recipe found in
The Pampered Chef cookbook



Recipe: _____

Prepared by: _____

Recipe found in
The Pampered Chef cookbook

