

PUT THE SIZZLE INTO SUMMER

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Summer can be packed with shows if you PLAN and PROMOTE your business to suit the season. Keep in mind that people are generally more relaxed and enjoy being out on summer evenings. Parents who are home with their children all day are especially receptive to an invitation out of the house in the evening. Remember, when you effectively promote summer, you can expect a profitable, show-packed fall selling season as well!

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Prepared by Diane Engle

Working Smart

- Block out National conference
- Schedule your vacation and book your shows around it.
- Plan a show for family and friends while on vacation-you'll be able to deduct many of your vacation expenses.
- Determine which nights you will work and which nights you will play.
- Calculate the number of shows you'll need to hold per week to stay on-track for our next trip incentive and also for Excellence Awards.
- Remember to adjust for holiday periods- Memorial Day, 4th of July, Back to school, Labor Day.
- Have older children stuff folders and stamp catalogs/ flyers while they are home during the summer .
- Hire a teenager to baby-sit younger children or trade hours with another mom at home to create times to work your business.
- When you have a babysitter, pay her a dollar more an hour if she puts host packets together, stamps catalogs etc. after the kids go to bed.
- Be sure to stick to your weekly goals. If your vacation is planned, you may need to do one extra show before leaving to stay on track and keep a steady paycheck.

Host Coaching

- Send Host packets out extra early to allow time for the host to collect outside orders. Plus, this gives the host time to promote the show.
- Keep in regular contact with your host. Phone her at least 3 times and follow up with postcards from Merrill. They need to feel secure that you're still coming.
- Keep the host's enthusiasm high.
- Be sure to encourage outside orders- you may want to offer them a gift if they have \$200 in pre- show orders and if they hold their original show date.

Bookings Tips

- Overbook to compensate for any postponements. Fight the urge to lay back- your summer and fall paychecks will certainly reward you.
- Promote the summer Host bonuses from your Consultant Newsletter. Add your own Host Bonus for the months you need extra bookings. It will be well worth it!
- Suggest Theme shows to potential summer Hosts! Such as: Couple Cookouts, Thrill of the Grill, Pool and Patio, Red and White Blue, Mexican Fiesta's, Eating light/Cool meals, Ice Cream Social, Salad shows, Taste of the Tropics, Mother/Daughter shows.
- Have an after the baseball game dessert show, take catalogs to baseball field, show on vacation etc.
- Try to schedule shows during the week, instead of weekends to increase attendance.
- Try to schedule day shows. The host can hire a sitter to entertain all the children.
- Always get a tentative date-more than likely the date will stick. The host subconsciously will work around this date.
- Promote catalog shows with flyers and talk about them during the demo. Wear your PC shirt.
- Highlight specific days in the summer and call them Bonus Days. If anyone books on a Bonus Day they will get a free product!
- Host a Mystery Host Show in your home, inviting past hosts , customers you think might want to attend. Pick one of the attendees as the winner of the host benefits
- Carry LOTS of catalogs with you to the pool, games, & beach and gather orders for catalog shows.

10 Minutes a Day Until your Summer Calendar is FULL!

Bookings are the lifeline of your business: A full summer calendar makes for a prosperous Fall Selling season. Consultants want more bookings. Here is a plan to help you get all you want.

Monday– Send a letter to organizations introducing our Fundraiser program. Describe the program and tell them when you will be doing a follow up call. Or, just call prospective organizations and tell them you are really excited about our fundraiser program and ask them if they would be available for a no obligation 15 minute appointment so you can show them our program. Open the phone book and call any organization that you think might be interested in raising funds. Now is the time for schools (private and public) to secure Fall Fundraisers for PTA, Band, Dance Team, Student Council, etc. Now is the time for fundraisers for sports events such as Baseball All Stars, etc.

Meet with them and really listen to their needs. Find out how much money they need and create the vision of what the outcome will be. Explain if __ members sell __ each, you will receive ____.

Tuesday– Go through your “guests” sales receipts and do follow up calls. Make sure they are enjoying their products and answer any questions. End the call by telling them about the incredible summer incentives for hosts and our fun summer theme shows and recipes.

Wednesday– Call your past hosts and check on how they like their products. Let them know their past host discount has expired and summer would be a great time to get together for another Fun time with friends. Suggest some **Fun Summer Theme shows**.

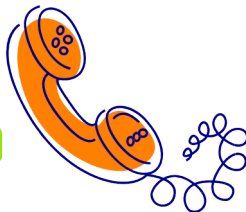
Thursday– Call the Chamber of Commerce or look on-line for events and fairs in your area. Find a fair that is inexpensive and set up a booth. Check at Civic Centers on their list of events for the summer.

Friday– Call your running list of potential hostesses (also friends, family and acquaintances) and ask them to host a show. Tell them how much FUN our shows are! It is like watching a cooking show on TV but you get to eat!

This is a bookings diet! If you follow the plan you will get results-if you don't you won't. Keep on booking until you have all the shows you could possibly want on your calendar, whether it is 2 per week or 4 per week. Stay consistent and have FUN.



Calendar your
Activities



Get on the Phone



Tell the Benefits



Take your check
to the Bank



Objections– and How to Answer

1. “But everyone is on vacation”
 - a. That is OK– Those not on vacation will want to get out for the evening even more.
You can get outside orders for those on vacation before the show.
 - b. Think of new ways to verbalize getting bookings– call them “get togethers” for friends hosts have not seen for a while. Or “Girls Night Out”.
 - c. Suggest host invite different groups of people– friends from the baseball team, swim lessons or swim team, neighborhood, a health club, Bible study or vacation Bible school. Think of people you might meet during the summer.
2. “It’s too hot!”
 - a. Have their show on a patio, deck or beside the pool. (Just make sure there is some kind of lighting for after it gets dark)
 - b. Hold Saturday morning brunch shows.
 - c. Start shows later, e.g. 8:00 p.m. or so. It is cooler then and people have finished with baseball games.
 - d. Offer Ice Cream Socials, or teach how to make an Ice cream Cake. Use our Cool and Serve to demonstrate how to serve cool foods for summer.
3. “I don’t like to heat up the kitchen in the summer.”
 - a. Suggest any of our summer recipes. Using the refrigerator, freezer or microwave to keep you, the house and customers cool. These recipes also help customers realize you can prepare fun food during the summer.
 - b. Offer to bring with you the food that must be cooked
 - ~Prepare crescent crusts for Cool Veggie Pizza or Dessert at home and take the package of dough home with you.
 - ~Bake cakes in the tart pan at home and bring to your shows.
 - ~ Have an Ice Cream Social Party or teach how to make Ice Cream Cakes.
4. “But nobody cooks during the summer”
 - a. Remind host that people do a lot of entertaining during the summer and what a perfect way to help them learn easy recipes made fast because of great products.
 - ~Outdoor Entertaining, Party plates, Barbecue tools, basting bottle, skewers, Cool and Serve.
 - ~Simple Additions-Dots Salad bowl, Dots round bowl, Small bowl & Caddy.
 - ~ Ice Cream Dipper
 - ~ Salad Spinner, Spin on Salads Recipes, Salad Chopper.
5. “Why shouldn’t I just wait until September?”
 - a. Highlight the great special for host and customers during June, July and August.
 - b. Suggest that once school starts again, the month of September becomes very busy for people, and they might not want to commit to attending a show.
6. “Nobody has any money, they’ve spent it already on vacation:
 - a. Emphasize a fun show. Have couple’s show on Friday night. Men will buy “tools”.
 - b. People always have money for what they need. Share a need for our products.
 - c. By end of June, parents want a break from the kids. Have a Moms’ night out show

12 Reasons to Take a Cucumber to Your Shows...

1. Use the Ultimate Mandoline to make paper thin slices for appetizers and thicker slices for salads.
2. Use the Zester/Scorer to score patterns prior to slicing. Sliced cucumbers will look like flowers
3. Use Vegetable Peeler to peel or make patterns prior to slicing.
4. Use v-shaped cutter to make a cucumber boat. Explain how you can V-shape cut around on melons, tomatoes and peppers.
5. Use the Stainless Steel Scoop to hull out for dip cups.
6. Use Crinkle Cutter to make wavy, dipable slices.
7. Use Food Chopper to chop or mince for cool veggie pizza.
8. Use knives to cut for general use. Place a carrot inside a cored cucumber. Slice carrot in cucumber for attractive slices.
9. Use on Cutting boards to demonstrate quality boards.
10. Use The Corer to de-seed cucumber before chopping.
11. Use Apple Wedger or Veggie Wedger to make cucumber sticks for veggie trays.
12. Use Julienne Peeler for salad strips.

Recipe for a Successful Summer

S- STAY in touch with your summer hosts to help avoid postponements!

U-UNWIND and have FUN at your shows!

M-MENTION your business to all the new people you meet at the beach, games etc.

M-MANAGE your calendar, mark off “fun days”, vacations, National Conference

E-ENTICE your significant other with our new Trips. Ask them to support you!

R-REAP a great harvest of bookings this Fall through your summer shows!

Alternatives

HOST a Mystery Host Show at your own home, by inviting past hosts and customers to attend. Tell everyone you will be highlighting summer products and recipes.

Pick 1-3 people as winner of host benefits.

HOLD a Garnishing class or show. Demonstrate simple garnishing ideas. This can be a hands-on show.

CARRY LOTS of catalogs with you to the pool, ball games, lake, etc. and gather orders

Demo Ideas

Let's Talk "Summer Talk"

- Barbecue tools – a must for outdoor cooks and for Father’s Day. Cross sell with the party plates, collapsible bowls, grill basket and grill tray, basting bottle, skewers, barbecue mitt.
- Trifle Bowl– perfect for Summer, lots of cool summer recipes
- Keep fruit and veggies nice and cool in Cool & Serve. Keep hamburger patties, hot dogs cold until ready to grill
- Dots Large Bowl and Large round platter– great to display our Jerk chicken salad or Cheeseburger salad.
- Salad and Berry Spinner– demo with our New Spin on Salads recipes
- Color coded knives and Self Sharpening knives– great for camping, trailers, picnics and traveling in the car this summer.
- Micro Cooker and Rice Cooker-don’t turn on your range, cook veggies, rice, potatoes etc in the cool microwave.
- Meat Tenderizer and Rubs– great to use when grilling outside.
- Citrus Press– Easy to squeeze juice of lemons for Summertime Lemonade or Citrus Salmon on the grill.
- Quick Stir Pitcher- mix up lemonade, Kool-Aid, shushes, Iced Tea, Sangria, Margarita’s.
- Ice cream dipper-offer Ice Cream Socials and cross sell with the Easy Accent Decorator, Decorator bottle set, Dots Cups, Prep Bowls, Food Chopper etc.
- Mandoline– great to use in slicing tomatoes, onions, green peppers for our outdoor BBQ.
- Manual Food Processor to make salsas, pesto, and even whip cream!
- Zester/Scorer-scores carrots to make flowers & zest for summer salads, twists for gin coolers and martinis.
- V-shape cutter-makes beautiful watermelon boats, cantaloupes for dip and lemons to fill with votive candles for deck parties.
- Core and More– great for strawberries and melon balls
- Apple Wedger-quick apple and pear slices for dips. Carry in picnic basket
- Pineapple Wedger great to core, peel and slice fresh pineapples.
- Slice n Serve-great for ice cream cakes, brownies, cakes and pies.
- Small Bar Pan– great to heat up quick foods in toaster oven, less heat.
- Bar Board-great for picnic baskets and campers.
- Twixit clips– keep humidity out of chip bags, cookies and other snacks.



Spring into Summer with Your PC Business

1. Get Booking! May and June can be busy month for all of us. Get to work NOW scheduling your mid- May through June calendar BEFORE you and your host get too busy or feel too busy to do a show.
2. Get Ahead! Order enough supplies to make host packets to last all summer. Our current paperwork is good through August 31st. On a sunny summer day when you need to send host packets, you will be glad to have all of them made up.
3. Host a show! Include past host, acquaintances, neighbors and friends. Introduce them to the new Spring Products using our New Tropical recipes to get yourself some SUMMER bookings!
4. Update Host Recipe Selections-Do you use the Season's Best Recipe Selections? Do you use a flyer you have created to provide your host choices that you like to do at shows? Now is the time to update what you offer hosts keeping the focus on cool and simple.
5. Register for Conference-Don't wait until July 1st to make your decision. Plan now to fit conference into your summer plans. If you need to book extra shows to pay your way, do it now so you have the earnings to cover your expenses.
6. Freshen Up Your Kit. Add new Spring Products- Make room for the new items by removing a few products until the fall. Your demo will be more exciting when you focus on different products. Add to your kit some of our Summer Products.
7. Share the Opportunity-There is nothing quite like the boost of enthusiasm you feel when a new consultant joins your team. If you are not talking about the business at your shows, start now!
8. Call 10 Good Customers- Ask how they like their Pampered Chef selections, and offer to answer any questions they may have. Let them know our Theme shows for summer and ask if they would like to get more products FREE.
9. Strategize for Summer- I've found that I sell my products more effectively when I add a summer twist to what I say. Think about your favorite products to sell and strategize summer selling statements for each product.
10. Get Involved- Call your Director and offer to help at the next meeting. This is a T.E.A.M. effort. Together Everyone Achieves More.
11. Get Going- Anyone can daydream about what they want to do, but it's the successful consultant who turns dreams into reality by taking action. Get going! What are you waiting for?
12. Get Organized- Make life easy for yourself. Streamline and simplify your work areas to reduce clutter.
13. Practice your Power Statement. When someone asks "What do you do?" be ready to share what you do in a one minute commercial. Practice your statement now.
14. Review your incentive goals-You should be about 40% of the way toward your contest goal. How are you doing? If you are a little behind, summer is a great time to get on track.

Coaching your Host to a Successful Summer Show

*Summer can be a time when your business seems to slow down because show attendance could be lower. It can also be a time when your business blooms. **It is up to you!** Take a look at the company Host Bonuses and Guest Specials for the Summer and make the most of them. Consultants who have a successful Summer PREPARE and PREPARE every Host.*

***The Key to a successful show is getting your host excited about what is in it for her.
Here is what to say:***

“Susie, how would you like to have a great show?” (I have not yet had anyone deny that wish)
“Did you know that summer is an excellent time to have a show?... Next to your choice of free items and your half-price items, the company gives you additional products at 10-30% off plus a Host Bonus at 60% off. Which Host Bonus are you interested in?”

“Susie, how does this sound to you?...I can’t believe how generous the company is !!!
I will mail your packet to you early so you can start inviting early. Be sure to over-invite. A list of 40-45 names usually gets you the best results. This means that we should have about 15-18 guests at our Cooking Show. Others might only want to place an outside order. Does this sound doable?”... “By inviting everyone personally you get a good idea from the beginning as to how many are interested in attending and how many will be gone on vacation or out of town at the time of our show. I added an outside order form to each catalog with the monthly special inside. If you need more catalogs to leave in offices or with friends that are willing to collect orders for you, please let me know. If you do leave a catalog in an office it always helps to attach a personal note to it as to when the orders need to be in and who to make the check out to. Be sure to let me know if you need me to mail a catalog out of town to relatives or friends.

“I will set your show up on my website. This will be very helpful to you in sending out reminders to those you invited by mail and also to send out to out of town friends. This way all of your out of town friends and family and those who cannot attend can order on my website and add to your show.

“I will call you again in a couple of weeks to see how else I can help you. I am very excited about working with you!”

Usually the host now starts to think about everyone she knows even friends and family out of town. Don’t expect every host to make the best of this. In fact the reality is that only a few will. But those will be your \$1,000 shows and your show will have higher sales than it would have if you had not set higher expectations. How does that sound to you?

***High Expectations and Good Explanations
Equals
\$1,000 shows!***



All Summer we can use our Simple, Healthy Theme

Other summer themes are...

June Themes

June theme's can include Flag Day (incorporating the Red, White, & Blue), Father's Day and our theme of Simple, healthy recipes. You can do Saturday Brunches, Pool and Patio shows.



Our products make great Father's Day Gifts! Demo our Grilling tools in May and early June for Father's Day Gifts. More and more men do most of the cooking in families. What man wouldn't be thrilled with our grilling tools? Sell the whole set of grilling tools. Demo our whole line of outdoor entertaining products on pages 12-15 of our catalog.

Offer Paradise Dessert Pizza or refreshing Chicken, Avocado & Grapefruit Salad recipes or Star & Stripes under Theme Show Recipe Archives on Consultant Corner Products & Recipe tab..

July Themes

Great month to offer Grilled Pizza recipes, Ice Cream Socials, and Jimmy Buffet Margarita shows along with our Taste of the Tropics (theme show recipe archives).



August Themes

August is Back to School . Have a Back to School Party and suggest ideas for lunch boxes. Have a Mom's night out when the kids go back to school, A Boo Hoo—Hee Haw show or a Back to School Bash –Death by Chocolate for Moms. August is Apple season! Try our Classic Apple Recipes! Recipes are included.

Classic Recipes for July/ August

Apple Bundles

Apple –Berry Salsa

Apple Cheese Danish

Stars and Strips Dessert Pizza

Flag Brownie /Banana Split Pizza



Summer is a



time to Start a Pampered Chef business because...

- Our Host Bonus and Guest Specials For Summer are Awesome!
- Outdoor summertime activities gives you an opportunity to see people you wouldn't normally be in contact with all winter. What a great time to market your business at the pool, games, barbecues, vacation Bible school etc.
- Get your feet wet now. Summer shows are fun, relaxed and a perfect time for you to perfect your presentation before the big fall selling season.
- Participating in local summertime Fairs and Festivals gives you an incredible opportunity to build your fall booking schedule.
- Earn money now for that summer vacation you thought you couldn't afford.
- Earn money now for school tuition and back to school expenses.
- Plan now for a debt free holiday season.
- This chopper reminds me of cutting down summer expenses or your credit card bill. What bill do you need to eliminate?
- Ask at your shows, "If you or anyone you know needs a summer part-time job... college students, teachers etc, the money they can make per hour with Pampered Chef can't be beat. Be sure to ask me for information after the show."
- Bring a Pampered Chef recipe to your next gathering and when they rave about your dish you can say "PC products make this kind of cooking easy. That's one thing I love about my job. I also love helping others start their own business and earn products free. Have you ever thought about doing what I do?"
- Do a show while on vacation: talk to the people you will be visiting, book a show ahead of time and ask..."is there anyone you know who might want to sell Pampered Chef in your area? If so, we can use the kitchen show as a training show for them. I can order their starter kit before I arrive and use the show to familiarize them with their tools."
- When you do a show on vacation, some of your expenses are a tax write off.
- Put up flyers and contact information at a local college for summer students to have a great part time job or flyers at your church.
- Will you be attending a reunion or seeing someone for the first time in 10 years? Be prepared with your answer to their question "What do you do?" Say... "I own my own business... I am a consultant and trainer with a direct sales company called The Pampered Chef. You are probably most familiar with Cooking Shows and purchasing tools, but what I enjoy most about my business is helping others start businesses of their own. I'd love to get together with you sometime to explain it further. Is that something you'd be interested in doing? I think you would be good at Pampered Chef and it would be fun for us to work together."

How I Got 21 Bookings (so far) For This Summer!

Patty Sullivan

Commitment- During my winter and spring shows, I still wasn't sure that this was what I wanted to be doing. I think this attitude reflected in my shows, since I never pushed for bookings, or when people had an excuse, I just let it go. Once this threat of having to return to the "real world" set in, I realized that this truly is the perfect job that I CAN do in order to stay home with my children. I decided that I owed it to them and myself to give this opportunity my all. I have become totally dedicated to getting my business off the ground and I will go to any length at a show to get several bookings. This attitude change is reflected at my shows and I've begun to see an increase in my bookings. Here are some other things I've done.

Yard or Garage Sale- I recently had a garage sale and at the end of the table I set up a display with just catalogs and a basket with a sign that read "Enter to win a FREE Pampered Chef Show!" Then a brief description about what FREE meant (I would bring all of the food for the demo). Everyone won! I got 4 solid bookings from this!

Fickle People- I contacted all the people at prior shows that checked "maybe" but wouldn't commit that night to a date. I looked up their addresses off their receipts and sent them the Host Special Flyer, including a special offer from me (another free product for a show over \$400). Then after a few days I called them to see if they received the flyer and to pick a date. I didn't say "You mentioned that you might like to have a show." I said, "You were interested in having a show, and I'm working on my June schedule and thought of your first. Which date would you like?" This was well out of my comfort zone, but so far I have 4 bookings for this!

Family/Friends- Well, they owed me. They said they would have a show when I started Pampered Chef and I just called them in desperation to tell them their day had come (4 here!)

Show Specials- 9 of my bookings have come from recent shows. In the back of each guest folder (I use pocket folders) I have a copy of the show planner and a photocopy of a \$10 bill. Before I do the drawing (to keep their attention) I completely go over the show planner and explain what rewards the host will receive that night. Then when we get to the host discount section I tell them that if they select one of the dates that I have listed on the back of the \$10 bill, they will get to use the \$10 towards their discount purchases.

I also offer an EXPRESS SHOW— if they have a show within the next 2 weeks, I will bring all the food for the demo. This has worked once so far!

I also have a "HIT LIST" of about 10 names from shows that I continue to send things to and will call one or two of them when I'm on the phone doing customer care calls.