

DIRECTOR TRAINING GUIDE

Spring Contact Blitz

Help your Cluster fill their Show calendars and find new recruit leads!

Here's how you can hold a contact blitz at your May Cluster meetings:

Prepare

- Personally invite your Cluster and remind them what to bring.
- Review the May Meeting Planner. The Contact Blitz is a perfect addition to Training Topic #1: Sizzling Bookings.
- Make one copy of the Contact Blitz Call Outline and Scorecard for each participant.

Invite

- **Personally invite each Cluster member**

"Hi this is _____. I'm so excited about our May Cluster meeting because we're going to be part of a nation-wide contact blitz! So if you want to fill your Show calendars and find new recruiting leads, you'll want to be part of the fun and excitement. We meet on [date, place, time]. Make sure you bring your calendar, cell phone and lots of names and phone numbers. Here are a few ideas... bring your List of 100, receipts or drawing slips from your last 10 Cooking Shows, your personal phone directory, or even customer names from your contacts file."

- **Send an email reminder with what to bring**

Hi Team, In just a few days, your Show calendars for the next couple months could be booked! Join us for our Cluster meeting on [date, place, time]. Bring your calendar, cell phone, List of 100, receipts or drawing slips from past Shows, and your personal phone directory. See you there!

May Meeting Planner + Contact Blitz

Add the Contact Blitz as the final step to Training Topic #1: Sizzling Bookings.

Here's how:

- Ask each Consultant to mark all their available Show dates for May, June and July.
- Practice a call together, using the Contact Blitz Call Outline. Review the message for voice mail.
- **Get ready to blitz!**
 - Set a timer for 30 minutes.
 - Track results with the "scorecard."
- **Share results and celebrate!**
 - Tally the results: Determine the total number of bookings, interviews, orders, etc.
 - Award prizes: Provide a small prize for Cluster member with the most positive results in categories like bookings, recruiting leads, orders or referrals.
 - Do a quick debrief: Ask what went well and what they will do differently next time.
 - Create a call to action: Ask team members when they'll make more calls in the upcoming week and to report the results to you.