

# cooking show observation guide

Casual business attire is appropriate. Arrive before the scheduled start time, so you can learn from the pre-Show preparation. Be sure all guests have a seat before you take one. Wait to be offered food rather than helping yourself. Volunteer to assist the Consultant, whether with food preparation, writing up sales receipts or clean-up; however, your primary role is to observe and take notes. Remember to thank the host for the hospitality. Enjoy!

**As you observe the Show, jot down phrases you like and techniques you want to remember. Then, incorporate the ideas you like best into your own presentation.**

Date \_\_\_\_\_ Time \_\_\_\_\_

Consultant presenting Show

## SHOW SETUP

Was there a product display? On table? In crates?

## BEFORE THE SHOW

What food preparation was done ahead of time?

How did the Consultant greet guests and build rapport?

## PRESENTATION

How did the Consultant introduce themselves and the company?

How were the details covered? (payment, delivery, shipping and tax)

What materials were given to guests? (catalogue, sales receipts, etc.)

## RECIPE

- What products were mentioned but were not used to prepare the recipe?

How did the Consultant present:

- Stoneware

- Cookware

- Simple Additions®

- Products not shown during recipe preparation

How did the Consultant encourage guests' involvement?

How long was the formal presentation? \_\_\_\_\_

## BOOKING & RECRUITING

How did the Consultant introduce the host programme and business opportunity?

- In the opening? \_\_\_\_\_

- With products? \_\_\_\_\_

- In the closing? \_\_\_\_\_

Was a booking or recruiting visual used?

## AFTER THE PRESENTATION

How did the Consultant mingle with guests and help them individually? Where did they take orders?

How did the Consultant close the Show with the host?