

BACKUS CLUSTER

NEW

CONSULTANT

TRAINING

CLASS 1, SECTION 1

"Self employed is *unemployed* unless you do something!"
"Being a business owner means your hours are flexible, NOT *optional*!"



Backus Team

Statement !!

We, as a team, promise to.....

- Come to every meeting with an open mind
- Make ourselves available to offer help and support to anyone in our team
- Welcome and encourage each new member of our cluster and Check our egos at the door!
- As a Pampered Chef Consultant, set a sterling example by going above and beyond to provide the best customer service possible.
- Set monthly, short-term and long-term goals for ourselves, our team, and our business
- Always try to think "out of the box" and set ourselves, and our cluster, apart
- Have a sense of humor and celebrate EVERYONE's successes, big or small

Backus Team

Ground Rules!!

1. **Help us stay on track** - Please be courteous of everyone's time.
2. **Stay Positive** - If you have a problem or need to "vent", please contact me personally via phone or E-mail at a later time.
3. **Don't be afraid to share** - all ideas are welcome
4. **Don't be afraid to ask questions!** - we can't answer them if they're not asked!
5. **Implement what you learn!** - no idea implements itself!

WHAT CAN I DO WHILE I WAIT FOR MY KIT?

Congratulations on your decision to join the Pampered Chef!

We are excited to help you reach your goals.

The following is an easy outline of what you need to do to get started.

You can check off each box as you complete each step.

Please do these as soon as possible, in this basic order!

1. Look over the New Consultant Rewards Program.
- Earn Pampered Chef Dollars for holding Cooking Shows, Catalog Shows, selling products, and recruiting new Consultants during your first 90 day.
 - No limit to how many rewards (PC Dollars) you can earn.
2. Set Goals for yourself and for your business. You cannot reach a destination without knowing where you're going!



- What was your reason for becoming a Consultant?
- How much money would you like to make per month?
- What will you use your Pampered Chef income for?
- How much time do you have to give to your business each week?
- What do you want to accomplish in your 1st year of business? List your Short-Term and Long-Term Goals below.

SHORT TERM PERSONAL GOALS

1. _____

- Why?
- When?
- How?
- Award?

2. _____

- Why?
- When?
- How?
- Award?

LONG TERM PERSONAL GOALS

1. _____

- Why?
- When?
- How?
- Award?

2. _____

- Why?
- When?
- How?
- Award?

3. Create a work space for your business.



- Make sure your office area is private and quiet. If you are in an area where you can close a door, this is ideal! You are less likely to be distracted.
- Keep your desk clean! If you spend 25 minutes cleaning your desk before you can sit down to work, you're wasting valuable time!
- Mention Pampered Chef in your phone messages - "Hi, you've reached the Backus Family and also Scott Backus, Independent Sales Director with the Pampered Chef....."
- Set up a filing system that allows you to access your paperwork easily. Consider making a separate file for each type of form you plan to keep on hand, as well as ones for:
 - Catalogs
 - Mini-catalogs
 - Sales receipts (aka order forms)
 - Tax records
 - Season's Best
 - Postcard Invitations
 - Printable Receipts
- Purchase a few small business supplies but keep your business expenses to a minimum when you start your business. When you've paid for your kit (and any other expenses) with your commission check, then go out and purchase other things you think you may need. The following items are recommended:
 - Folders for Host Packets
 - Calculator

- 20 Pens
- Zipper bag or sturdy envelopes with either Velcro or an attached rubber band to carry change for Shows.
- Hand Towel, dish cloths & antibacterial soap for Shows. Suggest you order PC Microfiber Towels and use Purell antibacterial liquid... If you need the supplies anyway then you should show off the PC ones & the towels are HUGE!!!
- Tote bag or briefcase for carrying paperwork and catalogs to Shows.
- Self-inking stamp with name, phone, and E-mail address OR print your own labels using address labels. If you want a self inking stamp with the PC label, you can order one through Merrill. Just look on Consultant's Corner under Promoting Your Business/Licensed Merchandise Vendors.
- Business Cards. These can be purchased through Merrill, also. Some people use VistaPrint but you cannot use the PC logo with anyone but Merrill. You can also design your own in Microsoft Word and print them yourself. You can also purchase the adhesive magnets to attach to them also.
- Make sure you have a briefcase to carry guest folders, catalogs, etc.
- If you have a laptop, I strongly recommend using that not only at home, but also at your Shows. This frees up the home computer for other family members and will also save you time at your Shows and improve accuracy!

4. Set up a local Personal Checking Account for your business.



- Not required, but **HIGHLY** recommended!
- Recommend a local bank that allows you to make ATM deposits.
- Also recommend a local bank that offers a free "line of credit" or "overdraft protection" in the unlikely event that you have a check bounce or have a "mathematical error." 😊

5. Apply for your The Pampered Chef Debit Card.

- **This is necessary to process orders by computer!** Apply right away.
- Can be done online on Consultant's Corner or by calling the Finance Dept at (888) OUR-CHEF.
- You will be provided a phone number you can call in approximately 5 business days to retrieve your number.
- **IMPORTANT:** Once you submit a Show via P3, your account will be debited **exactly 8 days later**, so make sure the funds are available!!

6. Apply for your The Pampered Chef Direct Deposit.

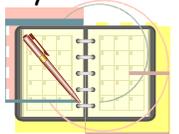
- **This is necessary to receive payment twice a month** and you'll start getting paid right away!! You'll receive your commission via direct deposit on the 8th and 22nd of each month (or the next business day if it falls on a weekend).
- Can be done online on Consultant's Corner or by calling the Finance Dept at (888) OUR-CHEF.
- If using the same account for your Debit Card, can do both at once.

7. Install P3 and input personal information.

- I recommend you download this from Consultants Corner under Managing Your Business, My Shows, Pampered Partner Plus.

8. When you receive your Debit Card number, set up your personal website through Consultant's Corner.

- This is not *required*, but I promise, it's worth the investment!!!
- The cost is \$96 for 12 months or \$54 for 6 months.
- Having your own website will allow you to set up Online/Catalog Shows; Cooking Show hosts will be able to establish their guest list, send out E-mail invitations, keep track of RSVPs, make their wish list, send thank-you notes, etc.; additionally, anyone not able to attend a Cooking Show can place their order for that particular host by using your website.
- There is a growing amount of e-mail templates you can use to keep in touch with your customer base.
- **NOTE:** You will not be able to accept individual orders or set up a Bridal Registry until you have qualified.



9. Set up your work and Show schedule.

- Use a calendar that is easy to read and make changes to. A computer-generated calendar like Microsoft Outlook will allow you to color code everything, set reminders, etc. This will ensure you keep your calendar neat and organized (especially if you have to reschedule a Show or change an appointment).
- Do NOT use post-it notes!!!
- Set aside time for your family. Perhaps mark off at least one whole weekend a month to take trips, vacations, or just do nothing! For many of us, our reason for becoming a Consultant was to make sure we're home with our kids/family.....We have to make sure that STAYS our reason!
- CHOOSE the days you want to book Shows. You have to run your Show schedule or else it will run you!!
- Set business hours. Let your customers and new Consultants know what time they can begin calling you and what time is the latest they can call. You may also consider only listing your cell phone as your business phone number, that way you can shut it off after business hours so you're not disturbed.
- Identify "Time Wasters" and write them down. Post them at your workstation so that you're aware of them and can make a conscious effort to avoid them! (Watching TV, E-mail, etc.)
- Identify "Time Takers" and write them down. Set aside specific days/times to do:
 - Paperwork (host packets, guest folders, outside order receipts, etc.)
 - Phone calls (follow ups, host coaching, customer care, generating leads)
 - Training (listening to CDs, reading your Business Guide, Online Training)

- 10. **Schedule 4 Shows in your first 30-Days!!**
 - This is **CRITICAL** to getting off to a terrific start!! Think of it like learning to play piano. If you only practiced for 2 hours once a month, it will take you much longer than if you practiced for 1 hour a day for 2 months. You'll be less likely to become frustrated and give up!
 - Keep in mind, these Shows do not have to be Cooking Shows.....you can also do Catalog or Online Shows as well.

- 11. **Call your recruiter as soon as your Kit arrives.**

"I've Got My Kit.....Now What?"

Now... Open your box and read everything!!!

(Just kidding!!! ☺)

- 1. Assemble and review your Business Guide.
 - Become familiar with your Business Guide and be able to find information in it. You will likely be directed there often.

- 2. Complete your List of 100 in the Business Guide, page 11.
 - Try variations of it like "5 people that drive minivans" or "5 people that live off base" or "5 people with naturally curly hair", etc.
 - Divide your list into groups
 - A - People that will most likely do a Show/place an order for you.
 - B - People that *might*.
 - C- People that probably won't.
 - D- People that would be interested in the Pampered Chef opportunity.
 - Start calling the "C's" first. Since you're expecting a "no," you won't get discouraged. Do not take "no's" personally. They often mean "not right now" and they're saying no to the Show, not to you personally.)
 - Next, move on to the "B's" - if they don't want to do a Show, they will most likely help support your business by placing an order.
 - Lastly, call your "A's." Make sure if they want to book a Show you schedule the date while you're on the phone with them. Remember to remind them that they'll receive a "Charter Host" gift for holding their Show in your first 30 days of business!
 - Don't forget about the D's!! No matter where they are on your list, make sure you talk to them about it. We'll talk later on "how" to talk to them about it!



- 3. Label everything in your paperwork box.
 - Everything that you will eventually hand out to anyone **MUST** have your contact information on it! Think of everything in that box as a giant business card. This includes anything you place in the front or back pockets of your Host Packets too!!!



- 4. Familiarize yourself with the contents of your Kit.
 - I cannot stress enough that this is **YOUR** personal responsibility!!! The cluster is here for support and encouragement; however **YOU** are ultimately responsible for learning these materials and familiarizing yourself with the products, policies and procedures. This is **YOUR** business - take charge of it!!! ☺
 - Put every single product that you receive on top of your kitchen counter and **USE THEM!** The only way to "train" yourself with the products is to use them! The more



familiar you are with how they work, how they clean, techniques, etc., the more "natural" you'll be able to teach your guests at the Shows.

- Practice your recipes!! Same theory as above.....if you have a recipe nearly memorized from doing it so often, you'll be less like to make a mistake, it will take a lot less time at the Show, and you'll be less likely to become frazzled if you're interrupted with a question.

- 5. Watch/Listen to the training CDs/DVDs in your Business Guide.
 - These contain very important and fundamental information for your business!! Are you going to build your business on a concrete slab, or a pile of sand?
- 6. Order your New Consultant Business Building Package, page 17 in your Business Guide.
 - Not required, but **HIGHLY** recommended! It's a great bargain!
 - The order form is also available on Consultants Corner in the Downloads section and it **MUST** be mailed in.
- 7. Consider whether you'd like to purchase the current season's NEW products at 50% off.
 - You can order them all at once or a little at a time.
 - New Consultants have 6 weeks to order the current season's samples.
- 8. Review "A Grand Opening Show!" in the Business Guide.
 - Most Consultants hold their own open house for their first Show. It takes a lot of the pressure off because you can have the recipes done up ahead of time and simply do a quick presentation of one simple recipe. Keep in mind that all of the people in attendance will probably be your closest friends that want to help you get your business started!!
- 8. Pursue more Training!!! Wouldn't you want a knowledgeable Consultant?
 - Attend a cooking Show with your Recruiter, Director, or another Consultant.
 - Attend monthly cluster meetings.
 - Borrow additional training CDs.
 - Register for Tele-Classes
 - Complete the Online Training in the Online Training Center on Consultant's Corner.
 - Achieving Your Goals
 - Prospecting: Finding Business Everywhere
 - Host Coaching: A Partnership for Success
 - Your Cooking Show
 - Sharing the Opportunity
 - Customer Care



9. Advertise your new business.
- Be sure to familiarize yourself with the Advertising and Publicity Policies before ANY advertising. It can be found on Consultant's Corner under Promoting Your Business.
 - Bring catalogs with you wherever you go!
 - Wear PC Logo Clothing.
 - Bring recipes to the office, to your church, to your social groups, to your neighbors....
 - Send out an E-mail announcement to your List of 100 about your new website.
 - Don't apologize for being a business owner!!! Have a 10-second commercial.
10. Work with your Host Packets.
- Look through the contents of the host packets. Determine how you'd like to assemble future packets.
 - These are all ideas of what to include: (These are just suggestions!! You can put your folders together any way you'd like!! These are simply some ideas to get you started.)
 - A personal letter to the host from you letting them know what they can expect from you as their Consultant. Include other information such as who to make checks out too, shipping and handling charges for APO, etc.
 - Monthly Host and Guest Special flyers (downloadable from Consultants Corner)
 - Show Benefits Flyer (paperwork supply)
 - New Consultant Rewards Brochure (downloadable from Consultants Corner)
 - Show Planner (paperwork supply)
 - Season's Best Recipe Collection (paperwork supply)
 - Postcard Invitations (paperwork supply)
 - 2-3 loose Catalogs
 - Outside Order Forms (downloadable from Consultants Corner)
 - Recipes. You may want to compile a list of 5 each of appetizers, main dishes, and desserts for your hostess to choose from. This allows you to not be overwhelmed by having to learn so many recipes before your first couple of Cooking Shows. As you grow more comfortable with all the recipes, you can change and/or expand your list. Always leave the option for the hostess to choose whatever her favorite recipe is!!
11. Assemble your Guest Folders.
- Guest folders should be kept very simple.
 - Ideas of what to include:
 - Show Benefits flyer
 - Monthly Guest Special flyer
 - Catalog
 - Receipt. Make sure you have your name, phone number and Consultant number on the receipt BEFORE the Show!! This will save you tons of time!! DO NOT put the date or Show number on your receipts until you are totaling up the guest's order!!!! If you put the date on the receipt and no one uses it, you have to throw it away!!!