

## **New Consultant Kit and Rewards Program**

### **General Questions**

**Q. Why is the Super Starter Kit changing?**

**A.** Our research showed it is time for a change. The kit needed to be simpler, more streamlined and more contemporary

**Q. When is the New Consultant Kit available?**

**A.** The New Consultant Kit is available Jan. 22, 2007.

**Q. Why is the price increasing to \$155?**

**A.** The \$155 price point was derived based on many factors. But our main objective was to give new Consultants the chance to demonstrate and sell our most compelling products right from the start so they could generate more bookings and have higher Show averages.

**Q. Why are we changing the New Consultant incentive program?**

**A.** Our research showed it is time for a change. The rewards program was updated to offer new Consultants choices. And, we wanted to reward new Consultants for three important business activities – holding Cooking Shows, selling and recruiting. This is the basis for a good business foundation.

**Q. How is the New Consultant Rewards Program different than the Super Starter Program?**

**A.** Consultants who began their careers under the Super Starter Program received pre-selected products as bonuses. Now, instead of predetermined bonuses, the New Consultant Rewards Program rewards Consultants with Pampered Chef® dollars based on their number of Shows, level of sales and recruiting. This way, the new recruit can choose their own rewards.

**Q. Why was the Introductory Period (buffer month) eliminated?**

**A.** It has been proven that Consultants who get off to a fast start are more successful and stay longer. That's why we simplified and streamlined the New Consultant Kit and designed the New Consultant Rewards Program to reward new Consultants for a fast start.

The first 30 days are critical for new Consultants to build productive, long-term Pampered Chef® careers that enable them to make their dreams a reality. It was very clear that Consultants who signed their Independent Consultant Agreement and went on to booking Cooking Shows in their first 30 days ultimately achieved a higher degree of success.

**Q. Why are new Consultants rewarded with Pampered Chef® dollars instead of product bonus kits?**

**A.** We wanted a program that was about choice. This way, Consultants can choose what best benefits their businesses. Maybe adding products would be beneficial to one Consultant, whereas business materials or even National Conference registration would be more helpful to another. Now, the Consultant can choose.

## **The New Consultant's Experience**

### **Kit Contents**

**Q. Are the New Consultant Kit and Hispanic market kit products the same?**

**A.** No. After conducting market research, we found that the differences in cooking styles between the two markets necessitated different product kits to truly be effective.

**Q. What comes in the New Consultant Kit?**

- A.** The following items are included in the new kit:
- 25 of our most compelling products (for a complete list of products, see Special Edition *Consultant News* posted online)
  - A streamlined selection of paperwork that will make it easier for the new Consultant to start her/his business.
  - An engaging, concise Business Guide that includes:
    - Your Life, Your Way Opportunity DVD
    - Getting Started Training DVD
    - Printable Materials CD-Rom
    - PamperedPartner® Plus program
  - A New Consultant tote to carry the tools

**Q. What comes in the new Hispanic market kit?**

- A.** The following items are included in the new kit:
- 16 of our most compelling products for the Hispanic market (for a complete list of products, see Special Edition *Consultant News* posted online)
  - A streamlined selection of paperwork that will make it easier for the new Consultant to start her/his business.
  - An engaging, concise Business Guide that includes:
    - Your Life, Your Way DVD
    - Getting Started Training DVD
    - Printable Materials CD-Rom
    - PamperedPartner® program
  - A New Consultant tote to carry the tools

**Q. What's on the Printable Materials CD-Rom?**

**A.** The Printable Materials CD contains electronic versions of the key business forms new Consultants will use regularly. Forms like the List of 100, the Cooking Show Observation Guide and the Show Checklist are now in one place, ready to print whenever you need them.

**Q. What's on the *Getting Started* DVD?**

**A.** The Getting Started Training DVD gives the new Consultant step-by-step instructions for having a successful Cooking Show from start to finish. This DVD takes new Consultants through the preparation of three Pampered Chef® tried-and-true recipes.

It also features a full Cooking Show that will help them to quickly develop the confidence they need to start booking their first Shows.

**Q. What is the Opportunity DVD and how do Consultants use it?**

**A.** Titled, *Your Life, Your Way*, this DVD features Consultants from all walks of life, giving first-hand accounts of why our business can help anyone live their dreams.

This new DVD makes recruiting easier than ever. Consultants can play it at the end of a Cooking show while guests are enjoying tasting the recipe. They will also want to hand it to potential recruits and say, "Take a look at what a great company The Pampered Chef® is and what a fun business opportunity we offer." The stories they'll hear on the Opportunity DVD will be sure to get prospects wanting to hear more!

**Q. Do the *Getting Started* and *Your Life, Your Way* DVDs come in VHS format as well?**

**A.** No, they are only available in DVD format.

**Q. Why do new Consultants receive only PamperedPartner® Plus in their kit?**

**A.** PamperedPartner® Plus is the next generation of software and offers many benefits beyond PamperedPartner®.

**Q. Does the Hispanic market kit include PamperedPartner® Plus?**

**A.** The Hispanic New Consultant Kit includes a CD with PamperedPartner® Plus (available only in English at this time) and PamperedPartner® (in Spanish and English)

## **Charter Host Gift**

### **Q. What is the Charter Host Gift?**

- A.** The Charter Host Gift is for all hosts who help new Consultants get off to a fast start. Hosts of Shows held and submitted within the new Consultant's first 30 days are eligible to select one of the following items:
- CJ21 - Lemon and Rosemary Hand Soap
  - CJ22 - Hot Pad/Trivet (Red)

### **Q. How can new Consultants inform prospective hosts about this opportunity?**

- A.** The Charter Host Flyer (mailed to all active Consultants in the Recruiting Preview Mailing) provides details on the Charter Host Gift and offers helpful words for new Consultants to use when speaking with prospective hosts.

The Charter Host Flyer is included in the New Consultant Kit and is available for purchase. Additionally, the front page of the flyer may be downloaded from Consultant's Corner.

### **Q. How does the new Consultant indicate which Charter Host Gift the host has chosen?**

- A.** Simply write the special item number on the sales receipt or enter it in PamperedPartner® Plus.

### **Q. When will the host receive their Charter Host Gift?**

- A.** The Charter Host Gift will be picked and shipped with the Show to the host's home.

### **Q. What if the host doesn't select their Charter Host Gift?**

- A.** If the host doesn't select their Charter Host Gift, we will automatically add the Hot Pad Trivet (Red) to their order.

## **New Consultant Rewards Program**

### **Q. When does the New Consultant Rewards Program begin?**

- A.** The New Consultant Rewards program begins Jan. 22, 2007.

### **Q. How are the 30-day and 90-day end dates calculated?**

- A.** The 30-day and 90-day end dates are calculated based on the estimated arrival date of when the new Consultant receives their kit.

**Q. How will new recruits be notified of their New Consultant Rewards dates?**

**A.** New Consultants will receive their 30-day and 90-day end dates in their Welcome Letter by regular mail and by e-mail. Recruiters and Directors will also be copied on the Welcome Letter.

**Q. Can new Consultants indicate when they would like their program to start?**

**A.** No. The New Consultant Rewards Program begins as soon as the new Consultant receives their kit. Their start date will be listed in their Welcome Letter.

**Q. Can New Consultants request an extension on their New Consultant Rewards period?**

**A.** No, the New Consultant Rewards Program is a 90-day incentive. New Consultants can choose to earn this incentive just like any other incentive. The only exception for changing the start date is if proven via tracking, that their kit did not arrive on the communicated date.

**Q. What rewards can a new Consultant earn during their first 90 days through the New Consultant Rewards Program?**

**A.** New Consultants can earn the following rewards during their first 90 days through the program:

- 50 Pampered Chef® dollars for every four Shows submitted.
- 50 Pampered Chef® dollars for every \$1,250 in commissionable sales submitted.
- 50 Pampered Chef® dollars for every recruit who qualifies in their first 90 days.
- 100 Pampered Chef® dollars for every \$5,000 in commissionable sales submitted.

**Q. What bonus rewards can a new Consultant earn in their first 30 days on the New Consultant Reward Program?**

**A.** New Consultants can earn the following bonus rewards in their first 30 days on the program:

- 50 Pampered Chef® dollars for every 4 Shows submitted (100 total when added to the 90-day reward).
- 50 Pampered Chef® dollars for every \$1,250 in commissionable sales submitted (100 total when added to the 90-day reward).
- 100 Pampered Chef® dollars for every recruit that qualifies in their first 90 days (150 Pampered Chef® dollars total when added to the 90-day reward).

**Q. Are there any 90-day bonuses?**

**A.** Yes, 100 Pampered Chef® dollars for every three recruits in your first 90 days. Recruits must qualify in their first 90 days for the new Consultant to receive this bonus.

**Q. Can the same Shows/sales count toward more than one reward?**

**A.** Yes. For example, if you submit \$5,000 in commissionable sales in your first 90 days, you will have received:

- 50 Pampered Chef® dollars for each \$1,250 in sales.
- 100 Pampered Chef® dollars for reaching \$5,000 in sales  
= Total 300 Pampered Chef® dollars for that \$5,000.

Plus, you'll receive additional Pampered Chef® dollars for every four Shows you hold.

**Q. Are there any limits to the number of times new Consultants can earn a reward on the program?**

**A.** No. New Consultants can earn unlimited rewards on the New Consultant Rewards Program.

**Q. How many Pampered Chef® dollars will a new Consultant receive if they achieve all of the recruiting rewards? For example, what if they recruited three new Consultants in their first 30 days and they each qualified in their first 90 days?**

**A.** They would earn 550 Pampered Chef® dollars.

- 50 Pampered Chef® dollars for each recruit (for a total of 150 Pampered Chef® dollars), and
- 100 Pampered Chef® dollar bonus for each new Consultant recruited in your first 30 days (for a total of 300 Pampered Chef® dollars), and
- 100 Pampered Chef® dollar bonus for recruiting three new Consultants,

**Q. What Show types count toward the four Shows reward for the New Consultant Rewards?**

**A.** Cooking Shows (K), Cooking Show Fund-raisers (F), Wedding Showers (B) and Catalog Shows (C) count toward the four Shows reward.

**Q. What Show types count toward the \$1,250 commissionable sales and \$5,000 sales rewards for the New Consultant Rewards?**

**A.** All commissionable sale types count toward the \$5,000 commissionable sales reward. This includes: Cooking Shows (K), Cooking Show Fund-raisers (F), Wedding Showers (B), Catalog Shows (C), Individual Orders (I), Online Orders (O) and Wedding Registry Redemptions (R).

**Q. How will new Consultants be notified when they have earned New Consultant Rewards?**

**A.** New Consultants will receive an e-mail notifying them of their accomplishments and that their Pampered Chef® dollars will follow in the mail.

**Q. Can new Consultants check their rewards online?**

**A.** Yes. New Consultants can track their progress on Consultant's Corner under New Consultant Rewards Recognition, located under Consultant Incentives.

**Q. How can Consultants use their Pampered Chef® dollars?**

**A.** Pampered Chef® dollars can be applied to non-commissionable orders, such as:

- Product purchases (personal orders, kit enhancement orders, sample orders and replacement part orders).
- Supply orders (including the Show-to-Go carrying accessories).
- National Conference and Leadership Summit registration.

Pampered Chef® dollars may **not** be used for Personal Web site subscriptions. And, Consultants must be active to redeem rewards.

**General New Consultant Experience Questions**

**Q. Will New Consultants know when their kit is expected to arrive?**

**A.** New Consultants will be able to track their kit on the Shipment Status screen on Consultant's Corner.

**Q. What if a Consultant can't submit orders electronically?**

**A.** Consultants who have no other choice than to submit their orders by hand can purchase the New Consultant Paper Order Submission Packet.

- **What does it include?**

- 1 Supply Order Form
- 6 Itemized Sales Receipts
- 1 Sample Order Form
- 1 pack of 10 Show Order Forms

- **How does a New Consultant get the Paper Order Submission Packet?**

New Consultants must call the Solution Center at 1-888-OUR-CHEF (687-2433) to order the package, and the charge for the packet will be deducted from their commission.

- **What is the charge?**

\$4

- **How will a new Consultant know this packet is available?**

It is noted on the Independent Consultant Agreement.

- **If they don't receive their Paper Order Submission Packet within their first 30 days, and need to submit a Show, how will this be handled?**

The new Consultant may borrow paperwork from their recruiter or Director.

**Q. Can a New Consultant switch from the New Consultant Rewards Program to the Super Starter Program?**

**A.** A Consultant who joins after Jan. 22 may **not** move from the New Consultant Rewards Program to the old Super Starter Program.

**Q. Is it possible for a New Consultant to go inactive during their New Consultant Rewards Program?**

**A.** No.

**Q. How is active status affected by the New Consultant Rewards Program?**

**A.** New Consultants continue to remain active through their New Consultant Rewards Program, as they do now with the Super Starter program. However, to remain active after their rewards period has ended, they must submit at least \$200 in commissionable sales in the previous two months.

- Example: A new Consultant joins on Jan. 22, and her 90-day end date is April 22. To remain active on May 1, she must have submitted at least \$200 in total commissionable sales in the months of March and April.

## The Recruiter's/Director's Experience

**Q. What is the last date a new Consultant can join under the Super Starter Program (\$90 kit)?**

**A.** Jan. 21, 2007.

**Q. What is the cutoff for a recruit to sign up online for a \$90 kit?**

**A.** Contracts for the \$90 kit can be entered until Sunday, Jan. 21 at 3 p.m. CST. The new contract will be posted at noon CST on Jan. 22. The lag allows us to make a smooth, technical transition. There will be an online notification if a Consultant tries to submit during this down time asking them to return after noon CST on Jan. 22.

**Q. When will the new contract entry be available on the web?**

**A.** Contract entry will be available by noon CST on Monday, Jan. 22.

**Q. If a recruit joins prior to Jan. 22, which kit do they receive?**

**A.** They will receive the current fall/winter 2006 Super Starter Kit. Consultants joining Jan. 22 or after will receive the spring/summer 2007 New Consultant Kit.

**Q. How will the recruiter be notified of the new recruit's 30-day and 90-day end dates?**

**A.** The recruiter will be copied on the welcome e-mail. Additionally, first line Directors and recruiters will receive the 30-day and 90-day end dates of their new recruits in a new Consultant status e-mail.

**Q. Will recruiters/Directors be able to track their recruits on the Super Starter Program and New Consultant Rewards Program?**

**A.** Yes. The Super Starter program will be supported as it currently is. Additionally, Consultants will be able to track their recruits' progress on the new program with new reports that will be available on Consultant's Corner and on Cluster Web. Plus, recruiters and First Line Directors will be notified via a new Consultant activity e-mail reflecting new Consultants that have achieved rewards on the New Consultant Rewards Program.

**Q. How will Directors and recruiters be notified when new recruits have earned rewards?**

**A.** Directors and recruiters will receive the New Consultant Activity Report when they recruit or one of their new recruits have earned a reward. If there is no activity, they will not receive the e-mail.

Directors and recruiters will also be able to link to the Track Your Progress section of Consultant's Corner to view the progress of new Consultants in their downline through the Individual Performance Tracker.

**Q. Will new Consultants still have the opportunity to purchase a Booster Kit?**

**A.** Yes. The name has changed to the Business Building Package and can be ordered for \$36 the same way as the Booster Kit. The order must be submitted to the Home Office by mail within 60 days from the date the New Consultant Kit ships.

## **The Current Consultant's Experience**

**Q. Will current Consultants receive New Consultant Kit materials in their paperwork package?**

**A.** Active Consultants will receive many of the New Consultant Kit paperwork pieces and the Your Life, Your Way Opportunity DVD in a special mailing that will be sent shortly after Leadership Summit. Other pieces will be included in their paperwork package or mailed with their first supply order.

**Q. How do current Consultants get the Your Life, Your Way Opportunity DVD and Getting Started Training DVD that new Consultants will receive in their New Consultant Kits?**

**A.** Current Consultants receive the Your Life, Your Way Opportunity DVD in a special mailing right after Leadership Summit. Directors will receive the Getting Started Training DVD in their paperwork packages, and Consultants will receive one free with their first supply order.

Both are also available for purchase on the Training Resources section of the supply order form beginning Jan. 23. The Your Life, Your Way Opportunity DVD is sold in packs of 5, because they're intended to be given to potential recruits. The Getting Started Training DVD is sold in singles.

**Q. Is the Quick Start program remaining the same?**

**A.** Yes.

**Q. Can the New Consultant Kit tote be purchased?**

**A.** No, but it can be earned during the January-February Recruiting Promotion.

**Q. Can Consultants order the new kit after their 200<sup>th</sup> Show?**

**A.** A Consultant may re-order one kit after submitting 200 Cooking Shows. All qualified Cooking Shows, Cooking Show Fund-raisers and Wedding Showers count toward the requirements. You will be notified on completion of your 200<sup>th</sup> Show.

**Q. Policies and Procedures used to be included in the Super Starter Kit. Where can Consultants find them now?**

- A.** Beginning Jan. 22, 2007, Policies and Procedures can be found online in Consultant's Corner under Managing your Business. This allows Consultants to receive the most up-to-date information at any time.

<b>The Current Super Starter's Experience</b>
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**Q. What if a recruiter is currently in the old Super Starter Program and recruits someone in the new program?**

- A.** Their recruit will be under the rules of the New Consultant Rewards Program.

**Q. If a Consultant is on the Super Starter Program, and their recruit is on the New Consultant Rewards Program, how long does the recruit have to submit \$750 in commissionable sales in order for the Super Starter to earn their pieces of cookware?**

- A.** The new recruit must submit \$750 in commissionable sales in their first 30 days in order for the Super Starter to earn cookware.

**Q. Can a Super Starter send back the Super Starter Kit (\$90) for a refund and switch to the New Consultant Kit and program?**

- A.** Only if the Super Starter Kit is unopened. In order to receive the New Consultant Kit, the original Independent Consultant Agreement will be cancelled and the recruit can submit a new agreement after Jan. 22. Once the original kit is received in the Home Office, the new kit will be processed.

Alternatively, the new recruit can switch to the New Consultant Rewards Program and/or purchase a Product Upgrade.

**Q. Can a current Super Starter switch to the New Consultant Rewards Program?**

- A.** Possibly. See the Transition Program details under Transition Program and Product Upgrade.

**Q. Can a current Super Starter keep their \$90 kit and purchase the New Consultant Kit?**

- A.** No. However, they may be eligible to purchase a Product Upgrade. See details under Transition Program and Product Upgrade.

**Q. Are hosts of Consultants in their Super Starter Program eligible for the Charter Host Gift?**

- A.** No. The Charter Host Gift is a function of the New Consultant Rewards Program.

## **Transition Program and Product Upgrade**

### **Transition Plan**

**Q. What is the Transition Plan?**

**A.** The Transition Plan offers options to those Consultants who joined between Dec. 15, 2006 and Jan. 21, 2007. The Transition Plan offers two possible options:

1. Purchase a Product Upgrade.
2. Switch to the New Consultant Rewards Program.

**Q. Why were the dates Dec.15 – Jan. 21 chosen?**

**A.** We chose this timeframe because Dec. 15 is the earliest date we would accept Independent Consultant Agreements for February and March start dates. This will allow all Consultants who begin their businesses Jan. 22 and forward, basically the same product and program options.

**Q. If a new Consultant switches to the New Consultant Rewards Program, when will their program begin?**

**A.** The Consultant's program will begin on Jan. 22.

**Q. What if a recruit joins between Dec. 15 and Jan. 21 and has submitted sales? Can they still switch programs, and do their sales count toward the New Consultant Rewards Program?**

**A.** If they have submitted sales and have not achieved a bonus level, they may switch from the Super Starter Program to the New Consultant Rewards Program, and those sales will count toward the New Consultant Rewards Program.

If they have achieved a bonus level on the Super Starter Program, they may not switch programs because they cannot earn through both programs.

**Q. What if a recruit joins between Dec. 15 and Jan. 21 and has recruited? Can they still switch programs?**

**A.** If a Consultant in the Super Starter Program has recruited a new Consultant, they must stay on the Super Starter Program.

**Q. How will the new Consultant know their 30-day and 90-day end dates?**

**A.** They will be told via phone and then by e-mail later. Further, these dates can be located under Track Your Progress and on the Individual Performance Tracker located on Consultant's Corner.

**Q. What is the last date to switch to the New Consultant Rewards Program?**

**A.** Monday, Jan. 22, 2007.

## **Product Upgrade**

**Q. What is the Product Upgrade?**

**A.** The Product Upgrade consists of products that are not included in the \$90 Super Starter Kit but are in the New Consultant Kit.

**Q. What is the cost of the Product Upgrade?**

**A.** The Product Upgrade is \$105 (including shipping). The Hispanic market Product Upgrade is \$75 (including shipping).

**Q. Why is there a price difference between the US English and Hispanic Product Upgrades?**

**A.** The cost difference is a result of the products included.

**Q. What is the last day to purchase a Product Upgrade?**

**A.** Monday, Jan. 22, 2007.

**Q. Can both the Hispanic and English Product Upgrade be purchased by the same person?**

**A.** No. Consultants may only purchase the Product Upgrade corresponding to their primary language.

**Q. What if a recruit joins between Dec. 15 and Jan. 21 and has submitted sales? Can they still purchase the Product Upgrade?**

**A.** Yes, they may still purchase the Product Upgrade

**Q. What if a recruit joins between Dec. 15 and Jan. 21 and has recruited? Can they still purchase the Product Upgrade?**

**A.** Yes, they may still purchase the Product Upgrade.

**Q. How does a new Consultant on the Super Starter Program purchase the Product Upgrade?**

**A.** To purchase the Product Upgrade, call the Solution Center at 1-888-OUR-CHEF (687-2433).

**Q. What are the payment options for purchasing the Product Upgrade?**

**A.** The kit must be purchased with a Pampered Chef® credit or debit card.

## **General Transition and Product Upgrade Questions**

**Q. If a Super Starter would like to purchase the Product Upgrade, do they have to switch to the New Consultant Rewards Program?**

**A.** No, the two are independent of each other. Super Starters may purchase the Product Upgrade without switching to the New Consultant Rewards Program. To do so, contact the Solution Center at 1-888-OUR-CHEF.

**Q. If a Super Starter would like to switch to the New Consultant Rewards Program, do they have to purchase the Product Upgrade?**

**A.** No, the two are independent of each other. Super Starters may switch to the New Consultant Rewards Program without purchasing the Product Upgrade. To do so, contact the Solution Center at 1-888-OUR-CHEF.

**Q. Can existing Consultants purchase the Product Upgrade?**

**A.** No. The Transition Program and Product Upgrade are reserved for Consultants joining between Dec. 15 and Jan. 21.