

## *Recruiting: From Invitation to the Interview Course Summary*

### *The Full-Service Checkout*

It's important to personally invite each guest to consider the business for themselves. An ideal time is when helping guests complete their orders. It's easiest to start by asking about the business, because knowing their level of interest will help with the rest of the full-service checkout.

#### **1. Invite guests to explore the business opportunity.**

*"Have you ever thought about having a home-based business? ... Did anything I said make you curious?"*

#### **2. Ask if they'd like to host a Cooking Show.**

*"Does the idea of having your friends over for a fun evening like this appeal to you? ... Are there products you'd love to have for free?"*

#### **3. Offer future customer care.**

*"Are there other products you might like to have in the future? ... Would you like to know when they go on special, or when we add new products?"*

#### **4. Ask for referrals, especially for the Wedding Registry.**

*"Do you know someone who's getting engaged, or already is? I'd love to be sure they know about our Wedding Registry and generous Registry Rewards programs."*

### *"Have you ever thought about having a home-based business?"*

You can ask this of almost anyone, almost anywhere – from guests at a Show to people in everyday work and social settings. When people respond, their tone of voice and body language will give clues about what they might be thinking. You want to respond in a way that helps them feel comfortable and open to exploring the business.

### *With an interested "yes"*

**When someone says:** *"You know, I have thought about it. I've been wondering if there's a way I could stay home with my kids and still make some money."*

**Respond with enthusiasm:** *"Wonderful! How about if we get together tomorrow sometime? I'd love to answer your questions. Are mornings or afternoons usually more convenient for you?" (Pause for response.) "In the meantime, can I give you this to take a look at?"*

Give your prospect the Come Join Us! booklet and/or the Your Life, Your Way DVD, which are both helpful introductions to a Pampered Chef® business.

## *With a firm “no”*

**When someone says:** “You know, I’m just not interested in something like this.”

**Respond respectfully and provide quality service:** “Thanks for your honesty! You know, I’m always looking for people who’d enjoy doing what I do. Could I give you a few business cards to share if someone comes to mind?” (Pause for response.) “Now, how can I be of service to you? Does the idea of getting free products interest you at all?”

This leads you naturally to the rest of the full-service checkout!

## *With hesitant or unclear responses*

Continue the conversation by asking helpful questions, because a person’s initial response isn’t necessarily their “final answer.” This isn’t the time to offer solutions for specific concerns. Instead, your purpose right now is to offer encouragement and information, so you can discover if they’re interested enough to talk some more. During the interview, you’ll be sure to discuss all of their questions.



**Melissa says:** “Well, I do love the products, but when I became a stay-at-home mom, I decided my kids would always come first.”

**She may be thinking:** “I’m not sure how my husband would feel if I left him alone with the kids a few nights a week.”

**Your response:** “It sounds like you’d feel good about selling products you believe in, but you aren’t sure it could work with your family priorities, is that right?” (Pause for response. If at all affirmative, continue.) “You know, we might want to sit down together to see if this could work for you. Could we chat either tomorrow or the day after for about 30 minutes?” (Whether or not she’s ready to meet, offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) “In the meantime, can I give you this to take a look at?”



**Andrea says:** “Well, I’ve thought about picking up a part-time job for some extra money, but I’m not a good cook at all.”

**She may be thinking:** “She looked so confident making the recipe, and let’s face it – I can barely get dinner on the table.”

**Your response:** “It sounds like you might be a little interested, but aren’t sure about the cooking part, is that right?” (Pause for response. If at all affirmative, continue.) “I totally get that because it was my initial concern as well. You know, we should just sit down to see whether this could work for you. Could we get together tomorrow or the day after for about 30 minutes to chat?” (Whether or not she’s ready to meet, offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) “In the meantime, can I give you this to take a look at?”



**Alex says:** "Well, it does look like a cool business, but I'm already so busy I don't know how I'd fit another thing in."

**He may be thinking:** "Part of me is intrigued, but part of me is skeptical. I like the idea of working for myself, but the thought of adding another thing feels overwhelming."

**Your response:** "It sounds like you could see yourself enjoying a business like this, and you've also got a lot going on – is that right?" (Pause for response. If at all affirmative, continue.) "We might want to sit down together to see whether this could work for you. Are you available tomorrow or the day after for a quick 30-minute conversation?" (Whether or not he's ready to meet, offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) "In the meantime, can I give you this to take a look at?"



**Donna says:** "Oh, I could never do something like this – there's no way I could get up in front of all those people."

**She may be thinking:** "She did such a great job, I don't know if I could do it like that. I just get all shaky when I'm in front of people."

**Your response:** "I know what you mean. I remember my first Show and how scared I was! Tell me, if it weren't for that, does the idea appeal to you at all?" (Pause for response. If at all affirmative, continue.) "You know, we might want to sit down together just to talk about it. Could we get together tomorrow or the day after for a quick 30-minute chat?" (Whether or not she's ready to meet, offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) "In the meantime, can I give you this to take a look at?"



**Gina says:** "Oh, no. I'm already working full time."

**She may be thinking:** "She looks like she loves what she does, and I'd sure like to have some more fun in my life. I'm not sure whether it could work on top of my job, though."

**Your response:** "So you have a really full plate, I'm guessing! I'm curious, aside from that, does the idea appeal to you at all?" (Pause for response. If at all affirmative, continue.) "Why don't you take a look at this information so you'll have a better idea of what The Pampered Chef® business is all about? Can I give you a quick call tomorrow, to see if you'd like to explore this some more?" (Offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.)



**Debbie says:** *"Oh, I don't think so. I'm pretty new in town and I don't know very many people."*

**He may be thinking:** *"I'd sure like to do something part time, but I don't know how to ask people that I don't know very well to host a Show for me."*

**Your response:** *"I can imagine that getting to know people after a move takes a little time. I'm curious, if it weren't for that, does the idea appeal to you at all?" (Pause for response. If at all affirmative, continue.) "You know, we might want to sit down together to see whether this could work for you. Could we get together tomorrow or the day after for about 30 minutes to chat?" (Whether or not she's ready to meet, offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) "In the meantime, can I give you this to take a look at?"*



**Alison says:** *"Oh, no. I tried this with another company once, and I wasn't really good at it."*

**She may be thinking:** *"This didn't work out the last time, but I wonder if it could be different now. Have I got what it takes?"*

**Your response:** *"I understand. I had never sold anything before, and I really wondered if I could do it! I'm curious, aside from that, does anything about it interest you?" (Pause for response. If at all affirmative, continue.) "Why don't you take a look at this information so you'll have a better idea of what our business is like?" (Offer the Come Join Us! booklet and/or the Your Life, Your Way DVD.) "Can I give you a quick call tomorrow, to see if you want to explore this some more?"*



**Rebecca says:** *"No, I've never really thought about it."*

**She may be thinking:** *"I haven't really thought about it one way or another. I don't know much about this type of business."*

**Your response:** *"I never thought I'd be doing this, either. But I was intrigued enough to look at the materials and talk with my Consultant. Would you be willing to take a look at this information so you'll have a better idea of what our business offers?" (Offer the Come Join Us! booklet and/or the Your Life, Your Way DVD. If the response is at all affirmative, continue.) "Can I give you a quick call tomorrow, just to see if you want to explore this some more?"*

## *The Follow-Up Call*

**Plan a follow-up call when your prospect is:**

- Interested, but not available to meet soon
- Interested, but reluctant to meet

**First, confirm that it's a good time, and recall the fun of the Show.**

*"When we met at \_\_\_\_\_, I promised to give you a call today. Do you have a few minutes to talk?"*

*(Pause for response.) "It was fun to meet you at \_\_\_\_\_. What was your favorite part of the Show?"*

*(Pause for response.) "You know, a lot of people say that! I think it's part of what keeps people coming to more Shows."*

**Second, discover her level of interest and set up the interview.**

*"From what you know so far about the business, what appeals to you?"*

**Use her questions or concerns to suggest that you meet in person** *"It sounds like you're wondering about \_\_\_\_\_, so we should get together to consider whether this might work for you. When we meet, one of three things will happen. You might decide The Pampered Chef® is perfect for you ... you might find it isn't a match for you right now ... or it may bring up more questions. What seems to work best is getting together for about 30 minutes to answer your questions. That way, you'll know enough to make an informed decision. How does that sound?"*

**Third, whatever their response, end the call on a positive note.**

• **If they say "yes":** *"Great! What works best for you – Tuesday or Wednesday at 10 a.m.? How about if we meet at \_\_\_\_\_?"*

• **If they say "no":** *"I'm sorry to hear that. It sounds like you're not interested right now. May I keep in touch in case things change?" – OR – "Now that you know more about The Pampered Chef® business, does anyone come to mind who'd enjoy knowing about it?" – OR – "I'm glad we could talk about it, even though it's not what you want right now. I promise to take good care of you as a customer/host."*