

Spectacular Service through Full Service Check-Outs

Your Full Service Check Out (FSCO) is one of the most important aspects of your show. It could be your only chance to have one-on-one time with each customer. It is at the FSCO that you must build rapport by asking questions that will lead to recruits, bookings, and sales.

Materials for FSCO:

Laptop (or a great calculator)

Host packets

Business Materials

- Recruiting Materials
- Fundraiser flyers
- Bridal Registry flyers
- Gift Certificate Forms

Consultant Agreements – Clean and Crisp

Upsell Items

- Mini-Serving Spatula
- Bamboo Spoons
- RUFTH Trivet
- Cookbooks
- Pantry items
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Opening Your Show:

It's important to encourage add-ons during the entire show. During my Show opening, I always give my host a copy of *The Season's Best*. I always give an OLD copy. Why do I use old copies? They are cheaper (10 for \$2.50) and they are antiques! You can only get them through a Consultant. When I promo *The Season's Best*, here is what I say:

So, Amy, do you like presents? I thought you would. One of the things that I love about my Pampered Chef business is that I get to shower my Show hosts with presents, and I want to give you your first present right now. This is a copy of *The Season's Best*. Each season, our test kitchens put about 25 of our best recipes into this recipe collection. Now you can add one onto your order tonight for just \$1. The front cover has a great space to write, so this is a great \$1 thank you! Wouldn't you rather get this as a thank you than some \$4 card from Target that you'll throw in your drawer at home?"

Closing Your Show:

You must do a prize drawing slip! This is VITAL to your FSCO. You must know, before your customers sit down, what they are thinking. I'm including my two DIFFERENT prize drawing slips that I'm using now.

Let your customers know that you'll provide them with a FSCO. To make yourself do it, offer to give each customer something if you fail to do it. You might say:

"Tonight, when you're ready to place your order, I'll provide you with a full service check out. I'll help you calculate your tax and I'll also answer any questions that you might have. I have a few questions for you, and if I neglect to ask you those questions, I'll add a Pampered Panty rub onto your order."

Side Note: Never, ever, under any circumstances give a customer free shipping

The Actual Full Service Check Out:

Here are the questions that I ask EVERY customer during the Full Service Check Out. You can use your own and re-word them, but I have found that these questions are key to a successful FSCO:

When the customer sits down, do NOT look at their order form. Turn it over, put it behind you, whatever. If you want to establish rapport with the customer, then it doesn't matter if they bought a Citrus Peeler or the entire catalog...

Question 1: DID YOU HAVE FUN TONIGHT? If they didn't have fun, then why they at the party? If your party is BORING, your guests are SNORING,

Question 2: SO WHAT ARE YOU GOING TO PUT IN YOUR KITCHEN TONIGHT? Listen to each guest and allow the guest to convey what they are purchasing. Remember, make the FSCO all about them!

Question 3: SO WHAT ARE YOU NOT BUYING TONIGHT THAT YOU WOULD JUST LOVE TO HAVE? This is your chance to really make your move toward booking a Cooking Show or a Catalog Show!

Now flip the order form over and calculate/enter the order. When you finish, ask "**What else?**" This is where you encourage add on sales such as *The Season's Best*, the RUFTH Trivet, spoons, Mini-Serving Spatula, etc. Utilize your guest special! You can even offer a free season's best if they add on a \$10 item...

Question 4: SO WHAT INTRIGUES YOU THE MOST ABOUT WHAT I DO? This is where you can answer questions one on one and offer recruiting materials to the guest. Schedule a time to talk with 24-48 hours.

Question 5: WHEN CAN I TAKE YOU ON YOUR PAMPERED CHEF SHOPPING SPREE? This is where you ask for the booking. If they won't do a Cooking Show, offer them a Catalog Show.

At the end of your FSCO, be sure to offer each customer a business card (or two). Ask them to remember you when they need Pampered Chef products and ask them for a referral!

Follow up with all of your leads within 24-48 hours. If you don't, you've wasted your time!!!