

Spring Regional Event- Hilliard, Ohio

Host: Darla Oelmann

February 3, 2007

Guest Speakers: Jo Price, Pampered Chef

Julie Weitz, Outward Image

Notes by: Heather Olah

THEME: Be Intentional!!!

Jo Price

Question: Do you want an MBA? (Massive Bank Account)

Answer: If so, then you must follow the 3-2-1 plan!

3 Contacts a day

- Customer Care Calls – Call and make sure customers know how to use products! So often products go unused and customers don't return to shows because the consultant didn't follow up and make sure they knew how to use products!!
Example: Jo Price attended a show many years ago and loved the cheese grater. The consultant demoed the cheese grater with chocolate!! Jo loves chocolate and knew that she'd be able to use this product at home with her family. When it came a night to surprise her husband with a 'fancy' dinner, she dug out the cheese grater, and couldn't remember how to assemble the product. Therefore, she didn't use it and found it 3 years later when they moved! She never returned to a show for several years because she was frustrated with her experience at the previous show! So, don't fall into this pitfall – follow up with your customers! CCC's are SO important!!!
- The fortune is in the follow-up! Every year billions of \$\$ are lost with many companies because of not following up! Make sure you follow up with your customers!
- Take the time to get to know your customers. At the show, write an adjective, or a piece of personal information that they share with you on their drawing slip. They will know that you truly care about them when you reference the info in the future. MAKE THE EXPERIENCE ABOUT THEM, NOT YOU!!! They

*are there for 1. fun, 2. to socialize and 3. to eat/see products.
Their primary focus is NOT to stock up their kitchen!*

2 Shows a Week

5 B's of Bookings

- 1. BELIEVE – that bookings are a good thing!*
- 2. BRAG- talk about booking **all** the time – sprinkle into conversations, sprinkle in shows. Also, never leave home without knowing your next 2 available dates. When you're in the mall and someone approaches you, know when you're next 2 dates are! Offer them and don't wait for the phone tag game. Book them then!*
- 3. BUSINESS OF EDUTAINMENT – Teach with **FUN!***
- 4. BRING PRODUCTS TO LIFE – Talk about bookings by talking about the products. Explain how they can earn 'blank' product for free.*
- 5. BOUNCE BACK – 20% cancellation rate – book extra shows, so you're not short on promotions, goals and sales*

1- Recruit one a month!

OUR BUSINESS IS FOR EVERYONE!!!!

Everyone is a potential consultant! JUST ASK!!!

Offering the opportunity is not being pushy – they expect it – don't disappoint them! When guests come to a show, they expect for you to talk about bookings, they expect for you to talk about the opportunity. ASK EVERYONE!! You never know who is in your audience thinking about trying on the apron for size, but they just need YOU to believe in them and ASK!!!! Don't disappoint them and give them a reason NOT to try it!

THEME: Be Intentional!!!
Julie Weitz

A-ha! Moment:

People don't come to parties for the products! We are a catalyst for connection!

People come to home parties 70% for the 'party' and 30% for the products! People want to have fun – that's why they come!

What makes a compelling invitation?

Personal graphics – themes!

Post cards often say "Come to my bread and water party!" We don't want to have bread and water parties! We want to have FUN parties!

Don't use postcards for invitations, use an actual creative invitation and make them personal. Example : Mexican Monday Night, Finger Foods Friday, Hawaiian Luau, etc. Consider printing invites on fun bright paper, and hand write address. Guests are more eager to open an invitation (tri-folded) that is personalized than to glance at yet another postcard!!

When offering invitation service for your hosts, ask for 25+ names (PC generally says 40), addresses and postage. When hosts give you postage, they generally are less likely to cancel. They have given you the postage, and they have invested into the show – they aren't going to be as likely to back out.

What makes an Extraordinary Party Experience?

*Get there early! Don't make your guests wait for YOU!
How do you connect with guests and make them feel important? A good intro, or ice-breaker is "How do you know the host?" Leads to another question – helps you get to know your guests, and not just sell them products.*

*Be a heart-centered listener – learn about your guests!
Learn their needs!*

Make your hosts feel extra special and really important.

Learn the guests' names! Name tags aren't always necessary, especially if you can remember them!

Once you know them say "Now I know about you – let me tell you about me!" And start with "It's kind of an interesting story..."

To get your story, incorporate the answers to these questions: What was your first experience with TPC like?

Was it a Cooking Show?

Were you excited about attending?

Who was the host?

What did it feel like?

What did you like about it?

Did you have fun?

What did you think of the products?

What happened after the show?

Did you book a show? If so, how much free products did you get?

Did you sign up?

What was your first Cooking Show as a consultant like?

Were you nervous?

Did you have a good turn out?

How much \$\$ did you make that night?

Don't talk about how TPC has changed your life....save that for the recruiting talk! You just want to tell everyone how you got started with TPC!

Thoughts to consider as you design your intro:

Focus on booking seeds.

Focus on recruiting seeds.

Relate your personal experience in starting your business in story form.

Save your recruiting story (benefits) for your Opportunity Commercial.

Give commercials throughout show.

Divide your party into 3 segments 1. Connection/Intro, 2. Party, 3. Shopping experience

Tips for during the show....

- *Don't give catalogs BEFORE show demo end!!!!
WHAT????????? Yeah, I was skeptical too.*
- *Use wish lists as order forms! See what it is they really want – guests will get lost in the catalog instead of listening to your demo!!!!*
- *Sales are guaranteed to increase when using Wish Lists, because then, you and they will see what they really want, and you can offer hosting as an opportunity to earn the rest of the wish list for free!*
- *Remember – make it all about THEM!!!!!!!!!!*

Guest Care Card...

- *Drawing Slip – Instead of using 'yes' and 'no' for answers with hosting, recruiting, etc, use a 1-10 scale. Don't let them be #5 – see where they really stand! 'Yes' and 'No' are black and white – you want to find the gray area! If a guest marks a '6', then they are more likely telling you that they may someday want to*

host, but maybe just not right now. They may have just said 'no' and you may have never looked deeper!!! At the end of the night – ask them: “What would make it a '10' for you? Find out why they are not a '10'!!! Then you can explain and perhaps get a booking, or get that recruit!

- *What do you say to the host that says she's too busy? Say “If you're that busy, then you NEED a break! Let me come and pamper and feed you for a night, and give you an opportunity to visit with your friends!” “You need this!”*
- *A good visual is to have a 'booking tree' (photo tree) and have 4x6” cards with dates and then an instant booking gift. Make it something cheap – citrus peeler, paring knife, etc. Call them 'Party Date Cards'. Watch your bookings greatly increase, with this visual, and everyone wants something for free! They book, and get a tangible gift for free!*
- *Don't book more than 4-6 weeks out!!! If you are in February, and at a show, and a guest wants to book May, most likely they will cancel before the date! There is a 60% chance they will cancel, when dates are booked more than 6 weeks out. If you work around your family's schedule, you're certain to not have to change the date as well. If they insist on a May date, then write them down on a list, and follow up with them in April! Don't book more than 4-6 weeks out!*
- *To ensure a great customer service experience, do your best to physically meet with your newly booked host within 7-10 days of her/his booking. They will appreciate it, and you will give great customer service and they can retain that excitement about their show!*

Sharing the Opportunity...

- *Share the passion about the opportunity!!!! This could be an answered prayer for someone!! You could be their new angel! You just never know who is barely making ends meet, or who is struggling to pay the bills! Don't ever assume who your audience is!*

Opportunity Commercial....

- ***'WHY bag'***- *This is one of the best pieces of info I received all day!!!!!!!!!!!!!!!!!!!!*
- *When telling about the opportunity – give personal reasons you chose this...*
- *Why bag say – “There’s so much to love about PC, so I use this bag to tell you a little about what PC has done for me.” Have a bag cutely decorated, or personalized. Include items like : Photo of loved ones (and explain what PC has done for them), tax form (talk about the great write-offs), \$100 fake monopoly money (talk about how you average making \$100 a night), fake credit cards (talk about how you’ve reduced debt and bills). Use examples that YOU have experienced. Personalize this for YOU. Then say, (this is less intimidating) “If you know someone who would benefit from this – let me know!” Then you’re not ‘asking’ THEM to sign. You’re saying if you know ‘someone’. Puts less pressure on you, and them too.*
- *This ‘Why Bag’ is used instead of a boring recruiting talk, or a ‘pressure speech’ and even instead of recruiting games.*

Opportunity Packets and bags....

- *Have 1-2 a show ready...can have more in the car for backup!*
- *Have a pretty gift bag with tissue paper, and inside include:*
 - *Recruiting info (brochures, etc)*
 - *New 'Your Life, Your Way' DVD*
 - *Greeting card**
 - *1 tea bag*
 - *Chocolate kisses, or Take '5' Bar*
 - *Bath Beads*
 - *Votive candle*

On greeting card write "Take a break and pamper yourself and consider the possibility of starting your own business! I'll follow up in a couple of days!"

Include in the card a small 'instruction' sheet. Say "Take the bath beads and start a bath, light the candle, make the tea and immerse yourself in the nice warm water. Enjoy the chocolates and take 5 minutes and consider starting your own business!"

SUCH A CUTE IDEA!!! And it is special and really 'pampering'!

Closing your show....

- *CLOSE SHOW AT THE END OF THE NIGHT!!!!*
- *Ok, a lot of people disagree with this, but here are the reasons.....*
 - *When you hold a show open – it makes the show attendees have to wait longer for their orders, and you end up catering to the guests that couldn't make it. Shouldn't your guests that came to the*

show have preferential treatment? Why should they have to wait additional days or even weeks for their orders to be submitted???? Think about it....

Host coach your hosts to get outside orders BEFORE the show!! Think about how much peppier you and the host would be if you start the show with several hundred in orders! You're more likely to have a more successful show in the end!

Explain to the host that the show is closing to get the products to the customers ASAP. You don't want to make them wait! You want to provide the best customer service ever!

Another reason to close that night is you most likely have other shows on your calendar. Besides providing excellent customer service, you want to be DONE with the show when you leave. Your host will want to be DONE. She's already invited all of these people, cleaned her house, purchased ingredients and has gotten all of this together for you in her home. She wants to be DONE when you leave! Don't drag this on for her/him for days or even weeks!

Have a friend that wanted to order and couldn't make it to the show? NO PROBLEM.

Offer the host 2 suggestions:

- *1. 'Guest' couldn't make it to the show, but wants to order – let the host know that she can schedule off of her cooking show, and hold a catalog show, and earn DOUBLE rewards! That gives these guests that couldn't make it and that didn't order BEFORE the show an opportunity to order with the host. And, the attended guests can get their products quickly.*
- *2. Or – you can give the order(s) to a host that booked off of the show. It helps you end the show, and it helps*

that host get started with her show, or even her business.

All of these things that Julie shared with us can help each of us in our own businesses! She challenges us to give it a try – or keep doing what we're doing and get the same results! If you try it for a month, and it isn't working for you, then fine! But she has received tons of feedback from hundreds of consultants who were the most skeptical, and who gave her ideas a try, and where completely transformed in the end! You never know how something could benefit your business until you give it a try. Remember that hosts and guests want the experience! Give them the best DSA experience that they've ever had. Make them want to book more shows in the future! Don't make them regret having a show for you!

- End Seminar