

# More Questions & Answers

## On the New Wedding Registry

Refer to the Wedding Registry training booklet in your spring paperwork box (or Super Starter paperwork box) for complete details on the new Wedding Registry.

### General Questions

**Q. Who can participate in the Wedding Registry?**

**A.** Qualified, active Consultants with an e-mail address on file with The Pampered Chef can have wedding registries. You do not need to have a Personal Web Site to participate.

**Q. If a new Consultant who has not yet qualified sets up a Personal Web Site (PWS), what will appear on his/her PWS home page about the Wedding Registry?**

**A.** The Wedding Registry link will not appear on the PWS home page of a Consultant until he/she has become qualified.

**Q. Are Wedding Registry sales counted as online sales?**

**A.** Yes. As stated in *Recipe for Success*, online orders include those orders placed directly through a Consultant's Personal Web Site and through a Wedding Registry. Please refer to *Recipe for Success* for complete details on how online sales are counted towards earning annual incentives, Top Performance Cluster, and Future Director bonuses or Director overrides.

**Q. Can I set up and manage a registry for a couple?**

**A.** Yes, if they'd like you to do so.

**Q. When are registry orders credited toward a Consultant's sales?**

**A.** Just as with other online orders, registry purchases are added to a Consultant's commissionable sales total for the month in which the order is received at Home Office.

**Q. How will the Wedding Registry tutorial help me?**

**A.** The online tutorial will allow you to walk through the Wedding Registry, so that you can see what the couple, gift-buyer, and Consultant will experience. It will be available by March 1, 2006.

### Registry Rewards

**Q. Can the couple purchase more than they have earned in free products from their Registry Rewards?**

**A.** Yes. This works just like the host program does for Shows.

**Q. Will products selected by the couple as part of their Registry Rewards be shown on the registry?**

**A.** Yes. They will be marked as "received" on the registry.

**Q. Why don't Registry Rewards continue to accumulate for one year after the wedding, since a registry can remain open that long?**

**A.** The Registry Rewards program is designed to be an exciting benefit for the couple to enjoy soon after their wedding. In the midst of their many gifts, The Pampered Chef® will stand out because of its generous rewards program!

As an added service, the registry can stay open for one year after the wedding so that family and friends can complete sets requested on the registry, or perhaps send a gift for the couple's first anniversary.

**Q. If a guest who purchases on a registry books a Show, does the bride receive the Booking Benefit at that future Show?**

**A.** No. Registry Rewards do not include the Booking Benefit. The Booking Benefit is designed exclusively for those who actively host a Show.

### The Couple's Experience

**Q. What if a couple who wants to register hasn't set their wedding date yet?**

**A.** They must enter a date when creating a registry. However, they can change the wedding date shown in the registry at any time.

**Q. What Web address is on the registry cards in the couple's welcome packet?**

**A.** The address shown is [www.pamperedchef.com](http://www.pamperedchef.com). That's because gift-buyers will search for the registry on our Web Site by the couple's name, not the Consultant's name. (The registry is automatically tied to the appropriate Consultant.)

**Q. Does the couple receive an email reminding them to redeem their Registry Rewards?**

**A.** Yes. An email is sent one day after the wedding. *(If the registry accumulates \$1,000 in gift purchases before the wedding date, the email is sent at that time, since the couple will have reached the maximum allowable Registry Rewards level.)* In addition, a follow-up email is sent two weeks before their Rewards expire if they haven't yet redeemed them. The Consultant is copied on the email if the couple has "opted in" for Consultant contact.

**Q. Does the couple receive an email before their 10% discount expires?**

**A.** Yes. This is handled just as it is for past hosts of Shows. The Consultant is copied on the email if the couple has "opted in" for Consultant contact.

## The Gift-Buyer's Experience

**Q. Can the gift-buyer use a past host discount number when purchasing on the Wedding Registry?**

**A.** Yes. There will be a place to enter a past host discount number when the order total is calculated.

**Q. Can the gift-buyer purchase more quantity of an item than a couple requested?**

**A.** No. As a service to the couple, the registry doesn't allow this. However, a gift-buyer can purchase a product the couple didn't list on the registry.

**Q. Can the gift-buyer choose where his/her order is shipped?**

**A.** Yes. The gift-buyer can choose the couple's "before the wedding" or "after the wedding" address, or can enter a specific shipping address.

**Q. Can a gift-buyer request a future ship date for the gift?**

**A.** No. All registry orders are shipped as they are received.

**Q. What type of receipt is provided for Registry gift-buyers?**

**A. First**, the gift-buyer receives an email confirmation of the order. This confirmation serves as the official sales receipt. It includes the registry number, order number, products purchased with prices, Consultant contact information, and the usual sales receipt information.

**Second**, the shipped gift includes a specially designed packing list with the registry number and order number, gift-buyer's name, couple's name, Consultant information, list of products without prices, and the usual packing list information. Think of this as a "gift receipt" for the couple.

**Q. Is gift wrapping offered as a service?**

**A.** No. However, a gift-buyer can write a personal message to the couple that will be included on the packing list.

**Q. How quickly is the registry updated after a purchase is made?**

**A.** The registry is updated as soon as the order is placed. This helps prevent duplicate purchases of the same gift.

**Q. What is the shipping rate for purchases on the wedding registry?**

**A.** The shipping charge for registry purchases is the same as for other online orders, namely, the "direct shipping" rate.

**Q. If a gift-buyer makes a personal purchase after buying a gift on the registry, are two shipping charges applied?**

**A.** Yes. Because a gift-buyer's personal purchase is a separate order from the gift purchase on the Wedding Registry, the two orders will be charged separately for shipping.

**Q. If the gift-buyer's credit card is declined, what happens?**

**A.** The gift-buyer will be sent an email explaining that the credit card was declined. He or she can go back to the registry and use a different credit card, or can contact the Solution Center for assistance.

**Q. Does the gift-buyer have the option to cancel their order?**

**A.** Yes. This is handled in the same way the cancellation of any individual online order would be.

## The Consultant's Experience

### Q. How is the Consultant notified when a new registry is set up or when purchases are made on an existing registry?

- A. A "Daily Activity" email is sent to Consultants to report any activity in their wedding registries or Personal Web Site orders. The email will list:
- New registries
  - Purchases on a registry
  - Registry Rewards that are redeemed
  - Registries that are cancelled or closed
  - Online orders placed through the Consultant's Personal Web Site

Each order placed through a wedding registry or a Consultant's Personal Web Site is assigned its own reference number.

Contact information will be provided whenever the couple or customer has "opted in" for Consultant contact.

### Q. Will information about Wedding Registry orders be provided in the Individual Performance Tracker or Cluster Web Reports?

- A. Yes. These reports are being updated to provide specific information about Wedding Registry orders. Watch for an announcement when the revised reports are available later in spring 2006.

## Marketing the Wedding Registry

### Q. Is the Wedding Registry listed on survey drawing slips?

- A. Yes. You can order survey drawing slips on the paperwork/supply order form.

### Q. Will people be able to access the Wedding Registry from my Personal Web Site?

- A. Yes. Watch for a new Personal Web Site home page on March 1, which allows couples to connect to the Wedding Registry directly from your Personal Web Site.

### Q. Will the Wedding Registry market other options to the couple and gift-buyers, such as the Wedding Shower, hosting a Show, or the business opportunity?

- A. Not directly. In launching this new service, our approach is to provide an outstanding registry experience, so that consumers' attitudes about The Pampered Chef® are positive and enthusiastic. Of course, the catalog in the registry welcome packet will feature additional services from The Pampered Chef®.

### Q. If a couple "opts out" of Consultant contact, can I reach out to them in any way?

- A. No. It's very important that we respect the wishes of customers. Remember:
- They're interested enough in The Pampered Chef® to use the Wedding Registry, but they may not understand or appreciate the service a Consultant can provide.
  - Although you may **not** pro-actively contact them in any way, they will be given your contact information. They can also change their opt in/opt out preference at any time.
  - Keeping your Personal Web site fresh and friendly will go a long way toward making newcomers feel good about The Pampered Chef® and about your services as a Consultant.
  - If a customer or couple does contact you, the tips on p. 13 of the Wedding Registry training booklet (in spring changeover boxes and spring Super Starter kits) will be very helpful to you.

## Wedding Showers

### Q. How do the new Wedding Registry and the Wedding Shower (formerly Pampered Bride® Kitchen Show®) work together?

- A. The Wedding Registry and Wedding Shower are two separate opportunities, and they can't be combined. The good news is that the couple will benefit either way!
- When a purchase is made at a Wedding Shower, the bride will benefit through the Host Rewards program.
  - When a purchase is made on the Wedding Registry, the couple benefits from the Registry Rewards program.

Think of it like this: you can reach many people through the Wedding Registry, and some of those people will also like to have a Pampered Chef® Wedding Shower.

The fact is that more couples will set up a registry than will have a Pampered Chef® Wedding Shower. In addition, more people are invited to the wedding than to a shower.

All this means that focusing first on the Wedding Registry will draw much more bridal business to you, and then the Wedding Shower program is a wonderful add-on that some will enjoy.