



# PROSPECTING

## Spreading the Word About Your Business

Prospecting conversations are key to building a successful business. It's easy! To begin a prospecting conversation you **CONNECT**, then you simply **ASK** for what you want, and finally you **CLOSE** on a positive note.

The purpose of prospecting is to invite individuals to:

- Host a Cooking Show and/or
- Consider The Pampered Chef® business opportunity

If the person you're calling isn't ready to host a Show or look into the business opportunity, then you'll want to invite them to:

- Experience the fun of a Cooking Show by attending your Grand Opening.
- Share names of people they know who might be interested in learning more about The Pampered Chef®.

### Step 1: Connect

**Connect by asking questions and sharing your excitement!**

"Hi \_\_\_\_\_! It's \_\_\_\_\_, is this a good time to talk? Great! I wanted to tell you I just started my own home based business with The Pampered Chef®! I've been looking for a way to \_\_\_\_\_ (share why you started your business – supplement the family income, earn enough for a special home project, pay for school tuition, save for retirement, etc.). I'm so excited – and the products are fabulous! Are you familiar with The Pampered Chef®?"

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Step 2: Ask

**Just ask for what you want!**

*"I thought of you right away because I would love to do this business with you! I've been looking for a way to earn some extra income and I know you have, too. Can I stop by tomorrow and drop off a few things to look at?"*

- or -

*"I thought of you right away because I'd be so comfortable doing one of my first Cooking Shows for you and your friends. And I'd love to treat you to all our host rewards – you'll get lots of free and discounted products. Doesn't it sound like fun? Could we set something up?"*

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Personalize Your Approach**

With people you know well, think about how The Pampered Chef® might meet that person's needs or interests.

*"Gina, with your kids so involved in sports, I bet it's hard to squeeze in family mealtimes. Would you like to learn how to make quick and healthy meals the whole family will enjoy?"*

*"Jim, I remember that you've been looking for a way to earn some extra money. I wonder if you'd like to find out more about The Pampered Chef®. Could we talk about it some more?"*

### Step 3: Close

Drop off an opportunity brochure/DVD and catalog, schedule a Cooking Show or extend an invitation to your Grand Opening. Whatever they choose, you'll end on a positive!

- IF **YES** or **MAYBE** to business opportunity: "Great! I'll drop off the materials tomorrow and if it's okay with you, I'll ask \_\_\_\_\_, who's helping me get started, to give you a call. She was so good about answering my questions while I was in the 'maybe' stage."
- IF **YES** to booking a Show: "Right now, I'm setting up Shows for the first and second weeks of September. In fact, The Pampered Chef® has a special gift for my charter hosts who set a date with me before \_\_\_\_\_ (date) – and that's on top of all the other free and discounted products you can choose! I've got \_\_\_\_\_(date) or \_\_\_\_\_(date) open. Which is best for you?"
- If **NO**: "That's okay ... but I would like to invite you to attend my Grand Opening. I'll be hosting my own Cooking Show for family and friends to celebrate starting my business. Mark your calendar for \_\_\_\_\_. I'll send you an invitation and give you a reminder call. Oh, and it's always more fun when you come with a friend, so please invite someone and come together."

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **USING YOUR LIST OF 100**

Your List of 100 includes close friends and family, as well as people you don't know quite as well or perhaps haven't been in regular contact with. Get out your address book; alumni, church and school directories; lists from clubs and social groups; holiday card lists; etc.

Here are some word choices to help with specific situations:

### A casual acquaintance or someone you haven't seen for a while

Start with a little small talk. When you show interest in what's going on in her life, she's likely to ask about you in return.

#### **CONNECT**

"Hi, \_\_\_\_\_! It's \_\_\_\_\_ from (the gym, little league, church, wherever). Is this a good time to talk? ... Great! I wanted to tell you I just started my own home based business with The Pampered Chef®. I'm so excited about the products — and I think you'd love them, too! What do you already know about The Pampered Chef®?"

"Hi \_\_\_\_\_, it's \_\_\_\_\_. Do you have a minute? ... It's been a while since we've had a chance to connect. How are you? Your family? ... I wanted to get in touch and let you know what I'm up to. I've been looking for a business I could have, and I've found the perfect company. I've become a Pampered Chef® Consultant and I'm really excited! As I made my list of everyone I wanted to contact, you came to mind right away because \_\_\_\_\_."

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### **ASK**

"I'm getting started, and I'd love to do a Cooking Show for you and your friends. It's so easy! You just invite family and friends over, and I'll use our products to make a terrific recipe that everyone gets to try. The Pampered Chef® has quality kitchen tools that make meal preparation fast and easy, and they're affordable for everyone. And I'd love to treat you to all the host free and discounted products. Would you be willing to do that?"

- and -

"You can probably tell how excited I am! I've been so impressed with what The Pampered Chef® offers as a business. Have you ever thought about doing something like this? We could have fun getting started at the same time."

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CLOSE** as above,  
based on their response.

### Referrals that you don't know personally

#### **CONNECT**

"Hi, \_\_\_\_\_, my name is \_\_\_\_\_. You don't know me, but we have a mutual friend \_\_\_\_\_. She suggested I call you because \_\_\_\_\_ (fill in the reason ... you love to cook, are always looking for quick meals, need to earn extra money, etc.) She thought you'd be interested in learning about The Pampered Chef®. Are you familiar with The Pampered Chef®?"

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ASK** and **CLOSE** as above,  
based on their response.

### When a concern is expressed

Some people will be interested, yet also express hesitation about hosting a Show or becoming a Consultant. You can help by offering some suggestions or another perspective. For example, someone may say:

*"I'm not sure I know enough people to invite to a Show."*

**Boost her confidence by helping to brainstorm possible guests.** Ask about neighbors, family, contacts through her children or workplace, etc. This can be a great way to meet new people – who doesn't like to be invited for delicious food and great company? Point out that she can invite a wide range of people, because The Pampered Chef® has products in every

price range, and our Shows offer great ideas for people who love to cook as well as those who avoid the kitchen!

*"No need to worry about that, I'll help you with your guest list. Between your neighbors, family and all the moms you can connect with through your children's friends, I know you'll feel better about whom to invite."*

**"I think I'm too busy to do a business like The Pampered Chef®."**

**Express your understanding and let her know she sets her own hours!** Share how you've planned to incorporate your new business with your existing commitments, as well as the reasons you chose to add The Pampered Chef® to your schedule.

*"I understand, because I felt the same way when I started thinking about it, too. What I'm finding is that I can work my business alongside many of the things I'm already doing."*

**"Now just isn't a good time for me to host a Cooking Show."**

Not everyone will be interested, and for some it may simply be poor timing. **Get agreement on when to call back, and ask if she knows anyone who might like to hear about The Pampered Chef®.**

*"It sounds like you've got your hands full right now! Would you like me to check back with you next month? In the meantime you could help me in another way. Can you think of one or two people who might really appreciate the chance to get free products - maybe a family member, someone whose budget is a little tight right now, or a friend who really enjoys getting people together? Who comes to mind?"*

(Your ideas) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CLOSE** as above,  
based on their response.