

What can Great Host Coaching do for your show?

- 1 Maximize attendance
- 2 Increase Sales
- 3 Increase Outside orders
- 4 Better host involvement
- 5 More team involvement

This presentation was done by two women who have excellent shows. The part of the presentation that had the most impact on me was done by Danielle Woods. I really liked her techniques. She does 10 shows per month, has a show average of over \$700 and had only had 2 reschedules and not a single cancellation from Jan. to Mid July. WOW!!

I implemented this system for my last show before I left for vacation and instead of a \$450 show like I'd been having I had a \$741 show. Do you think I am going to continue it – you bet.

Both presenters use the basic outline for host coaching in Recipe for Success.

A strong relationship with our host is vital. The key to a successful show and a successful business.

Because you are both working for the same thing-

**A Fun show**  
**With high sales**  
**And lots of bookings**

At your shows you need to be friendly, fun and informative to get bookings at your shows (If you aren't sure ask a seasoned consultant to attend and critique your show-be prepared for constructive criticism, if you are not don't ask for help)

I want you to think back to your last TWO shows.

What words would your hosts use to describe you? Would those words be

- Professional**
- Organized**
- Great at your job**
- Really knows what she is doing**

If your show is all of the above you will have great sales and get bookings.

1. When the person books ask something personal, then bring it up at the 1<sup>st</sup> call (ie, vacation, new baby, school starting, new home, etc)
2. Keep in contact with host using 3 call system
3. Be friendly-talk to the host like she were a girlfriend
4. **Always** ask is this a good time

This will make the host more willing to work with you and the camaraderie will make the show more fun.  
Being friends with the host = bookings because she will tell her guests how great you are. She will talk.

### **3 call system**

1<sup>st</sup> call 3-4 wks before show

1. Ask if good time
2. Did you receive packet? (If mailed)
3. Tell them "Inside your packet is everything you'll need for a great show"
4. Ask "Are you comfortable having 15 people in your home for this demo?"

- If yes, continue on
- If no my house is too small

Offer, "some of my best demos are in small homes because people feel more involved. Have you ever had a family holiday or birthday at your house, I'm sure that lasted more than 45 minutes. \ OR Do you have a deck or patio – we can do an outside show.

5. "You have 40 invitations (or guest list for 40) – now don't be afraid – I guarantee if you mail all 40 you will have 15 to 20 guests and that is what we want.
6. Get email addresses and send e-vites from web site in addition to postcard invites. Set up show on your website. Tell hostess her friends or family can place orders there if they can't attend the show. Send invite to yourself and then blind copy hostess and guests.
7. After host makes wish list she can go to website to calculate how much sales will be needed to achieve goal.
8. Tell host to use the formula

$$\begin{aligned} & 5 \text{ (outside orders before show)} \\ & + 15 \text{ (guests and orders at the show)} \\ & + 5 \text{ (outside orders after the show)} \\ & = \text{success} \end{aligned}$$

**Just 5 outside orders before the show will dramatically increase your sales**

9. Thank the host for her work
10. Set next call for 2 weeks before party

### **2<sup>nd</sup> Call**

1. Ask if good time
2. Ask if invites are out yet?
3. How many are out?  
# - "Great job! What made you stop at #?"  
Can I give you some tips on how to get out the rest?
  - 1 Post on bulletin board at work & spouse/significant others office
  - 2 Give to family and friends to pass out for you
  - 3 Look at top of show planner for other ideas
4. Email guest list again to remind
5. Thank for efforts and time
6. Set call for 2-3 days prior to show

### **3<sup>rd</sup> Call**

1. Ask if good time
2. How many guests expected?
3. Ask host to do reminder calls. Say, "Your dentist and doctors do reminder calls to ensure that you don't forget and so should you. All you have to say is 'I'm looking forward to seeing you on \_\_\_\_\_. We are going to have so much fun.'"
4. Make sure the table will be in same room as the guests and find out if you need to bring one.
5. Get directions
6. Thank again and tell her you'll see her at the show.

Tracey was big on emails, but I didn't receive an email back with her exact wording. If you are an emailer – be aware that some of your hosts are not

## **Emails**

1. First email
  - ☐ right after first call
  - ☐ re-iterate:
    1. Looking forward to show
    2. send invites now if you haven't already
    3. offer a best “quick tip”
    4. Remind to over invite
    5. Address invite to “person & guest”
    6. Invite everyone you know who eats
2. Second email
  - ☐ after second call – just link to your website
3. Third email
  - ☐ Day after the show
  - ☐ Send to host and her guest list (ask for emails at show on door prize slip if they want the recipe from the show)
  - ☐ Thanks for attending – I had a great time - save your receipt – book show now before it closes so host gets credit for it and include recipes.

The most important point to get across to all your hosts before the show is—

**If they do what you tell them to, they will have a huge, fun, successful show!**

What you want your host to be concentrating on before the show is:

- getting out all 40 invites
- outside orders
- show attendance

Danielle used a post card system that I like because I'm not a huge email person & I think a tangible post card in the mail is good. Here is how it works:

**This is the timeline for when each post card goes out:**

5 weeks before the show    CONFIRM DATE POST CARD

4 weeks before the show    Send HOST PACKET

Here is what's in it— Letter, labels, folder, planner, recruiting info, host specials, guest specials, outside order forms and 5 catalogs 40 show info labels—that is my bribe to host to get all 40 out

3 weeks before the show    ATTENDANCE POST CARD    explain

2 ½ weeks before the show    SEND INVITES POST CARD    explain

1 ½ weeks before the show    \$1000 SHOW RECIPE POST CARD    explain

1 week before the show    REMINDER PHONE CALL POST CARD    explain

Morning After    THANK YOU POST CARD    again coaching her to \$1000 and reminding her when you are scheduled to close

So, as you can see, our main objective before the show is again, attendance and outside orders

**Now, it's show time!** You've just done a great demonstration. Your guests have all left happy, full and anxious to attend the next cooking show. You're cleaned up, packed up and you and your host sit down for "THE GRAND HOST COACHING SESSION"

That is the Cooking Show Tally (on paperwork supply order form). This just takes the tally on the back of the planner up a couple of notches. **With this piece of paper and the words you use-you can double your show average!**  
**IT IS THAT POWERFUL!**

Here is how to use it:

Say you leave a show at \$600 or under, in the last column ALWAYS put \$1000. This is what I would say:

"Tracey - you are over \$300!! you are almost to \$1000. WOW! and look at what you are going to get when you have a \$1000 show.

Because you don't want to coach her to \$4 or \$500, you want to coach her to \$1000. Make sure she has the tools to do this.

- 1 Order forms and catalogs
- 2 Give her the belief that she can get the \$1000 show.
- 3 Words to say to guests that didn't make the show "Hi this is \_\_\_\_\_, I am working on a \$1000 show can I drop off a catalog for you?" (They can also check your website or Pampered Chef's web site for catalog) Make sure they do not place order thru PC web site or host and you do not get credit for it. Give her ideas in who she can talk to

Now, if you are leaving your show at \$700 or higher, you don't want her to stop at \$1000, so , you coach her even higher than that!

Now, a lot of hosts will feel that they can't possibly do that. It will be up to you to believe in her and motivate her that OF COURSE she can do it, here's all she needs to do.

What I've shared with you may seem like a lot of extra work—But would a \$700 show average every month be worth it?

Here is how to make this system simple and organized: Around the first of the month, this is what I do for the following month:

STEP ONE: Make 10 Host Packets (or how many ever shows you want to do for the month) 2 Catalog Show packets So, now all you packets are prepared and ready to send out or hand out at your upcoming shows

STEP TWO: Fill our Host information sheets for each of my hosts

STEP THREE: Print 40 show info labels for each of my hosts (use Avery 5160 30/pg labels). Add theme on labels if appropriate. It was also suggested to use small labels on front of postcard "If you can't make it check out my website [www.pamperedchef.biz/xxxxxx](http://www.pamperedchef.biz/xxxxxx)

STEP FOUR: Print 8 mailing labels with my host address. These 8 labels are for:

Host Packet

6 Post Cards

PP Thank You letter and Outside order receipts (after the show is closed)

STEP FIVE: for each show, with a set of post cards, I pencil in the appropriate date that it should be mailed where the stamp will go. Then, I file them in this in a photo box with indexed card numbered 1-31.

So, all my booked August Host Post Cards are right here! Each morning, I pull out that days cards, personalize them and drop them in the mail. I don't even need to think about which host is supposed to be getting which card, because I already did that at the beginning of the month.

If you have to host coach by answering machine - which I had to do to some degree with my last hostess, say " You must be really busy or maybe your kids are deleting my messages, but I know you now what you are supposed to be doing by my post cards (or emails) Please call me as soon as you can so I know what you would like me to prepare."

If the opportunity presents giving packet and host coaching in person is a great way to ensure the host understands all the material.

If you put the systems that you learned today into **ACTION**, You will:

**Feel more organized   More on top of your business You'll certainly be in better touch with your host, even if you cannot reach her by phone**

The advantages are INCREDIBLE-

**Attendance will increase**

**Outside Orders will increase**

**Bookings will increase because of recommendations from your host**

**Cancellations and Postponements will be almost non-existent**

**Your show average will increase-it might even DOUBLE**

AND, a few months from now-if I were to ask ANY of your hosts to describe you-some of the words they might say would be-     **Professional   Organized   Great at her Job And she really knows what she is doing**

**BECAUSE IN THE END, IT ALL COMES DOWN TO YOU GUIDING YOUR HOST TOWARDS A SHARED GOAL A FUN SHOW WITH HIGH SALES AND LOTS OF BOOKINGS!**