

Host Coaching Checklist



Pre-Show Information

Name _____
Address: _____

Directions to Home _____

Day phone _____
Evening / cell phone _____
Best time to call _____
E-mail _____
Personal Web Site host password _____

Show date _____ Show time _____
Recipe for Show _____
Booked from _____
Host Packet date sent _____
Host goals _____

Other notes _____

Use the information in the form above when making your calls.

Call 1 Date: _____

(within 24-48 hours after giving the host her packet)

Review Packet and Build Excitement for the Show.

- ☐ Thank her for hosting.
- ☐ Set or confirm Show date.
- ☐ Help build her wish list.
- ☐ Explain the host program by talking through Your Cooking Show Planning Guide.
- ☐ Discuss the Monthly Host Special.
- ☐ Ask her to over-invite!
 - Invite 40 people and ask them to bring a friend, because not everyone will be able to make it.
 - Mix the crowd – meeting new people makes the Show more fun!
 - Explain the importance of calling people to invite them personally.
- ☐ Discuss the details for the Show.
 - Where you will set up
 - Demo will last 30 to 45 minutes
 - Payment due at the Show: cash, check, MasterCard®, Visa®, Discover®/Novus® and American Express®
- ☐ Ask her to take a look at the opportunity brochure, and the opening video on the *Your Life, Your Way* DVD if you've included that in the host packet.
- ☐ Let her know when you'll be calling next.

Helpful word choices for Call 1:

Building a big wish list: "What 10 products would you love to own?"... "Which items would you really like to save 50% on?"... "Please go through the catalog and circle anything you'd love to have in your home," ... "When you look around your kitchen, which tools would you like to add or replace?"

Building a big guest list: "Take a peek at the guest list in Your Cooking Show Planning Guide. Who comes to mind right away? Could we take a few minutes now to come up with some additional names?"... "You really can't invite too many people, because usually only one-third to one-half are able to come. Those who can't come often want to place an order." ... "Be sure to let everyone know they can bring a friend — meeting new people makes the Show that much more fun!"

Offer to send the invitations for the host, if you prefer.

"I want hosting to be extra easy for you, so what I do is send out the invitations for you. All you need is to fill out the Guest Address Labels list in your packet; could you get that back to me by _____?" (Guest Address Labels are available on a Supply Order.)

Offering the business opportunity: "Did you notice the brochure in your packet? I'm curious, have you ever thought about doing something like this? Did anything in that brochure catch your attention?"... "Please take a look at that before we talk again, OK? It might be for yourself, or someone you know may come to mind who'd appreciate knowing about this business."

Notes: _____

Call 2 Date: _____

(Approximately 5 days after Call 1, depending on the date of the Show)

Bolster host's enthusiasm, and review recipes and shopping list.

- ☐ Ask how many invitations have been sent, and discuss ideas for boosting attendance.
 - If you sent the invitations, let her know when you mailed them.

Helpful word choices for Call 2:

Checking on attendance: "You've done a great job of calling people personally, and I've mailed all the invitations. What have you been hearing back from people so far?"

Collecting outside orders: "Remember, not everyone will be able to attend. When someone says they can't come, ask when would be a good time to drop off a catalog."

If you have a Personal Web Site, you can add, "Or your friends can see the products on my Personal Web Site; the address is _____. Ask them to click on _____ to add an order to your Show. It's fast and easy for them."

Host Coaching Checklist (cont.)

- ☐ Explain the Guest Special and encourage your host to mention it when collecting outside orders.
 - Suggest inviting out-of-town friends and relatives to place outside orders, because their order can be shipped directly to them.
 - If you have a Personal Web Site, they can place an order there.
- ☐ Tell her about the recipe you've chosen for your Shows this month.
- ☐ E-mail the recipe shopping list to the host. (Shopping lists are on Consultant's Corner under Products & Recipes.)
- ☐ Ask if she's thought more about the business opportunity.
 - Point out that the leads from her Show could be a great start for her business.
 - Explain the option of using Free Product Value toward the Consultant Kit.
- ☐ Let her know when you'll be calling next.

Discussing the opportunity: *"I make a point to offer the business opportunity to all my hosts, because they can use the bookings from their Show to get started. In fact, you can even use up to \$40 of your Free Product Value toward the New Consultant Kit, which means you could start your own business for just \$115. Does the idea of having a flexible business appeal to you?"*

- If she says yes or maybe, *"I'd really enjoy working with you. Let's talk about it some more at your Show! I want you to watch what I do and see how easy it is."*
- If she says no, *"Thanks for looking at the brochure. I know we're going to have a great time at your Show."*

Notes: _____

Call 3 Date: _____

(24-48 hours before the Show)

Confirm number of guests and the directions to host's home.

- ☐ Express appreciation for the host's efforts!
- ☐ Get an update on attendance.
- ☐ Emphasize the importance of reminder calls. Even people who intend to come may get busy and forget!
 - Offer to make reminder calls for the host.
- ☐ Mention that payment is due at the Show, or within a couple days.
- ☐ Review the recipe ingredients she will provide and any advance preparation she will do.
- ☐ Remind your host that any bookings generated at her Show can be used to start her own Pampered Chef® business.
- ☐ Let her know what time you'll be arriving; 30 to 40 minutes before the Show start time usually works well.
- ☐ Get specific directions and estimated travel time to the host's home. Include her phone number with the directions in case you need to call her.
- ☐ Convey your confidence that the Show will be a success!

Helpful word choices for Call 3:

The importance of reminder calls: *"We've learned that the people you talk to within 24 to 48 hours before your Show are the ones who will be ringing your doorbell that night. It's a bit like a hair appointment – people appreciate getting a reminder!"*

Offering to make the calls: *"Why don't I make your reminder calls for you. It'll take me just a few minutes to say we're looking forward to seeing them, but you may end up in longer conversations because they're your friends or family."*

Importance of closing the Show promptly: *"We'll want to close your Show within a day or two, because your friends who are there will be eager to get the products they've ordered."*

Notes: _____

Post-Show Information

Date to close Show _____ Date check received _____
Show total _____ Used host benefits for Consultant Kit _____
Show submitted _____ Number of guests _____
Interested in opportunity _____ Thank you sent _____

Bookings

Name	Phone #	Date Booked
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____