

TPC Website Multimedia Programming
Ideas for TODAY!
Cindy Golding Transcript
Length: 7:46

Marla: Next is California Director, Cindy Golding.

I'm so glad that you could come all the way from California where I don't know if all of our Consultants know this but you're in an area where unemployment is over 10%, so your business is thriving, though. How are you getting bookings in this tough economy?

Cindy: I am really promoting the meal for approximately \$2.00 a serving at every show that I do.

Marla: And how do you go about promoting that?

Cindy: Well, I tell people at my shows and I'm showing them at their parties that I do the 30 minute chicken meal and I tell them how simple it is to get a chicken meal on their table with the rice cooker with steamed rice and a can of vegetables for approximately \$2.00 a serving, and they get very excited.

Marla: I bet they do.

Cindy: Ah-ha.

Marla: I know one of your strategies to get bookings is to really engage your guests by telling some of your own personal stories and getting them to relate to them. Give me some examples of that.

Cindy: I sure can. I will tell you about half my guests at my shows I ask the question how many of you work full time or get so busy you don't have time to cook your dinner? And then they raise their hand, I'll say, you know what? You can go to McDonald's and spend \$30 or \$35 through the drive-thru or you can spend approximately \$2.00 a meal and have a healthy dinner on the table for under 30 minutes or less.

Marla: Now I know that a lot of our Consultants are having trouble getting bookings today. They hear a lot of objections. People look up at them and they say, you know, I can't have a show, my husband just lost their job. How do you overcome those objections?

Cindy: I tell them I understand...we're in an economy that's a little bit different than we were even six months ago and I let them know, let your friends off the hook, they can come, they don't have to buy, but what I want to teach them is really how to cook their meals for their family for approximately \$2.00 a serving.

Marla: I know you've been very successful in recruiting, as well, and you told me that you work that in when people give you objections to having a show, so tell me, tell me how you do that when somebody says to you I can't have a show, I can't do any of this, I don't have a job, my husband's laid off, you know, we're hard up financially. What do you say?

Cindy: Oh, I get really excited because those are who I want on my team and I'll say, you know, you've had a great time Marla tonight and I know you'd be really good at this and I would love to work with you. Tell me how an extra \$500 or \$600 a month impacts your family for leaving your house one or two days a week?

Marla: Oh, that's fantastic. Now, you still probably have some objections to overcome, I mean, I've just told you I'm unemployed. I probably don't have \$155. What do you say to that?

Cindy: Well, then I say I have a solution for you. Join my show schedule, invite your family and friends, hostesses can purchase their kit for as little as \$115, it's a great way to jumpstart your business 'cause I'm going to then get the bookings for you, so you have a business by the time I leave your house.

Marla: I know you're using the ticket activity a lot at your shows. Tell me, how is that working for you?

Cindy: It's working fantastic because it is getting people who normally wouldn't speak because they're competitive, so they have to win the prize and so it gets them thinking about things that they can ask me and the people who really don't ask those questions will have the answers that they need if they're secretly thinking about doing what I do.

Marla: Now do you use any of that information when you do your full service checkout?

Cindy: I do because then I can capture a question and I ask it in two questions and I don't look at the drawing slips but when we're doing the checkout 'because I ask everybody I would say something like this. I would say, you know, you had a lot of fun, you had some great questions, did you

have any more questions for me tonight or would you like to know how to get yourself started?

Marla: And if they don't want to get started, where do you go from there?

Cindy: Then I go into bookings because they're still going to be a part of my business, so then I say, you know what, I would love to have you on my show schedule, would you like to see what I have available?

Marla: I know you're a big fan of the full service checkout.

Cindy: I am.

Marla: So tell me how you use that.

Cindy: Well, when you would come up to me I would have you sit at my table and I have a special area that I do my checkouts at away from the party scene and I'll say, Marla, did you have a good time tonight? And then were you able to get everything you wanted tonight on your own wish list? And I'll look at the list and chances they weren't able to get everything that they wanted, so then I will then say have you ever thought about booking a Pampered Chef party and get some free and half price items for yourself?

Marla: Now you told me another strategy you have, which is you book your shows right at your show.

Cindy: I do.

Marla: So how do you do that?

Cindy: I do. I, actually, will let people know the days of the week that I work and then I will ask them well, what day works best for you, and then out of the days that I work. Then they'll tell me what day and I'll say great, I have the 22nd available, how does that work? I schedule right on the spot. There's no reason to do follow up calls, but I will always call and confirm the show before I send their packets out.

Marla: That's great. I know you've had a lot of success with recruiting, as well.

Cindy: Yes.

Marla: I know that's part of your full service checkout, so what are the words you use there?

Cindy: You know, I have two sentences. When somebody's interested in the Pampered Chef business opportunity I will say two things, it's very simple. One is did you have any more questions tonight or would you like to get yourself started?

Marla: Now the other thing you told me just like bookings you sign people on the spot.

Cindy: Right on the spot.

Marla: Now most people find that very difficult to do, so how do you do it?

Cindy: Well, I do a set up. When we're doing our ticket game, for example, one of the questions usually comes up about the cost to get started and one of my word pictures 'cause I'm really big on word pictures and it's also, you know, you can go shopping and spend \$150, \$155, in the grocery store and it's gone in a week. You can invest \$155 and have a career.

Marla: That's fantastic.

Marla: You know, you said something earlier to me today that it's all about your attitude.

Cindy: It is.

Marla: And it's all about how you say things at your shows, so I'm just going to ask you to give me a couple examples. How do you tell people about free products or half price products?

Cindy: Oh, I get really excited because I love free, don't you? And so I will have my hostess, who is prior to the show, I will say Ann, Cindy got, you know, \$100 free, tell me what you'd do with \$100 free, and it's really not always what you say but really getting animated and excited and show the Deep Covered Baker and say ah, so and so got this one free and you can, too, because when you join my show schedule, you can get that.

Marla: What advice do you give your Consultants who are struggling out there?

Cindy: Stay positive because literally, if 10% of the workforce is not working, there is 90% who are and you need to find those who are 'because everybody cooks and everybody eats and so we have a solution for everyone.

Marla: Great. I know you follow the 3-2-1 Success Plan. How do you make your three contacts a day?

Cindy: I do it consistently, and I tell my Consultants, as well, it doesn't have to be three phone calls a day, when you're out and about doing whatever you have to do, just make sure you do it. Talk to people in line, when you're going wherever you're going, you're going to speak to somebody that's new to you.

Marla: You know, do your Consultants ever push back, though, and say, you know, Cindy, you're a pro at this, I'm new, I don't know how to do that? What do you tell them?

Cindy: I tell them I was new, too. I had to learn everything and I just did what I was taught and it worked.

Marla: What do you say to your Consultants who say you know what, I can't do three contacts a day, that's too hard?

Cindy: Oh, I actually have a good one. I'll say really do you watch TV at nighttime? They'll say yeah, great, in-between commercials that's all it takes, it really just takes a minute. You can get a lot done in a short amount of time.

Marla: That's fantastic.

Marla: If I'm a Consultant listening to this today and I'm still uncomfortable picking up the phone and trying to make those contacts, what do you say to them?

Cindy: I would say to them that it sounds like your friends need a little bit of fun, you need some fun, put on your favorite music, dance around your living room and just pick up that phone when that song is over and just do it.

Marla: That's great. Getting people excited is the key and I can tell you keep your team very excited. Cindy, thank you so much for coming in today and sharing your great stories and words with all of our Consultants out there.

Cindy: Thank you, Marla.