

TPC Website Multimedia Programming

Ideas for TODAY!

Danielle Redner Transcript

Length: 8:08

Marla: Let's start with Florida director, Danielle Redner.

Danielle, you're in Florida, an area with a high number of foreclosures and really a very, very tough economy. What are you hearing from your hosts and guests?

Danielle: Every month I'm encountering people that just, you know, they're feeling like they can't have a party because either they were just laid off or their husband was or their entire office was even closed down. They're having a hard time saying yes, come to my house because they feel like they don't have the money to have me over.

Marla: So how do you overcome that objection because you have a pretty strong show schedule going, so what are you saying?

Danielle: I tell them that I completely understand where they're coming from and I know the problems that they're facing but at the same time I tell them that there is they having me over will help them teach their family and friends how to make meals affordable and have a good time. They need to get out of the house, they need to get away from the stress at home and the finances and they need to just have a great time.

Marla: Do you have specific word choices you use that you think work really well?

Danielle: I tell my hosts that I have found that inviting 35 to 45 guests will ensure them a great turnout. The great benefit of having a lot of people at their party is that when they come, they can relax, have a great time, they don't feel like oh, I have to buy all these products and they can just relax, you know, if they can spend \$20 at the party, that's it's still going to benefit 'cause and they can have a great time and enjoy themselves then.

Marla: Danielle, you told me earlier that when you're trying to book shows you don't ask the host to book the show. What do you mean by that?

Danielle: I find that asking someone to book a show feels like I'm asking them to do me a favor but I find that when I say that I'm offering my services to

them and I say, you know, I'm offering to come to your house and teach your family and friends a way to make an inexpensive meal that's absolutely delicious and wonderful and nutritious and it's quick, so I'm offering my services to help them out.

Marla: Now I know one of the things you do at your show is the Why Bucket. Tell me what that is.

Danielle: Well, I have a "Why Bucket", because in Florida we go to the beach a lot. So I have a beach bucket because the very first day I quit my real job we went to the beach and played on the sand. So I have a Why Bucket, and in it I have things in there that mean a lot to me and other Consultants...reasons why people sell Pampered Chef. The first thing I tell them that, you know, lots of reasons why people sell Pampered Chef, the reason that I started selling Pampered Chef was to stay home with my kids. And it's a blessing staying home...it's an even bigger blessing getting away from them at night, so that always gets a good laugh, which is good to break the silence. The next thing I pull out is some money, and it's just some Monopoly money, but I hold up a \$500 bill and I tell them that the average Consultant will do just one night of work a week and make about \$500 a month. I also tell them that they can make more to fit the income that their family needs, so I do that first. The second thing I hold up is a cut up credit card, and I tell them that currently, my extra income with Pampered Chef, that's over what my family needs for using to cut up credit card debt, so I tell them that they can use that extra money that they're getting with Pampered Chef to either pay for a new car or to help with the mortgage payment or to send their kids to a private school or to send their child to camp or whatever it is that will fit their family's needs.

Marla: You've told me one of your secrets is you talk about bookings all throughout your show. Tell me what you mean by that.

Danielle: I think a huge point that you have to make is that you have to talk about them continually, you can't just spring on the booking slide and expect everyone to flock, so I do talk about bookings throughout the show. I let guests know I first ask them like so who has some cutlery or cookware that they really like at their house? Usually there's like one or two people, so I kind of laugh and say well, that's why you really don't like cooking because it's a horrible experience, so I tell them if you have a great cookware and cutlery, great products, you're going to enjoy cooking, it makes it quicker and faster, much easier to do. I also tell guests that most of my hosts will book these shows because they want that complete set of cookware for half price or they want the entire set of cutlery in the bamboo block for half price, so that gets them thinking about it. I also tell them that most of my hosts will strictly book because they want those big items at a discount.

Marla: Before you do the booking slide, they're already thinking I think I want to book a show; then you get out the booking slide, what do you say?

Danielle: I usually pull it on and say there are so many benefits for having a party and I'm such a visual person, I had to bring this little visual, so it's folded up and I throw it out there at them, and they always like wow, so my very first one, which I think is kind of fun on the booking side it says me, I don't put them I put me at the top 'cause then everybody is kind of like ha-ha-ha, you know, if no one laughs, then I say wow, you all really like me, huh, so it gets them laughing and thinking, so the booking side I go through each individual step and explain the different benefits, which gets them thinking some more.

Marla: Now I know you're a big proponent of the full service checkout. Tell me, how do you get bookings in your checkout?

Danielle: I think it's so important to get the schedule to get it on the calendar at the show. You don't have time, we don't have time to sit around and make phone calls and play phone tag and continually try to catch up with them, so I when they're sitting down, I ask them, you know, so, you know, we had a great time tonight, and I would love to be able to come to your house and show your family and friends how to make an inexpensive meal and something that's quick and inexpensive, also, so I they say, oh, I'll check my calendar and I say well, you know what, I have my calendar here, I have post-it flags on it, let's pencil a date in, soon as you get home, you check it, if the date doesn't work, let me know, I'll send you a postcard tonight, so you'll have the date set, but as long as we set a date tonight, it's your date, I won't I won't give that up to anyone else.

Marla: Now do you ever have somebody say oh, you know, I don't know, not tonight? I don't want to I don't want to commit to a date tonight?

Danielle: I tell them it's penciled in, it's even on post-it flags, I'm like if you need to move it, we can, but if you set a date tonight, your host gets the special, you'll be helping her out, and she'll be so excited.

Marla: What are you saying to your Consultants who look at you and say, you know, what Danielle, you know, I don't want to make three contacts a day, I don't like to get on the phone, what do you say to them?

Danielle: I say I understand. Sometimes we don't have time to sit at the office and make phone calls, but I also let them know that you can make contacts when you're out and about, so when you're taking your child to soccer practice or you're taking them to school or just at the grocery store, carrying your catalog tote bag, which is a huge benefit, so whenever you're out and about, make those contacts with people that you see in everyday life.

Marla: Now I know you're a big fan of the catalog tote...I know you keep some extra items in there, too.

Danielle: Of course.

Marla: So tell everybody how do you use the catalog tote?

Danielle: My catalog tote is my actual carry-all bag. I don't carry a cute purse anymore, I put it to the side, but I have my catalog tote, which always has a picture of food on the front and but I carry everything. It has my wallet in it, it has the toys for the kids, the diapers, the wipes, everything, so I don't ever carry my cute bags anymore, it's always that because I get business, people will come up and say I love Pampered Chef and I love that.

Marla: And so what do you say when I say to you I love Pampered Chef?

Danielle: I say that's great. When was the last time that you had a party or when was the last time that you attended a party or what's your favorite product? It just depends on what pops in my mind. There's no one exact script, but it's a great conversation breaker to talk with them about what it is that why they love Pampered Chef.

Marla: You know, a lot of our Consultants listening are probably thinking, you know, this is great, but I still can't pick up the phone, I still can't go out and make contacts, what do you say to them?

Danielle: I tell them just do it. It's such a hard step to make when you're just don't think you have anything to offer but know that you have a great business. We have such great opportunity, either just to have a party and get free products or to simply, you know, start a business and it could change your life. It's a great opportunity, a great business, and their friends and family will be glad they asked them.

Marla: I love the just do it, you know, because I think today it's easy to listen to the media and say you know what? I should just stay home, but you're right, just do it! Put on your Pampered Chef logo wear. That's great advice.

Danielle: Yes.

Marla: You know, Danielle, thank you so much for coming today and sharing your story. I know all the Consultants that heard it are probably very inspired, so thank you so much.

Danielle: You're welcome.