

TPC Website Multimedia Programming

Ideas for TODAY!

T.J. Link Transcript

Length: 6:13

Marla: And finally, here is Ohio Advanced Director, T.J. Link.

You know, T.J., I don't know if all of our Consultants know this, but you're in central Ohio in what I'm going to call car country.

T.J.: Yes.

Marla: In a city with a big GM factory that, as I understand it, has laid off lots and lots of workers, yet you're still having great success with your business. How are you getting bookings?

T.J.: I'm finding that people are staying home more and they're definitely cooking at home more. It's so fun to be able to get friends together and just have a great time. Also, people are watching their budgets more than ever. People who aren't even affected are really tightening their belts and so it's just really been a great time for us to be able to step in there and show Pampered Chef as a wonderful way for people to be able to get together, have a fun time, and really relax, and take their mind off of everything.

Marla: That's great. T.J., I know you follow the 3-2-1 Success Plan, so you're always making contacts. Tell me, how are you making your three contacts in this tough time? What do you say on the phone?

T.J.: I just go ahead, grab a list of customers, and just start dialing. The biggest thing is just picking up the phone. Once we get on the phone, then just talk with your customers, ask them how things are going, how they like their products that they've already purchased and offer our opportunity to host a show. They get to see the new products coming out and have a great time with their friends, plus we're going to show them how they can save money.

Marla: But on the phone when you offer the opportunity to host a show and the host says, you know, no, my friends don't have any money, they're unemployed, it's tough here, what do you say, how do you overcome those objections?

T.J.: I ask them if their friends would find value in getting together for a fun night out, they're going to learn great recipes that are for \$2.00 a serving.

Would they find value in that? How does that sound? And nine times out of ten they say, you know, they would like to get together and have fun but if they still insist that their friends don't have any money, I let them know that's okay, they need to get out, people still need to socialize, it's all right if they come, they'll probably find things they want to buy but if not, let's just fill the room.

Marla: You know, then you really have to get into your host coaching, right, so they've agreed to book the show, what do you host coach to really get the hostess to fill the room?

T.J.: Well, we talk about who she's already going to invite and then we expand from there, so for instance, if she doesn't mention neighbors, we talk about her neighborhood and how she can invite them. We expand on family members, also we really encourage everybody to bring a friend along with them and so that just helps fill the room. We I let my hosts know that they don't want to just have five or six people there because they're going to feel so much pressure to buy and because the host is already concerned about that, I let her know we want to pack the room, so that there's absolutely no pressure whatsoever and they can just have fun and then we just do the rest.

Marla: That's a great strategy. I almost want you to repeat that for everybody, so you make sure the hostess fills the room, so there is no pressure to buy.

T.J.: Yes.

Marla: Those are great words.

Marla: T.J., I know you're using the booking slide with a lot of success. Tell me, how do you use that at your show?

T.J.: Towards the end of my show I just go ahead and get that out and let everybody I unfold it, so everybody can see all the different benefits and it's such a wow factor. They love seeing all of the different benefits laid out there and before when I would go through all of the benefits, it felt boring, but this is so fun.

Marla: Sounds great. What are the words you say when you get the booking slide out? So you get it out and you let it unfurl, what do you say to your guests?

T.J.: I say you guys are not going to believe all of the different benefits that you get when you host a show with Pampered Chef. We really give you

everything. You get free products, 10% off for a year and I, literally, just go through all the benefits where before I would inevitably leave one out but this way I cover it all.

Marla: Great. And I know you're having good success with it. Now I also know that you do a full service checkout. What do you say?

T.J.: When guests come up I talk with them just about how they enjoyed the show, what products they're interested in, then I ask them what appealed to you about the Pampered Chef business tonight? They when they answer I go ahead and say you know what, I would love to share some more information with you. Would you like to take this brochure home? This is going to create more questions than it answers, so I'd be happy to give you a call tomorrow if that works for you and I set up a firm time for me to follow up.

Marla: Great. Now I bet you're hearing from some people, you know what, I am interested but I don't have \$155. What do you say?

T.J.: Well, first off, I let them know about the kit credit option. I let them know when they host a show they can use \$40 towards their kit and then if that still isn't enough, if they still can't come up with the \$115, I let them know would it be helpful to know that you're going to make that money back in your first couple of shows? On average, our Consultants are bringing home \$60, \$80 per show, if not more, and you're going to be able to make that money back.

Marla: That's terrific. Now what's the one thing that you share with your team members to keep them motivated?

T.J.: I just let them know that the phone is their friend, they're going to be able to feel so much better after they've made their contacts, and I'm hearing from them that once they get on the phone it does feel good, it's like a weight has been lifted. When we sit there and think about it, it can be so daunting but when we just do it, when we get out there and talk with people when we're out and about, when we pick up the phone and talk with our customers, the connections happen and people still love our products, they still cook, and now more than ever, we're just really relevant.

Marla: Absolutely. You know what, T.J., thank you so much for being with us today. I know our Consultants got so much valuable information from you, and I have to say from what you've said it sounds like you are really taking action.

T.J.: Yes, well, and all Consultants can take action. Thanks for having me.

Marla: I'd like to thank T.J., Cindy, and Danielle for sharing their stories and advice on running a successful Pampered Chef business in these tough times.

So, are you ready?

It's time to take charge and take action to grow your business.

The Pampered Chef is the answer people need today.

Thank you.