

## HOST COACHING MAKES THE DIFFERENCE.

When you develop a positive relationship and offer helpful suggestions along the way, you and your host will get what you both want — a fun, rewarding event!



## PARTNER FOR SUCCESS

Focus on two top priorities:

### 1. Build a positive *relationship*.

Learn about your host's family, job and interests. Become friends! And be sure to ask what time of day is best for you to connect and if the host wants you to phone, text, email or go on Facebook®. Check out these success tips:

#### Phone Tips

- ❑ Get more than one phone number (home, work and cell). Ask which is the best one to use.
- ❑ Ask the best time to connect and schedule your next call. Keep calls brief.

#### Text Tips

- ❑ Send a text to alert the host that you've sent an email or to plan time for a quick phone call.
- ❑ Send texts in the late afternoon or early evening.
- ❑ Limit messages to 160 characters or less.

#### Email & Facebook® Tips

- ❑ Create templates you can re-use; ask your recruiter or Director for samples.
- ❑ Keep each message short and simple. (Bullet points make for a quick read.)
- ❑ Avoid special characters (e.g. exclamation points) in the subject line, because spam filters may mark your message as junk.
- ❑ Use short, catchy subject lines:

*Top 5 Tips for a Great Party*

*Earn More Free PC Products — Here's How*

- ❑ Send private Facebook® messages when host coaching.

## 2. Help your host *think big!*

Encourage each host to build an enormous wish list, and to think big on the guest list so she'll have big results! Hosts can write their lists on the Party Planner in the Host Packet. Use these ideas to help them build big wish lists.

### Flip through the catalog together.

Ask the host to put a check mark by each product she'd love to have in her kitchen. When she chooses one, point out related products. For example, if her heart is set on owning a Deep Covered Baker, point out the Deep Covered Baker Dinner Set. Or, if she wants to stock her kitchen with new cookware, show her the Mix 'N Chop, Mix 'N Masher, Chef's Tools, Boil Over No More, Silicone Oven Mitt, etc.

### Build a gift list.

Ask the host who she'll need to give a gift to in the next six to twelve months. Remind her to think about birthday, graduation, wedding, housewarming and holiday gifts she'll need to purchase. List each person and discuss what products they'd appreciate.

### Take a kitchen tour.

Encourage your host to open her kitchen cabinet, buffet and pantry doors to survey their contents while she makes her wish list.

### Help each host develop a big guest list.

When you ask a host to invite 40 people, the number might sound crazy or impossible. In fact, she might not believe you, or she might protest that her house won't hold that many people.

Explain that about 25 – 30% of those she invites will be able to attend, and that some who say yes might have to cancel at the last minute. Help her build a big list by asking the question from her Party Planner, "Who loves to party?" Then ask her to list the names of three or four people from each category in the planner (family, friends, neighbors, coworkers, etc.).



## Use these two great resources!

### Host Information/Checklist

Connect by phone, text, email or Facebook®. Use the *Host Information/Checklist* to cover all the details. (It's on the Getting Started Resource Center.)

### Your Party Planner

In addition to using the planner to build the guest and wish lists, get your host excited about her host rewards. Review the Booking Benefit so you can partner to book future Shows. (Note: Each month, you can order one pack of *Your Party Planner* for FREE in a Supply cart.)

# WORK THE GUEST LIST

## Multiple *invitations* and *reminders*.

It's a good idea to contact each guest at least two or three times prior to a Show. Either you or your host can invite and remind guests about the Party. Choose from these options:

### Invitations

#### Postcard

Postcard invitations are included in each host packet from your kit. Order additional packs on a Supply Order. Invitations can be mailed or handed out in person.

#### Mini Catalog

Mini catalogs make great invitations and boost Show sales! Those who can't attend are likelier to order if they have a mini catalog. Order mini catalogs on a Supply Order. Mini catalog invitations can be mailed or handed out in person. Mini catalog invitation label and guest address label templates are on Consultant's Corner.

#### E-invitations

Available to eBizTools™ subscribers. Your host can add guest names from her Host Tools, or you can add the guest names. All that's needed is the guest's first name, last name and email address. Guest RSVPs are instant and easy.

#### Facebook® Event

Your host can set up an event and invite all her Facebook® friends. Check out the *Facebook® Shows Go-Guide* for more details on setting up a Facebook® event.



### Reminders

- Phone call
- Email
- Text message
- Facebook® message

Use any combination of these!

### TIP:

Phonevite® is a communication service available to all Consultants that helps you save time and money.

With Phonevite®, reminder calls are quick and easy. Check out Pampered Perks® Phonevite® on Consultant's Corner to learn more about this timesaving tool.

## *Manage* invitations and reminders.

**Some Consultants offer to send the invitations.** To do that, ask the host to return the guests' email and/or mailing address information to you within 24 – 48 hours of booking her Show.

**Reach out with reminders!** A few days before the Party, say to the host, *"I've found that when we offer reminders, more people come. Some will bring friends, and many who can't attend will place an order. You'll end up with a bigger Show and you'll earn more FREE and discounted products. By the way, you know how busy everyone is, so hearing from you in the next couple of days will make a difference."*

# FORMULA FOR SUCCESSFUL SHOWS: 5 - 15 - 5

The 5-15-5 formula has worked for lots of Consultants.  
Challenge your hosts to go for:

## 5 orders *before* the show.

**Remind hosts** to give a mini catalog and an order form to each person who can't attend. eBizTools™ users can provide the Show page URL for online orders.

**Encourage hosts** to pass a catalog and order form at the office, the salon or a sporting event.

**Tell hosts** to invite out-of-town friends and family to order.

**Remind hosts** that you'll need each customer's email address so you can send a receipt and register the purchase and product guarantee with The Pampered Chef®.



## 15 orders *at* the show.

**Make reminder contacts** the day before the Show and encourage everyone to bring friends.

## 5 orders the day *after* the show.

**Offer to call** guests who cancelled at the last minute.

**Contact guests** to see if they want to add another item before you close the Show.

## OFFER THE OPPORTUNITY

Talk with each host about the business opportunity several times — during host coaching, when you arrive for the Show and when it's over. Be sure to mention the Kit Credit Coupon as a way to start for less. Here are three messages you might use:

*"(Host Name), you're going to have a great Show! I know we've talked about the business opportunity, and I wanted to remind you that the bookings from your Show can be used to launch your business."*

*"Hi, (Host Name)! Looks like it's going to be a great party — lots of RSVPs! How about starting your own PC biz?"*

*"Great Show, (Host Name)! You earned \$XXX in FREE products and three of your friends booked Shows! This is the perfect time to start your own business. Take a minute to look at this booklet and let me know what you think."* (Attach the Join Us brochure. It's on Consultant's Corner > Building Your Team > Recruiting Resources.)

