

## The 72 hour Difference

### New Consultants Strong Start Outline

This training consists of 2 calls within a New Consultants first 72 hours. The first call (one hour) is within the first 24 hours of their start date and the second call (30-45 minutes) is 48 hours later. Then you will simply use the Supporting New Consultants Go- Guide once you complete the first two calls. I recommend chatting with them at least twice a week for the first 4-6 weeks. This 72 hour Difference training is in addition to whatever you are currently doing to train your New Consultants.

#### Immediately after the New Consultant Agreement is signed:

- Set a one hour phone appointment for the next day
- Set grand Opening date to be held within 7-10 days
- Give them three Host packets and a “Strong Start Packet” containing:
  - The Succeed With Us booklet
  - New Consultant Rewards Program flyer
  - Grow with Us! Brochure
  - Fast Track to Director Flyer

Call #1- Purpose is to get to know them and to teach them how to book 6 shows in 30 days. (One hour call within 24 hours of their start date)

After you get to know them and create desire for why they want to book 6 shows in 30 days you will cover How to get 6 shows booked in 30 days which consists of:

1. When to work
2. Who to call
3. What to say
4. How to handle a “No.”

## Call #1 agenda

- Build rapport and get to know them
  - “F.O.O.D”
    - **F**amily
    - **O**ccupation
    - **O**utside interest
    - **D**reams and goals

- Explain New Consultant Rewards Program
  - Have New Consultant write their 30/90 date on calendar
  - Discuss the importance of booking 6 shows in 30 days
  - Have them choose the first 3 things they will get with their PC Dollars
- ✓ When to work.
- Discuss when to work- 2 shows a week in their first 3-4 weeks.
- ✓ Who to call.
- Create a F.R.A.N.K.S list and give verbal cues
    - **F**riends -Your best friend, an old friend, a friend from high school or college, a new friend, a childhood friend, friends you rarely see, friends from activities you are involved in, friends from your holiday card list.
    - **R**elatives- Your closest family members, family members living in other states, family members you hardly ever see, family members on your Christmas card list, your ex-family members.
    - **A**ssociates- People you work with, people in other departments, people you worked with at your last job, people you worked with at the job before that, people from your first real job.
    - **N**eighbors- People who live on your left, on your right, across the street, behind you, people who live next to your neighbors (on their left, right, across the street and behind them), people who live around the corner, or down the block. Hint: If you don't know their name just put some kind of description like *the lady with the cute red-headed little girl*.
    - **K**ids- People you know through your kids or pets. People at sports activities (e.g., Soccer, football, dance, gymnastics,

equestrian classes). People you know through their school (e.g., PTA, band, academic clubs). People in the community (e.g., Girl/boy-scouts, golf club, Dog Park, the vet's office). People at church activities (e.g., Sunday school, meetings, fellowship events).

- **S**pouse/Significant Other- People they know through work, their activities, their friends, their relatives, etc.

- Prioritize F.R.A.N.K.S. list
  - A – Will positively book a show
  - B- Will Probably book a show
  - C- Will possibly book a show  
( start with the c's and you'll be "polished" by the time you get to the A's)
- Refer to the My Connections Page

✓ What to say

- *Role play Texting Tease Script, pg. 10 Succeed With US*
  - *"Hey Meg! I thought of you because you (love to cook/hate to cook/love to entertain/hate to entertain)! I just started a Pampered Chef business and would love to treat you and your friends to a fun night.*
  - Brag on host rewards
  - Set the time and date for show (offer closest dates first)
    - *"I have Thursday or Saturday available. Which would be best for you?" OR, "What works better for you — a weeknight or a weekend?"*

✓ How to handle a "No"

- Discuss handling objections
- Review Host Plan
- Call #1 call to action

- “Out of the 6 shows that you want to book, how many would you like to book in the next 48 hours?”
- Schedule a time to call them back within 48 hours

Call #2- The purpose of this call is twofold: to celebrate what went well with bookings and fix what didn't go well and also to introduce how they can get an income increase and a promotion in their first 30 days. (About a 45 minute call)

- Discuss their booking results from Call #1
- Celebrate what went well and fix what didn't go well
  - If booking goal was not met, challenge them to book the remaining shows within the next 48 hours.
- Introduce the “15 minute recruiting lesson”
- Close with call to action and set up next call

## The “15 Minute Recruiting Lesson”

- Comment on their success
- Introduce how they can get an income increase
- Review first three title in the Grow With Us brochure
- Share fast track flyer
- Brainstorm to generate 4 names
  - In the same situation as you?
  - Has been affected by the economy?
  - Someone they would love to work with?
  - Would like to quit full-time job or needs more flexibility?
- Ask the following questions for each person listed
  - Why would they be good for The Pampered Chef?
  - Why would the Pampered Chef be good for them?
- Ask about possible hesitations

## Role play

*“Hi \_\_\_\_\_ (Lead name)\_\_\_\_\_, this is \_\_\_\_\_ (Consultant)\_\_\_\_\_ and I just started my business with The Pampered Chef. I am having so much fun. You know, I was thinking about you, and what popped into my mind was, \_\_\_\_\_ (Lead name)\_\_\_\_\_ should do this with me!” (no pause) You are such a people person and have lots of contacts and besides I know you mentioned you wanted to earn a little extra income and get out of the house. I would love to get together with you to see if it’s a good fit? (No Pause) I can even invite the gal who got me started in this great business. She is so nice and was so helpful. She can share more details than I can about the business. We could chat over coffee tomorrow morning or afternoon. What do you think?” (listen to response)*

- Offer to make the calls together