

TABLE TALK

TELE-CLASSES

Leader Telephone 800 793 5543; press 1 and enter access code 0123456

Table Talk Participant Number is 800 793 5543; press 1, access code 0123321

Class Title: **EFFECTIVE SELLING SKILLS**

Class Materials: Current Catalog
Kit Product Cards (download from Consultant's Corner > Getting Started Resource Center > Know the Products resource list)

Class Objectives: Master the skills that lead to strong sales! Learn to match customer needs to appropriate products, cross-sell related tools, sell in multiples, and set the stage for future sales.

Class Setup: (5 minutes)

- Welcome, take roll and complete name list. Ask participants to say the month they started.
"If this is your first tele-class, let me briefly explain what the class will be like. Our classes are interactive. We want you to participate in the activities and hear your ideas. At the end of the class, we'll develop an action plan based on what you've learned."
- Make your requests (*this will most likely be the participant's first time calling into a Table Talk tele-class, reassure them by giving clear instructions*)
 - Please have paper and pen/pencil to take notes.
 - Have the following items available:
 - ✓ Catalog
 - ✓ Kit Product Cards
 - Please participate...it makes the class more fun!
 - Identify yourself before speaking
 - Be sensitive to background noise...use the mute button (press **##1** on your keypad to activate or disable the mute feature.)
- Review class objective (from top of page)

Opening: (*choose from below or create your own*)

- Share one thing you appreciate about Pampered Chef® products.
- Share one word that describes how you feel when you think about "selling"
- Rate your selling confidence on a scale of 1 – 10; 10 means "I'm an experienced sales person and completely confident," and 1 means, "I've never sold anything before."
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NOTES:

LEADER: If no one has a story to share, be prepared to give an example from your own experience.

What is “selling” anyway?

Simply put, “selling” is showing your guests (and/or helping them discover) how our products meet their everyday needs.

Can you recall a time when a salesperson (for any type of purchase) was truly helpful to you?

What did the salesperson do that was so helpful?

Chances are you felt that person genuinely wanted to help you find the best match for your individual needs and wants...and that’s what good selling is all about.

The following two things will help make “selling” a natural process for you:

1. Know your products – We’ll talk about ways to increase your product knowledge.
2. Become familiar with the seven effective selling skills that we’ll discuss in today’s class.

Let’s get started!

Know your products

Some of you are already familiar with Pampered Chef® products because you’ve hosted or attended Shows. That’s great – be sure to share your stories and tips during this class.

Rest assured – even if your first Pampered Chef® products are those in your kit, you can be just as knowledgeable about the products you now represent.

Resources for learning more about the products:

- Kit Product Cards (downloadable from the Getting Started Resource Center on Consultant’s Corner)
 - Includes information and selling tips for each kit product
 - If you’ve already used these cards, share a tip for how you’ve made the best use of them.
- Use & Care Cards
 - Packaged with each product. Includes product information for our customers.
- Catalog
 - Notice the useful symbol that indicates the length of each product’s guarantee and the stars which indicate products in the New Consultant Kit.
 - Product descriptions are the beginning of great word choices!
- Consultant’s Corner
 - Product Information Guide and product videos for select products.
 - Use and Care information
 - In the Online Training Center you’ll find information about kit products and the main product collections.
- Recommended Tele-class – Product Idea Exchange.

What's the best way to acquire product knowledge? (Wait for responses.)

- Use them as much as possible!

Here are a few suggestions. Let us know if you've heard others:

- Keep your kit products on the kitchen counter so they're right at-hand.
- Every time you pick up a product, talk about it! Describe it out loud and say how you're using it to prepare a recipe.
- Ask guests what they like about a product and, if they already own it, what they use it for.
- Use your kit product cards, or keep a notebook and write down tips. Write your observations as well as your personal experiences with products. These will help your Show to come alive!

Seven Effective Selling Skills

Let's learn about (and practice!) seven selling skills that will help you turn all the product knowledge you're accumulating into having satisfied customers and a growing business! As we discuss these skills, remember that every one of them is designed to help you meet people's real needs. That's the best kind of selling!

Skill #1 – Share your personal experiences with products

Because you face many of the same challenges your customers do, they'll respond to how you use the products in everyday meal preparation. That's why it's so important for you to use the products regularly.

Who's had a personal experience with one of our products that will help you sell it effectively? (Wait for participants to respond.)

TIP: Your own observations and sincere enthusiasm are your most effective sales tools. As you share personal experiences, **make eye contact** with guests and speak clearly and confidently!

Questions?

Skill #2 – Let Show guests sell the products for you!

Customers are positively influenced by guest testimonials. When guests hear their friends and neighbors comment about the utility of a product, they're likely to take more notice than when you, the salesperson, talks about it.

Here are a few tips for guest testimonials:

- During host coaching, ask your host to be prepared to give a testimonial about a favorite product.
- Ask guests, *"Tell us about a product **you enjoy using**,"* rather than *"tell us about a product you own."* This minimizes the risk that they'll bring up a problem they've had, which you'd rather handle one-on-one.
- When using name tags, ask people to write their first name and the name of a product they'd recommend to others.
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Who has another tip to share about having guests "sell" products for you?

NOTES:

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LEADER: Ask for 3-4 volunteers, depending on time available. Be prepared to talk about your own product personal experiences and share just as you do at a Show.

LEADER: Add your own tips as well, or tell a story about when a guest helped to increase sales of a particular product for you.

NOTES:

LEADER: You can use the examples provided, or share your own suggestions for guest involvement.

Remember to focus on New Consultant Kit products and the recipes suggested for new Consultants.

Skill #3 – Get guests involved

There's nothing better than actual hands-on experience with our products. Determine ahead of time what products you will ask guests to help you with during the recipe preparation. After a guest has experienced a product for herself, ask for feedback to share with the group.

Let's think of products from the New Consultant Kit that are ideal for guest involvement.

Product: Garlic Press (*Three-Cheese Garden Pizza / Elegant Artichoke Cups*)

Feedback Question: How do your hands smell after using our garlic press?

Product: Classic Batter Bowl and Small Mix 'n Scraper® (*Strawberry Amaretto Pastries / Elegant Artichoke Cups*)

Feedback Question: Which do you like more – the great handle and pour spout on the bowl, or the scraper that licks the bowl clean?

Product: Microplane® Adjustable Grater (*Three-Cheese Garden Pizza / Elegant Artichoke Cups / Strawberry Amaretto Pastries*)

Feedback Question: How did the grater perform?

Product: Food Chopper (*Strawberry Amaretto Pastries / Elegant Artichoke Cups*)

Feedback Question: What ingredients can you see yourself chopping at home? Or ... Were you able to work off frustration while you chopped?

Questions?

Skill #4 – Focus on benefits, not just features

It's important to understand the difference between the technical features of a product and the benefits of the features.

Can someone give the definition of a product FEATURE? (Wait for response.)

- It means the specific characteristics of a product. Features tell what a product is made of, as well as its dimensions, capacity, strength, color, purpose, etc.

For example: The Cutting Board has a **high-density polypropylene surface** and **embossed measure marks** on the non-slip material that's molded to the sides.

By comparison, what is the definition of a product BENEFIT? (Wait for response.)

- A benefit refers to how the product will meet a need or solve a problem. Simply put, a customer buys a product when s/he believes it will make her life easier or better in some way!

For example, "*Because our Cutting Board is made of polypropylene (Feature), it won't dull your knives and won't absorb moisture or odors like wooden cutting boards. (Benefit) In addition, this material can go into the dishwasher so clean-up time is minimal and you know the board will be spic and span. (Benefit.) The board has non-slip edges (Feature) so you won't have to chase the board around the counter while you chop and you're not as likely to cut yourself. (Benefit).*

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What's another feature of the Cutting Board? (Measure marks)
How will the measure marks benefit a cook?

Here's a quick way to be sure you are talking about benefits along with features.

1. State the feature of the product:
E.g.: Polypropylene surface
2. Then ask yourself: "So What?" about that particular feature.
3. Answer the "So What?" and you'll be getting to the benefits that meet your customer's real-life needs.
E.g.: Polypropylene surface...So What?
Answer: It won't dull knives, retain moisture or odors and is dishwasher safe.

Let's do this exercise with some products in the New Consultant Kit.

Item: Pizza Cutter

Feature: Large, round, stainless-steel cutting wheel. **"So What?"**

Benefit: Makes quick work of cutting pizza when the family is clamoring to eat right now! And, because it's stainless steel, it cleans up in the dishwasher.

Item: Small Mix 'N Scraper®

Feature: Silicone head is heat-safe up to 650 degrees **So What?"**

Benefit: Rests cracking, splitting, peeling or permanent staining. Use the scraper to mix and stir and you'll never transfer a red spaghetti stain to vanilla pudding!

Item: Easy Adjustable Measuring Spoon

Feature: One adjustable measuring spoon that measures from 1/8 tsp to 2 Tbsp. **"So What?"**

Benefit: Saves space by replacing a ring of five measuring spoons, and you'll never lose that one important measure in the back of a drawer!

Here's another example of how to focus on benefits when showing a product:

- Instead of saying, "Our Stoneware is made from natural clay fired at over 2000° F," – which is true, but mostly about the features....
- Say something like this: "Have you ever baked brownies with overdone edges and under-done insides? Isn't it frustrating to spend time and money and then be disappointed with the results? Wouldn't it be great if every time you baked something, the results were perfect? That's what baking with Stoneware can do for you."

Let's conclude this skill with a challenge: For every product in the New Consultant Kit, take a few minutes to identify the product features, and then ask yourself "So What?" to get to the benefits that will make life easier or better.

Remember that customers choose to purchase a product when the benefits of owning it outweigh the costs!

Any questions?

NOTES:

Leader: Give product name and feature, ask "So What?" and have participants think of the benefit.

It may be helpful to have them use their kit product cards or catalog for this exercise.

Use these examples, or choose other products from the kit.

LEADER: Share other examples of focusing on the benefits that have been effective for you.

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NOTES:

LEADER: Elicit ideas from the group. The list can help you. Be prepared to share your own ideas – and remember to focus on products in the New Consultant Kit.

*LEADER: This is an ideal time to talk about how a new Consultant can successfully **sell products from the catalog**, since she doesn't have them all*

Be sure to emphasize that this is an activity to stretch our thinking about how products might link together, and that you wouldn't usually do a 10-15 item cross-sell at a Show.

Skill # 5 – Suggest several uses for the same product

Giving the customer ideas for several different ways to use a product increases the value of the product in the customer's mind. We pride ourselves on versatile tools, rather than single-use "gadgets," so there are many opportunities to maximize sales with this skill.

Let's share some examples you can use at your upcoming Shows:

- Classic Batter Bowl** -- mix up pancake batter, store it overnight in the refrigerator, and pour it directly onto the griddle in the morning. You can also bake a cake the bowl, microwave leftover foods and freeze food in it.
- Pizza Cutter** – use to quickly cut up food on kids' plates (spaghetti, pancakes), mince herbs, cut strips of yeast dough or pastry
- Season's Best™ Recipe Collection** – a gift and a greeting card in one! At just \$1.00, you can order enough for every birthday card you'll send this year.
- Stackable Cooling Rack** – use to cool baked goods, flip it over to put press marks into peanut butter cookie dough, elevate bowls/plates of food for visual interest on a buffet. One is never enough when you're baking cookies.
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Skill #6 – Cross-sell products that are naturally used together

To cross-sell simply means you are helping the customer find other products they may also want if they purchase the product you have just demonstrated.

You don't even have to show the additional products. Just mention them and point out where they can be found in the catalog.

It makes sense to offer your customers this added level of service.

Activity: Cross-selling Chain

Let's see how long a cross-selling "chain" we can come up with. I'll mention a New Consultant Kit product and we'll go around the group with each person adding a potential cross-sell for the product right before it. You'll want to have your product catalog handy for this activity to help you identify products that will add to the chain.

Let's start with the **Forged Cutlery 5" Utility Knife**...the next related product could be the cutting boards, which don't dull blades...what other products are likely to be used with cutting boards?

You can also cross-sell by demonstrating one product, and then mentioning others in the same grouping.

For example, when demonstrating the Small Mix 'N Scraper[®], talk about the Classic Scraper, Skinny Scraper, and Mix 'N Scraper[®] as well. You can even use a phrase like “family of scrapers.”

What are some other opportunities to demonstrate product groups?

- Stoneware - “Stoneware Collection”
- Metal Bakeware
- Forged Cutlery, Knives with Honing Cases and Color Coated Knives
- Stainless Steel Scoops - “set of scoops”
- Batter Bowls, Prep Bowls, Pinch Bowls
- Whisk Collection
- Pantry Seasonings – a shelf full of perfect flavors!
- Cook’s Library – collection of cookbooks and recipe cards
- Bamboo
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Skill #7 – Sell with “word pictures”

We live in a very visual society. If “a picture is worth a thousand words,” then you want to use your words to help people visualize using and enjoying our products.

Here are a few examples of “word pictures.”

“Our Stoneware bakes food to perfection. Imagine how wonderful your brownies will look and taste when they don’t have those crusty brownie “bones” around the edges.

“Imagine the pride on your child’s face when you serve up the cookies he helped make with our easy-to-use Cookie Press.”

Get the picture? You create interest and excitement by using descriptive words and phrases to “paint a picture.”

Let’s pick a few products from the new Consultant kit and create a word picture to use at your next Cooking Show. Who’d like to give it a try?

- Forged Cutlery – 5” Utility Knife
- 8” Sauté Pan
- Stackable Cooling Rack

Questions?

Before we close this class, let’s review the seven selling skills. What are they?

1. Share your personal experiences with the products.
2. Let Show guests sell products for you.
3. Get your guests involved.
4. Focus on benefits, not just features.
5. Suggest several uses for the same product.
6. Cross-sell products that are naturally used together.
7. Sell by using “word pictures.”

Questions?

NOTES:

LEADER: Elicit ideas from the group. The list will help you. Be prepared with your own cross-selling ideas as well.

LEADER: Use the examples provided or share word pictures that have been effective for you.

As time allows, encourage participants to practice a word picture for one of the New Consultant Kit products.

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CALL TO ACTION: (include all the items listed)

- Review your ***Getting Started DVD*** for more specific examples of selling skills. Take notes so you can incorporate the ideas into your Show.
- Incorporate at least two of the seven selling skills in your next Show.
- Register for the *Product Idea Exchange* tele-class**
- Go to The Pampered Chef® Online Training Center and take the product quizzes.**

DEBRIEF: (choose from below or create your own)

- Which selling skill is your favorite and how will you begin to use it?
- What did you learn about selling skills that will help you better serve your customer and maximize sales?
- What's one tip or idea that you learned today that you'll implement at your next Show?