

# THE HEALTHY TEAM *Instructional Script*

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Statistics are based on the performance of the members of the current Personal Team over the 12 month period listed at the top of the report. Thus, if a new Director promotes during the 12-month period reported, the Consultants that are on his/her Team are not included in the statistics since those Consultants are not currently part of the Personal Team. Conversely, if a Director relinquishes title during the 12-month period, the Consultants that were on his/her team are included in the statistics since those Consultants are currently part of the Personal Team.

## 1. **Director Sales Per Month** ~ *Healthy Team Goal: \$2,500*

The total personal sales of the Director over the 12-month period reported is divided by 12 to determine the Director sales per month.

- You are a Consultant first - sales are your primary source of income for new Directors.
- How many shows do you shoot for each month?
- Be committed to holding at least 2 shows per week.
- Realize the importance of being a good role model and leader. (You can't expect others to do what you wouldn't do.)
- Think big, challenge yourself, set high goals.
- Shows are the best source for bookings and recruits.
- Keep enthusiasm high and never forget what it is like to be a new Consultant.
- Be reliable; have integrity.
- Present an image that Consultants can observe with pride and respect.
- Inspire your Consultants to excel.

## 2. **Average Sales Per Active** ~ *Healthy Team Goal: \$1,000*

The total sales of Personal Team Members are divided by the total number of Active Team Members on a monthly basis.

- What can I do in my training to get to \$1,000 per active?
- These numbers are targets.
- Set expectations.
- Never travel alone to a show. ("If you give me rice, I'll eat today; if you teach me how to grow rice, I'll eat everyday.")

## 3. **Average Shows Per Active** ~ *Healthy Team Goal: 2*

The total number of shows submitted by Personal Team Members is divided by the total of number of active Personal Team members on a monthly basis.

- Talk in terms of shows per week —hold 2 shows per week; book 3.
- Use this as a norm.

- Set the bar higher than you want to see it.
- When coaching Consultants ask, “What are you going to do this week to get more shows on your schedule?”

### A GOOD COMMUNICATOR (good people skills - approachable)

- Telephone contact is important! Your top performers (top 20%) and new Consultants should be contacted weekly (depending on the size of your team).
- Set a schedule for making contacts and stick to it!
- When coaching Consultants ask: “What did you like best about the show?” and “Who did you pick out as recruit leads?”
- If he/she is not booking shows, now is the time to offer helpful hints. Don’t wait until his/her first 4 shows have been held.
- Newsletters keep you in touch with your team. Use one sheet, printed on both sides ; keep it simple with recognition.
- Everyone likes to see his/her name in the newsletter. Recognize as many Consultants as possible.
- A handwritten note is so nice to receive! Letters, postcards and other personal notes encourage and motivate your Consultants.
- A compliment from you can make a difference. It should be from the HEART!
- Send birthday cards to Consultants.
- Hold Monthly Team Sales Meetings.
  - Why is it important to have Consultants participate?
  - What ways can we encourage Consultants to participate?
  - What can we do to make them feel part of the team?
  - Hold your Monthly Team Sales Meetings no matter what the attendance. Let your Consultants know they wouldn’t want to miss it and that you expect them to attend.
- Communicate with your upline Director - so that he/she can help you with your growing business.
  - Send a copy of your newsletter to him/her when you email it to your team.
  - Copy your upline Director on all Home Office correspondence
  - Update your upline Director regularly on activities of your Personal Team.
- Communication with the Home Office –they love to hear from you regarding practices and procedures of your Consultants and customers.

4. **Show Average ~ Healthy Team Goal: \$550**  
The total sales from Shows submitted by Personal Team Members are divided by the total number of shows submitted.
  - What is your show average regionally?
  - You want a healthy distribution of Consultants at various levels from career Consultants to very part-time.
  - Build recognition around what you want repeated.
  - What strategies do you use for recognition?
  - Remember to recognize the behavior.
5. **Personal Team Members Selling at the \$1,000 Level ~ Healthy Team Goal: 45%**  
The number of Personal Team Members selling at a \$1,000 level or more is divided by the total number of Personal Team Members submitting sales on a monthly basis.
6. **Personal Team Members Selling at a \$1,250 Level ~ Healthy Team Goal: 35%**  
The number of Personal Team members selling at a \$1,250 level or more is divided by the total number of Personal Team Members submitting sales on a monthly basis.
7. **Personal Team Members Selling at a \$2,500 Level ~ Healthy Team Goal: 15%**  
The number of Personal Team members selling at a \$2,500 level or more is divided by the total number of Personal Team Members submitting sales on a monthly basis.
8. **Personal Team Members Selling at a \$5,000 Level ~ Healthy Team Goal: 3%**  
The number of Personal Team members selling at a \$5,000 level or more is divided by the total number of Personal Team Members submitting sales on a monthly basis.
9. **Consultants Qualifying in 90 Days ~ Healthy Team Goal: 80-90%**  
The number of New Consultants who submit \$1,250 in sales within their first 90 days is divided by the total number of New Consultants who completed their first 90 days during the 12-month period.
  - Goal setting for this starts during the recruiting process. You'll increase the number of qualified Consultants when you set the precedent from the beginning.
  - Guide new Consultants to hold the first 4 shows in the first 2-3 weeks of business. "How much can you do in a week?"
  - Use the *Supporting New Consultants Go Guide*.
10. **Director's New Recruits ~ Healthy Team Goal: 12-15**  
The total number of recruits that you, as the Director, personally recruited during the 12-month period.
11. **Personal Team New Recruits ~ Healthy Team Goal: 12-15**  
The number of recruits (including personal recruits) that were recruited into the Personal Team. This does not include recruits of First Generation Directors.
  - What could "Susie" do for The Pampered Chef?
  - What could The Pampered Chef do for "Susie"?
  - Set a recruiting culture for your team.

- Have recruiting training at every meeting.
- Make it a priority to follow up on recruit leads first (RSVP: Recruiting, Sales, Very new people, Producers).
- Share recruiting information with each host and 2 guests.
- Follow up in 24 hours.
- Listen for needs.
- Set a goal for the amount of new recruits you would like each month.
- Recruiting is just about having enough leads - You need to be in front of a lot of people!

### Summary

- Get to know your recruits.
- Build team spirit.
- Attend company-sponsored meetings.
- Give recognition.
- Have daily business hours.
- learn all you can about your business.
- Look to those you admire that are doing the job well.