

NEW CONSULTANT TRAINING

Send Welcome email & other 3 NCT emails to your new consultant & schedule a call within 24 hours.

Call #1 (Make Notes on the New Consultant Record)

1. Welcome to our TEAM!! Are you excited/nervous? (completely normal, good sign! Most of the learning will be right in the beginning, then just repeat it over & over)
Text me 20 times/day if you need, want you to have the support you want, we are here for you
Need paper to take notes on (schedule of training calls), keep a PC binder for notes & folder on your computer
New Cons Emails (WILL slow down!) pay close attention to #'s ones
2. **Build Rapport - F.O.O.D.**

Family

Occupation

Outside Interest - Hobbies

Dreams and Goals - Get to WHY they are doing Pampered Chef & Income Goal

Sample questions you can ask:

"Tell me a little bit about your family."

"Do you work outside of the home? What do you do?"

"What does your spouse do?"

"Do you have any hobbies that you enjoy?"

Why

"What would you like to get out of the business?"

"What made you most excited about joining The Pampered Chef?"

"If I had a bag full of shows that I was giving away, and you could have as many as you wanted, how many shows a week would you like to have?" INCOME LEVEL THEY WANT (so I train you down the right path for you)

"What would you like to do with the income you earn from Pampered Chef?"

"Write your dreams, & goals in your notebook or your calendar. You may even want to find a picture that represents them and put that in your notebook too."

1. Discuss the Importance of Booking 6 Shows in their First 30 days

"The most successful consultants book 6-8 practice shows in their first 30 days and this is reason why. I want you to look at your business the same way that you look at an airplane taking off. If the airplane is traveling down a runway at 25 miles an hour, it can't expect to get off the ground. In order for the airplane to get off the ground and up to its cruising altitude, it needs to build up speed very quickly. Doing 6- 8 practice shows in your first 30 days will give you the speed you need to get your business off the ground. You will also find doing 6-8 practice shows will give you the confidence and the skill that you need to build your business. You also want to schedule those shows as close together as possible and here's why. When you do your first show if everything goes great, you're really excited and can't wait to do the next one. If it doesn't go well, we can quickly make the adjustments that need to be made and you can get right back up on the horse again."

If they voice that they don't want to book 6 shows or want to wait until their Grand Opening- this is a great follow up:

"This is your business, and you are totally in control. You get to make the decisions about what you want to do, but here is what I would like to do. I would just love to share with you why I recommend scheduling 6 shows. What sometimes happens is when you book 6 shows, 1 may flop and 1 may cancel, so you end up only really holding 4. Secondly what happens, if you wait until your GO to book shows, you may find that the bookings that you do get may not schedule for several weeks. That means you might only have your GO & then maybe only 1 other show in your first 30 days. Only doing 1 or 2 shows won't help you build the confidence & skills that you need, & you'll miss out on all your bonuses! Since your first 30 days are really a defining point for your business, this is what I recommend. Book 6 shows so that you can hold at least 4 which is basically just holding 1 show a week, & most people are pretty good with that. Then at the end of the month, let's evaluate it. You might say, "Wow, that wasn't so bad. I feel comfortable with the shows that I did. I have \$400-\$600 in my pocket, so I think I will do 6 shows every month." Or you might find that 6 shows are too much, and you might say "With my other obligations, 6 shows was too many, so I think 3-4 shows would work better for me." Whatever you decide is fine. But I really feel that not only would this be the way for you to develop confidence and skills but also the way for you to have some success and earn the rewards that you like in the New Consultant Rewards program."

2. Explain New Consultant Rewards Program

"I am so excited about reviewing our New Consultants Rewards Program with you. \$100 for each \$1250 in sales through your 90 days!! "How does that sound? Make a list of all you'd like to own! Tell me what 3 products you'd like to get first from the PC Dollars that you earn." (suggest Rockcok, Deep Covered Baker, Grill Pan and 12" Skillet if they don't mention those items) "Write these products in your notebook or calendar or cut their picture out of the catalog. That way we can keep your goal in front of you."

3. Fill In Your Calendar: When are you going to work?

- Put 30/90 Dates on Calendar
- Add Family Commitments (put family & main job first, fill in PC around that!) Plan calendar 3 months at a time (BE OPEN FOR BIZ!) Go week to week, give people only a few dates, act busy! (people won't wanna book w/ you if you have no shows!) MAGIC WORDS: "I Only have a few openings left"
Book 1-2 weeks in, front load calendar
Text me results after each of your first 4 shows (1-sales, 2-bkgs, 3-r leads) Can I count on U

to do this?

- **Schedule Grand Opening Show within 7-10 of signing**

"Our most successful consultants schedule their Grand Opening or Kick Off Show within 7-10 days. Today is _____, that means that we will want to have your show by (date). Which days will work best for you?"

Once the date is set - start spreading the word. (Text, Email, Facebook, Phone)

- Team Training Dates (once/mo, very impt, pls mark these in ink, more impt than a show, pls reply to evite) then team night 3rd mon of the month

- Add Any Shows They Already Have Scheduled
- Discuss The Benefits Of Using a Weekly Calendar vs. Monthly

"Normally when you use a monthly calendar, people automatically look at the bottom of the page and choose a date late in the month. When you use a weekly calendar, they can only see one week at a time. When you turn the page, you are showing them the dates for next week. If they can't do a show that week, you turn the page again and offer them a show date for that week. You are offering a date that is 2 weeks later instead of them choosing one that is at the end of the month. With a weekly calendar, you are more likely to book a show in close." (If they ordered the larger kit they will receive one in their kit. Suggest using 2x2 post it notes to identify show dates or highlight them in green.)

4. Identify dates for their first 6-8 shows
5. New Cons Emails I'm sending you (no jokes/forwards, all designed to help you with your biz)

Have you had a chance to read through those first 4 from me & print the docs from Welcome Email?

Importance of MAILING invites: My experience, Don't give your host the option (diff of "I can" vs "I will")

Highly recommend Free Gift for 40+ addresses (small added to host order)

Explain Thank You for Hosting Letter & Pre-Made Host Packets in Kit & Host Coaching Checklist (not your host's job to have a good party 4 you, it's our job to have a good party 4 them! No one wants to earn \$0 in free money, frds/family can be the hardest to coach, blame it on me!)

All the work you do leading up to the party determines your paycheck, when you pull into their driveway the day of the party you are simply picking it up.

6. Recipes for your first 10 shows!
7. Writeoffs: Save all receipts!

QUESTIONS?

8. Who To Call To Book Shows: Fill in F.R.A.N.K.S LIST -- (Refer to the Franks List Flyer)

Let's make a list of who you can contact to get your first shows. Let's think of at least 3 people in each category.

F. Friends *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. Relatives *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. Acquaintances *Hair dresser, teller at your bank, people you see often but aren't super close to, may not even know their name*

N. Neighbors *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. Kids 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)

S. Social Contacts Coworkers (job before this, job before that, first job, people in other dpmts), other friends, church, bunco, book clubs, gym

S. Spouse/Significant Other Couple friends, people they work with, people they "play" with

O. Out of Town Catalog Shows!

You came up w/ 24 people in 5 mins! Nice work! Invite list for your kick off!

\$ DOLLAR CHALLENGE in 48 hours! (pick 6, write \$ sign next to)

How many new dates do you want to have solidified on your calendar in the next 48 hours?

"What you are going to find is that when you make your calls, 1 in 5 are going to say yes. Those who are saying NO, aren't saying they hate you or are never going to talk to you again. Most are just not right now. GO FOR NO! CELEBRATE THE NO'S!! EACH NO GETS YOU CLOSER TO YOUR YES'S!

Call personally, no text/email/fb messaging

Book ONLY Cooking shows versus catalog shows

Voicemail: Quick question, call me back

Do you mind if I clarify, is that a NO NOT NOW, or NO NOT EVER?

What To Say & How To Handle Objections

"Let's practice some words you can use when contacting people to host a party. First we want to think of a reason why they would want to host. Why would he/she want to host a party? Here's what your call will sound like. Listen to what I say and how I say it.

Hi _____ I'm so excited to share with you that I'm starting a Pampered Chef business! I thought of you right away because _____. I'd really appreciate your help getting my business started. I'll treat you to a delicious recipe and the free product rewards. Can we look at a few dates?"

Another choice for words: "Hi _____ I just became a consultant with The Pampered Chef and my goal is to schedule ___ shows in my first 30 days and I would love for one of them to be you.

Would you be willing to gather 5-8 of your friends together for a fun party and in return you will get to take advantage of our generous host rewards program. Can we look at a few dates?"

"If they say no, ask them if they would like to attend your Grand Opening so they can see the new products."

9. Set Date & Time

"Next you will want to set the Set the time and date for the show. Since it isn't a booking without a date, you will want to help your host to choose a date by offering her options. Don't say, 'When would you like to host your show?' Instead say, 'I'm doing my shows on Tuesdays and Saturdays. What would be best for you? Then offer your first available date. Would _____work for you?"

"Some of the most successful parties are called WOW parties. Within One Week. Think about it, everyone knows what they are doing this Thursday. They probably don't have a clue about 8 Fridays from now. Booking in close makes inviting easier for your host. One call or text does it all."

10. Discuss Handling Objections

Now I want you to hear how to handle an objection. I want you to be prepared if someone does say no because it will happen. That way you won't be caught off guard. Most people have objections before they book, doesn't mean they are a NO, that only means they need more info on how to make it work. How you respond will lead them to a YES or NO.

- 1) I felt the same way
- 2) Does it help to know?
 - a. Time
 - b. House Issue
 - c. Don't Know Enough People
 - d. Too \$ (warranty, free 30 day)
 - e. No \$
 - f. Don't Cook
- 3) Can we look at a couple dates?

11. Leave you with my fave quote: *"The hours of your biz are flexible, not optional."* I promise the time you put in will be well worth it. We covered a lot! Don't expect you to remember everything we covered. Remember to text me with your results of each new show booked!!! Thank you for your time!

"Make sure you use your notebook to keep a call log of everyone you contact. Just write down the date, their name, phone number and results of the call." Text me with your results!

Schedule a time to call your new team member within 72 hours.

"We will want to touch base within the next 72 hours. What time would be good for you?"

Thank you so much for your time today!

Observe?