



Workbook: Recruiting Made Easy – Away From the Party

Objectives

- Review recruiting systems at the Party
- Set up an opportunity interview with a potential prospect at the Party.
- Perform an “after the party” call to a potential recruit.
- Conduct the interview using the opportunity cards as a starter and the Discovery chat tool to complete the interview.
- Overcome objections.

Consultant Introductions:

- Name
- Why did you become a Tupperware Consultant?
- What do you want to do better as a result of this class?



Recruiting – A Systematic Approach at the Party

- Give the Recruiting Message
- Identify Recruit Leads
- Offer to Share the Tupperware Opportunity
- Set a Date for the Interview
- Conduct the Opportunity Interview



Recruiting at the Party – Review

Fill in the blank columns beside the Party steps using the choices below. You can use items from the lists below, more than once.

Column # 2 choices

- Set a date for the interview
- Identify Recruit lead
- Give the recruiting message
- Offer to share the TW opportunity
- Conduct the opportunity interview

Column # 3 choices

Opportunity Cards

Opportunity Flyer

Opportunity Hotline

I –Story

Dream Container Message

Order Forms

1. Party Steps	2. What Do I do during this step?	3. What tool(s) do I use during this step?
Party Planning with Host		
Set Up Prior to Party		
Greet Guests		
Demonstration		
Closing the Party		
Individual Closes		
Host Coaching		



Set a Date for the Opportunity Interview

Overcoming Objections Using LEAP: Listen, Empathize, Ask, Produce

If the person says: “Thank you, but I’m really not interested. I just don’t have the time.”

You might say: “Tell me what eats up your time each day that you wish you could change?”

This gets her talking about the real reason why she doesn’t have time. Maybe her job is demanding or her children are in many activities.

If the person says: “Oh, I’d have to talk with my husband first.”

You might say: “What questions could I answer for you to help you when you speak with him?”

Your potential recruit may then bring up some concerns she may have.

If the person says: “I couldn’t do it right now. Maybe when the kids are (in/out) of school.”

You might say: “How would you like to be able to be home for your children and earn money by getting out of the house a few nights a week?”



5 Step Process to Conducting the Opportunity Interview

Step 1: Prospecting

Step 2: Asking Questions

Build rapport by using "FORM" to ask and listen to learn more about your potential team member.

Family

- Tell me a little about your family...ages of your children
- How might your family feel if you were to get involved in Tupperware?

Occupation

- Do you work outside the home or are you the Manager of the household?
- Have you ever worked outside the home?
- Give a sincere compliment & relate what they're doing now (or did) to how that would help them in TW.

Recreation

- What do you and your family like to do for FUN?
- Do you belong to any groups or organizations or clubs?

Message

- How much money do you want to make?
 - In one average party per week, you can earn \$100.
- How much time do you have a week to put towards a Tupperware business?
 - An average party takes about 1 ½ hours from arrival at the Hosts house to your departure.
- How do I get started? What will it cost to get started?
 - We have two kit options – Business Kit and an Executive Business kit to support you through your first 3 Parties and dating two parties out from those 3. The kit's value is over \$515 dollars worth of products and training materials.
- What kind of support can I expect?
 - You will receive great training tools and products in your Business kit as well as Host specials and training from me, my leaders and Tupperware the corporation.
 - You can participate in the STAR program and earn business tools and products to help you in your first 13 weeks.



5 Step Process to Conducting the Opportunity Interview (con't)

Step 3: Sell the Features, Advantages and Benefits

Use the Opportunity Cards, found in your kit, to help guide the conversation about aspects of the Opportunity that she is most attracted.

Step 4: Overcome Objections

- Listen – Make eye contact, actively listen and show you care.
- Empathize – Show sensitivity, acknowledge what you heard and show support and concern.
- Ask – Clarify your understanding, explore options, allow prospect to help solve the problem, see the problem from her perspective.
- Produce – Offer a solution that will meet her needs, recommend the next step, and create closure to the problem and move to a commitment.

Step 5: Closing (Gain Commitment)

- What if anything would keep you from just trying Tupperware for the next 30 days?
 - Continue to build value for trying Tupperware for 13 weeks
 - Continue to build value for trying Tupperware



Opportunity Cards – Quick reference

I am really excited about your interest in TW. There are many benefits to starting your own Tupperware business, and different things appeal to different people. Here are some of the most popular perks we offer. (Lay out the cards) Which two or three appeal to you?

1. Lay out the opportunity cards, keeping the directions and kit cards to yourself.
2. Ask the prospect to pick 2 or 3 cards that really appeal to them.
3. Ask the prospect what appealed to them from the image.
4. Discuss the TW opportunity with the prospect tailoring the message as to how TW can help them achieve those goals identified on the card.

Now Heidi, I could go on for hours about how incredible of an opportunity Tupperware is and how it's like water that fills in the cracks to whatever you currently have going on in your life. What have you heard so far that appeals to you? On a scale from 1 to 10, one being, no not ever and 10 being how do I get started, where is your interest in the opportunity?



Selling Feature, Advantages and Benefits

Share your experiences and knowledge with your lead. Remember what her answers were to the questions you asked in the previous step and what you learned when she picked the 3 cards that appealed to her about the Tupperware Opportunity. You will want to speak to those questions and needs. Tell personal stories that will help her to understand what made you decide to start a Tupperware business, and what you are able to do because of your business.

Examples and Word Choices

Opportunity Cards that may elicit this response – Family, vacation, and women with a laptop.

FEATURE: Make your own schedule

ADVANTAGE: You can decide when you want to work.

BENEFIT: More freedom in your life.

- I have so much freedom in my Tupperware business. I work when I want to and have an income that directly reflects the amount of effort I put into my business. You can have the same freedom, too.
- Whether you're a mother looking for enough income to stay home with your children or someone who is looking to make a little extra money on the side, Tupperware can fit the bill. The demand for the product is out there and it's up to you how and when you would like to work your business.
- The great thing about a Tupperware business is it grows with you. There is a lot of money that can be made in this business as well as prestigious automobiles to be driven. It's yours for the taking as long as you make the commitment to invest the time and effort it takes. There are no ceilings.

Opportunity Cards that may elicit this response –Women with a laptop and women holding money

FEATURE: There are different levels of involvement.

ADVANTAGE: You decide what level you want.

BENEFIT: You can determine the amount of money you will make.

- One of the best things about Tupperware is you get paid for conducting business in an incredibly fun way – by holding Tupperware parties! You are paid a commission based on the total retail sales of your party.
- Tupperware wants to make it as easy as possible for you to be successful. That's why we offer different ways of doing business...the Party, your own customized web site, fundraisers, and on – line Parties.

The best way and easiest way to become a successful in Tupperware is to invite others to join you in this business. By recruiting others, you are building a strong team and will promote into royalty. I can show you how you can qualify for trips, awards and even cars.



Overcoming Objections: Examples and Word Choices

This page will give you a few of the most common objections you'll hear to your offer of the Tupperware Opportunity. You will see how the L.E.A.P process works to help you be more comfortable in handling objections.

Situation: You are interviewing a prospective Consultant who loves the product in the newly released Holiday catalog.

Listen	The Prospect says	"It's not the right time for me..."
Empathize	You could say	"I understand your hesitation..."
Ask	Questions why	"Why is this a difficult time for you?"
Listen	The prospect says	"Fall is a very busy time around my house."
Produce	Look for a solution: What can you say that will help her to see the benefits of starting a Tupperware business during the holidays?	"This is the best time to sell Tupperware!" "The children are back in school." "Vacations are over." "The weather is perfect for a get – together." "The holidays are coming." "Everyone entertains more in the fall and winter and needs more Tupperware products."

Situation:

You are interviewing a prospective Consultant who has expressed an interest.

Listen	The prospect says	"I would like to, but I have a full-time job..."
Empathize	You could say	"I understand you wouldn't want to leave your full time job..."
Ask:	Question why	"What concerns do you have with working a few evenings a week?"
Listen	The prospect says	"I don't want to spend every evening away from my family. My full time job does that enough."
Produce	Look for a solution: What can you say that will help her to see the benefits to her family?	"We have many Consultants who work full time at other jobs." "Many Consultants hold 2-3 parties a week. They find it is easy to do, and love the extra income." "You may find that you like the hours and the profit better with a Tupperware business." "By starting party time, you'll have the chance to see which is better for you and your family."

If the prospect chooses not to become a Consultant at this time, ask her: "After hearing the benefits of a Tupperware business, who do you know who might have an interest?"



Closing (Gain Commitment)

“We’ve talked about the kinds of things that are important to you, such as being your own boss and having more time for your children. We agreed that Tupperware can give that to you. You and Tupperware are the perfect fit. So let’s get you started!”

- Remember, people rarely argue with themselves. If you include the benefits in your close that the prospect said were important to her, it becomes much easier for her to say “yes”.
- Everyone can talk about their product, ask the right questions and show excitement during the sales process, but it takes a true professional sales person to know when to ask for commitment.
- Although we talk about gaining commitment at the end of the sales process, you’re actually paving the way during the entire process. The prospect’s mind is clicking from the first word you say. If you do everything right up until this point, your chances of gaining commitment are far greater.

Each type of potential customer has a different style and you must pay attention to that style throughout the sales process. Some of your prospects are more expressive and like to talk, while others want a lot of detail and explanation. Use your knowledge of your customer’s style to assist you in asking for commitment and opening a brand new business.



Recruiting After the Party

Although the best place for a recruiting conversation to take place is at the party when enthusiasm is high, it's not always manageable. Another option is a follow – up phone call. You want to have remembered a fact about each particular guest at the Party. By doing this, your call is customized for the guest, and you are communicating to the guests, that they were important enough to you, that you remembered them and their needs.

Be sure to make the phone call within 24 hours of the party.

Here is a call process you can use when calling someone you wanted to talk with at last night's party and were unable to do so. Ask at least one question in each of the four steps.

1. Introduce Yourself (ask for time)

"Hi, Lori, this is (your name). We met last night at Sue's party. Is this a good time to talk?"

2. Purpose of Call (follow up on the interest)

"You mentioned how much you liked the modular mate set we have on special but couldn't fit it into the budget right now."

Benefits of Starting a Tupperware Business

"That's why I wanted to touch base with you today. By starting a Tupperware business, you could earn extra money to purchase all the modular mates you need plus any other products you would like. I think you would be great doing what I do. A Tupperware business has so many benefits and I'd love to share some information with you."

3. Set Date (make it soon)

"Lori, I want to share all of Tupperware's benefits with you. It'll only take 15 – 20 minutes. How about tomorrow, say around noon?"

Organizational Tip: Write the name and phone number of your recruit lead on your calendar, at the Party, on the next day of your calendar. In this way, it will remind you to call them within 24 hours of the party.



30 Second Commercial

The 30 Second Commercial is a powerful tool to use when someone asks you what you do for a living. It's an attention grabber and communicates the benefits of what you do or receive as a result of being a Tupperware Consultant rather than how you earn the benefits.

For example, when someone says, "What do you do for a living?" rather than say, "I sell Tupperware." say:

"I am in the business of helping others create a healthy, organized and environmentally friendly lifestyle. At one time, someone shared with me products to that have changed my life and my families. As a result, I am saving over \$100 a month in grocery bills and am making extra money in addition to the savings."

Activity: Write your 30 Second Commercial and share.

"I" (What benefit do you receive from doing what you do?)

"At one time...." (Share a "before" Tupperware statement – what were you experiencing.)

"As a result...." (Mention a benefit directly tied to the "before" Tupperware statement mentioned prior.)



Who do you Offer to Share the Tupperware Opportunity outside of the Party?

The following are some different types of people who may be interested in what Tupperware has to offer. Some basic dialogue is provided so you can see how easy it is to offer the opportunity. Your main goal from this kind of conversation is to generate interest and set a date for an interview.

To the customer you liked the most, say: "Sally, I was so impressed with your knowledge of our products! This may come right out of the blue, but you'd be great doing what I do. Have you ever considered owning your own Tupperware business? Your personality would make you very successful. Here's a short flyer of the Tupperware opportunity. Why don't you look it over and then I'd love to fill you in on the details."

To the customer with a large order, say: "Jane, you sure must love Tupperware products! Did you know Tupperware consultants can earn extra income and enjoy products at a consultant price? I'd love to tell you the full story of the Tupperware opportunity."

To the customer who is a stay at home mom, say: "Elizabeth, you must love being able to stay home with your children. Being a mom myself, that's one of the reasons I chose a Tupperware business. I'd love to show you how you can own your own business and still be home with your kids! Have you ever heard the full story of the Tupperware opportunity?"

To the customer who complains about her job, say: "Kelly, I know a way you can wake up every morning and look forward to going to work! Have you ever heard the full story of the Tupperware opportunity?"

To the customer who loves Tupperware products, say: "You know, Sonya, people who love Tupperware products make fabulous consultants. Have you ever heard the full story of the Tupperware opportunity?"

To your party Host, say: "Carol, congratulations on having such a successful party! You could use these sales and datings to start your own Tupperware business. Have you ever heard the full story of the Tupperware opportunity?"

To the person who shows a lot of interest in your Tupperware business say: "Veronica, I'm looking for someone in this area who's interested in a flexible business opportunity. Have you ever heard about what Tupperware can offer you?"

To any friendly person you meet anywhere (food server, receptionist, and cashier), say: "I've been watching how friendly and helpful you are to your customers – you know, you'd be great in my business. Have you ever heard the full story of the Tupperware opportunity?"

Can you think of others?



Discovery Chat 1:1 ...The Ultimate Tool to Close

- Simple framework to guide your conversation.
- Focuses on the prospect – not the recruiter.
- Presents the opportunity at 3 levels.
- Easy to learn, memorize and make your own.

Answers the basic questions

1. What does it cost?
2. How much money can be made?
3. How much time is involved?
4. How do I get started?



1:1 Discovery Chat

Friends & Family	Some want little extra \$	Some want big \$
What sounds good to you?		

↓
Perfect

So how much time can you devote a week to _____?

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Great!

For _____ hours a week, that's enough time for _____ average parties, or about \$_____/month income. Would that help you get _____.

3 hr/month = 1 party/month = \$100/month	3 hr/week = 4 parties/month = \$500/month	6 hrs/week = 8 parties/month = \$1000+
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Wonderful!

So, how soon do you want to start making money? Let's go ahead and open your business and get that income working for _____. You will recoup your investment in our fully loaded business kit valued @ \$_____ with your first party. Let's get you signed up and registered right now. (Call 1-888-921-7395)