



Workbook: Recruiting Made Easy - At the Party

Objectives:

- Recognize the importance of recruiting in a Tupperware business.
- Recognize the importance of recruiting attitude and the image to mirror the attitude.
- Understand the steps to recruiting at the Party.
- Identify recruit leads.
- Demonstrate the use of recruiting bids throughout a Party using the tools provided in the Business Kit.
- Set up a recruit interview from a potential prospect at the Party.
- Develop and practice your I-Story

Consultant Introduction:

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



Recruiting Made Easy

Qualities of Great Recruiters

- They're aware of how they've benefited from being in Tupperware and they show it!
- They believe sincerely that being in Tupperware will benefit other people. They have a recruiting attitude!
- They're proud of the products they sell and how they sell them.
- Their image at a Party represents someone who is comfortable, calm, relaxed and happy with what they are doing.



Easy Steps to Recruiting Success

1. Give recruiting message.
2. Identify recruit leads.
3. Offer to share the Tupperware Opportunity.
4. Set a date for the interview.
5. Conduct the recruiting interview.



Identify Leads

Think back to your GO Party or the last party you held, who at the Party fit any of these categories below?
Fill in their name to the right of the category.

Gave a product idea.	
Was the friendliest.	
Seemed the busiest.	
Asked a lot of questions.	
Mentioned a new home.	
Is unhappy with current job.	
Had the biggest/smallest order.	
Is looking for a way to meet more people	
Is looking for more flexibility and a chance to make more money	
Brought extra guests to the party.	
Works at/away from home.	
Stay at home mom.	
Mentioned a lack of time.	
Asked how you got started.	
Responded to your messages.	
Talked about returning to work after having first baby.	
Has lots of experience with the products	
Has a great personality	
Stay at home mom.	



Recruit LeadNow, what do I say?

Match the recruit lead on the left hand column to what you might talk with him/her about regarding the Tupperware Opportunity, in the right hand column. Place the letter of the corresponding conversation next to the recruit lead in the left hand column.

When you've completed the activity, pair up with a partner and talk about your results.



Recruit Lead	Conversation
1. Gave a product idea	A. There never seems like enough time in the day for juggling family and job responsibilities. What I've found in Tupperware is....
2. Was the friendliest	B. I'm sorry to hear you're unhappy with your job. What about the job isn't working for you now?What I've found with Tupperware is....
3. Seemed the busiest	C. Your work certainly keeps you busy! How do you find time to fit in your family and friends? Tupperware is a great business to work around your family and friends, so you have time for your priorities.
4. Asked a lot of questions	D. We all wish there was more time in the day. What takes up the most of your time? Balancing work and family obligations is a challenge. Tupperware offers a solution to help you prioritize your family commitments while still earning income.
5. Mentioned a new home	E. Wow, you know so much about our products. You must really enjoy using them! People who use and love our products are our most successful consultants. I would love to have someone with your knowledge about our products on my team.
6. Is unhappy with current job	F. Thank you for sharing ideas on how to use some of the products we talked about tonight. You would be great at doing what I do. Have you ever considered it?
7. Had the biggest/smallest order	G. Are you ready to go back to work after being away and at home with the baby? It must be hard. Tupperware allows me to work around my family rather than my family working around my job.
8. Brought extra guests to the party	H. Thank you for coming to the Party. You're so friendly and easy to talk with; everyone had a great time with you at the party. Our most successful Consultants are some of the friendliest people you'll ever meet. You would be very good at what I do.
9. Works at/away from home	I. Thank you for your interest in the opportunity. What interests you the most about the Tupperware Opportunity? (Use the recruiting cards to discover more about what the prospect is interested in regarding the opportunity)
10. Mentioned a lack of time	J. Your large order tells me you love Tupperware! Some of our best consultants are the ones who are most enthusiastic about it. I can certainly take care of your order of this item. Were there other items you wanted to get but didn't? What were they? I can help you get those items. As a Tupperware consultant you can earn the income to purchase these items.
11. Asked how you got started	K. Being a stay at home Mom is so rewarding. Sometimes it's nice to be able to get a way for a few hours for some "grown up" time. Tupperware is a great business that you can work around your family while still having some "grown up" time away from the house and make extra money for those little "needs" that pop up from time to time.



12. Responded to your messages		L. Thank you for all your questions tonight. I can tell you like to know the details and you want to learn how to use the products in all the ways possible. Our most successful Consultants are ones that want to learn about the product and share it with others.
13. Returning to work after having first baby		M. How exciting! A new home! I'm sure you'll want to outfit your entire kitchen and storage areas with Tupperware solutions. As a Tupperware Consultant you could earn what you needed to outfit your home with Tupperware quickly.
14. Lots of experience with the products		N. Getting started is easy! We set a date for your Grand Opening and order your kit and I'll work with you to teach you all you need to be successful right a way.
15. Stay at home mom		O. Thank you for bringing extra guests to the Party. It's obvious you know others who are looking to purchase Tupperware. We are looking for consultants in this area to fill the market demand. We just don't have enough consultants to service this area.



Recruiting Tools: At the Party

Opportunity Flyer

Tupperware – Dream Container Message (See Workbook page 11 for more information)

I-Story

Opportunity Hotline: 1-866-376-7518

Recruiting messages

Order forms

Recruiting Cards



I – Story

Deliver your I-Story as a part of your introduction at the Party. Be sure to weave the benefits of the business into a story about you. It's a soft way to share the opportunity. Be sure your I-Story reflects the following attributes:

Inspiring

Tells why and how your decision enriched your life

Is heart-felt

Must excite you



I- Story Activity

“Before Tupperware, I” (Where were you emotionally or financially and how did you feel? What did you want in your life?)

“Tupperware.....” (Tell what you love about the company, the products, or your leader.)

“With Tupperware, I am able to.....”(Mention at least 3 benefits you’re experiencing and how it’s changed your life, your dreams, your family – flexibility, fun, friends, financial extras, family, etc...)



Dream Container Message

The Dream Container message is a great “At the Party” tool to share the benefits of the Tupperware Opportunity and engage the Party guests!

Personalize the container with objects that symbolize the benefits you have personally found in Tupperware. See the Kit Orientation DVD on the Simply Salsa Party. The Consultant on the DVD demonstrates the use of the Dream Container at the Party.

Remember to choose only a few objects that tell your story. Keep this segment in your Party short and fun! Items to consider for inclusion into your container are below.

Item	Words to Use
Watch or a calendar	With Tupperware you can make your own schedule. I have found....I can work as little or as much as you want and when it fits into your time.
Photo of family or friends	With Tupperware, you can make more time to spend with the people you love, while you make the extra cash you need for household projects, family vacations, college or whatever. I have found...
Toy	With Tupperware, making an income can seem more like playing than work. You can get paid to party or to have a girls night out. You can spend time making new friends, and as part of the Tupperware team you'll make friends with other consultants, your hosts and guests at the parties. I have found...
Souvenir	With Tupperware you have an opportunity paid trips just for doing your job. What's more fun than a free vacation? Does Hawaii or Disney World sound better to you? (only mention this if you can personally share your experience or someone you know actually went on one of these trips)
Diamond Ring	In Tupperware, you have an opportunity to earn beautiful jewelry for a job well done. I know of someone who.....
\$100 Bill	With Tupperware, just 2 – 3 hours a week can put \$100 cash in your pocket...a great trade for just 2 ½ hours of your time. I have found...
Credit Card	If you have any credit card debt you would like to pay off, Tupperware profits can help you do that. I have....
Car Keys	With Tupperware you can qualify to drive a Tupperware car. I went to a GS celebration where my Director won her car!
Pink Paper	With Tupperware you have job security. When you choose to get up and work you'll always have an income and you can make it climb as high as you wish. I have found



Resource Appendix

1. Potential prospects and what you can say about the Tupperware Opportunity
2. Recruiting Cards – What and How to use these cards for recruiting
3. Flow chart of the recruiting process



Who can I talk to about the Tupperware Opportunity?

The following are 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?"



Recruiting Cards: One on One Conversation about the Opportunity

The Recruiting Cards are a great tool to help start the opportunity conversation with someone who is interested in learning more about how a Tupperware business can benefit them.

The advantage of this tool is it focuses the conversation around the specific benefits of the opportunity for the potential recruit.

How do the cards work?

When you've set aside time for a one-on-one conversation about the business opportunity with your potential recruit, say:

"I'm really excited about your interest in Tupperware. 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 — which one appeals to you?"

Lay out the recruiting cards; keep the one with the directions and the kit to yourself.

Ask her to pick out 2 or 3 cards that really appeal to her

Ask:

"What was it about that card that appealed to you?"

Share the message on the back of the selected card. Add any additional information about how the opportunity can help this person achieve the goals identified on the card.

After you've talked about the two or three selected cards, say:

"I could go on for hours about how incredible an opportunity Tupperware is and how it fits into whatever you currently have going on in your life. From what you have heard so far, on a scale of 1-10 with 1 being 'absolutely no way' and 10 being 'sign me up today, I can give anything a try for 30 days, especially if it could change my life,' where are you?"



RECRUITING PROCESS

