

*Tupperware University:  
Dating a Tupperware Party*

## **Module Objectives**

- Define “dating” as it relates to a Tupperware Business.
- Understand the importance of dating in a Tupperware Business.
- Identify where dating takes place.
- Date at Parties using dating bids during designated moments of the Party and during one-on-one situations.
- Date outside of the Party, on the phone and on the go.
- Overcome dating objections using the “Feel, Felt, Found” method.

## **Consultant Introduction**

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

## **What is Dating?**

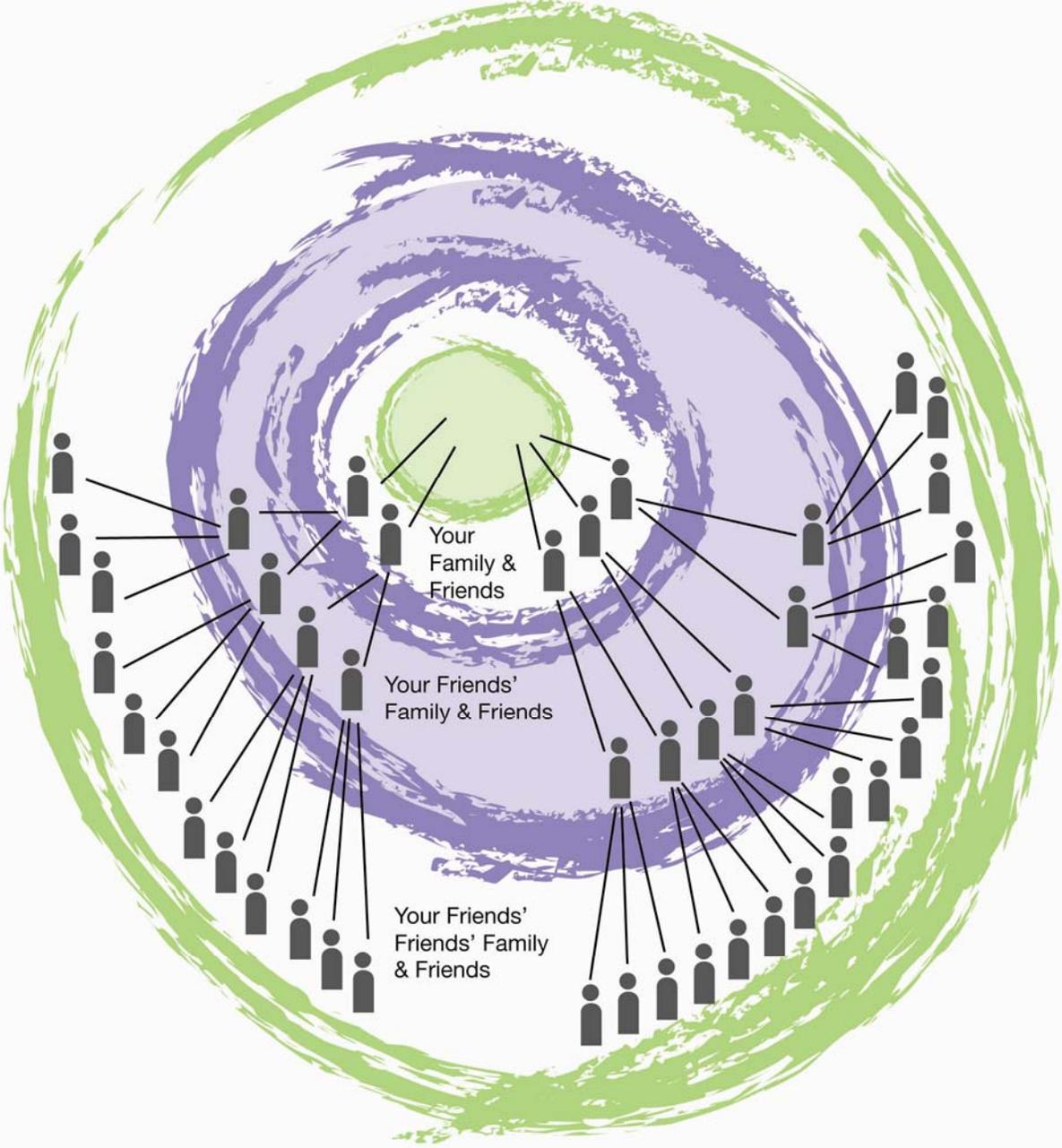
A “dating” (noun) is the specific date, time and location of a Tupperware Party or demonstration agreed upon by your Host and you.

“Dating” (verb) is the act of encouraging Customers to host a Tupperware Party or demonstration on a specific date at a specific time.

## **Why is Dating important?**

- Heart of your business
  
- Key to your success
  
- Meet new people
  
- Sell more products
  
- Date future Parties
  
- Recruit new Consultants

# Party "Circles"



And So On...And So On...

## Dating at the Party

In the Opening

While thanking the Host

Throughout the Party

While mentioning Host gifts

During the close

## Dating at the Party: Word Choices

When	How	
In the Opening	<p>“Thank you for coming and welcome to Maria’s Tupperware party. My name is Lucy, and I’m a Tupperware Consultant. I’m here tonight for three reasons.</p> <p>First I want you all to have fun learning all about the Tupperware products. Whether you’ve been to a Tupperware party before or this is your first time, I want you to relax and have a good time. You’re going to see products that will save you time and money. I’m sure you are going to love these products just like I do, so I strongly urge you to consider holding your own Tupperware party. Then, YOU can earn products and other great Host gifts.</p> <p>Which brings me to my second reason for being here tonight. And that is to help my Host, Lucy, receive free Tupperware products. Lucy, thank you for inviting me into your home (present gift to host). I would love the opportunity to come to your home, meet your friends, have fun and give you free Tupperware, too!</p> <p>And my third reason...and favorite reason...I love to share Tupperware with everyone I meet. Tupperware has changed my life. Just by what you see me doing here tonight. I have fun, flexibility and a great income. IF you think this is something you want to try, watch what I do, see how easy it is, and at the end of the evening, I’ll be glad to tell you more.”</p>	
While Thanking the Host	<p>“I would like to thank Lucy for being such a great Host and inviting me into her home. Being a Host is a special thing. You get to have fun with all your favorite people and receive free products in the process. I would like to present this gift to you, Lucy, because if it weren’t for special people like you, I wouldn’t have a business and all these great people wouldn’t have Tupperware products! Thank you!”</p>	
	What	How
Throughout the Party	<p>Your purpose during the party is to get guests thinking about how hosting a party will have a value to them. Link products you’re demonstrating to the needs of specific guests and to the hosting opportunity. Or, refer to other types of parties you can offer their friends at the next get together.</p>	<p>“The Mix-and Stor Plus has a wonderful seal, so if you’re like me, and you don’t want to get up early to make pancakes, you can mix up your batter the night before, seal it up, and its ready to pour as soon as your feet hit the floor! It’s also great for making muffins. It makes them so easy to pour. In microwave in 90 seconds. How does that sound?”</p>
While Mentioning Host Gifts	<p>One of the main reasons Hosts date is to receive a Host Gift, so you’ll want to be sure to carry and demonstrate Host Gift samples at each party. You can order the host Gifts from the sampling form a discount.</p>	<p>“Isn’t this a great xxxxxx! You will receive this just for Hosting a Tupperware party.”</p>
During the Close	<p>The guest will remember the close of your party, so you definitely want to mention dating a party.</p>	<p>“Once again, thank you for coming. I invite you all to shop, and I will be happy to help you place your orders. If you’d like to receive great gifts like Lucy, then I’d love to come to your home for a Tupperware party.</p>

## One-on-One Datings – Framework

What	How
Ask two questions you're sure will be answered "yes".	"Nicole, did you enjoy yourself tonight?" (response) "Did you learn a few new ideas that will help you save time in the kitchen?"(response)
Invite the person to have a Tupperware party.	"Nicole, I'd love to have a party with you so you can receive that _____ you had your eye on."
Listen to the response from the prospective host.	"Oh, I couldn't do that. I'm just so busy right now."
Acknowledge the response and ask a question. (Smile and nod your head)	"I see." Or "I understand." If the guest just says, "No, thank you." with no explanation, you can say: "May I ask why you feel that way? It helps me in my business to know."
If a concern is stated, overcome concerns by emphasizing benefits.	"I understand how you <b>feel</b> , Mary. Many of my best Hosts <b>felt</b> the same way. What I've <b>found</b> is that if people feel they will receive something of value, they can make the time to attend. That's why I'd love to show your friends how they can cut the time it takes to prepare meals. I'm sure you could think of lots of ways to spend an extra hour or two of personal time each week, couldn't you?"
Offer a choice – day of week, date, time of day.	"It looks like I still have Friday the 20 <sup>th</sup> completely open. Would that work for you or would Monday be better?"

## **Dating Outside the Party**

Re-examine your contact list

Call your Referrals

Call everyone who places and outside order

Look for dating opportunities everywhere

Make follow up calls

## DATING ON THE PHONE

What	How
<b>Introduce Yourself</b> (ask for time)	"Hi Lori, this is (your name), with Tupperware. We met last night at Nicole's party. Is this a good time to talk?"
<b>Purpose of Call</b> (follow up on their interest)	"You mentioned at the Party that you're interested in hosting a Tupperware Party. I'm calling to see when you'd like to invite your friends over, and I'll come and show everyone what's new."
<b>Benefits of Hosting a Tupperware Party</b> (be specific)	"You'll have the opportunity to earn some great gifts, like our (current Host Gift special), and everyone will have fun and learn lots of tips for making their lives easier. How does that sound to you?"
<b>Set Date</b> (if they say "yes", ask for a date and offer choices)	"I have this Tuesday or Thursday evenings available. Which one works for you?"
<b>Set Date</b> (if they say "no"...)	Remember to use Feel Felt Found when overcoming an objection. (We'll talk about this method next!)

## Other Phone Techniques

What	How	Example
Follow – Up Phone Calls	Follow-up phone calls are calls you make the day after the party to guests you didn't get the chance to invite to date, and customers who ordered but didn't attend. It's a nice way to add a little customer service.	"Hi Mary, this is Annie with Tupperware . Do you have a minute? (Response) We missed you at the party last night and I just wanted to thank you for your One Touch Canister order. Are you familiar with the One Touch Seal? (Explain) Have you attended a Tupperware Party lately? (Response) I see. Part of the service I offer to all my customers is the opportunity for them to receive free Tupperware. With an average party, you can earn \$150.00 in free Tupperware and we have some lovely items that would compliment your canister set perfectly! How does that sound?"
Customer Updates	Contacting customers you met through parties is called Customer Updating. It is a system of consistently contacting customers once every three months to tell them about new products, sales and gifts for Hosts.	"Hi Susan this is Renee with Tupperware. We met at Tess's party in July. Do you have a minute? (Response) I'm calling for two reasons. I wanted to see how you're enjoying your Modular Mates. Have you had a chance to use them? (Response) How do you like them? (Response) I noticed you purchased \$40 work of products that night. I would love to help you receive at least twice that much for FREE for hosting a party. By having a few friends over, you can add to your Modular Mates system and see what's new in Tupperware. I have Tuesday and Thursday open this week. Thinking of your friends, which would be better?"
Host Updates	Hosts who have had successful parties with you in the past are certainly likely to have another one. Make it a point to re-connect your Hosts every 3 – 4 months.	"Hi Sylvia, this is Annie with Tupperware! Do you have a minute (response) I'm calling you to let you know that we've just introduced a new (product, Host gift, party concept, item on sale) and the minute I heard about it, I thought of you. (Explain the benefits) Why don't you get a few friends together next week and let me know them what's new in Tupperware!"

## Other Phone Techniques

What	How	Example
Referral Calls	You'll want to be sure to call people whose names have been referred by other customers within 48 hours of receiving the names.	"Hi Renee, this is Annie Johnson. I'm a friend of Terry Larson's and I'm also a Tupperware Specialist. Terry asked me to give you a call because we have a new product she felt would be just perfect for you. Do you have a minute to hear about it?"
Prospecting Calls	Contacting potential customers who aren't connected to your parties is called prospecting.	"Hi Carrie, this is Annie with Tupperware. I met you at the gym yesterday. Do you have a minute? (Response) Have you had a chance to look through the catalog yet? (Response) Did you notice our new, Vent n Serve line? (Response, share benefits) Since it's been awhile since you've been to a party, I'm sure the same can be said for your friends. Why don't you invite them over next week for a party where I'll share the latest Tupperware products, some healthy and easy recipes, and you can receive free Tupperware products!"

**Notes:**

**Phone Tip:** Look in a mirror as you speak on the phone. This way you can smile and speak in an animated tone, which improves your speaking voice.

## Dating On The Go – Datings Are Everywhere

Restaurants

Put Tupperware in the back window of the car

Wear your name tag

Carry Tupperware Products with you

Other ideas?

## Feel, Felt, Found: A Method for Overcoming Objections

### Example:

#### Response from prospective Host:

"Well we're new here, and I really don't know that many people."

#### Step 1 – Listen and acknowledge the objection

"I see. You feel you don't know enough people to invite so that you'd have a good turnout? Is that your concern?"

#### Step 2 – Empathize and answer the objection using Feel Felt Found

"I know how you **feel**. Sometimes even people who've lived here for years **feel** the same. They wonder, 'Who can I invite? Will anybody come?' Judy had the same concerns. What I've **found** is, by you and I thinking of people you know from different day to day activities you do regularly, like your work, friends, family and neighbors, we will have plenty of guests to invite for your party. We'll work as a team. I would love to see you receive both of these sets for free."

#### Step 3 – Close or move the conversation forward

"It looks like I still have Friday evening the 20<sup>th</sup> completely open. Would that be good, or would Monday the 23<sup>rd</sup> be better?"

## Feel Felt Found in Action

**Directions:** Read through the objections on WB 1-15. Using the Feel Felt Found method, write how you would overcome the objection. Turn to a partner and practice what you've just written.

Objection	Feel	Felt	Found
I'm too busy.			
My husband objects.			
My friends aren't the "party" type.			

## Common Objections and Sample Responses

Common Objections	Try
<p>“I am too busy.”</p>	<p>“I understand how you <b>feel</b>. Many of my customers <b>felt</b> their schedules were too busy. I have <b>found</b> that my busy customers can benefit from a special service I offer, called a Stop ‘n Shop and we can do it at your office during lunch or after work. I just set up a small display of new products, answer questions, and take orders. As the Host, you don’t have to take time out of your schedule to fit in a traditional demonstration, and yet you’ll receive all the benefits and gifts for hosting. Would that work for you?”</p> <p style="text-align: center;">OR</p> <p>“If you’re busy, your friends are probably too. If I could show you how to have a quick, no fuss get-together and give your friends some time-saving ideas, would that interest you?”</p> <p style="text-align: center;">OR</p> <p>“I certainly understand busy-ness! In fact, it usually means we don’t have time to get together with friends very often. Having a demonstration is the perfect excuse to catch up with your friends, have fun AND get some ideas for using Tupperware products to make food preparation faster and easier. We could schedule something in your home or at your office if that would be easier. Which sounds best to you?”</p>
<p>“My place is too small.”</p>	<p>“I understand. Several of my Hosts have felt that way. However, we have different options when this is a concern. One is to be very casual and have some fun by having everyone bring a pillow to sit on. It’s fun because I award prizes for different kinds of pillows and everyone really gets into it. Or, another possibility would be to do a quick demonstration during lunch time at your work place. Which of these do you think would work best?”</p>
<p>“My friends all work and have very little time.”</p>	<p>“In today’s busy world, that is certainly something I understand. What I’ve found works best is a Saturday Stop n Shop at your home. I’ll set up a display and be available for a two-hour time period so your friends can drop by as they are out running weekend errands. They can breeze in and out but still see what’s new, place an order, get service and say ‘Hi’.”</p>
<p>“Everyone has all the Tupperware they need.”</p>	<p>“I imagine you’re wondering if your friends who already have so much Tupperware would come to a demonstration and buy more – is that your concern?”</p> <p>“I’ve found that people with lots of Tupperware usually need service because they have some pieces with a seal or party missing. So here’s an idea. We could do a Brown Bag demonstration. Your friends bring their products which have missing seals or parts in a brown bag. Then I concentrate on doing just two things – getting their missing parts ordered, and showing them the newest products in our line. Would this answer your concern?”</p>

