



## The Tupperware Story

More than 50 years ago, a man named Earl Silas Tupper set out to change the world. Mr. Tupper was a chemist and inventor who worked in a DuPont chemical plant in 1937 where he was involved with that company's experiments with plastics before World War II.

Believe it or not, plastic was a baby at the time. It was brittle, smelly and ugly and seemed worthless for even the simplest tasks. Earl wanted to change all that and so he formed his Tupper Plastics Company in 1938 at the age of 31.

Earl took a block of polyethylene slag, a waste product of the oil refining process, and did what no one had done before him – he purified it and turned it into a moldable plastic. His plastic was flexible and tough and pleasant. If you squeezed it, it retained its original shape. If you dropped it, it didn't break. If you put a chunk of cheese in it the cheese came out smelling like cheese, not plastic. It was revolutionary.

In 1942, Earl bought his first manufacturing plant, a factory in Framingham, Massachusetts, to begin manufacturing his new products. But he wasn't satisfied—he wanted a lid for his container that sealed airtight and watertight so food would stay fresher longer, so liquid would not spill, and so the containers could be set in a refrigerator at any angle.

His inspiration came from a very unlikely place. He looked at lids of all shapes and sizes. One day, he happened upon a paint can. The lid on a paint can keeps the paint from drying out for years. Earl had a brainstorm. The world-famous Tupperware seal he designed is similar to a paint can lid turned upside down!

In 1946, Earl introduced Tupper Plastics brand products to the American consumer and began marketing them in hardware and department stores as well as by catalog. The products were displayed (and very often sat for a long time) on store shelves because there was no one to teach the American homemaker their unique features and how to work the now-famous seal.

Earl had the genius of creating Tupperware, but he had no idea how to make people want it.



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However, a woman named Brownie Wise did know how to make people want Tupperware products. A friend gave Brownie her first set of bowls, bought at a hardware store. It took Brownie three days to figure out how the seal worked. But once she did, she began carrying a piece of Tupperware with her 24 hours a day to show other people.

Brownie wrote to the Tupperware Company and told them she wanted to sell the products on a home party plan. At the time, the Tupper Company had no idea what she was talking about! Still, they sent her a product price list and she began selling.

In 1949, Earl noticed that Brownie Wise was selling more products than any of his other Distributors. After an historic Distributors' Conference in Massachusetts, Earl asked Brownie to manage the distribution of the products. She agreed. Earl Tupper and Brownie Wise, a pair of geniuses in their respective areas, became a team and dedicated the company to the home party plan.

In April 1951, Tupperware was officially pulled from retail stores and Brownie Wise was hired to create the direct selling system for Tupperware. Although Brownie did not invent the home party method of sales, she instinctively understood the incredible power of the Tupperware party.

Brownie instilled the notion that recognition, praise and reward were the keys to motivating the sales force. "If we build the people, they'll build the business," she said in 1954 and that's been a Tupperware value ever since.

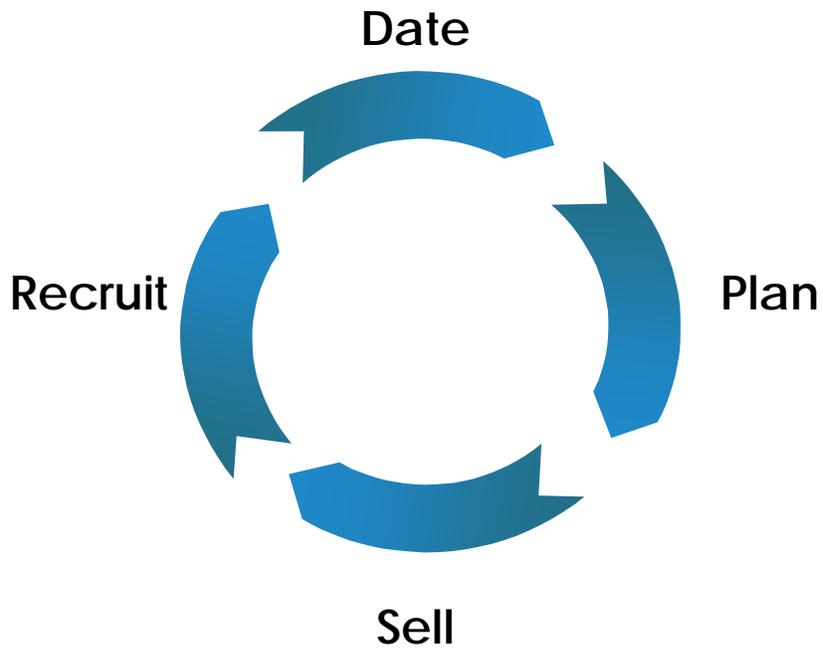
Earl Tupper insisted that quality and innovation be built into each product down to the smallest detail. That tradition continues. Stringent standards are set of the manufacturer of each piece from the model-making process through the materials used.

From its modest beginnings with the chunk of polyethylene slag, Tupperware is now sold in more than 100 countries around the world! Tupperware continues Earl Tupper and Brownie Wise's vision and is a successful multinational company offering quality products and unlimited financial opportunity to men and women around the world.

Tupperware continually strives to offer its customers innovative and stylish products they want in a manner which is convenient. The party continues to be the main focus of Tupperware sales with over 115,000 independent sales force members in the US/CA market. At the party, guests can see live product demonstrations, learn hands-on how the Tupperware lifestyle can save time, money, positively affect our foot print on the earth through reusable resources and organize our homes.



## Cycle of Success



### 1 - 2 - 3 Success Plan

1. Talk to at least 1 person a day about having a Tupperware party experience.
2. Hold 2 parties each week.
3. Add 3 new team members to your team a month



## **Packing for your Party**

### **Keys to Success with your party – especially when it comes to packing!**

1. Get in and out in one trip
2. Keep your demo simple with 5 products or less
3. Keep your party fun and to one hour or less

### **Packing for your Party**

- Tupperware products from your kit you will be demonstrating
- Several other products to refer to set up on your display table
- Catalogs, order forms, pens, Opportunity Flyers, Monthly Sales Flyer
- Host Gift Sample (These are strong dating tools! When guests see for themselves the quality and value they can receive for hosting, they're much more likely to date.)
- A calculator, about \$20 worth of small bills and coins to make change
- 3 to 4 Party Planning Packets
- Guest gifts, including any special gifts needed for the Host (citrus peelers, Thank You gift for Host)
- Binder with Star Datebook

### **A Tupperware party can be divided into 5 steps.**

1. Welcome – 10 minutes
2. Product Demonstration – 25 minutes
3. Host gift Demonstration – 5 minutes
4. Wrap-up – 5 minutes
5. Ordering/Dating – 30 minutes



## Thumbprint of the Party – Starting and Ending Your Party (Sample Word Choices)

What	How	Why
Thank the Host	<p>I'm so excited to be here. Shirley I want to thank you for inviting me into your home to meet your family and friends. I'm really excited to be here.</p> <p>Now what we're going to do is go around the room and have you introduce yourself. And tell me, if I could walk into your kitchen and take a little piece of Tupperware out of your kitchen, you would die if I took your Tupperware _____?</p> <p>And if you don't own any Tupperware, that's ok, just say, it's my very first party&gt;</p>	Create rapport and interaction among the guests
Guest Introductions	<p>Name</p> <p>The piece of Tupperware I couldn't live without is _____?</p>	Learn about your guests
After each introduction, when the guest mentions a product they purchased	<p>Did you get that for free or did you purchase it?(Purchased...)</p> <p>You've been a Tupperware Host before! Who's your Tupperware consultant?(Consultant name)</p> <p>She's an awesome consultant! I'm so glad your connected with such a great consultant. Thanks for being here.(Forgot consultant's name)</p> <p>My name is _____ and I'm so excited you're here! We're going to make simply salsa today and I'm so excited to share with you Tupperware products!</p>	Helps you know if they have hosted, if they are working with a consultant and if they would be a potential host in the future
After each introduction, when the guest mentions a product they got for free	<p>Did you get that for free or did you purchase it?(free)You've been a Tupperware Host before! That's awesome! You must love Tupperware!(If they say they've gotten Tupperware for free so you know they've been a Host before and they can't remember their consultant's name, let them know you'll be their new Consultant.)</p>	You'll want to date a them.
Thank the Host again	<p>(Go back to your Host and thank her and let her know she is the best Host ever! Have the guests give her a round of applause)</p>	

Remember the last thing you say to your guests at the party is the first thing they remember.

### Ending Your Party

"Thank you so much for inviting me into your home to meet your family and friends. They are just as nice as you said they were." (You are paying the host a big compliment)

"And the nicest compliment you can pay me, is to invite me into your front door. It's just 4 or 5 of your girlfriends, me and my plastic bowls and an hour of fun."



## **Thumbprint of the Party**

### **A Party Step by Step**

#### **Before the Party Begins**

- Arrive ½ hour early.
- Set up your display.
- Talk to Host to learn more about additional Guests.
- Greet Guests.
- Start on time.

#### **Welcome**

- Tell your I story
- Thank the Guests for attending
- Thank the Host for having inviting you into her home
- Introductions
- Ask each guest to introduce themselves and share their favorite piece of Tupperware
- Thank the host again
- Present them with a gift (citrus peeler)
- Pass out order forms/catalogs
- Host Thank you
- Present Host with a gift and thank her for hosting the party

#### **Product Demonstration**

- Demonstrate 5 to 7 products or two to three product categories
- Mix dating and recruiting bids with product demonstration
- Explain Limited Lifetime Warranty and the quality of Tupperware products

#### **Host Gifts Demo**

- Explain the ½ off or Free Host program
- Introduce Host Gift Specials

#### **Wrap up**

- Tell guests where you'll be taking orders
- Thank the Host again for inviting you.



## Limited Lifetime Warranty Program

### Activity Directions:

1. Form groups of 2
2. Using a piece of warranted Tupperware and the Parts Booklet from your Business Kit, determine:

Is it warranted, why?

Is it a part or a whole product?

Find the mold number. What is it?

Find the number or name of product in the catalog. What is it?

\*\* Use the item number found to order another or if it's labeled OBS – it means it's obsolete and not currently available

If the product is OBS, suggest an alternative. What would you suggest?

### I've got a warranted item, now what do I do with it?

- Use a permanent marker, make a big X on the bottom of the container
- Write the customer's name and the date on each piece for future reference
- Keep the Tupperware for a minimum of 30 days, then dispose of it
- Tupperware has the option of requesting the broken pieces at any time from you



## Entering Orders into My Sales

### Step 1:

Go to: [www.my.tupperware.com](http://www.my.tupperware.com)

### Step 2:

Fill in User Name (tab)

Fill in Password (tab)

Press Enter or Click "Login" button

### Step 3:

My Sales web Application will appear.

What's Hot in My Sales (message and info) will appear. Click the "next" button

### Step 4:

#### Welcome Page

Click "Start New Party" button

Click "Party" button

### Step 5

**Party Set Up** – enter description, party date, attendance, source of party lead, ship to host or consultant, Host name and address. Use the tab key between fields or click on appropriate boxes.

Click "Next" button

### Step 6

#### Customer Order

If you want the order shipped directly to this customer, and it is part of a party that is going to either you or the host, click on the box for "This is a direct ship order." Just this one order will be shipped directly to the customer and there will be an extra \$4.00 charge. (This scenario is not common.)

### Step 7

#### Enter Customer's Name

Click "Next" button

### Step 8

**Enter item numbers and quantity.** Use the tab key between fields; change the first column as needed)

If there are more than 10 items, use "Next 10 items" button.

Verify that everything is correct

Click "Next" button

### Step 9

#### Customer Order Summary

Enter payment - customer's credit card number or cash/check amount

Click "Next" button

### Step 10

#### Part Orders and Datings

Click on "Additional Datings" button to add datings without an order

Click on "New Order" to enter additional orders

Click on "Host Order" to complete a party



## **Entering Orders into My Sales (con't)**

### **Host Order**

Click on the appropriate box if order is a direct ship or if they have dated a party.

### **Item Entry**

The first screen of the host order is product they are actually ordering for themselves, or coupon numbers for their free stuff.

When done on the first screen, verify & click on the item number to order it.

### **Host Rewards**

Box on the right show the bonus offers, just lick on the item number to order it.

Enter Item numbers for Free Tupperware, Host Gifts or ½ price selections, change the first box to the appropriate field.

Verify

Click "Next" button

### **Customer Order Form**

Enter payment information

Click "Next" button

### **Party Summary**

Add consultant payment if necessary

Click "Submit Party" button

Enter Password and click "Submit" button

If the Party Summary comes up successfully, you're done!

If not successful, check the error message to correct. Usually this happens if there's a problem with a customer's credit card.

If you don't have computer access, call Customer Care for help. 1-888-921-7395