

# The Gift of Opportunity

## **Bow**

- identifying leads
  - ~ at the Party
  - ~ outside the Party

## **Box**

- The interview
- word choices
- overcoming objections
- using LEAP



## **Wrapping Paper**

- Your personal testimony
- Recruit messages
- Party games

## **Contents – The Gift**

Needs of the recruit:

- more money
- more time
- more flexibility
- car
- money for college
- etc.

Other information to be included:

- Reproducible flyer
- Success Checklist
- Income Chart
- Recruiting Tips

# Tupperware's



I attended my first party when I was a shy, married young woman, and a stay at home mom with a one, three and five year old. I held my own party, became a Consultant and then a Manager. Several years later I was a single, divorced mom of three children with no child support. Because of Tupperware, I was able to put my children through private school and college on a Managers income! I love the opportunity to influence and teach many women to believe they can be strong and financially independent.

Thank you Tupperware!

Mary Ballas  
Distributor  
Sandcastle Sales

**Make a Difference for Others!**

# The Gift of Opportunity



## Tuppermonial

One of your best recruiting tools is your personal story—why you started your Tupperware business and what it's meant to you. Some people refer to this kind of personal testimony as a "Proud Out Loud" story. When you speak from the heart, people listen! Here's an example:

*"I'd like to share a little about myself with you. I started my Tupperware business several months ago for a simple reason: I needed the opportunity to make extra money. I have a small child and didn't want to put her in full-time day care, so I opened a Tupperware business. Now I've chosen to advance my business by becoming a Tupperware Manager. Tupperware has given me the best of both worlds. I have a terrific business that allows me to not only afford the necessities of life, but a few luxuries, too! And at the same time, I have the flexibility to be at home with my daughter. Whether you're like I was, and need the extra income, or would like a full-time business with an executive-level income, Tupperware gives you those options—and freedom at the same time. I would love to share with you how Tupperware can give you what you want. Be sure to check the small service box on the order form to indicate your interest."*

**Exercise:** Create a 2-minute Tuppermonial by answering the following questions:

1. Why did I join Tupperware?

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2. What are my goals? (more income, more time, more flexibility, a car, etc.)

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3. What do I enjoy about Tupperware?

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4. What is Tupperware doing for me and my family?

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Take your answers above to form your Tuppermonial that can be used at the Parties, while prospecting, or on your Web site.

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## Recruiting

Recruiting is easy. Have you ever recommended a great movie or restaurant to a friend or acquaintance? Sharing the Tupperware Opportunity is just as easy with many more benefits!

Recruiting is sharing the Tupperware Opportunity with others and how your life has changed. Asking someone to join you in Tupperware is the highest compliment you can pay to them! When you're sincere, enthusiastic, and proud of what you do, people are more likely to listen and respond to what you say.

Take a few moments to write in the spaces below all the benefits of recruiting.

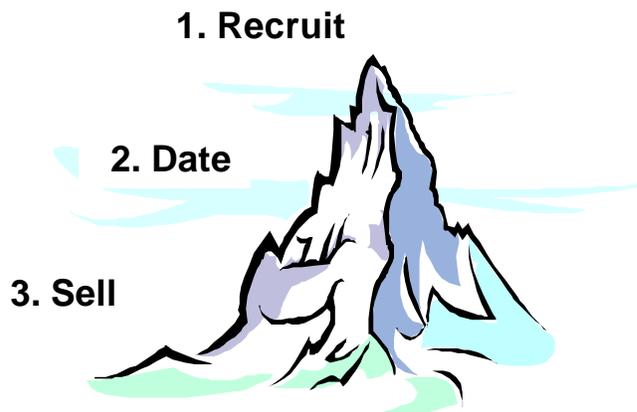
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## Mountain Top Theory

Start at the **TOP** of the mountain by sharing the Tupperware Opportunity with all prospects, customers, Hosts, recruit leads, family members, friends...**EVERYONE!** It's easier to start from the top of the mountain to attain a "yes" for recruiting, dating or purchasing rather than pushing up the mountain. This will benefit your business in many ways:

- 🎁 plants the idea to a prospect who may contact you at a later date to become a Consultant
- 🎁 prospects become more open to dating a Party and buying products after hearing the Tupperware Opportunity
- 🎁 ensures you've shared the Tupperware Opportunity with every person with whom you've interacted

Remember, the easiest things to do are the things you do regularly. Just as dating is a regular activity, so is **recruiting!**



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## Five Basic Steps:

### 1. Give Recruiting Messages

It's important for you to get the word out about the Tupperware opportunity by including at least three recruiting messages throughout your parties and at least one recruiting message during each sale at the Showcase.

- Write out the three recruiting messages you'd say at a party:

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### 2. Identify Recruit Leads

Look for the verbal and nonverbal cues that tell you someone is interested. Share the Tupperware Opportunity with everyone!

- List three nonverbal/verbal cues:

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### 3. Share the Tupperware Opportunity

Share the Tupperware Opportunity with everyone and everywhere. The Host, at the Party, when helping someone with their order, with people standing in line at the store, the Showcase, on your Web site, friends, family, etc.

- List three people you can share the Tupperware Opportunity with right now:

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### 4. Set a Date for the Interview

When a person has a positive response, immediately set a time to share the full story of the Tupperware Opportunity and how it has made a difference for you.

- Write out the words you'd say to set a date:

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### 5. Conduct the Recruiting Interview

The Recruiting Interview is a one-to-one meeting with a Consultant prospect. Its purpose is to discover what her needs and help her understand the specifics on how Tupperware can make a difference for her.



# The Gift of Opportunity



## Conducting the Interview

Typically, a recruit interview takes about 20 to 30 minutes. Every interview will be a little different because you're basing your comments on the needs expressed by your lead. The five step sales process will help guide you while conducting the interview.

### Step 1: Prospect

- Extend a warm greeting
- Pay a sincere compliment
- Create a comfortable working climate

### Step 2: Ask Questions

*"I'm excited to talk to you about a Tupperware business. I want to first ask you a few questions; then I want to share some information and answer any questions you may have so you will be able to make an informed decision."*

- Listen 90%, talk 10%
- Take notes
- Use **FORM** to get to know your lead. Ask broad open-ended questions about:
  - **F**amily
  - **O**ccupation
  - **R**ecreation
  - Then give them the Tupperware **M**essage

A good example of FORM would be questions that begin with "Tell me ...What ...or How". These types of questions allow the lead to talk about herself so you can ID her interests. Example, "Tell me about your job."

### Step 3: Sell the Features and Benefits

- Include reasons why you and other people join Tupperware. Product discount, free training, company vehicles, trips, friendship, fun, control of time, control of advancement opportunities, recruiting cash bonus, exclusive gifts, personal development, unlimited income potential.
- Personalize based on what you have learned about the person in the asking questions phase.

### Step 4: Overcoming Objections

Using LEAP will lead you to a better understanding of how Tupperware can meet the prospect's needs. It's very important to determine her needs so you can sell her on the benefits of Tupperware. The next pages give examples of how to overcome objections.

Listen	Empathize	Ask	Produce
Make eye contact	Show sensitivity	Clarify your understanding	Offer a solution that will meet their needs
Actively listen	Acknowledge what was heard	Explore options	Recommend a next step
Show you care	Show support and concern	Allow the prospect to help you solve the problem	Create closure to the problem and move to a commitment
		See the problem from their perspective	

# The Gift of Opportunity



Use the **LEAP** Process:

Listen	Empathize	Ask	Produce a Solution
<p><b>Prospect:</b> "It's not the right time for me..."</p>	<p><b>Manager:</b> "I understand your hesitation..."</p>	<p><b>Manager:</b> "Why is time difficult for you?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "This is the best time to sell Tupperware® products!"</li> <li>• "The children are back in school"</li> <li>• "Vacations are over"</li> <li>• "The weather is perfect for a get-together"</li> <li>• "The holidays are coming"</li> <li>• "People do more cooking and spend more time on food in cold weather"</li> <li>• "Everyone entertains more in the fall and winter and needs additional Tupperware® products."</li> </ul>
<p><b>Prospect:</b> "I have small children."</p>	<p><b>Manager:</b> "I know your children are your first priority."</p>	<p><b>Manager:</b> "What concerns do you have regarding your children?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "The beauty of being a Tupperware Consultant is how perfectly it works into any busy mother's schedule."</li> <li>• "You can hold parties whenever and as often as you want."</li> <li>• "You can have an online business right out of your home computer!"</li> <li>• "The profit you make being a Tupperware Consultant could really come in handy for buying extra goodies for the children."</li> </ul>
<p><b>Prospect:</b> "I'm so busy, I couldn't do another thing."</p>	<p><b>Manager:</b> "I can see how that would be a concern."</p>	<p><b>Manager:</b> "Are you involved with organizations and clubs?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "Being a busy person, you must know a lot of people."</li> <li>• "These same people can become your Tupperware Hosts."</li> <li>• "Fund raisers can also be very profitable for any of your clubs or organizations."</li> </ul>
<p><b>Prospect:</b> "I would like to, but I have a full-time job."</p>	<p><b>Manager:</b> "I understand that you would not want to leave your full-time job."</p>	<p><b>Manager:</b> "What concerns do you have with working a few evenings a week?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "We have many Consultants who work full time at other jobs."</li> <li>• "Many Consultants hold 2-3 parties a week. They find it is easy to do, and love the extra income."</li> <li>• "You may find that you like the hours and the profit better with a Tupperware business."</li> <li>• "By starting part time, you'll have the chance to see which is better for you and your family."</li> </ul>
<p><b>Prospect:</b> "I need something I can count on every week?"</p>	<p><b>Manager:</b> "I can see how being a Consultant might be scary at first."</p>	<p><b>Manager:</b> "Tell me more about these concerns."</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "We have many Managers supporting families with their income from Tupperware."</li> <li>• "I'll show you how and help you date the initial parties you'll need to meet the income goals you set."</li> </ul>

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Listen	Empathize	Ask	Produce a Solution
<p><b>Prospect:</b> "I don't need the money."</p>	<p><b>Manager:</b> "That is terrific that you feel financially secure!"</p>	<p><b>Manager:</b> "Do you have any dreams that extra money could help you achieve?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "Some of our best Consultants do sell Tupperware® products for the money, but it also fills a need for them.</li> <li>• " "Some enjoy the contact with other people.</li> <li>• "Some love being able to provide quality products and excellent customer service.</li> <li>• "There are almost as many reasons as there are Consultants."</li> </ul>
<p><b>Prospect:</b> "I've never sold anything before."</p>	<p><b>Manager:</b> "I can understand that the sales aspect may be a little intimidating."</p>	<p><b>Manager:</b> "What makes you apprehensive?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "We have the finest training program available.</li> <li>• We'll help you learn everything you need to know.</li> <li>• Come with me on a party and I'll show you how easy it is."</li> </ul>
<p><b>Prospect:</b> "There's already a Tupperware Consultant in my area."</p>	<p><b>Manager:</b> "I can understand you might think two Consultants in one area might be enough."</p>	<p><b>Manager:</b> "What is it about having another Consultant in your area that concerns you?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "That's wonderful. The more Consultants, the easier it is for you.</li> <li>• "More people will know about our fine products, and that will increase demand.</li> <li>• "Plus, as your business grows, you'll find yourself holding parties in other neighborhoods."</li> </ul>
<p><b>Prospect:</b> "I feel I would be imposing on my friends."</p>	<p><b>Manager:</b> I know that you would never want to feel that you were imposing on your friends."</p>	<p><b>Manager:</b> "What would make you feel like you were imposing?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "Tupperware® brand products are the finest of their type on the market.</li> <li>• "You're doing them a service by bringing Tupperware® products to them.</li> <li>• "And you can help your Hosts earn some really nice gifts or Tupperware® products."</li> </ul>
<p><b>Prospect:</b> "My husband doesn't want me out at night."</p>	<p><b>Manager:</b> "I understand your husband is concerned with your safety."</p>	<p><b>Manager:</b> "What worries your husband about your being out at night?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• "Many Consultants only hold daytime parties.</li> <li>• Because being a Tupperware Consultant is flexible, you can arrange your schedule any way you want."</li> </ul>
<p><b>Prospect:</b> "I'm really not interested."</p>	<p><b>Manager:</b> "Yes, I wouldn't expect you to be interested without knowing all the facts."</p>	<p><b>Manager:</b> "Why are you not interested?"</p>	<p><b>Manager:</b></p> <ul style="list-style-type: none"> <li>• You have been so highly recommended by (name), that I'm anxious to meet you and tell you about the Tupperware business opportunity.</li> <li>• There is no obligation, and it will take only about 15 minutes."</li> </ul>

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

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## Step 5: Closing (Gain Commitment)

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 exactly 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.

Persuasion begins with the way you introduce yourself, how you engage the prospect in talking about herself first, how you ask broad open-ended questions and then share your Tupperware benefits with them at the appropriate time.

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.

□ Repaint the benefit picture for her by summarizing what you've discussed:

*"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 and 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."

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## Recruiting Games

### Wrapped Gift

Wrap a gift and place it on your demonstration table. Tell the guests "you may have noticed this box on the table that looks like a present. It's there to remind me that someone gave me a special gift \_\_\_\_ (number of months/years) ago. It wasn't a tangible gift, but an intangible one...the TUPPERWARE OPPORTUNITY! This opportunity has benefited me and my family tremendously (Share your Tuppermonial.) Ask me any question, and I'd be happy to share with you the benefits of Tupperware!"



### Alarm Clock

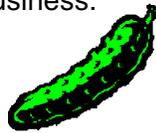
Bring a kitchen timer and set it to go off 10 minutes into your demonstration. This is your cue to talk about the Tupperware opportunity. Make a game out of it by saying, "It's time to earn some Tupperbucks or win some prizes! For every question you ask me about my Tupperware business, you earn a chance to win prizes!"

Thank them for their enthusiasm and say, "As a Tupperware Consultant/Manager, I have time for \_\_\_\_\_. Thanks for your time!"



### Pick a Deli Container

Using the Pick-A-Deli® Container as your prop, before the party, place fake money inside. When ready to present the Tupperware opportunity, say: "If you're ever in a pickle for some extra cash, then a Tupperware business could be right for you. (Pull out the strainer with the play money in it.) I earn an average of \$40 to \$50 for every Party. Multiply that by the number of parties held each week and you can write your own paycheck." Lead into the Turnaround Game to ask you questions about your business.



### Seven Questions

During the Party, ask the following question or make a flyer to hand out that includes a place to write their personal information so you can follow-up with them.

1. What was the best thing you heard about my job?
2. Have you ever thought about selling Tupperware?
3. If you had an extra \$300-500, what would you spend it on?
4. Could you get excited about a free vehicle?
5. Would you be willing to set aside 15-20 minutes to hear the opportunity Tupperware can offer you?
6. What's the one thing keeping you from selling Tupperware?
7. Who do you know that would make a great Tupperware Consultant?



### Brag Book

Creating a "brag book" is an effective way to present the Tupperware opportunity to those who are interested. Using a 3-ring binder and clear vinyl sheet protectors, fill with a picture of your family, gifts earned, car earned, trips, fundraiser, Business Gift Giving and Custom Kitchen brochures, photo of the Tupperware Kit, etc.

### Recruiting Box

To present the Tupperware opportunity, fill a Rectangular 1 Modular Mates® Container with:

- a picture of family
- toy car – can qualify for a free car
- pretend dollars – unlimited income potential
- bandaid – insurance benefits available
- small jewelry box or ring box – prizes offered based on performance
- Smidget™ Container – product discount

### Purse Game

Ask everyone to take out their purse or bag. The first person to hold up the item you ask for is a winner. Each item is a lead into a commercial to recruit! After each item, say how that item relates to the Tupperware opportunity.

**Headache Medicine:** "How many of you get headaches from your job? Be your own boss, choose your income level, add flexibility to your life by letting Tupperware relieve your headaches and have fun and make money, too!"

**Credit Card:** "Sell Tupperware and take charge of your life!"

**Key Chain:** "Tupperware offers everyone the opportunity to qualify for a company car! Wouldn't you like to drive a brand new car every year for FREE?"

**Checkbook:** "Wouldn't it be great to write your own paycheck? Selling Tupperware makes 'cents' for you and your family!"



## Success Checklist

Make copies of the checklists to periodically evaluate your recruiting efforts!

I always offer the Tupperware Opportunity to the Host first, before she holds her party.	
I carry recruiting materials with me at all times!	
I mention the Tupperware Opportunity at least three times during the party.	
I have made some sort of recruiting photo album/brag book!	
I give my Manager an average of two to three leads from each party!	
I have an effective recruiting message!	
I make sure my job looks fun!	
I wear my Tupperware badge everywhere and all the time!	
I have offered the Tupperware opportunity to all my relatives and close friends!	
I ask my Host "to be on the lookout" for people interested in part-time or full-time work!	
I enclose recruiting information in every party planning packet!	
I enclose messages about recruiting in each poly bag for customers!	
I keep my date book full of parties, knowing parties are the best place to find recruits.	
I play recruiting games at all Parties!	
I invite people to join me at Rally each week!	

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Need Holiday cash?



**Act now!**

Ask me about the special available  
when you join Tupperware® Now!

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Write your name and phone number at the bottom of each flyer.

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