

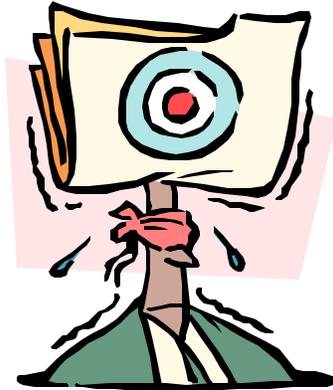
# LEAD FOLLOW UP



## WHAT IS A LEAD?

- **Anyone breathing, someone who buys a lot, a little, books a party, doesn't book a party...Basically everyone is a lead**
- **There are different kinds of leads. Hot, Cold and Warm leads.**
- **Cold leads are names of people you have that you do not know or have stated they are not interested in booking a party**
- **Warm leads are those who have ordered and may be interested in future parties.**
- **Hot leads are those that say "Call me and I will date a party!!!"**
- **Lead are also those who are outside orders from parties**
- **Leads are those who contact you on your web site**
- **Leads are those who order from fundraisers**
- **Leads are those who need damaged items replaced or credited**
- **Leads are those who people you never though would date a party.**

# What Now?



**Now that you have established what a lead is,  
What do you do?**

1. Get the leads. These are found at the mall, parties, online, referrals, and in the phone book.
2. Put on a happy face. When you smile it shows through your voice over the phone .Be excited. You have the best job in the world.
3. Tell yourself **YOU CAN DATE PARTIES!!!** Have a positive outlook. Know that you can do it and you will!!!
4. Call your Hot or warm leads first. In other words it is easier to call someone who is more likely to say YES to a party then a NO.
5. You will have to go through a lot of NO's to get some yes's. If you know this before you start your less likely to get frustrated.
6. Make a habit of contacting at least 10 leads a day. If this is overwhelming start with calling 3 or 5 a day. You have to start somewhere to get where you want to be.
7. Ask every lead if they are interested in having a party.
8. Thank everyone that you call for their time.
9. Get your self a lead box. Index cards, Computer program. Web lead manager. What ever will work for you and that you will use.
10. Keep track of phone calls, comments, and suggestions on lead slips.
11. Ask for help. If you are having trouble with follow up and calling. Than ask someone to help with training. Observe it being done

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## THE CALL



- Put a mirror in front of you. Why? To make sure you are smiling.
- Have lead slip, phone, pen, paper & date book handy.
- Have a date in particular ready to offer to hostess
- Always start with strong leads first.
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### Scenario 1.

Call ask for person " Hi is Caroline there? When they answer "Hi Caroline this is Michelle from Tupperware. We met at the mall on Tuesday. I was thinking about you." WAIT. The reason I am calling is when we met at the mall you had stated you were interested in in a Tupperware Party. I still have a few dates left in January. I was hoping

you would be available on Tuesday the 22nd? WAIT. Oh you can't have it on a Tuesday. What day works best for you then? Wednesday or Friday's? Fridays great how about the 25th. WAIT great. What time would you like to have it? 6:30 or 7pm? Great..

Scenario 2:

You get answering machine.

Leave message in upbeat voice: Hi Caroline this is Michelle. When you get a chance could you give me a call at #####. Thanks

Scenario 3:

Starts same as s #1. But Caroline replies I am not interested in a party right now. You reply that's okay. Caroline tell me is that a not right now or not ever? If she says not right now, you tell them you will be back in touch with them and for them to please call you if they need anyone. Then ask if they know of any friends they might recommend for a party. If they book you'll give her a free gift. If it is a Not ever, Than thank her for her time and ask if she needs any Tupperware right now, or if she might have a friend that may be interested.

Scenario 4:

You call because they want to place an order.

When you tell them you are calling to follow up on their order for Bowls. You can say Caroline. I want to thank you for stopping by the kiosk on Friday. I again am sorry that the Thatsa bowl was out of stock. You mentioned you would like that ordered. I was thinking I would love for you to earn it free. How about a Tupperware party. I mean your going to buy it anyways you might as well get it free. WAIT.

## **Do's and Don'ts on Follow up**



- Don't send a flyer or catalog if you can't follow up. They won't call you.
- Do be sincere and pleasant
- Do ask more than once. If they say not now. Follow up. Call again.
- Do make notes on the leads slips and index cards. This will help you keep track on contacts, order and personal information.
- Don't prejudge your leads. To often people aren't asked because we think they would never be interested.
- Do ASK EVERYONE
- Do treat everyone the way you would like to have fun
- Do tell them what's in it for them! Not you.
- Don't underestimate the power of Asking