



## **Getting the Most Out of Your Lead Generation Box**

The Lead Generation Box is designed to give you a productive source of new and valuable leads for you and your sales force. Given regular checks and good lead follow-up, it can reward you with additional sales, datings and recruits that far surpass your cost and effort. Congratulations!

This guide provides ideas and helpful hints for placing a box and following up on the leads that it generates. You'll want to make sure that everyone responsible for a Lead Generation Box is provided with a copy.

### **Placing Your Lead Box**

You have many options for placing your lead boxes. Talk with local business owners about the possibility of placing a box in their establishment, preferably near the cash register, on a counter, or in a waiting room – wherever traffic will be high and people will have time to fill out the inquiry slips.

1. Write down all your personal contacts in the business community. These should take top priority on your list.
2. Make a list of other possible locations, preferably in various areas so that your boxes will get wide exposure.
3. Decide how many locations you want to have. Pace yourself; don't blanket the town with boxes. You could end up with more leads than you can manage, which might hurt your business by making you look unresponsive.
4. Contact the businesses that you've chosen, make the arrangements, and place your boxes! You have the option of using either the "A Taste of Tupperware" side of the signboard, to focus on dating, or the "There's Money In It" side, to focus on recruiting.
5. Check your boxes at least weekly. If too much time goes by, your leads may lose interest. When you check your boxes, make sure the pad and pen are still in place and remove the filled-out lead slips. If you're not getting many leads, or simply feel it's time to try a new location, move your box to a different business.
6. Follow up on your leads promptly! For ideas and words to use, refer to the "Following Up" section.



Here's a list of business location ideas to help you get started. When you talk to each local business, you may want to offer the owner or manager some free or discounted Tupperware® products in return for allowing you to place your box.

### Business Locations for Lead Generation Boxes

Dry Cleaners	Grocery Store	Post Office	Church	Fitness Club
Department Store	Doctor's Office	Card Shop	Preschool	Laundromat
Shoe Repair Shop	Pizza Parlor	Gymnastics	Drugstore	Wal-Mart/Target
Convenience Store	Insurance Agent	YMCA	Antique Shop	Unemployment Agency
Dentist's Office	Bowling Alley	Computer Shop	Skating Rink	Tanning Salon
Daycare Center	Library	Bank	Candy Shop	Restaurant
Video Store	Ice Cream Shop	School	Beauty Salon	Vet's Office

### Organizing Your Leads

Organizing leads is very important to the success of lead management. You have several options; just choose the filing and organizing system that fits your personal style and stick with it. The most important aspect of successful organization is to *be consistent*. You may wish to use:

- My.TupperwarePLUS Contact Center and To-Do List
- File folders and filing cabinets
- Accordion files
- File by date received, alphabetically, or box location
- Use a tickler file for your "hot" leads – those who don't commit but request a call back, and those that make purchases or show interest in hosting. Your tickler file will remind you to follow up at a future date.

Note: Don't throw your lead slips away! Keep them for your reference and backup in case something happens to your files. Computers are not infallible.

### Lead Follow-Up on the Phone

**Schedule set times** each week for your lead follow-up, preferably within 24 hours of when you pick up your lead generation slips. Waiting too long will reduce your chances of dating a party or getting a new recruit. Remember, it's all about connecting with your lead and making that person feel important – and that means responding to their inquiry in a timely manner.

If you have more leads than you can handle, give some of them to other members of your team.



**Be prepared.** Find a quiet place to make your calls so you can give the lead your full attention. Be sure to bring your:

- Datebook/Planner and pens
- Lead Slip Files
- Catalog/Monthly Flyer
- Order forms
- Thank You cards and stamps.

**Be organized and take good notes.** Keep your lead slips organized and take careful notes from your conversation, so you can use them on your next follow up. Did your lead mention having children, so they might be interested in the Baby Stages™ product line? Did they move recently, and a party could help them get to know their neighbors? Even if it doesn't seem important at the time, it is always good to pay attention to even the smallest details and record them in your lead file for future use.

**Be professional.** The way you act and talk is a reflection of you and your business.

**Know what you are going to say.** Know who you are talking to; read your notes and tailor your conversation to each individual. If your lead is not available, leave a message. If they don't call back within a few days, call them at a different time.

### **Words to Use**

With each call, start the conversation with something like this and then continue with the appropriate follow-up:

"Hi, Mary! This is Jane from Tupperware. I've received a card that you placed in my "A Taste of Tupperware" inquiry box at [location of box]. Thank you for taking the time to do that! Do you already own Tupperware?" [response]

"It's the most wonderful product, I just love it and have been so happy with my Tupperware business. Mary, have you attended one of the new "A Taste of Tupperware" party experiences, or have you thought about starting your own profitable Tupperware business?"

### ***[if interested in a party]***

"Part of the service I offer to all my customers is the opportunity for them to receive free Tupperware® products by hosting "A Taste of Tupperware" party experience. It's so much fun, because it's really a tasting party more than a demonstration. Everyone works together to prepare really simple, delicious food and we all learn great ways to make life in the kitchen a lot easier. I can easily help you earn some of the newest Tupperware for free, and you and your friends will have a blast. How does that sound?"

### ***[if interested in the Opportunity]***

"Your timing is perfect -- right now we have a lot of people wanting to host the new Taste of Tupperware party, which makes this the perfect time to start a Tupperware



business. The new party is easy and is dating double the rate of our traditional party, so the money is out there waiting for someone like you. How does making an extra \$100 anytime you choose sound to you?" [response]

"And not only can you make good money, but the start-up investment is incredibly low for the return. The 'A Taste of Tupperware' Business Kit is sold at a 70% discount off retail to new Consultants! You get over \$250 of Tupperware products, training materials and business supplies for just \$75. Why don't I come by and share with you the many benefits of having your own Tupperware business, and then you can make your decision. It will only take about 15 – 20 minutes of your time – would day or evening be better for you?"

Other suggestions for replies to specific Customer responses:

If they say:	You can say:
No, I don't think so.	"Can I call you back when it's a better time?"
Yes, you can call at another time.	"When should I check back with you? I don't want to bother you, but I'd love to call you back!"
No, I don't do parties.	I understand. If things change in the future, please feel free to call me."
No.	"Do you know anyone who would be interested in having "A Taste of Tupperware" party experience?" or "Is there anything you would like to purchase? I'd love to be your personal Tupperware Consultant. Thanks for your time."

Enjoy your Lead Generation Box. It will be a valuable and rewarding addition to your business!