

Fairs and Special Events

Go where the people are!

Fall 2007

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BUILD YOUR CUSTOMER BASE!

Reach New and Stranded Consumers!

Fairs and special events are an effective way to reach a large number of people in a concentrated time frame. The purpose of entering into such an enterprise is access! Reaching more consumers to recruit, sell and date, filling up your date book and insuring a strong party line up. With planning, it is possible to sell enough of your products to offset your ini-

tial investment and to make a profit. However, the best return of your investment is the opportunity to generate a considerable number of leads for new recruits and parties. If your investment in the table or booth is small think more of generating new party chains and new consultants than selling a quick shake to the customer walking by. Think of it this

way. You have a limited time to chat with a new customer. Do you want to be talking about a quick shake sale or the great gifts hosts receive and our five star opportunity?

Think of the return of your investment = \$2.75 profit on a quick shake vs \$100+ for a party or lifetime compensation on a new recruit.

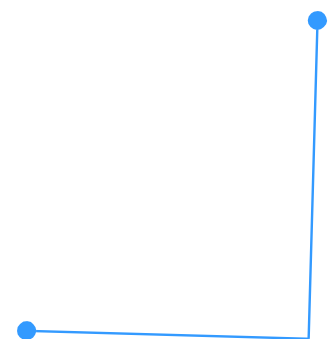
Use the list below to help you think of ways you can be an entrepreneur in your own business

Special Event Ideas!

State Fairs
County Fairs
Craft Fairs
Job Fair
Church Bazaars
Sidewalk Sale

Bridal show
Boat show
Home show
Women's Show
Lifestyle Show
Food Show
Trade Show
Holiday Show

Kitchen show
Family Show
RV show
*Please no flea markets



A great idea to share

A manager did a craft show and her table was right next to another party plan table. This manager came prepared to draw the crowds! She brought her quick chef and chip'n dip bowl. She made batches of salsa all day long. People stopped to see the quick chef spin it's magic and taste the salsa. Her datings from the day were amazing. The table next to her had a very quiet day! Check with organization that is running your event and see if you can do something similar .

Here are some great word choices to try!

Be prepared for these comments: “Wow! Tupperware has really changed over the years!”

Your reply: “Yes, we are very proud of the fact that we stay current with today’s trends.” Then show a new concept such as Ice Prisms.

“I have cabinets full of Tupperware.”

Your reply with a BIG SMILE “Wonderful! What’s something you use the most?” Listen. Then show a product that might be of interest.

“I haven’t seen Tupperware in years. I didn’t even know it was still around.”

YOUR REPLY: “Well I’m so glad you found us today. I’m _____ (shake hands). I’d love to be your Tupperware connection!”

Follow up with, “I’d like to add you to my contact list to keep you updated on new products and specials” *as you hand her the registration form.*

Do not say, “Do you want to sign up or register?” (Why not? It is a YES or NO question)

Remember to end with, “Thank you...for your purchase, for being a Tupperware user, for stopping by.”

The goal is to have a conversation to make a connection! Write notes on their slip after They leave the booth to help with your follow up phone call.

Preparation is the key to success!

3 weeks before the event: do a supply order of: full line catalogs, monthly flyers, party packet envelopes, shopping order forms, pens and citrus peelers.

A trip to the copy store to make copies of the door prize coupon.

Designate a container that you will use to put the door prize coupons in

Think of your display! You want it to be new product that just screams “look at me”!! We want the product to be fresh and clean, not tired and worn!

Tablecloths– Who will supply them? You want to be sure that your tablecloths do not detract from your display.

Clipboards are helpful for customers to use to write on for the door prize coupon.

Be sure that all your literature is stamped with your name, phone and website address



Get ready to see your date book bulge with new business!!

Prepare yourself!

Practice your introduction! You have about 10 seconds to 2 minutes to attract a person’s attention and communicate with them.

You may wish to say something like:

Please register for FREE Tupperware! We will be giving away Tupperware at the end of the event!

Ice Prisms are wonderful show stopper! Have them displayed and invite people to touch. They will not believe it is Tupperware!!

Date book or an index card with your next available party dates on it. Set party dates right

Or...compliment their child. Everybody has cute kids!! It is a great way to start a conversation!

Or...if it a bunch of friends walking together...just say to them: “Girls, how long has been since you have

seen Tupperware!” or...Come and see how much Tupperware is spoiling their hosts this month”....

Show special – date your party today and receive 1 item at 25% off at your party in addition to all your host gifts

Your smile attracts people. Make eye contact. Chat as they walk by – you will pull people over to your booth! People attract more people! Our kids will have more fun at home than hanging out at the booth!

at the event if set a time when you will call them to set up their party!

Secret People Magnet: Citrus Peelers! Hold them in your hand and watch the people approach you! Everyone loves citrus peeler and they all need them!

Marilyn Billings puts a small flag on her citrus peelers. One side reads her name, phone and website address. The other side of the flag reads: show special. Place your



Trade a catalog for a name – that is the game!

order in the next 2 days and receive FREE shipping on your order.

Another idea is on one side of the flag: Date your party within the next three weeks and receive an additional product or set of your choice at 25% off

Tips from the Success Factory Web site!

DO bring catalogs, fliers, hostess and recruiting packets as well as your date book and **EXPECT** to date events and sign recruits!

DON'T just leave the catalogs and information sitting out at your booth. *People will come to these events and pick up whatever paper is not nailed down. In their mind, they are doing you a favor by taking your brochure. Your materials cost money and while you don't want to be stingy in handing things out. NEVER give out a catalog without getting a name and phone number in exchange for following up! Here's a possible script to use:*

Customer - "Can I have a catalog?"

YOU - "Sure, I've got them right under my table, do me a favor and fill out this information card while I get it..."

People will do as they are told...honest, they will...especially if you say this with confidence, the same way you tell your children to put on their coat and shoes because it's time to leave.

DO have some kind of tablecloth or skirting for your display table if none is provided.

DON'T use a tablecloth that is wrinkled, stained or uneven at the bottom. This looks tacky and unprofessional.

DO wear comfortable shoes and clothes.

DON'T wear a tee shirt and jeans. The exception might be if you are wearing a clean nicely pressed logo apron. We recommend a polo shirt or blouse vs. a tee shirt. Dockers are definitely preferable to blue jeans. Remember, you want to look professional, but depending on the event, you don't want to be overdressed (for example, a 3 piece suit at the local YMCA might be overkill). Use your best judgment.

DO have some type of information sheet for customers to fill out. The less information a customer needs to fill out the better.

DON'T stand in your booth holding your clipboard. People will run the other direction...you look like those survey people at the mall!

DO greet people with casual conversation. Start with a *sincere* non-sales comment like "your baby is darling, how old is he?" -Or- "that is a great sweater!" -Or- "you look like your having a fun day!" Make an observation, followed by a sincere comment as a conversation starter to break the ice and **THEN** ask if they are familiar with your company. That way, you are a person before you are a sales person...make sense?

DON'T hide behind your display with your nose in a book and say something lame like "if there's anything you need help with, just ask!"

DO stay in your booth!

DON'T wander around and leave your booth unmanned for customers to fend for themselves while you "network" with other vendors. If there are no customers it's fine, but keep your booth in your line of vision.

DO talk about getting your products free by hosting and **DO** have recruiting information prominently displayed!

DO observe your neighboring vendors. In downtimes pick their brains for what they find works and doesn't work for them. You may also find they have information on other booths in the area that are coming up. **BUT REMEMBER**, your customer is the first priority, so only network when things are slow!

DO work these types of events! They provide **GREAT** practice in talking to people, selling your product and your company. Remember practice makes perfect!

Top 10 Ways to NOT Make Friends and Get Leads at Vendor Fairs!

10. Dress in sweat shirt and jeans or athletic attire. Try to look like the people attending the event.
9. Don't identify yourself or your company with name tag, tablecloth, banners, or signs. Assume everyone knows you and the company you represent.
8. Take as little product as possible. If potential buyers are really interested, they can see it in the catalog. There probably won't be that many buyers anyway!
7. Sit in your chair reading a book, yawning, or with your arms folded across your chest. Don't smile or seem enthusiastic about being there.
6. Be low-key. Don't show any interest in the people that walk up to your display. If you do decide to talk to them, talk about how disappointed you are in the turn-out, how much your feet hurt, and what you wish you were doing instead. Don't ask questions to determine their needs and interests. Don't offer seasonal tips or gift-giving suggestions.
5. Explain that your colors are outdated because you haven't had the chance to get the latest.
4. Explain that your catalogs are very expensive and that you can't afford to give one out. Do offer the small booklet, but explain that you are using up your July flyers before buying more for the holidays.
3. Complain about your company policy, your upline, and your boring meetings.
2. Don't be prepared to party plan or give recruiting information. You can always get back to a host or potential recruit later.
1. Don't network with other vendors. After all, they are the competition, and what could you learn from them anyway????

“An Event is only as good as the follow-up”

The follow-up part of the special event is the most important part of the whole process. A wealth of business can result from prompt, professional follow-up practices, both in parties and new recruits.

Suggestions for achieving good follow-up results:

1. Plan your schedule so you can follow-up on leads promptly (within a week). Even though some leads may be viable several months later, prompt follow-up is critical for maximum results.
2. For quick mailings, have packets, cover letter, etc. prepared in advance of the event.
3. Indicate on the lead slip what information you gave to the person on site so you can personalize the call as much as possible.
4. Remember these phone tips when you make the call:
 - Your greeting should always be designed to get a positive response, even if it is “yes”
 - People generally appreciate it when you ask if they had a good time or enjoyed seeing Tupperware at the show
 - When you tell someone the reason you are calling, you open the door.
 - If you did not talk personally to the lead, simply mention anything they checked on the door prize coupon for you reason for calling.

More on finding Vendor Fairs in your area

Check with your local chamber of commerce

Check your local newspaper for press releases on upcoming events and call the organizer of the event

When you attend an event (fairs, festivals, etc;) talk to the vendors who are there. Ask them how they found out about the event (for next year) and ask them what other events they will be working in the area this year.

When you are driving, be sure to have pen and paper handy. Often churches, schools and park districts post event information on their signs.

Contact local fundraising organizations (Jr. Women's League, Lion's Club, VFW, etc.) often they sponsor these types of events.

Go online and use “Google” or other search engines using keywords and phrases relating to the specific type of event you are interested in.

Check online with the local TV and radio station web sites. Sometimes these events are advertised there.

Keep your eyes open where ever you go. Remember, organizers of these types of events want people to attend so if they are doing their job properly, they will be advertising with fliers, on local cable TV channels, and with bulletins and press releases. They may have last minute slots available or get your foot in the door for next year.

Who else in your area is a consultant for your company? Check with them and see if they are already working area events and are looking for people to purchase shift time. Consultants who organize particularly long running events (like the state and county fairs or Farmer's Market), usually always need help.

Name _____ Host Name & Date _____
Home Phone _____ Your B-day _____
Work Phone _____ Email _____ Street
Address _____
City _____ State _____ Zip _____

Are you married? Yes No Do you have children? Yes No
Do you work outside the home? Yes/ No..... FT PT What do you do? _____

How interested are you in hosting your own Tupperware demonstration?
 Very Interested Somewhat interested (tell me more) Not at all interested

How interested are you in learning about income opportunities available from Tupperware?
 Very Interested Somewhat interested (tell me more) Not at all interested

How often would you like to receive new Tupperware product catalogs?
 Monthly Every other month Once per year Never again

Can we help you, your family or your friends with TUPPERWARE SPECIALTY PROGRAMS?
 Fund Raising Options for churches, schools or worthy causes
 Bridal Showers Custom Kitchens
 Cooking Classes **Tupperware Membership** with up to 35% off discount!

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Tupperware Home Parties

I'm interested in:

- New Products
- Hosting a Tupperware Party
- Tupperware Business Opportunity
- Fundraiser Information
- I Need Customer Service _____

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