

# HOW TO BE A SUCCESSFUL DATER

1. Listen and respond with understanding.

Use phrases like

- "I understand..."
- "I know time is a problem for everyone..."
- "I know what you mean..."

2. Offer alternatives and emphasize benefits.

If customers resist your initial offer. It's often because they don't see the benefits to them, and they need more information. Here are some reasons people resist and service alternatives that may change their minds.

| Resistance  | Understanding Response   | Service Alternative  |
|---|--|--|
| "I'm too busy."   | "You seem to be! Tonight's demonstration is just one type. Since you're especially busy, there are several kinds of get-togethers that might meet your needs. How about..."  | <ul style="list-style-type: none"> <li>• Stop-N-Shops</li> <li>• Microwave Magic Class</li> <li>• Freezer Tips Your...</li> <li>• Make-Ahead Meals</li> </ul>  |
| "My husband objects."   | "Sometimes they do. When this is the case, often a demonstration which isn't in the evening or which is held away from your home is a good alternative. Have you ever thought about..."  | <ul style="list-style-type: none"> <li>• Double Host Party</li> <li>• Office Party (lunch)</li> <li>• Rush Hour Party</li> <li>• Couples Party</li> </ul>  |
| "I don't know enough people."   | "Often hosts feel that way. Even getting to know your neighbours may take a little effort these days. Some ideas that have worked well for others are..."  | <ul style="list-style-type: none"> <li>• Mini Party</li> <li>• Get acquainted Neighbourhood Party</li> <li>• Instant Party</li> <li>• Custom Kitchens Organization</li> <li>• Freezer Organization</li> </ul>                                |
| "My place is too small."  | "You think your home is too small? Tonight's group was unusually large. Demonstrations can be done to accommodate any size group. Let me suggest something that often works when space is limited..."  | <ul style="list-style-type: none"> <li>• Multi-Host Party</li> <li>• Double host party</li> <li>• Outside the home party (park, etc.)</li> <li>• Sit-on-the-floor party</li> <li>• Party at consultant's Home</li> </ul>                     |
| "My friends all work and have very little time."                      | "Time is a big problem for everyone these days. Tupperware is well aware of this and we now offer some special opportunities for busy working people. Here's an idea..."   | <ul style="list-style-type: none"> <li>• Office party</li> <li>• Rush hour party</li> <li>• Specialized Classes (Microwave Magic, Stack cooking, freezer tips...)</li> </ul>   |
| "Everyone has all the Tupperware brand products they need..."         | "Many people do own lots of Tupperware products. One of the most important services you and your friends might appreciate is a demonstration designed to help you get full value from Tupperware products you already have. This has been real popular..." | <ul style="list-style-type: none"> <li>• Microwave Magic Class</li> <li>• "What's New? Party"</li> <li>• Custom Kitchen Organization</li> <li>• Freezer Organization</li> <li>• Old favourite/New uses party</li> </ul>                      |
| "All my friends have just been to a party."                           | "Oh, were they? Of course, they wouldn't want a repeat of the same demonstration. So, to help meet their needs, how about..."  | <ul style="list-style-type: none"> <li>• Theme Demonstrations (offer several choices)</li> </ul>   |
| "All my friends are on vacation."                                     | "Sometimes it seems that way. This time of year people love to travel. Since they're not all away at the same time, these alternatives are very popular during the summer..."  | <ul style="list-style-type: none"> <li>• Travel with ease Party</li> <li>• Multiple host party (lack of orders can be supplemented with orders from those who will be gone)</li> <li>• Camping Party</li> <li>• Picnics Made Easy</li> </ul> |
| "I don't want to impose on my friends."                               | "That makes sense. We all need to be sensitive to that. This is one of the reasons I feel strongly about giving guests helpful information to make their lives easier. Many have found these alternatives interesting..."                                  | <ul style="list-style-type: none"> <li>• Specialized Classes (Microwave Magic, stack-em up, Freezer Tips...)</li> <li>• Personalized Services</li> <li>• Custom Kitchen Organization</li> <li>• Freezer Organization</li> </ul>              |
| "My friends aren't the 'party' types", or "Nobody I know would come." | "Sometimes people aren't as interested in a classic party, but they would be interested in learning great information in one specific area of interest. Here's a wonderful option to party..."   | <ul style="list-style-type: none"> <li>• Specialized Classes (Microwave Magic, stack-em up, Freezer Tips...)</li> <li>• Personalized Services</li> <li>• Custom Kitchen Organization</li> <li>• Freezer Organization</li> </ul>              |

3. Close. Always, always, and always offer your customers choices. For example:
- “If you were to have a get-together, would daytime or evening be best for you?”
  - “I have Tuesday or Friday available. Which is best for you?”
  - “If you had an office party, would it work best during lunch hour or right after work?”
  - “Thinking of your friends, would a classic demonstration or a theme demonstration interest them most?”
  - “Which is generally best for you, the early part of the week or the end of the week?”

What if they say no?

Sometimes, in spite of your best efforts, a customer will say, “No”. It’s important that you remember that they’re not saying “No” to you...but to the opportunity you’ve offered. In any case, don’t give up yet. There are still some things you can do to turn that “No” into a positive experience – for both of you!

- If the customer says “No” and doesn’t give you a reason, ask why. It could be a simple lack of information again, so be ready with alternatives.
- If the customer hesitates, offer to ‘pencil in’ a tentative date. While they’re still thinking about it, the word ‘tentative’ take the pressure off, yet guides them toward a decision.

As you saw , the ‘pencil in’ alternative works and it benefits both you and the customer. You get a date in your date-book without feeling ‘pushy’, and your customer has the opportunity to do some ‘checking’. It’s comfortable and fair for both of you.

Your commitment to follow through is the key. In most cases, it’ll result in a date that wouldn’t have happened if the customer were left to “get back to you”.

(Note: By going ahead and party planning the ‘penciled in’ dating, you further cement the decision and keep excitement high. Often, the person will make a firm decision even before your planning session is completed!)

- If you have truly shown the guest a Customer Service Attitude, then a “no” doesn’t mean “No not ever”. It just means “Not now”. Stay in contact. Remember, it was one of the top things customers said they wanted from their Tupperware consultant. Here’s how...

Thank him or her and offer future contact. Things like...

- A phone call for sale specials, new products, etc.
- Notification that a new catalogue is available
- Any of your personalized one-on-one services