

## Hostess Coaching Checklist

Hostess: \_\_\_\_\_ Party Date/Time: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Directions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### First Communication – 1-3 days after booking

Date:

- \_\_\_\_\_  Send confirmation date postcard
- \_\_\_\_\_  Email or Snail Mail "Initial Party Planning" email (page 4)
- \_\_\_\_\_  Email or Snail Mail "TupperConnect" email (page 6)

### Second Communication – 2 weeks before party

Date:

- \_\_\_\_\_  Email or Snail Mail "Tips for Party Invitations" (page 7)
- \_\_\_\_\_  Call Hostess! You **must** talk to her either over the phone or in person!
- \* Share excitement about upcoming party
  - \* Set expectations – expect a \$1,100 party
  - \* Review the following:

#### 1. **Hostess Rewards Program**

*"Tupperware has trained me to help you have the best party possible..."*

*"I want you to be able to maximize your efforts, so let's shoot for a \$1,100 party... do you know 15-25 people?..."*

- o Discuss Host Credits (15-25 average orders makes an INCREDIBLE \$1,100 party)
- o Discuss Half Price Items
- o Share Hostess Specials for the Month-Brochure, Extras from Tupperware
- o Make it very clear that there are minimum sales requirements to get Hostess specials
  - Minimum party - \$175 in sales
  - Minimum for Hostess Specials – \$300 in sales

***"HAVE YOU MADE YOUR WISH LIST YET? I'D LIKE YOU TO SELECT \$215 OF PRODUCT YOU'D LIKE TO RECEIVE FOR FREE AND 3 ITEMS THAT YOU'D LIKE TO RECEIVE AT HALF PRICE. IT IS MY JOB AND MY GOAL TO HELP YOU GET EVERYTHING ON YOUR WISH LIST - HERE'S HOW.."***

## 2. Steps for Successful Party

- INVITE AT LEAST 40 PEOPLE
  - 1 in 3 will be able to attend
  - Use Guest List on Party Planning Envelope or Hints & Tips
  - Review FRANK (Friends, Relatives, Associates, Neighbours, Kids Friends Parents)
  - *PERSONALLY INVITE* your guests as soon as possible
  - Encourage guests to bring friends and receive a Free Gift
- SEND POSTCARDS 7-10 DAYS IN ADVANCE **Target Date:** \_\_\_\_\_
  - These are *reminders* only! Don't even refer to them as invitations when talking with your hostess.
- GET PRE-PARTY ORDERS
  - Share a Catalogue and Monthly Brochure with people who may not be able to attend and collect Advance Orders with payment
- ELECTRONIC INVITATIONS AND REMINDERS
  - Set Up TupperConnect account
  - I will do emails if you supply the email list
  - Emails are *in addition to*, not *in place of*, postcards
- REMINDER PHONE CALLS – These are **critical to the success of the party**
  - These increase attendance by almost 50%
- ENCOURAGE GUESTS TO BOOK
  - Earn Extra Host Gifts/Exclusive Gifts with parties dated
  - Fill in extra squares on Tic-Tac-Toe (if using) with Advance Datings
- Discuss CLOSING THE PARTY ON PARTY NIGHT
  - Explain to Host that you will be closing the party that night so that SHE can choose her Host Gifts and THE GUESTS receive their orders quickly. Parties that don't close often run into delays and snags that lead to unhappy customers. Ask her to have all her PRE-ORDERS ready with payment.

## 3. Details

- Table & Setup (indoors/outdoors) etc.
- Menu/Demo Ingredients

### Third Communication: 7 days before party

Date:

- \_\_\_\_\_  Email or Snail Mail "7 Last Minute Party Planning Tips" Email (page 8)
- \_\_\_\_\_  Call Hostess: Confirm that she has done invitations and mailed reminder cards. Encourage her to stretch her guest list if needed.

### Fourth Communication: 2-3 days before party

Date:

- \_\_\_\_\_  Call Hostess: Express excitement about party. Do not ask "how are things going...?"
- \_\_\_\_\_  Review the Following:
- Numbers – how many RSVP's received
  - Have you collected your Advance Orders? Make a goal... get 3 pre-party orders by party date
  - Ask for guest list for reminder phone calls – **YOU** make the calls!
  - Confirm your time of arrival and directions
  - Ask about wish list items

PARTY:

Date:

- \_\_\_\_\_  Greet Guests & Have Fun at the Party
- \_\_\_\_\_  Take Orders From Guests
  - Advance Orders---Add them to the Party Summary Totals
  - TupperConnect---Add them to the Party Summary Totals
- \_\_\_\_\_  Review Recruiting Information
  - Ask the Host if what you did seemed easy? Fun?
  - Review her advance orders and show her how much of the "party" she did on her own without any training.
  - Show her how much she could have earned on this party
- \_\_\_\_\_  Party Savings Summary:
  - \* The party savings summary is a very critical part of servicing your hostess. You want her to know how much money she saved by hosting her party. She needs to affirm that the party was worth the time and effort she put into it. Once she knows this information, it will be easy for her to share it with her friends... (i.e. "*I earned \$323 FREE by hosting my party*"). This will encourage her friends to want to book as well

Sixth Communication: 2 -3 days after party

Date:

- \_\_\_\_\_  Send "Thank You & Party Summary" Email (page 9)
- \_\_\_\_\_  Send **Hand Written** Thank You Note

Sixth Communication: once party ships

Date:

- \_\_\_\_\_  Email or Snail Mail "Your Party Has Shipped" Email! (page 10)
- \_\_\_\_\_  Call Hostess
  - Tell her when to expect shipment (warn her about size of boxes!)
  - Remind her to use the Summary & Customer Order Forms that you provided for sorting her product.
  - Tell her about extra Thank You gifts you may have included.
  - THANK her one last time!

**Hostess Coaching is the single most important thing we  
can do to ensure a successful party.**

**Remember, it takes the same amount of time to demonstrate  
a party with two people in attendance as it will with 15.  
Which do you prefer?!**

Email #1: "Initial Party Planning"

Dear Kathy:

Thank you for booking a party on **Sunday, August 13<sup>th</sup> at 2:00 pm**. I am looking forward to the opportunity to share *Tupperware* with you and your friends & family. I want to make sure that your Party is a success... for both of us!

*Tupperware* has the one of the **most generous** hostess rewards program available. Based on the amount of your Party sales, you will earn **FREE** and **HALF PRICE** products. The following chart details the rewards program:

**HOSTESS REWARDS PROGRAM**

Your Total Party Sales*	50%-OFF items you earn	FREE Products!**
\$175-\$299	---	Dating & Thank You Gift
\$300-\$549	1 item	10% = \$30-\$55
\$550-\$1099	2 items	15% = \$83-\$165
\$1,100+	3 items	20% = \$220+

\*Excludes tax and shipping and handling. \*\*Percent of Party sales = dollar amount Hostess earns in Host Credit toward free products. Guest retail sales must total at least \$175 to qualify for Host Gifts. **Hostess Dollars may not be applied to 50% off items.**

As you can see, the higher your party sales, the more FREE products you will receive! Because I want to help you earn as much free product as possible, I've detailed 7 steps to help ensure your party is a success.

1. Make your own personal wish list! Go through the catalog and pick out the items that you would like to earn FREE or half price. Total up the value of the items on your wish list, and then together, we will work to get you as many of those items as possible for FREE or HALF PRICE.
2. The best way to earn your wish list free is to make sure to invite enough people to your party. On average, 20 guests/orders will total approximately \$1,100 in party sales – that earns you over \$200 in completely FREE product! Therefore, **create a guest list of at least 40 people**. I know that number may sound high, but remember that many people on your list will not be able to attend. The more people you invite, the more likely you will be to have a good turnout. Included in your Host Envelope are Hints for Having a \$1,100 Party. You will find a memory jogger to suggest people you may have forgotten about inviting. Use this to help you in creating your guest list.  
**\*\*\* When making your guest list, it will be helpful to include a phone number, address and an email address for your guests. If you forward the phone numbers and emails to me, I will be able to help you by sending out a reminder message a couple of days before your party.\*\*\***
3. Start **personally inviting** people to your party as soon as the date/time is set. People are more likely to attend a party if they have received a *personal invitation*, either by phone or in person. **Encourage your guests to bring a friend**...this is a great way to increase your party attendance. Each person who brings a friend will receive a free gift from me!
4. If you are comfortable with computers and email, go to my website and share the link with your guest via email <http://my.tupperware.ca/kimkelly>. I also offer TupperConnect as a way for you to connect with those unable to attend. TupperConnect™ Hosts are invited to create an online account. Once logged in, you can send email invitations to

guests and track party sales. Hosts who already have a registered account with Tupperware.ca can log in using their email address and password. Hosts who don't have an account can create one by clicking on the Register Now button and entering their name, email and a password.

5. Send your reminder postcards out so that they will arrive **7-10 days in advance of your party**. I also recommend highlighting the "RSVP" line. You should plan to mail your postcards by **Saturday, Aug. 5<sup>th</sup>**.
6. 1-2 days before your party, make reminder phone calls and send reminder emails to those attending as well as those from whom you have not yet received an RSVP. **Doing this will increase your party attendance by approximately 50%!** To make this easy, be sure to jot down the phone numbers of your guests when you are creating your guest list.
7. Encourage advance outside orders. When people can not attend your party, ask them if they would be interested in looking through the catalogue. Any orders that are placed before your party can be counted toward your party totals.

I want your Party planning to be fun and easy. When you consider the menu, keep it simple. People tend to not eat very much during parties, so I recommend that you only serve the food that we prepare as the Demo, as well as something to drink. I've included a few easy recipes in the Host Hints part of your Party Planning Package.

I will be calling you in a few days to further discuss any questions you might have and to talk about your wish list with you.

Thank you again for opening your home to *Tupperware*. I am looking forward to an enjoyable evening with your family and friends.

Regards,

Kim Kelly, Director  
905-730-8851  
superbdirector@live.com  
<http://my.tupperware.ca/kimkelly>

## Email #2: "TupperConnect" Email

I'm very excited to tell you about a special program called TupperConnect. This special feature is going to help us prepare for your Party, communicate with your guests, ensure good attendance, and maximize the Hostess Rewards you will enjoy!

### How to Access the "TupperConnect" feature:

1. As soon as I get home, I will set up your party date. When I do this, you will automatically receive an email invitation.
2. When you receive the online invitation, you'll be given directions to set up your account at [Tupperware.ca](http://Tupperware.ca).
3. You can then set up your party by entering names, addresses and email addresses of family and friends you want to attend your party.
4. Your guests will receive a colorful online Party invitation telling them all about your party.
5. Between the time of your party set up and the actual party date; you can keep an eye on the RSVP responses, comments and online orders.
6. When guests cannot attend and they respond with a "No" to the invite, they will receive an email inviting them to place an online order. These orders will be added to your total party sales once party sales reach the minimum "thank you" gift host level. Those online orders will be shipped directly to the guest who did not attend. It's that easy!"

### Benefits of Using E-Invitations *in addition to* Postcard Invitations:

- Guests will be able to RSVP for your Party by clicking links provided right in the e-mail. Their responses will be recorded right on the Guest List in TupperConnect site so you can see who is planning to attend!
- Guests who cannot attend will be invited to browse a selection of our beautiful items and place an order for your Party—RIGHT AT MY WEBSITE! This is a convenient way to collect "outside orders" and a proven way to increase Party sales.
- Please note that E-Invitations should be used *in addition to*, not *in place of* the postcard invitations.

### Reminder E-Mails:

One-two days before the Party—go to your "Guest List" area and send out the "reminder" e-mail to all your guests. This is another proven way to ensure good attendance which, in turn, will ensure good sales!

### Email #3: "Tips for Party Invitations" Email

Dear Sarah:

Your party is quickly approaching and I'm looking forward to a fun evening on **Thursday, October 26<sup>th</sup> at 7:00 pm**. The following are a few quick tips for completing your party invitations this week:

1. ***Personally invite your guests this week!*** Invite them when you see them or, even better, make a special phone call! Doing this is crucial to ensuring a successful party attendance. Hostesses who make *personal invitations* enjoy larger party attendances!
2. Strive to get your ***reminder postcards*** in the mail so that they arrive 7-10 days in advance of your party. I suggest you mail your reminder postcards by **Monday, October 16<sup>th</sup>**.
3. In addition to *personal invitations* and *reminder postcards*, I recommend using the electronic invitations available through TupperConnect. Use the electronic invitations *in addition to, not in replacement of* the reminder postcards. Hostesses who have solely relied on electronic invitations have not enjoyed good party attendances.
4. Create a guest list of at least **40 people** – invite everyone you know and stretch it as far as you can! You'd be surprised how many people might be interested in coming should they get your invite!
5. Make reminder phone calls a day in advance of your party. Send last minute reminders and for thanking people for their attendance with your TupperConnect link

These tips are designed to help you maximize your benefits, so...

Good Luck and Happy Party Planning  
Kim Kelly, Director  
905-730-8851  
[superbdirector@live.com](mailto:superbdirector@live.com)  
<http://my.tupperware.ca/kimkelly>

#### Email #4: "7 Last Minute Party Planning Tips" Email

Dear Susan,

Congrats on getting a great guest list in place! You're well on your way to a successful party!

Remember, only 1 in 3 guests will be able to attend your party. Therefore, to help ensure a good attendance for your party (which translates to FREE product for you!), please consider doing the following:

1. ***It's never too late to send an invitation!*** If you haven't invited at least 40 people yet, use the Invitation Suggestions I sent you to expand your guest list as far as possible. You never know who might want to come, so don't be afraid to over-invite! Shoot for 40-50 invitees.
2. Consider sending a reminder email ***on Monday*** (you can do this from TupperConnect in the same manner you sent the original invite). Go to your TupperConnect account.
3. Make your reminder phone calls on ***Tuesday*** of next week.
4. Encourage your guests to ***bring a friend***. Remember, I'll give them a free gift if they bring a friend!
5. Carry some extra postcards with you for the next few days. You never know who you might run in to while you are doing errands!
6. Get ***3 pre-party orders from guests*** who are not able to attend. Ask everyone who cannot attend if they are interested in seeing the catalogue. Getting at least 6 pre-party orders will jump start your party sales significantly!
7. Remember, the more excited you are about the party, the more excited your guests will be about attending... ***so keep talking it up!***

Finally, if you haven't already done so, I encourage you to start creating your own personal "wish list". This will be useful in helping you decide what products to get with your FREE & HALF PRICE incentives!

Let me know if you have any questions or if there is anything I can do to help you with your planning.

Thanks so much... I'm looking forward a fun evening with your family & friends.

Regards,

Kim Kelly, Director

905-730-8851

[superbdirector@live.com](mailto:superbdirector@live.com)

<http://my.tupperware.ca/kimkelly>



**Email #5: "Thank You & Party Summary" Email**

Dear Meghan:

Thank you for allowing me to share *Tupperware* with your friends. The party was a *great* success and it seemed that everyone had a good time.

By hosting your party, you earned items from your Wish List as well as 2 items at half price. In total, you received \$275.75 in product for only \$77 ... **a savings of \$198.75 - WOW!**

Below is the detail of the items that you received as well as your party statistics:

**Savings Summary      Meghan      13-Aug-10  
Forbes**

Item	Regular Price	Hostess Price	Savings
<b>Sales Specials/Brochure Items:</b>			
# 89135 Ideal Lil Bowls	\$15.50	\$9.75	\$5.75
<b>Hostess Credit Items:</b>			
#1104 Freezer Mates Complete Set w/Gift Box	\$101.25	\$3.25	\$98.00
<b>Half Price Items</b>			
#583 Crystal Wave Soup Mug-* x 2	\$38.50	\$19.25	\$19.25
#403 FridgeSmart 4pc Set	\$89.50	\$44.75	\$44.75
Host Dating Gift	\$8.00	\$- 0	\$8.00
Host Thank You Gift	\$23.00	\$- 0	\$23.00
<b>Subtotal</b>	<b>\$275.75</b>	<b>\$77.00</b>	<b>\$198.75</b>
<b>Shipping &amp; Handling</b>	<b>\$3.75</b>	<b>\$3.75</b>	
<b>TOTAL</b>	<b>\$279.50</b>	<b>\$80.75</b>	<b>\$198.75</b>

Datings At Party Sarah Cabinet--August 28			1
Number of Orders	10 at	3 Outside	13
Average Party Order			\$50.71
<b>TOTAL PARTY SALES</b>			<b>\$659.25</b>

You have a copy of each receipt for the items each of your guests ordered. This will aid you in separating out your deliveries. The typical shipping time is 1- 3 weeks and I submitted the party on Sunday, August 13<sup>th</sup>.

Again, thank you for a very successful party. I hope you agree it was well worth the effort ☺  
Let me know if you have any questions!

Regards,  
Kim Kelly, Director  
905-730-8851  
[superbdirector@live.com](mailto:superbdirector@live.com)  
<http://my.tupperware.ca/kimkelly>

#### Email #6: "Your Party Has Shipped" Email

Your *Tupperware* party order has been shipped to you. There are 2 (very big!) boxes and they will be delivered to you via Purolator. They will be delivered and you must be home; if not, the orders will be sent to your nearest Purolator Depot for pickup and a note will be left on your door. Please remember to use the Customer Receipts when sorting your orders. You can track the location of these packages at [www.purolator.com](http://www.purolator.com) using the following tracking numbers:

82835903921

82835903939

#### Instructions for Unpacking, Sorting & Delivering

When the packages arrive, please ensure the following:

1. Verify that all boxes were received. The shipping label on the outside of the box will show how many boxes are in the shipment (ie. Box 1 of 3). If any boxes are missing, please let me know.
2. One box will contain a Packing Slip detailing the box's items and quantities. Please ensure that the product in each box matches the Packing Slip detail.
3. Please retain the Purolator address labels as well as the Packing Slip until all customers have received their products and verified that the products were in good condition.

Once you have verified all of the above information, you can begin sorting the boxes for your customers. Each item will be individually bagged with the item's name printed on a small sticker. I have included bags for your use. I recommend putting the customer's receipt in the bag as a "picking list" to pick their products.

*To ensure customer satisfaction, please make every effort to **deliver the products to your customers within 7 days**. If you are unable to make the deliveries in that timeframe, please contact the customers so that they will know their product has arrived and can arrange a time for pick-up or delivery.*

#### Instructions for Reporting Damage

*Tupperware* stands behind its products and guarantees satisfaction! **Please ask your guests to inspect their merchandise immediately and report any damages to you.** The following timeframes must be used to return or replace unsatisfactory merchandise:

*\* If any items were missing or damaged in transit, they must be reported within 10 days of the party delivery date.*

*\* If a customer receives a product that is defective in any way, it must be reported within 10 days of the party delivery date.*

Thank you again for a successful party. It is my sincere hope that you and your guests enjoy your new *Tupperware* products!

Warmest regards,  
Kim Kelly, Director  
905-730-8851  
[superbdirector@live.com](mailto:superbdirector@live.com)  
<http://my.tupperware.ca/kimkelly>