



Making new contacts is a key part of building a successful business. All across the U.S. and Canada, Directors are organizing Tupperware Awareness Day activities to help you and your fellow team members reach out and connect with new people.

### HOW DO I GET STARTED?

What do I say? It's all up to you. Following are three possible situations and some thought-starters suggesting how to get the conversation started.

#### REMEMBER TO SMILE!

##### THE BASIC 3 QUESTIONS:

- No. 1:** "Are you currently in touch with a Tupperware Consultant?"
- No. 2:** (If they say no) "When was the last time you saw Tupperware?"
- No. 3:** "I'd love to keep you updated on new products and sales specials by adding you to my email contact list... Would you do me a favor and write down your contact information?"

#### YOUR NEIGHBORHOOD

"Hi, I'm Jennie and I'm your neighbor. I live at 123 Main Street. I'm with Tupperware, and I'm out introducing myself to everyone. I want to let you know that I'm here to address your Tupperware needs. May I ask you three quick questions?"

#### WHEN AT AN EVENT (SOCCER, TAILGATING, ETC...)

"Hi, I'm Jennie. I'm with Tupperware. Today we're out letting people know that Tupperware is here and doing great!"

#### "DO YOU HAVE A TUPPERWARE CONSULTANT?"

**When the answer is NO:** "Have you seen Tupperware in the past 3 years? (past year)... Today's Tupperware is a whole lot more than bowls... I'd love to show you the great new brochure featuring some really fun products plus other great gift and entertaining ideas..."

Continue conversation to determine interest in starting their own business, hosting or attending a party or purchasing products. Weave in question No. 3 as appropriate.

**When the answer is YES:** "That's great! Did she/he show you the catalog or the product name in the latest brochure?... You'll want to call her/him right away because the brochure is packed with some really great offers!"

#### WHEN CANVASING WITH A TUPPERWARE BOOTH NEARBY

First, be sure that the area or event where your booth is set up allows you to canvas/advertise in the surrounding area before proceeding with this technique. Many special events will not allow it. However, if you are able to hand out flyers and speak with those in the entire event area, you can provide an incentive to people you meet to visit the nearby booth.

"Hi, I'm Jennie. I'm with Tupperware. Today we're out letting people know that Tupperware is here and doing great!"

#### "DO YOU HAVE A TUPPERWARE CONSULTANT?"

(See above to answer accordingly.)

Be sure to use this opportunity to gather contact information, even a simple email address. (Question No. 3)

"Thanks so much for chatting with me! May I put you on my contact list and keep you up to date with new products and specials?"





After your conversation, tell them about the exciting reasons to visit the nearby booth, depending on what your team has decided to offer there. Describe any drawings, contests, product demonstrations etc. Now is also a great time to hand people flyers or tickets which they may exchange for a free gift at the booth. This flyer will also help identify them as those who have already spoken with a Consultant once they arrive at the booth.

*"You just have to see the Power Chef™ System in action. We have an awesome demonstration beginning in ten minutes! It's just so easy to make your own smoothies. You can also enter to win a Power Chef™ System and, just for bringing this flyer to the booth, you receive a FREE tiny treasures key chain."*

### **AT THE BOOTH**

When you have fellow Tupperware Consultants canvassing the surrounding area, you will have two types of people approaching the booth: those who have spoken with someone already and those who have not.

#### **A) Those who HAVE spoken with a canvassing Consultant**

*"Hi, I'm Jennie. I'm with Tupperware. I see you've already had the chance to speak with a Tupperware Consultant today. Are you excited about your free gift?... Be sure to also enter the drawing here and, beginning in just a moment, we'll have a Power Chef™ System demonstration over here to your right!"*

If their information has not been gathered, now is the time to gather their contact information.

If they have not been added to a contact list, you may ask to add them to your own contact list. Also assist them in entering any drawings and show them the current catalog and brochure.

#### **B) Those who have NOT spoken with a canvassing Consultant**

*"Hi, I'm Jennie. I'm with Tupperware. Today we're out letting people know that Tupperware is here and doing great!"*

#### **"DO YOU HAVE A TUPPERWARE CONSULTANT?"**

(See above to answer accordingly.)

*"Thanks so much for chatting with me! May I put you on my contact list and keep you up to date with new products and specials?... Be sure to also enter the drawing here and, beginning in just a moment, we'll have a Power Chef™ System demonstration over here to your right!"*

## **MOST IMPORTANTLY, REMEMBER TO HAVE FUN!**

After all, you do party for a living. These phrases and tips are just suggestions, and your Tupperware Awareness event may be set up and operated in a different way. The events will all be wonderfully unique, just like your Tupperware business itself! Once again, talk to your Director for more tips and coaching.