

GROUP DINNER COACHING TIPS

DINNER FROM DINNER FOLLOW UP SYSTEM

1st CALL:

WELCOME CALL (within 48 hours of initial contact)

- Have you had an opportunity to speak to your guests yet? If not, remind them of the importance of calling the people well in advance so they can reserve your dinner date in their schedule. If yes go to CONFIRMATION CALL.
- When you call your friends here's a few TIPS (have customer refer to the back of their referral sheet):
 - Explain the best prospects to attend: Health Conscious, Like to Cook, Potential Part Timers (35-65 years old)
 - Use the suggested script on the back of the Group Dinner Program when inviting people.
 - * Rather than calling it a Cooking Presentation, call it a **Health & Nutrition Dinner Show** (please don't try to sell the product or justify the price, let the cookware speak for itself)
 - Please encourage **Husband & wife** to attend together to ensure you get credit for their attendance.
 - Please advise guests we will be about **3 hours** including desert! (we need the couples to be present for the entire show)
 - We start no later than ½ hour past start time, so emphasize the importance of **being on time** to get credit.
 - If your guest have young children, please suggest a **babysitter if possible.**
 - **No alcohol** please until after the show (sparkling cider or non-alcoholic wine is a great substitute)
- I'm looking forward to meeting your friends and family in person. We're going to have lots of food and fun.
- Set time and date for confirmation call (office policy to get names list 72 hours prior to dinner).
- Get work, cellular and home numbers and BEST TIMES to reach.

2ND CALL:

CONFIRM (NOTE: A dinner isn't confirmed until you have a names list)

- I need to a list of the people who are coming, so what's the first names of your guests... (The office requests for a guest list) me to get credit for the food and Its nice for me to know more about the people I'm cooking for).
 - Once you have their names ask the following questions:
 - How do you know _____ & _____?
 - Married? (Children? How many? Ages? ---sitter?)
 - What do they do for work? What does spouse do? (note: If self employed – what kind of business / how long)
 - **VITALS:**
 1. Who do you think would be interested in doing a dinner? Why do you say that
 2. Who do you think would be interested in earning X-tra income? Why do you say that
 3. Who do you think would be interested in getting a set? (Answer). Why do you say that?
- Fill out above information on the dinner registration sheet & submit to DSC

COMMIT (once you have one qualified guest, commit the appointment)

- THREE PROMISES:** 1. I'll be there & I'll be there on time. 2. I'll prepare lots of delicious food and 3. I'll do my best make sure you have a great time.
- ONE PROMISE:** Now that we're confirmed promise you won't change the date...OK?
- Even if your other couples can't make it, I'll still be there and you can still get a nice gift. Again I wanted to thank you for y. help. I'm in an extra special contest and your dinner means a lot to me.
- I'M NOT CALLING BACK TO CONFIRM, I WILL DEFINITELY SEE YOU ON _____.]**

3RD CALL: (day before the dinner)

REMINDER CALL

Last time you spoke to your guests

- Remind them of the importance of being on time with their spouse.

Confirm location & starting time.

SAVING A DINNER (If customer tries to cancel at last minute)

Not a problem Mary, I'll still be there and I'll make sure you get a nice gift. I've got the food ready, the office knows I'm cooking and I even have a helper scheduled to be with me at your show. I won't let you down, I'll still be there. You need to eat anyway, we'll just whip you up a quick chicken dinner. (NOTE: always hold the dinner if you have at least (1) qualified prospect).