

Vendor Event Etiquette

REGISTER

You must register your booth/vendor show with your up-line director and True Vision Office.

Per the contract you signed when you joined Tupperware, only 1 Tupperware consultant can be set up at any one vendor show and registering your event will save you should another consultant be there also! We are not competing for each other's business.

Do NOT sign a contract with a vendor promoter until you've registered it. This is to make sure that another consultant isn't already registered. Keep in the mind the vendor promoter doesn't care how many Tupperware ladies they have at their event, as long as they are collecting money from each one.

These are a few questions you should ask about the event.

- 1) How big is the space of the booth?
- 2) What do they provide? (tables, electricity, etc.)
- 3) Find out how many tables you will need to fill the space adequately (i.e. 1 6ft table would look pretty silly in a 10x10 spot)
- 4) You may NOT sell more than just Tupperware at your booth – it is against Tupperware policy to have other products at the same table.
- 5) Make sure you explain our policy to the promoter and ask them if they have another Tupperware consultant registered to be there – if they do, back out politely and let the promoter know to contact you if that consultant cancels for some reason. Even in a small town, there could be someone already registered or signed up for that spot!

DRESS PRESENTABLE/SET UP IS PRESENTABLE

You're representing the Tupperware Brands company, True Vision and yourself at these events so be sure YOU dress appropriately – no jeans or T-shirts. Dress slacks and a nice blouse or a blazer-type jacket works well.

Make certain that your booth is presentable also. You may not own a Tupperware tablecloth however, you should use some sort of table covering. Always stand back from your table to see if it appealing for those walking by.

GREET CUSTOMERS

You should not sit behind the table and “hide” but rather stand out in front ready to greet your patrons and ask them how you can be of assistance to them and point out different aspects of your display (Kit, Host Gifts, etc.)

WELCOME THEM TO THE TABLE

ASK IF THEY CURRENTLY WORK WITH ANOTHER CONSULTANT!

ASK IF THEY'VE SEEN TUPPERWARE RECENTLY, ETC.

1. How can I be of service to you?
2. Thank you for taking an interest in Tupperware, as you can probably see a lot has changed....
3. Would you like to be entered into the drawing? (the slip also lets you know how you can be of service to them in the future)
4. IF YOU SAY YOU'RE HAVING A DRAWING YOU MUST DO THE DRAWING!! (It is illegal to advertise a drawing and not do one.) You MAY do more than one drawing! A lot of times, there is so much interest that you can get away with calling some of the other leads and opening your phone conversation with “We had such a high interest in Tupperware that we decided to do several smaller drawings and you were one of the winners!” This opens the door for you to talk with them about the things they may have checked on their door prize slip!

REPLACEMENTS

You will more than likely get people needing/wanting replacements at your booth. Get their information on a lead slip, get the best time to contact them. Servicing someone who needs a replacement is one of the BEST ways to secure a life-long customer! Be sure to call those people and service them in a timely manner. It may not be your most favorite thing to do, but that customer will NOT forget you the next time they need to order a product for a gift, or even refer you to a friend!

COMPLAINTS

You MAY get complaints about other consultants at your booth! Do NOT get caught up in the “drama” of it – simply apologize for their situation and ask how YOU can be of service to them or help them with their problem then do what you can to fix it (get them their product, talk to your Director, etc.). Get their name/number and have your Director take care of the “complaint” itself. Do not engage in a dialogue about another consultant, this is very unprofessional. Besides, there are always two sides to every story.

YOUR BOOTH SHOULD HAVE:

- a) An Opportunity Kit
- b) Current Products in current colors, sizes, etc.
- c) Host Gift Specials & Bonuses

SUPPLIES

Two ways to work handing out information:

- 1) You want to have plenty of catalogs, flyers, business cards, etc on hand to pass out. If you give a customer any information be sure to get their contact information so that you can call them in a few days to get their feedback on the catalog, the layout, the products they love, etc.
- 2) To save on supplies: get the contact information of the person(s) wanting a catalog or flyer and send it to them the next day – that way you ALSO have their contact information as a way “in” with them on the phone. You never know what that phone conversation may turn into!

You can order your own business cards include your website that they can go browse at their leisure.

(vistaprint.com is a good source for business products)

Bring party planning packets! A good rule of thumb is if you want to date parties – take party planning packets!!!!

CASH & CARRY

You are NOT at an event to sell Cash and Carry!! There's no sense in not talking about it like it doesn't happen, we all know it does. When you sell cash and carry – you have a customer for 5 minutes, not for a life time. You've sold them what they need and now they're gone. Selling cash and carry dilutes your personal business. You shouldn't have cash and carry at your vendor events. Your main concern should be servicing the customer – explaining how they can get what they want for free or for ½ off. Or, writing up an order for them – then you have their information and you can call them after they have their products and see how their item(s) are working out for them and build a relationship with the customer. Selling them a piece of cash and carry is NOT building a relationship with them and making them YOUR customer!

CALENDAR

You may also want to print a calendar for the current month and the following month with the date(s) you're available to party highlighted and make them your "bonus days" You can then offer those dates to people right then and there – offer them a small gift (citrus peeler, whistle straw etc) for booking that day and party plan them right then and there – challenge for the guest list – and send them on their way with their packet! (if you're entire datebook is empty of parties, only choose a handful of dates to highlight, you don't want to appear as though you have no business even though you may not have any)

FOLLOW UP

FOLLOW UP WITHIN 48-72 HOURS of your booth/event! Follow up is the KEY to a successful event! Call everyone and thank them for showing an interest in Tupperware. Sort your leads into Hot, Warm, and Cold.

Hot – wants to party/interested in Opportunity

Warm – maybe's

Cold – didn't check/mark anything

Even take the time to call the Cold leads! Thank them for showing an interest in Tupperware – ask them to put your name under T for Tupperware and tell them to feel free to contact you in the event they ever need a Tupperware lady.