

# What a difference a “Great Demo” makes!

Have you ever gone into a store and been totally impressed not only by the products, but mostly by the attentive service, product knowledge, and the level of support and information provided by the store owner. Maybe so impressed you could not wait to tell your friend about your experience or wait until you could go back again. It's possible you connected with that storeowner on a personal level as well as a business level. You are a customer for life!

The very reason many Consultants experience excellent sales, great Dating, and consistent Recruiting is because they do not take for granted their demonstration. Some have said that Tupperware “Sells It Self”, and although we have a great product that is in demand by many, the difference between a “Regular Party” and an “Fantastic Party” is most often the substance and information provided in the demonstration by the Consultant and the level of service provided.

Consider the difference between these two fictitious Consultants.

Consultant “A”	Consultant “B”
<b>GOOD</b>  This Consultant has a well-planned Party and sets up a good display and spend at least 30 minutes talking about the various products that are on display.  She does a good job of thanking the Host and is helpful to customers providing a good level of service. She believes that most of the products do sell themselves.  A Dating game is played and two people date,  The result is a \$600 & 2 party and Consultant “A” is happy with the resulting profit and business.  <b>This Consultant did a satisfactory job but never maximized the sales and profits.</b>  <b>A little more effort and she could have earned some customers for life!</b>  Holding 2 parties a week and dating 1 extra at each party = 100 more datings per year.	<b>GREAT</b>  This Consultant also has a well-planned Party and sets up a good display that has a very specific theme. This Theme could be “Christmas Gift Giving and Christmas entertaining. This depends on the time of year and the group. It's varied and always fresh and new.  She does an excellent job of providing real time and money saving ideas for gift giving and at the party makes something such as “Almond Bark Candy” she also provides recipes that are tied directly to specific products.  She continues the demo with an “Attention Grabbing comment like “How would you like to save \$3000 on your food budget in the next 12 months?” She then proceeds to demonstrate some of the products that can be used to Save Money, Save Time, and provide a healthier meal than store bought prepared entrees or desserts. She also ties in the benefit to the environment by not having so many packages to dispose of. Recipes and printed information are always a part of the party. Always there is time spent on entertaining and fun games to help with the mood and enjoyment of the party.  She also does a good job of thanking the Host and is helpful to customers providing an extraordinary level of service.  A Dating game is played and three people date often because they want to have demo because there was so much substance and fun.  The result is an \$1100 & 3 party and Consultant “B” is very happy with the resulting profit and business.  <b>A little more effort – a lot more reward!</b>