

# **BUSINESS IN THE PARK**

## **Parks to Approach**

- A park that has nice homes (not overly large homes, just nice homes).
- A park that is busy.

## **How to Set up Your Business in the Park**

- Bring a table.
- Set up a display of product – make sure you have some kids stuff in your display.
- Have draw tickets set up for a cello wrap gift giveaway or use a Chip N Dip Bowl – you can put the draw tickets right in the bowl (these are your future leads for parties and recruits). Make sure there are lots of pens.
- Have your date book and party planning packages ready to go. Offer bonus dates for dating in close. Have a bonus sign for Dating in Close on your table.
- Have orange peelers with your business cards attached set up in a basket.
- Have snack cups ready to go to give away as a free gift for placing an order.
- Have dating gifts ready to go to give away as a free gift for dating a party.
- Have information set up on your table about Bridal Showers, Fund Raisers, and selling Tupperware.
- Wear your name badge.
- Have catalogues, sales flyers, and order forms on the table, take orders.
- Have stickers for parents and stickers for kids.

## **How to Approach Potential Customers for your Business in the Park**

- Work in teams of at least 2 or 3.
- Have one person remain at the table, and the other one or two, approach people in the park.
- When approaching someone, here are some words to say...Hello, I'm from Tupperware. We are in the park today for a brief time and would love to have you come and check us out. Anyone who comes to our booth does receive a free gift just for checking us out. I'm just going to sticker you today, so you won't be approached twice while your here (hand them a pink sticker to put on them, if their kids are with them, give the kids a kiddie sticker).

## **What to Do When Customers Arrive to your Booth**

- Give them your orange peeler with business card attached for coming to check things out. Let them know what it is. (Take turns handing out your orange peelers when working in groups)
- Briefly tell each new customer about your set up...here are our catalogues and sales flyers that you can look through or take home with you today. We are

taking orders today, so anyone placing an order today will receive a snack cup as a thank you. Anyone who dates a Party today will go home with our thank you gift. Anyone who dates their Party into our Bonus Weeks will also receive a Free \$100 Surprise Pack as an added Bonus when they hold their party. We also have a variety of information available to take home if it is of interest to you.

Information on Bridal Showers, Fundraising, and Selling Tupperware. (Alternate this information every 15 minutes when working in groups). We are doing a draw today for our Chip N Dip Bowl, here is your draw ticket, just fill it out and place it into the bowl and we are going to do the draw around 5 pm today. (Whoever gave this person the orange peeler, also gives this person their colour co-ordinated draw slip).

- Take orders and give them a gift for ordering.
- Date parties with those interested and party plan with them.

### **How to Close**

- Pack up when you are ready to go home or to the next park.
- Do the draw for the Chip N Dip Bowl (unless you are going to another park).
- Separate the draw tickets according to colour so you know who is your leads – these are the people you talked to because you gave them your orange peeler and draw slip.
- Divide the orders up evenly (depending on how many are in your group)
- Follow up on your leads in the next day or two.