

# TAILGATING

## Neighbourhoods to Approach

- A neighbourhood that has nice homes (not overly large homes, just nice homes).
- Pick an entire street to canvas, preferably shorter ones with little walking distance.
- Pick a neighbourhood that has mailboxes.

## What to Prepare

- An information page stapled to a current sales flyer...

## **Hello Neighbours,**

My name is Kelley Lightfoot and I am a Tupperware Representative. Sorry we missed you. Our Tupperware Van was in your neighbourhood today. I'm leaving with you today my sales flyer, and this letter. Many people look for a Tupperware Representative, but don't know where to look, so here I am.

- If you are in need of any service, don't hesitate to call/email.
- If you wish to purchase any product from the catalogue or sales flyer, just give me a call/email.
- If you wish to receive my monthly sales specials by email, give me a call/email.
- If you wish to supplement your income, or make a full time salary working 6 hours a week, feel free to ask me for more information.
- If you wish to get your Tupperware for FREE, give me a call to set a party date. A basic Tupperware Party would give you your choice of about \$140 in FREE product plus 2 half-price items or sets. An above average party would give you your choice of about \$280 in FREE product plus 3 half-price items or sets.

## **BONUS**

Date a Party into July or the first two weeks of August and receive a \$100 SURPRISE GIFT from Tupperware as a Thank You!!!

Thank you for your time.

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[www.my.tupperware.ca/lightfoot](http://www.my.tupperware.ca/lightfoot)

- Bring a table
- Set up a display of product in the back of your vehicle.
- 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). Have the draw tickets colour coded for each individual in the tailgating adventure. 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 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.

### **How to Approach Potential Customers for your Tailgating**

- Work in teams of at least 2 or 3.
- Pick a street. Take turns per street handing out personal information.
- On person stays at the vehicle to set up a table with personal information on it and the draw tickets for the free draw. The others go door-to-door and let everyone know you are from Tupperware and will be on the street for 15 mins. Hand them a sales flyer. Tell them to come and check us out to receive a free gift!
- If they are not home, leave your information page stapled to your current sales flyer in their mailbox.
- Return to the vehicle and wait for your potential customers and leads.

### **What to Do When Customers Arrive to your Tailgating Set Up**

- Give them your orange peeler with business card attached for coming to check things out. Let them know what it is.
- 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. We also have a variety of information to take home if it is of interest to you. Information on Bridal Showers, Fundraising, and Selling Tupperware. Also, anyone who dates a demonstration into the month of August will receive \$100 Bonus Surprise Gift from Tupperware as a Thank you. We are also 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.
- Party plan with customers dating a party.

## **What to do Next**

- Pack up after 15 mins and go to the next street.
- Repeat the same set up but with the next person in the groups' information and their colour co-ordinated draw tickets.

## **How to Close**

- Pack up when you are ready to go home.
- Do the draw for the Chip N Dip bowl.
- Separate the draw tickets according to colour so you know whom your leads are.
- Divide the orders up evenly (depending on how many are in your group).
- Follow up on your leads in the next day or two.