

# OPEN HOUSE!

Open House  
in your  
neighborhood!

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**Tupperware**



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YOU'VE MADE IT!  
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# Open House Activation Events

- **Opportunity and Purpose**
  - Modeled after the successful real estate industry
  - Changing Lives one Kitchen at a time!
  - Market potential one-five mile radius!
  - Support the activation, modeling, training, development of customer base, brand awareness, and confidence for new consultants
  - Keep it simple and duplicable
  - Kit, Host Gift and a Premium Product
  - PARTNERSHIP

# Open House Activation Events

- **PRIOR to the event**

- Set up a Facebook Event on the new consultants page with the recruiter, manager, director listed as co-hosts.
- Ensure the New Consultant has set up and selected a website level of \$9.95 or more
- Ensure the Open House Activation event is set up in their web office and TupperConnect in place
- Support and Prepare invitation tools
  - Professional label, brochure, invite, trifold
- Take New Consultant door to door to build awareness of the open house/service/FB event

# Open House Activation Events

- **PRIOR to the event**
  - Teach New Consultant to build their contact data base through friend-finding and community canvassing, referrals
  - Coach New Consultant on set up and recipe ingredient staging. Stick to the THREE Power chef recipes in getting started guide! Affordable ingredients and Kit products.
    - Simply Salsa
    - Southwest Veggie Frittata
    - Frozen Fruit Yogurt/Smoothie
  - Be prepared to service/support and train on warranty replacements.
    - **Our warranty is a HUGE leverage tool! Use it!**
  - Coach New Consultant on set up recipe ingredient staging.

# Open House Activation Events

- **DAY of event:**

- Reminder posts
- Encourage Consultant to make reminder rounds
- Put out Open House Signs once set up

- **FLOW of event**

- Two Hour Event

- Three recipes on the half-hour through out the event
- Go Live in the FB event
- Greet- network-demo and have fun – Date Parties!
- Close of event – show the new consultant how to key orders. Advance orders should be collected PRIOR to event.
- Always ask for referrals!
- **FORTUNE is always in the FOLLOW-UP**



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