

HOW TO HAVE A SUCCESSFUL VENDOR EVENT

Before the Event...

Finding Vendor Fairs in your Area

- Check with your local chamber of commerce. Google chamber of commerce online.
- Check your local newspaper for press releases on upcoming events and call the organizer of the event
- When you attend an event (fairs, festivals, etc;) talk to the vendors who are there. Ask them how they found out about the event (for next year) and ask them what other events they will be working in the area this year.
- When you are driving, be sure to have pen and paper handy. Often churches, schools and park districts post event information on their signs.
- Contact local fundraising organizations (Jr. Women's League, Lion's Club, VFW, etc.). Often they sponsor these types of events.
- Go online and use “Google” or other search engines using keywords and phrases relating to the specific type of event you are interested in.
- Check online with the local TV and radio station websites. Sometimes these events are advertised there.
- Keep your eyes open where ever you go. Remember, organizers of these types of events want people to attend so if they are doing their job properly, they will be advertising with fliers, on local cable TV channels, and with bulletins and press releases. They may have last minute slots available or get your foot in the door for next year.
- Who else in your area is a consultant for your company? Check with them and see if they are already working area events and are looking for people to purchase shift time. Consultants who organize particularly long running events (like the state and county fairs or Farmer's Market), usually always need help.

Questions to Determine if the Event is a “Fit”

- What is the cost vs. the number of hours for the event?
- When is set-up time?
- Indoors or outside?
- Are tables and chairs provided or do I furnish my own?
- Do you allow more than one Tupperware vendor? If so, has another Tupperware consultant already registered?
- How will the event be publicized?
- How many years has the event been done?
- What is the anticipated traffic?
- Target market? (homemakers, families, young mothers, etc.)

Important information to know about Vendor Events and Trade Shows

1. Why do we do them?
 - a. New leads
 - a. Parties
 - b. Team members
 - c. Fundraisers
 - d. Future business
 - b. Sell stock
 - a. See attached list
 - b. Sell individually
 - c. Gets people to the table so you can talk to them
2. What is the history of the event?
 - a. Who is being invited?
 - b. How are they getting the word out?
 - c. Have they done it before?
 - d. What is the expected attendance
 - e. How much time are you investing?
 - f. How much money are you investing?
3. Results - Go in with a goal and a plan for reaching your goal.
 - a. Parties
 - b. Recruit leads
 - c. Fundraiser leads
 - d. \$\$ sold
 - e. \$\$ orders taken

4. Set up

- a. Table size and set up
 - a. Tablecloth
 - b. Banner or sign – TUPPERWARE
 - c. Different levels – use boxes, baskets, bowls
 - d. Eye appealing
 - e. Colors together
 - f. Look professional, not like a garage sale
 1. Seals on properly
 2. Out of the wrapper
 3. No stains
 4. Scratch and Dent – clearly marked
- b. Drawing – collect data
 - a. Nice prize or e-certificate
 - b. Drawing slip
 - c. Give gift when they fill it out – citrus peeler
- c. Shelves behind
 - a. Inventory
 - b. Catalogs and supplies
 - c. Keep it clean

5. What to wear?

- a. Logo wear
- b. Comfortable shoes
- c. Name tag
- d. Apron
- e. Look PROFESSIONAL!! Would YOU want to do a party with YOU?

6. What to take?

- a. Business cards
 - i. Party
 - ii. Replacement cards
- b. Party packets
- c. Fundraiser info
- d. Recruiting information
- e. Flyers to hand out
- f. Catalogs
- g. Change
- h. Square
- i. Bounce Back Coupon – 10% off your order by _____
- j. Lead Slips/Drawing Slips

k. Products

7. Words to say

- a. I'm looking for...
- b. Have you ever been to a TW party?
- c. What's your favorite piece of TW?
- d. Conversational
- e. Have FUN but don't be pushing and jump on them

8. Follow up

- a. Thank you for coming by the booth
- b. Bounce Back Coupon
- c. Bonus drawings
- d. TW Trends newsletter

Check to make sure you have all your products and supplies ready for your event

- Order and label plenty of supplies
- Print signs
- Prepare a large basket with products priced at \$3, \$4 or \$5. (People don't always want a whole set of tumblers or cereal bowls, but may spend more by picking specific items they want. Many people like to "dig" through a basket of products!)
- Prepare a Thatsa Bowl of Tiny Treasures to sell for \$1
- Schedule 2-3 phone sessions with yourself within the next 3-5 days.
- Prepare party plan packets and recruits

Suggestions of products for cash & carry

Sale Items

Tiny Treasures

Lollitups

Bell Tumblers/Sipper Seals

Tupper Minis (midgets; stock up when they are on sale)

Snack Cups

Shape O Toy

Character Sets

Animal Water Bottles

Any type of tumblers

Wonderlier Bowls

Microwavable Cereal Bowls

Thatsa Bowls

Impressions Pitcher

1 gallon Pitcher

Serving Center

One set of FridgeSmarts

Eco Water Bottle

Sandwich Keepers

Measuring Cups/Spoons

Can Opener

Ice Cream Scoop

Universal Peeler

Season Serve

QuickShake Container

Pick-a-Deli

Soup Mugs – VNS or CrystalWave

Vent N Serve 2 pc Set

Large Snack Stor

Round Pie Container

Salad on the Go

Holiday items during the holiday season

How many? That will be determined by the number of days/hours you are there. I suggest that for bigger items like the serving center you only need one. For smaller items like Bell Tumblers/SipperSeals, I recommend that you have one per every 2 hours you are there.

During the Event...

- Set up an attractive display, starting with a clean, pressed tablecloth. Use only new products, arranged attractively.
- Be sure that all signage is professionally done – no handwritten signs.
- Dress professionally – a Tupperware apron with pockets is great. Remember, you are a professional vendor, not a visitor.
- Wear your nametag.
- Smile
- Stand
- Make eye contact
- Step back and give them space to look around.
- Point out new items and share quick tips, if they seem interested.
- Ask about their needs.
- Offer to hold things for them as they look.
- Invite them fill out a lead slip or register for mailing list....make notes for yourself so you can personalize your call back.

Greetings & Conversation Starters for Vendor Events

- “Hello! Welcome to Tupperware”! (Pause) “Are you familiar with _____ (one of our newest products)?” (Listen, then show the product.)
- “Hi there, come on over and take a look at Tupperware.”
- “Good Morning!” (Pay a sincere compliment...children, necklace, etc.) “Tupperware has really changed over the years.....I really love the bright beautiful colors. How about you?”
- “Hello! Come browse around. May I show you our latest specials?”
- “Hi!” (Pause for a response.) “Did you know that Tupperware still offers the lifetime warranty on our products? That sure is hard to beat nowadays, don’t you agree?”
- Ask open ended questions...
- “Are you having fun today? What have you seen/enjoyed (if at a fair/festival)?” Then, engage them about Tupperware. “How do you like our newest colors? How long has it been since you’ve seen TW? What’s your favorite piece, etc?”
- Suggest, “if you’re seeing lots of things you like, you might want to consider....it’s totally up to you.....getting a few friends together and letting me spoil you rotten with free products.”

- Suggest, “thinking about your schedule, we could go ahead and set a date and then I can give you an extra gift...” Use your tiny treasures as a dating gift and offer to “SUPER SIZE” it at the party (quick shake keychain = quick shake at party, etc) “Have you heard about Tupperware’s New Party? It only takes 60 minutes from start to finish! We can even make the refreshments right at the party!” (Then share our Tea Party or Mexican Fiesta or one of your favorites.)
- (When filling out registration) “I see you are from_____. Who do you know there who might like to earn an extra \$1,000 a month? I’m building a team and would like to work with someone in your area.”
- “Good evening! How long since you have seen Tupperware? (Pause) Then you probably haven’t seen _____.” (Demonstrate briefly).
- When people comment on how long it’s been since they have heard of Tupperware: “That’s the reason I’m here. I’m looking for people who are looking for me!”
- “It is so much fun to meet people who are enthusiastic about their Tupperware! I’d love to have someone like you on my team! Have you ever thought about a business of your own?”

Tips: Be careful not to “pounce” on people by immediately talking about buying, dating a party, or recruiting. Don’t tell people “they need to have a party”.) Most people don’t like to be told what they should do!) Instead tell them what you would like and what you have to offer. “I’d really like to come show you and your friends the latest and shower you with lots of free Tupperware! How does that sound?”

Be prepared for these comments:

“Wow! Tupperware has really changed over the years!” (“Yes, we are very proud of the fact that we stay current with today’s trends.” Then show a newer concept such as Ice Prisms, Tupper Living teas, microfiber towels, etc.)

“I have cabinets full of Tupperware.” (“Wonderful! What’s something you use the most?” (Listen.) Then show a product that might be of interest.)

“I haven’t seen Tupperware in years. I didn’t even know it was still around.” (“Well I’m so glad you found us today. I’m _____.” (shake hands). “I’d love to be your Tupperware connection!”)

Follow up with, “I’d like to add you to my contact list to keep you updated on new products and specials” as you hand her the registration form. This will also enter you into my drawing.” (if you plan to do a drawing).”

Do not say, “Do you want to sign up?” Most people don’t want to “sign up” for anything.

More tips... If visitor didn’t check any boxes, say “If you can take a moment to look at the boxes, it will help me to know what your future interests are”. When someone checks a box, “I’m excited to see you are interested in _____.

I’d love to tell you more about _____.

When is the best time to call?” (Give information at that time, such as a party plan packette or recruiting info.)

Continue by handing your business card and saying, “When you call me within _____ days, this card is worth \$10 FREE at your party!”

Remember to end with “Thank you...for your purchase, for being a Tupperware user, for stopping by.” Or “I look forward to telling you more when we talk! You’ll be excited about what I have to share!”

After the event

Tips on Lead Follow-Up

- Your time and money investment up front is compounded by your effort afterwards.
- After the show, send an email or postcard (vistaprint) and thank them for stopping by.
- Have a folder or system for filing leads and callbacks.
- The reason to do a vendor event is to get FUTURE business. That will normally not happen until AFTER the event when you make the follow-up calls. These calls should be done as quickly as possible after the event. Schedule the calls just as you scheduled the event. If you make notes on the lead slip (description, comments, made, children, best time to call, etc.) your conversation will be even easier.

Start with a SMILE on your face – it really shows in the sound of your voice!

“Hi _____ This is _____ with Tupperware. I wanted to thank you for stopping by the Tupperware booth at the (Evansville Food, Home, and Health Show.)_____.

“Do you have a minute?” pause for their answer... (If they say No, ASK them when would be a good time to call back.) If they say YES (have excitement in your voice and say.....)

- “I wanted to let you know that Tupperware is doing Something FUN in your area this month....we are having a Multi Host Bingo and I wanted to Invite you to have a get together with your friends and join in the fun! All you do is invite your friends to meet you at the BINGO and they get to play Bingo to win Tupperware prizes and see all the wonderful products TW has to offer, and you don’t have to disrupt your family or clean your home. It can be a fun Girls Night Out! “
- “If you prefer you can have a get together in your own home, Tupperware has an Express Party that only takes 60 minutes from start to finish. We fix the refreshments right there at your party.”
- “How does the Multi Host Bingo or the Express Party sound to you?” (Wait for an answer, let them talk). If they are receptive, say..... I have _____ and _____ open for the Bingo OR say I have _____ and _____ open (for a home demo, express party). “Which date will work best for you?”
- DATE in AS CLOSE AS POSSIBLE. But always have a couple of dates farther out if they just won’t commit to the first dates.
- If they date, arrange a time to party plan right away. End your conversation with, “Thank you for dating! You’re going to be so excited!”
- If they say not right now, ask them if you can call them back at a later date and when would be the best time to call. (Mention that _____ is an AWESOME month to host a get together because of _____).
- At the end of the call, always say..... “THANK YOU for your time and have a great evening!”