



In Home Sales

The following is an example of how an in-home sales presentation might go, so you have a better feel for things. You drive to the client's house with your presentation folder ready, you ring the doorbell and Mr. and Mrs. Jones answer.

"Hello, Mr. Jones, I'm David from XYZ Personal Chef Service. I'm here for our ten o'clock appointment."

"Oh, yes, come on in, David. This is my wife, Shirley."

"You certainly have a very nice home. It was really easy for me to find."

"Good, good. I was hoping I gave you good directions, Dave."

"Well, you did, Mr. Jones. Is there someplace we can sit down and talk?"

"Yes, let's go into the living room."

At this point you can chitchat for a few minutes. Ask them how long they've been in the neighborhood, how they like their home, tell them you've got friends that live nearby or whatever chitchat breaks the ice. Look for your segue to explaining your story, which might go something like:

"Let me tell you a little about myself, Mr. and Mrs. Jones. As I mentioned on the phone, I'm 38 years old, married and have two children. My wife and I own a home over in the Northeast Heights. I was originally trained in college as a computer engineer, but my passion has always been for cooking. I learned from my mom. I used to hang around the kitchen with my mom and make muffins with her and help cook the evening meal. It was just something I enjoyed and it's always been a passion. In fact, I fancy myself a gourmet cook."

You would be using this type of story if you were not culinary-trained. If you're culinary-trained, you can indicate which culinary school you attended and so on.

"So, I've always had a passion for cooking, but I ended up working for ABC Company for 10 years. Last year while talking it over with my wife, I decided that it was time to do something that I really enjoy. So, I looked around and came back to my passion for cooking. I knew I could cook great food. Then I heard about Personal Chef Services. I contacted the Culinary Business Institute and took their training course. I got my business license and joined the Better Business Bureau. I had my brochures and cards printed and started telling friends what I was doing."

"I've been cooking for friends and family and now have a couple of customers and my business is starting to take off. I have never been so happy because I know this is a win/win business. I'm cooking great food for my customers and I get to make a living doing something I enjoy. I'm happier and my family's happier."

"I'll tell you, I'm just so glad that I get a chance to work with people like you, Mr. and Mrs. Jones. I appreciate your willingness to talk to me about my service, when it's new and I'm fairly new. I do, however, have this undying commitment to provide great quality food and outstanding service."

So, that's a little bit about me."



In Home Sales

Now, let me explain, Mr. and Mrs. Jones, what my service is and how I actually work.”

This is where you might slide up on the front of the couch or the chair, open your presentation folder, bring out a couple of sample menus and give one to the husband and one to the wife.

“As I explained on the phone, XYZ is a Personal Chef Service. I provide healthful, delicious, nutritious, affordable dinner entrees and side dishes to my customers. I solve what we call the ‘what’s for dinner’ problem. Let me ask you, Mr. Jones, you work at the TTQ factory over there and, Mrs. Jones, you work at _____, when you get home at six or six-thirty, what do you normally do for dinner?”

You’ll hear them describe what their ‘what’s for dinner’ problem is.

“Exactly. Many of my customers have experienced the same thing. And once they hire my service, all of that goes away because here’s how I work. I will design a customized menu, similar to the ones I’ve given you to look at, for your family. We’ll fill out a food questionnaire here in a little while and find out all of your likes and dislikes and then I’ll personalize each recipe according to those.

“Once you’ve approved the menu and we’ve agreed upon a cooking day, what I’m going to do is show up here at your home - and you’ve got a beautiful kitchen, by the way - with all of my own utensils, spices, pots and pans, everything. I just need you to have a sink, a microwave, a stove and a refrigerator, which, of course, you do. My day actually will start a couple of hours earlier because I’m going to be out shopping for the best meats, the freshest vegetables, the best ingredients I can find. I’ll bring everything to your home and start cooking at about ten o’clock in the morning. I’ll finish up around three or four, package up all the meals, leave your instructions and clean up your kitchen.”

“I’ll be gone before you come home from work. You’ll walk in the door and be able to smell the aromas of what I’ve been cooking and be able to go over, look on your menu and select your dinner. Ten, fifteen minutes later you’ll both be eating a delicious dinner. That’s what I do, Mr. and Mrs. Jones. I provide great food that is affordable and saves you time. Now, any questions?”

At this point you can see if they have any questions or they want to know any more. Perhaps Mr. Jones says, “Well, that menu looks really good, except for ... you know, I see that you’ve got lamb on here. I really don’t like lamb.” This kind of comment gives you the opportunity to explain:

“That’s one of the benefits of my service that my clients especially like. I will personalize your menu to your likes and dislikes. So, since you don’t like lamb, you will never see lamb. If you tell me you like things spicy, I’ll make things spicy. I’ll personalize each recipe to meet your dietary needs and preferences. If you don’t like asparagus, Mr. Jones, you won’t see it in your meals, but if you do, Mrs. Jones, then your meals can include asparagus. That’s a great benefit of having a professional personal chef.”

Answer all their questions genuinely and sincerely and share your passion for this business with them. People will sense your dedication and believe that you’re going to deliver top quality food because if someone has a passion about cooking, they’re going to have a passion for their food and do a great job providing delicious meals. Now, to continue with our scenario, Mr. Jones says,

“That sounds really good, but how often would we . . . I don’t know, maybe we’d want you to come over once a week.”



In Home Sales

Once you start getting those kinds of comments/questions and you know they're interested, it's your job to take the lead. You might say something like this:

"What I normally do, Mr. and Mrs. Jones, is start all of my new clients out with a basic two-week service. That means I'll prepare four servings each of five recipes. I'm going to make some of the recipes refrigerated and some frozen, so you can taste the refrigerated meals, the frozen meals and my fresh fish dinners, which I'm especially proud of. You'll get a chance to sample all of the types of foods that I prepare on a standard menu, and you'll also get a chance to see how fast you eat that food during the two-week period. If you find that it's all gone in a week, I may need to come back more often. If you find that you didn't eat all of the food in a two-week period, we may want to go with a monthly service, which means I'll do those five recipes with four servings only once a month."

So, basically on Tuesday nights or Thursday nights you can have something there when it's a busy night or your schedules aren't meshing, but on the other nights you can go out to dinner together, barbecue, whatever your family lifestyle is. The idea is that I come in and complement your family lifestyle; I don't change it completely."

At this point they're going to be asking you different questions, which you should answer as completely and clearly as possible. The key in the presentation is to explain what you have to offer to your potential clients. If they respond, "It sounds good and if the price can be affordable, we can probably go with it" or whatever, then you've basically completed your story. You then can say:

"Well, let's sign you up for a first-time cooking and have you give the service a try. If you try the service and you don't like it, then we're done. If you feel that it fits, then we can talk about how I can integrate it into your life on a regular full-time basis."

If they agree to it, that's the point when you want to take out your food questionnaire and get it out of the way. Have your appointment book there so you can schedule a cooking day. Have the agreement out, filling in the few blanks you have left. Then, of course, ask for that check. That's how you're going to end up your in-home sales presentation. Right before exiting the house as you're wrapping up your meeting you should explain:

"Here's what's going to happen. Now that I've got your cooking day arranged and we've got the check and the contract and the food questionnaire, I'm going to spend the next couple of days looking through all of my recipes and I will create your customized menu. I'll bring it back here or fax it to you, whichever you'd prefer, but I need to get it back to you for your approval. Of course, if I put something on there that just doesn't strike your fancy and you want something else, let me know and I'll continue to make suggestions until we agree upon a menu that looks good for you. Once we've agreed upon that menu, then on your cooking day I'll be here at about ten o'clock in the morning, ready to go. The only thing I need to do is make sure that someone will give me access to your home."

Then, of course, you work out the little details. At that point you can congratulate yourself because you've got your first agreement and your first check, or another check and another service scheduled, and your business is really beginning to take off.