

Sample Presentation for Professional Women's Groups

“What is for dinner tonight?”

After being introduced, have an opening that gets the audience's attention.

Good Morning (or afternoon, or evening)

What ARE you having for dinner tonight?

This is probably a frequent dilemma at your house. After spending the day solving problems, answering questions, planning your business future and making a myriad of decisions, you often dread the “What's for Dinner” issue.

Somewhere early in the work day you had good intentions of preparing a home-made dinner for your family. Later in the day, those intentions go by the wayside and you make plans to either stop for take-out or to heat up a commercial frozen dinner – again!

Sound familiar? It is for many busy professional women.

You probably have all the take-out menus memorized, the pizza delivery person knows you by name, and you will have tried every commercially prepared offering the supermarket offers. While these meal choices are convenient and quick, they are not very tasty and they are far from nutritious.

This means your family isn't getting well-balanced, nutritious meals on a regular basis. That's where I come into your lives – on the schedule you choose, and I'll keep coming as long as you choose.

As a personal chef, I'll be giving you healthy, home-made meals – you'll have one less time-gobbling chore to deal with. Does this sound good to you? (pause) I thought so.

You are probably wondering just how a Personal Chef Service works, and I'm sure you are also want to know if this is affordable.

As a personal chef, I will customize menus specifically planned to appeal to your tastes and wants. If you have special dietary needs, they will be met. Low-fat, heart-healthy, reduced sodium, vegetarian, organic foods or whatever, it's no problem. If you don't like specific foods, they will never be on your menu. All meals will be prepared with fresh, top quality and healthful ingredients.

Of course, this means there is no one type, frequency or duration of Personal Chef Service for all. Rather the service is truly personalized. To explore further, I offer a free, no obligation interview in your home. During this time, you let me know your food likes and dislikes, what your nutritional needs are and the number of entrees and servings you want. Once I have this information, I can zero in on cost of the service. Let me tell you what a typical service looks like. Armed with your food preferences and needs – and a date for your first service – I prepare and send to you a proposed menu for 5 different

entrees and some side dishes. You either approve the menu as is, or we work together to make changes until it meets your approval.

On the day of your service, I bring all the pots, pans and equipment I'll need. My first stop will be one or more stores to purchase the groceries. At your home, I'll prepare the meals, package and label them, leaving specific instructions for serving. Before I leave, the food will be stored and your kitchen will be clean.

Now at the end of a busy and stressful day, in about 10 minutes or so, you sit down to enjoy dinner. Look at the time you've gained. No planning, no shopping, no cooking, no clean up! Instead, you have family time and personal time. How much is that worth to you? Can you really put a dollar value to the time savings and to the value of healthy, homemade dinners?

Typical costs – that include the groceries and the service – are between \$_____ and \$_____, depending on the types of foods you want. The amount is usually less than you spend on those nutritionally bankrupt “convenience” foods. With a personal chef you get it all – convenience, healthy homemade meals, and time.

In closing, I'd love to serve you. My brochures, sample menus, and business cards are on the table. There also is a sign-up sheet for more information or if you want to book a free consultation. I'll be available after the meeting to answer specific questions.

Thank you for the privilege of telling you about my Personal Chef Service.