

Modular Mates Training and Demo Script

By Lori Texeira

How do you feel when you walk in the door at the end of a busy day and things are out of place, kids' toys are on the floor, shoes are piled by the door, mail is stacked on the table? Doesn't that make you feel irritable, frustrated, overwhelmed? Can you feel your stress level go up?

How do you feel when you come home and everything is picked up, the house is clean and orderly? Doesn't that make you feel calm, happy to be home?

How do you feel when you go into your kitchen, open the cupboard or pantry and there are boxes and bags of cereal, rice, pasta, crackers, snack foods just thrown in there. You don't really know what you have on hand or even where it is in the cupboard. And your family is expecting something on the table for dinner! Does that make you feel calm or does it make you feel stressed? Maybe it just makes you feel like closing the cupboard and going out to eat!

Let me show you how to achieve an organized, stress-free home environment just by investing in Tupperware's Modular Mates Storage System. Modular Mates will let you make a shopping list in just 5 minutes. They will let you buy in bulk, thereby stretching your food dollar. They will keep your kitchen clean, avoiding spills from opened bags and boxes of flour and pasta. You will not have unwanted creepy crawly bugs coming through your kitchen enjoying the food meant for your family. And you will find that you'll gain about 25% more storage space in your cabinets. And who couldn't use more storage space! Wouldn't all of these benefits make you feel calm and happy to be home?

This is an example of an opening you may use to introduce our Modular Mates Storage System to those attending your parties in January.

Did you count the number of benefits in our Modular Mates Storage System? There were 5. Let's go over each of them and note how the features of the new clear design support the benefits.

- **Making a shopping list in minutes!** The beautiful, clear, contemporary design means the contents can be easily identified and you can see how much is in each one. You know what you need to buy. Every modular mate is given a permanent position in your pantry, so no food ever gets lost or duplicated. You will always know right where everything is and you won't have multiple bags and boxes of the same thing. Doesn't that make shopping easier and more cost effective?
- **Buying in bulk.** Over 75 million Americans belong to a Costco or Sam's Club type of store. They are looking for their food dollar to go farther. But buying in bulk only saves money if it's stored properly. Buying in bulk means you need to PLAN for how to store food. Modular Mates are that plan. Modular Mates have a virtually airtight seal, prolonging the shelf life of all your staple foods. Brown sugar stays soft, crackers stay fresh because they are not exposed to the air and humidity. Modular Mates allow you to buy in confidence, knowing your food will be as fresh as the day you brought it home from the store. Now, buying in bulk truly makes your food dollar go farther!!
- **Keeping your kitchen clean.** Gone are the days of a rolled up bag of flour or rice coming unrolled and spilling all over your kitchen cupboards or counters. Are rolled up bags nice to look at? No! Would you say that putting the contents of those bags in these beautiful, clear Modular Mates will allow you to enjoy the colors and textures of the food stored in them? Yes! Isn't that part of the cooking and eating experience, enjoying the sight as well as the flavor of foods? So not only is the contemporary clear design practical but it is pleasing to the eye as well.
- **Keeping your kitchen sanitary.** The airtight seal will keep unwanted pests that seem to come marching through, especially now when the weather turns cooler, out of the food meant for your family. There are also the pests that hitchhike home with you from the store. That does happen at times no matter how careful you are. The clear design can make that more apparent to you if it should happen.
- **25% more storage space.** A modular system means that all the sizes and shapes work together to store the same amount of food in a smaller area. There are 4 basic shapes although in January we will be offering a 5th, that of rounds. And there are 5 different heights with the #5 being the tallest. Notice how the different sizes and shapes relate to one another. For example, the height of a #2 is the same as two #1's stacked on top of each other. The height of a #5 is the same as five #1's stacked. It doesn't matter if the shape is oval or square, the height of a #1 is the same. You will also notice that one square equals two ovals. One rectangle equals 3 ovals. This is called relative value and is the basis for Custom Kitchen Planning. No matter where you live, Modular Mates can be arranged to fit and make the most efficient use of the space you have. You will be proud to open your pantry to guests knowing how beautiful it looks!

How can you make the most of the new Modular Mates design in January? Become a Custom Kitchen Planning expert. Learn how all the sizes and shapes of Modular Mates work together to create a system. Realize that there are 6 basic food centers in everyone's kitchen. Baking - Snack - Cereal - Beverage - Pasta/Rice - Spice. Think of prior hosts and customers who have purchased Modular Mates in the past. Won't they want to see the beautiful new design? Do they have their custom kitchen complete? Call & offer to complete it for them or at least complete another center for them. Get these in your datebook now!

In January we will be offering the Modular Mates rounds which are not always available. We always have the ovals, super ovals, square, and rectangles. The rounds are an additional option for people. Rounds are perfect for seasoned bread crumbs, nuts, baking chips.

The Buy 1 Get One Free oval with a built in scoop is another special offer in January. The innovative design lets you pour without having to take the seal off to do so.

And then there is the PWP (Purchase with Purchase). With a \$50 order, customers can get 2 super cereal storers for just \$19.

If you are new to the business or just don't feel comfortable with Custom Kitchen Planning, use the time between now & January to become a Custom Kitchen Planning expert. Partner with your director and get the training so you feel comfortable doing custom kitchens. Practice in your own kitchen. Commercialize our custom kitchen service at every party. Let people know you will give them a free consultation on designing their own kitchen.

Doing some planning now will give you an amazing January!