

THE TUPPERWARE MAN

Becoming a UK Tupperware consultant: some questions and answers

I am an Independent Tupperware Manager based in London, and I am happy to help you start up as a Tupperware Consultant.

This guide includes my answers to the most common questions about how it all works. Please read through it, then if you have any further questions or you would like to get started, you are welcome to contact me direct.

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Andrew Humphrey
Independent Tupperware Manager
www.tupperwareman.co.uk

I thought Tupperware pulled out of the UK some years ago?

Yes and no. The Tupperware Brands Corporation closed their UK/Ireland corporate office in 2003, and we no longer have the usual Tupperware global model of independent distributors, managers and demonstrators working in conjunction with the corporate office.

However we are an importer-distributor based in Dublin, who supplies the UK and Ireland. Shamrock Sales has supplied products and catalogues in Ireland for 35 years, and they now supply demonstrators in the UK. In effect, they act as a "Head Office" for UK- and Ireland-based demonstrators. As numbers of demonstrators increase again, a small number of UK-based Managers are now building their teams -- and you can too.

Does Tupperware use the multi-level marketing (MLM) model?

No. In some parts of the world Tupperware is a MLM but not in the UK.

If you have three active recruits you can form a team, be promoted to Manager (see below) and earn an extra 3% commission from your team sales. However there are no further levels and no "downline" or "upline".

How do I sell Tupperware products?

By dating Tupperware parties, and by taking non-party orders. As well as the traditional home party, you can sell products through fundraising parties, a stall at a fair, fete, pamper evening, or other event, by distributing catalogues, by advertising locally. Many UK consultants now use social media and personal websites to promote their business, and to get some direct non-party sales.

Tupperware does not currently support online sales in the UK, nor do they allow sales through eBay, amazon or other online marketplaces. A small number of very experienced demonstrators including myself have been given permission to experiment with online sales, but as a new demonstrator that would not be available to you.

How much commission do I make?

30% on your retail sales: customer pays you the retail price, you order the products for them at 70% of that price, thereby keeping 30%. However, your commission will not be pure profit: you will have some costs of running your business. See below, "What costs will I have?"

Our current party average is £500. Approx. profit 20% of £500 = £100 to you. So this means:

1 party a week over 3 months = approx. earnings of £1300.

2 parties a week over 3 months = approx. earnings of £2600.

3 parties a week over 3 months = approx. earnings of £3900.

How do I date parties?

By letting people know the rewards of being a party host, which are very attractive: are

- 10% of the sales in free Tupperware products of host's choice
- some half-price products if sales are above £350 and a new party is dated
- The current Thank you gift just for hosting, then a second one if sales are above £350
- Occasional special hostess-only offers

By using these rewards to buy from the current special offers, which are often reduced anyway, a hostess can get fantastic rewards from her party. You will be amazed how the word gets around, and how much good will there is towards the Tupperware brand, Tupperware products, and Tupperware parties.

What costs will I have?

You will of course have some costs, for example:

- Demonstration kit: £99 (worth £140). See separate leaflet for details.
- Catalogue/order form: 40p each (minimum purchase 20 catalogues)
- Delivery of orders to you (or direct to hostess, if appropriate) by FedEx: up to 20kg:

£7.95

- Hostess gifts: party hostess can choose 10% of the value of the sales in free Tupperware products, which you buy at 50% of the catalogue price. If the hostess earns half-price rewards too, for sales above £350 + a date, you also pay 50% of the catalogue price for those, but remember the hostess will have given you the money to cover that 50%.
- Thank you gifts: these are free to the hostess, a maximum of two, and they cost you £2.70 each
- Packing bags, stationery, tablecloth, kit bag and more supplies are available from the distributor if you wish to use them.
- Samples of new products or new special offers. You can usually earn them for free or half-price during the period when new products are launched,. Otherwise, they cost you the normal 70% of the retail price.

Of your 30% commission, you may be spending up to 10% on running costs, but this will depend on the demonstrator. You can also offset these costs in various ways:

- a raffle
- occasionally having parties in your own home where you are both the consultant and the hostess, thereby claiming the hostess rewards for yourself, which you can sell on
- ordering your maximum number of "COBO" half-price items, usually one per £30 party spend, and using them for raffles, extra sales, etc.
- having a "clearance sale" for discontinued products from your demo kit, which will have only cost you 70% of the retail price anyway

Is there promotion? Can I become a Manager and earn more commission?

Yes, and yes. Tupperware is not a MLM but an important part of being in the Tupperware sales force is to offer others the chance to become a demonstrator too.

When your personal recruit achieves £900 in personal sales, you can choose £90 in products yourself. And when you have three recruits who have done that, and who are active, you can be promoted to Manager by the Distributors. If you are promoted to Manager, your recruits will form your own unit, and you will earn an extra 3% commission on your whole units sales (including your sales). Meanwhile, your recruits will be part of your Manager's unit, until you are promoted out and your recruits will go with you.

Can I just sell through the catalogue, without demonstrating products?

Personally I do not recruit people to my team who wish to sell this way, but you can contact the distributor direct and ask about starting this way. You need to order at least 20 catalogues at a time, at 40p each, plus £5 delivery. Your sales and earnings will be much higher if customers see the products in "the flesh". If you decide to just do catalogue sales,

with no demonstration kit, your manager or recruiter may expect a minimum monthly order.

How do I place my orders?

You do it by email, by the weekly deadline of 12 noon on Monday. Those orders will be delivered to you by Parcel Force on Friday, or occasionally Monday.

Once you have your demo kit and catalogues, I can give you much more information about the technicalities of placing your orders.

Is there support and advice available for me, if I have any problems or questions? Can I meet up with other Tupperware consultants?

Yes. I would be your Manager, and one of my roles is to be your first point of contact for any queries, problems or issues. Ideally, Managers will have regular team meetings so the team can support each other with ideas and tips. However, teams are currently quite widely scattered, so it might rarely be possible to have a full team meeting, and your main contact may be by phone, Skype or email. There is a lively and active Facebook community for UK consultants, which is supportive and helpful, and where you can share web-links, files, tips and encouragement.

The office in Ireland is open weekdays 10-4 (10 to 1 on Fridays) for general advice and information.

There is a new catalogue launch every February, June and October in Dublin. It is a manageable day trip from most parts of the UK, and flight costs are low if you book in advance. Most launches, the distributor allows UK consultants to claim an amount of Tupperware products to recoup their travel costs.

Are there targets or a minimum amount of products I must order every month?

One of the great things about working in Tupperware is its flexibility. You set your own targets, based on what you want to earn. There is no minimum monthly order, but you should be dating parties regularly, perhaps aiming for, say, at least one party or party-sized order a month.

With my team, if someone has not placed an order for a long time, say a couple of months, I will check in with you and discuss your strategy for dating parties and taking orders. If you have become completely inactive, the Distributor will advise you that you can no longer order at the consultant rate, only at the customer rate.

Am I self-employed? How do I deal with income tax and National Insurance?

Yes, you will be self-employed. Unless you are already registered as self-employed for a similar job, you will need to register as self-employed with HMRC. You will therefore be responsible for any National Insurance contributions and income tax due on your earnings, by completing a self-assessment at the end of the tax year. This is all relatively straightforward and can be done online.

More information:

Andrew Humphrey, Independent Tupperware Manager

www.tupperwareman.co.uk

07759 753695