

Making everyday magic since 1946

Tupperware®

Brand

JULY 2026 – SALES FORCE SUCCESS GUIDE

Pack smarter, sack easier, and stay ready all day.

July is peak summer, and everyone around you is living it: **travel days, camp drop-offs, beach weekends, day trips, and long evenings with the people they love.** That “always on the move” season is exactly why this month matters.

This is the perfect time to help others **simplify** with solutions that feel effortless: **pack smarter, snack easier, and stay ready all day.** Tupperware and the fun July selection are the products people notice in real life... at the pool, on road trips, at practices, at the office, at parks, in airport terminals, and in lunchrooms.

And here’s the best part: starting conversations has never been easier. When you’re using what you love and sell, people naturally ask:

- “Where did you get that?”
- “How do you keep that cold?”
- “That’s so organized, what is that container?”

Challenge yourself this month to seek conversations, not just wait for them. Look for the people who would benefit from more routine, more fun, and more structure; busy parents, travelers, coworkers, caregivers, students, and anyone trying to eat better without extra work. Do it in person, and also show up consistently on your social channels with quick, helpful tips. Mix **soft-sell moments** (how it makes life easier) with **hard-sell moments** (what to buy + how to get it). Consistency is the win.

Recruit phrases: Inspire and invite

“If you’re already packing snacks/lunch for summer, this is such an easy side thing... share what you use, help people, earn extras. Want to see how it can fit?”

“I’m looking for 2 people who want a fun, consistent July challenge... post a few helpful tips, start a few conversations, and build something real. Want to join me?”

“I’m putting together a small group for July who want extra summer spending money and love sharing simple “pack smarter” tips. Want the info?”



Hashtags to love and use all month long

#ReadyForSummer
#AllDayReady
#SmarterPacking
#EasierSnacking
#TupperwareLife

Party ideas: Connect and party

“Wherever July takes you... be ready!” Party

Benefit: Easy prep and go solutions for wherever life takes you.

Host Hook: “I started packing my own food because it saved me so much money on lunch and even when I travel. Want my easiest road-trip snack ideas?”

“7 Day Lunch Challenge” Party

Benefit: Share simple recipes and systems to plan smarter, pack faster, and enjoy ready-to-go meals with no daily thinking required.

Host Hook: “Come get fresh lunch ideas + simple packing system that saves time, money, and “what are we going to eat?” stress... especially in the summer.”

The “Snack Smarter” Party

Benefit: Share your favorite snacks on the go, and the best products to store them in. Think crunchy, sweet, fresh, and even cold snacks.

Host Hook: “My 30-minute Sunday reset that saves me all week. Perfect for grab & go.”

Social thought starters (plug and post)

Use these phrases with your personal photos, along with images from TuppNow of food storage and organizational products, demos, and more.

"Smarter Packing! Everything has a place... no digging, no leaks, no stress."

"Easier Snacking! Grab-and-go snacks stop the overpriced convenience store run."

"All Day Ready! From morning to late afternoon... fresh, organized, and easy!"