

QVC Guests

A Guest is someone who has the ability to educate our customers on a product, provides tips on product usage, and puts the product in the lives of our customers. To strengthen the product or brand positioning, a Guest from the company is ideal. Someone who already has a connection to the product, brand, or concept aids in creating Guest credibility and sharing information about the product. He or she should be friendly, comfortable on camera, and have flexibility in his/her schedule to appear on-air at our studios in West Chester, Pennsylvania. Guests are required to attend a QVC training seminar to understand how to leverage their knowledge and build a connection with the QVC customer. If claims have been submitted through QVC Legal, the Guest will typically be scheduled to have a coaching call with a QVC Legal representative prior to the air date to go over the claims.

The vendor is responsible for securing a Guest through the life of the product and for negotiating contracts and compensation as needed.

Customers come to trust and rely on the on-air Guests to be genuine product experts who present in a specific category. For this reason, QVC has policies in place to protect and govern Guest Credibility.