HINTS FOR SUCCESSFUL COOKIE DOUGH SELLING

GETTING ORGANIZED

Before selling anything, make a list of potential customers. Your list should include:

1. NEIGHBORS
2. RELATIVES (Uncles, Aunts, Grandparents, etc.)
3. FAMILY FRIENDS (Ask Mom & Dad to help, so you don't forget anyone)
4. People from CHURCH and other ORGANIZATIONS you belong to.
5. PARENTS of SCHOOL FRIENDS, WORK contacts, etc.

CONTACTING POTENTIAL CUSTOMERS

The telephone is the fastest & easiest way to contact people. Follow your potential customer list and begin making calls. As you talk to people, cross their name off your list. If the line is busy or they are not home, leave the name on your list to remind yourself to call them back later. If you choose to see people in person, be sure you have the product brochure and a pen for writing the order with you. Follow your list and cross off names as you see people. If people are not home, leave the name on the list to remind yourself to see them later.

HOW TO SELL

When contacting a potential customer, many people simply ask, **"Do you want to buy some cookie dough?"** **THIS WILL NOT WORK!** You must give people some information about yourself, your group, and what you are trying to accomplish. By doing the following, you will be more successful and **MAKE MORE MONEY...FASTER and EASIER.**

THE FOLLOWING POINTS SHOULD BE MADE:

1. Introduce yourself and the group you are representing.
2. Tell the person about your goal (Trip, uniforms, tournament, fees, etc.).
3. Introduce your product. Describe the cookie dough if you are on the phone; show the brochure if you are in person.
4. Tell the customer the prices of the products: $20 tubs; $22 and $24 pre-portioned boxes.
5. At this point, DO NOT ask the customer, "Do you want to buy some?" Instead, ask the customer...

"WOULD YOU LIKE TO HELP ME?"

IT SHOULD SOUND LIKE THIS

"Hi, I'm _____ with _____at_____school. We are raising money for _____. To raise the money we need, we are taking orders for 2 lb. tubs of cookie dough and 2.5 lb. boxed pre-portioned cookie dough. These are the flavors we have available. They are $20 for tubs and $22 & $24 for pre-portioned. WOULD YOU LIKE TO HELP ME?"

Most people you sell to are adults. **ADULTS RESIST BUYING THINGS**...but most adults want to **SUPPORT GOOD CAUSES!**

GETTING HELP FROM OTHERS

Ask MOM and DAD and other relatives & friends to help by taking a brochure to work with them. People at work will support good causes. Your family & friends help you reach more people... **YOU MAKE THE PROFIT!!**