

Selling Tools for Success

In this section we will share key elements associated with Selling Tips for Success. This section is devoted to identifying ways you can help your organization reach its fundraising goals. Let's first review the topics list then fill in some details for each topic. These are:

- . Fundraising is an honorable & noble endeavor
- . Who benefits and why
- . Participation is critical
- . Why doesn't the pie peddler award prizes or gifts
- . Know your organizations goal & objectives
- . Contents of a good presentation
- . Practice makes perfect
- . Ask for the order
- . Who to contact
- . Dress for success

Fundraising Is an Honorable & Noble Endeavor

Fundraising has gotten a bad reputation. It's viewed by some like an unwelcome guest, by others as the least favorite activity in a "not for profit" organization, a necessary evil.

Nothing could be farther from the truth. You are viewing this presentation because your organization has a goal. This goal will benefit the community in some meaningful way. You have joined this organization because you feel that this group can, and has made a difference in your community. The vast majority of your family members, friends and neighbors feel the same way as you do. They really want to make the community better. In most cases this requires some amount of money to accomplish these worthwhile goals.

You and other members of your organization are the link between the community and your group. This link is vital as you are the messenger that conveys the message of your group's goals. Once people hear the details of your organizations message, they are eager to help.

Who Benefits and Why

Each member of the community benefits from your good works. You are helping to build a better place to live. You should be proud of your commitment to assist, many do not accept this responsibility, you are special, and you are making a difference. Once your organization reaches its goal, that's where the satisfaction really begins. When you see the impact that your commitment has made you can't help but be proud, congratulations and bravo.

Participation Is Critical

The greater number of people who get involved the greater the benefit. Don't shy away because you have no experience in fundraising, it's easy and a lot less painful than you think. We will provide you with the basic techniques and materials you need to get started. Once you use these techniques and tips, you'll wonder why you didn't get started sooner.

Why Doesn't the Pie Peddler Award Prizes or Gifts

When your organization works as a team toward its goal, everyone on the team wins. This is why the Pie Peddler

Program does not offer promotional rewards. It is our belief that the organization's goals are the most important beneficiary of the group's efforts, not the individual. Certainly individual effort should be commended, but not at the expense of the organizations goal. Fund-raisers that offer rewards do so at the expense of everyone, especially the organization. Our experience has shown that this practice does not foster team building and ultimately leads to reduced participation and enthusiasm.

Know Your Organizations Goal & Objectives

In order to pass along information you must be informed. Learn all you can about the organizations goal & objectives. This is a good time to introduce the "5 Why's".

Pretend you are someone that has just heard about your organizations goal. You should ask "Why" after this initial information exchange and continue to do so four more times. This series of "5 Why's" will ultimately lead to the very heart of the benefit of the goal. Once you ask yourself these "5 Why's" you will be able to repeat this information to anyone you inform about your groups goal. It will provide a clear, precise and understandable explanation of the objective and benefit. Moreover it portrays you as someone who has "done their homework" on the goal and commands knowledge of the subject matter.

Your organization will help you by providing three sentences that clearly define the scope of the fundraising goal. These sentences will help you in keeping the message consistent when you are talking to people about the goal of your group. Be sure to always use them to describe the good work your organization is providing to the community.

People like to give money when they know exactly where it is to be used and who will benefit from the gift. Remember, when you are vague, so will be your response from your customer. Be factual and concise, no one likes for someone else to waste his or her time.

Contents of a Good Presentation

Your presentation should start by introducing yourself to your customer. Make eye contact and explain who you are. Talk about the group you represent.

Next explain your organizations goal, the reason you are raising funds. You will want to be very specific, this is where asking the "5 Why's" will help you to prepare your presentation. Provide a detailed explanation of the benefits of the organization's goal and exactly who will receive these benefits. Describe in detail the work being done to accomplish the goal and the timetable of the events. Give details on the size of your organization and the length of time the association has existed. List past projects the group has undertaken and completed. Provide any other details about the organization that will provide the customer a better understanding of your organization.

If your fund-raising efforts involves a grand opening, invite your customer to attend. If a service is being offered, ask your customer if they have a need for the service or know someone who does? If it is a team event, invite the customer to one of the team's activities. Find ways to involve your customer into your organization's goal.

It's important to explain to your customer that in an effort to raise the funds needed to attain these goals your organization decided to offer Pie Peddler products. Present the Order Form for them to review. If your customer has questions about the products, refer to the Frequently Asked Questions Sheet provided with the Order Sheet to

help you provide the correct answer.

If questions about specific food allergies or other health related ingredient questions arise, you may direct the customer to call The Pie Peddler directly at 888-289-7437 or 937-376-1082. A representative will be happy to answer any of these product related questions.

Practice Makes Perfect

This old but true saying is worth noting. If you want to feel at ease during a presentation..PRACTICE. Just like any other activity, practice is what separates the people who excel from the folks that just show up. Remember, your group is counting on you to do your best for the organization.

Practice time will benefit in several ways. It will provide a clear picture of how much time you will need to properly present your case. You may even elect to tell the person prior to starting just how long you will keep them. You will truly amaze your customer, when at the end of the time you stated, you have completed your presentation. This will reinforce to your customer that you are someone that gets things done and deserves their support.

Practice time will boost your confidence level. It prevents awkward silences in a presentation where the speaker is searching for the right words. It insures that the entire message is delivered, not just some of the points that you remember on the spot.

As you can see, practice is important in the delivery of your group's message. You should practice where you can look at your notes from answers to your "5 Why's" about the organizations goal. It should be quite with no one to heckle or critique. This is your message and should be in your words, phrases you are comfortable in using, and hand gestures if they are natural. If you feel comfortable using a recording device I would recommend it so you can review your presentation. If not, practice by talking out loud in a normal voice, this helps tremendously and provides a comfortable feeling when you are in front of a customer, no matter where it is.

You were also provided a frequently asked Questions Sheet in you documentation. Review these questions and answers so you will be prepared to answer any of your customers questions should they arise.

Pretend to make eye contact as you are practicing. You will gain peoples respect when you are able to speak and maintain eye contact. Again, practice makes perfect.

Ask For The Order:

A very important step in your presentation is to ASK FOR THE ORDER. You would be surprised by how many people believe that after a presentation is made, the customer will oblige your effort by offering to purchase from you without even being asked. Unfortunately this is not human nature, we all wait to be asked. There are several ways of asking for the order, choose the one that best suits your personality or make up your own. The important point here is that in general, people want to be asked to help. just ask.

Asking For the Order

. Now that you have heard about our project, won't you help us by the purchasing some of the products pictured here?

. Our organization has chosen the Pie Peddler as our way of saying thank you for your help and support. These products have been a hometown favorite for over 60 years. Can we count on your help, please indicate your

selections here?

. I know you are busy, when would be a convenient time for the delivery of your selections? Or would you prefer a call from me to schedule a time when the pies are ready to be delivered?

. I would be happy to record your order, can you spell your first and last name for me? What flavors would you prefer?

. We are asking people to look at our selections and indicate their preferences on this form; can we count on your support?

Practice time will benefit in several ways. It will provide a clear picture of how much time you will need to properly present your case. You may even elect to tell the person prior to starting just how long you will keep them. You will truly amaze your customer, when at the end of the time you stated, you have completed your presentation. This will reinforce to your customer that you are someone that gets things done and deserves their support.

Finally, don't forget to thank your customer. This is a vital step in the presentation, even if they don't order, they gave you their time, so thank them. Be polite and courteous, remember you're a representative of your organization, leave your customer impressed by your good manners.

Who to Contact

Unless otherwise instructed by your organization, you should only contact people who you know. These can be family, friends, neighbors, work associates or by participating in an organized event where others are in attendance, like a street fair, swap meet, or other social gathering.

If your workplace permits, this is a great place to take orders. You can leave the order form lying out with your personal message attached asking for support. Another great opportunity is a family event where you can approach a number of family members in a short period of time. Neighbors who you see regularly and speak with occasionally are also good contacts to make.

If a door-to-door approach is required to reach your fundraising goal then this should only be attempted during daylight hours and only making contacts with two people from your organization. Use common sense, when a contact does not feel right or you are uncomfortable in a situation, excuse yourself and leave. In today's environment it is best to take precautions and keep fundraising activities safe.

Dress for Success

How you are dressed is another important aspect of a great presentation. When in doubt, business casual is a good rule of thumb. What is business casual? The following are guidelines for dress in a corporate environment. Use them only where you feel appropriate.

General Guidelines

. Clothing should be conservative, non-revealing and not provocative, avoid exposed midriffs or belly buttons, low riding pants, or plunging necklines.

. Clothing should be clean and in good condition.

. Hair, including facial hair, should be clean, neat and well groomed and conservative in both color and style.

. Perfume, cologne or after-shave and hair spray should be applied sparingly.

. Shirts should be tucked in.

Let's take a moment to review this list, I'll leave it up for you to read.

Clothing Guidelines

- . Conservatively colored twill or cotton/synthetic slacks.
- . Traditional slacks.
- . Golf/Polo type shirts, tabbed collars or stand-up collars.
- . Mock, funnel or turtle neck shirts.
- . Short or long sleeve dress shirts.
- . Casual flat shoes, loafers, "boat" shoes, dressy type sandals.
- . Women's coordinated slacks/over-blouses.
- . Women's dresses/blouses (avoid sleeveless style)
- . Tailored denim dresses, skirts, jumpers
- . Denim shirts with your organizations logo.
- . Jeans, any color, in good repair.
- . Sneakers with laces tied and in good repair.
- . Knee-length shorts or walking length Bermuda shorts (avoid "short" shorts)
- . Sweat shirts in good repair.

Avoid

- . Beach style footwear.
- . Sleeveless shirts, blouses, dresses that reveal undergarments.
- . Tops with narrow sundress style straps or spaghetti straps.
- . Ripped, torn, tattered or soiled clothing.
- . Skin tight clothing.
- . Sheer or revealing clothing.
- . Skirts shorter than 3 inches above the knee or with revealing slits.
- . Slippers, flip-flops or stiletto heels.
- . Clothing containing offensive words, pictures or graphics.

Another great look is if your organization has uniforms. These should be worn during any fund-raising efforts as it immediately identifies you as a member of that organization. This can be as simple as a polo shirt to which the group's logo is embroidered. It may be that certain colors of shirts and pants may also play an important part in identifying you as a group's member. Cheerleading, bands, sports teams all have specific uniforms that can provide this unique identification of the group.

In any case the look should be clean and neat. This gives the customer a positive view of your organization and helps keep the organizational theme alive.

I hope these suggestions have been helpful. We want your organization to be successful, because when you win, we all win as a community. Thanks for watching.

Thank you for watching the Personal Recommendations for Success portion of this Training Guide, we hope that you will be able to use some of the material and ideas we have presented. If you would like additional training information or have questions about the program, please call 888-289-7437 or 937-376-1082 and a representative will be happy to answer any of your questions.