



Selling Tips

At Cookie Crumbles, we've amassed years of experience about what works when selling our dough and we have gathered some of the best tips to help motivate you.

- 1. Make a list of prospective buyers.** List all the people you know including family, friends, neighbours, teachers, coaches etc.
- 2. Contact everyone on your list personally.** The easiest way to sell the dough is by calling people on the phone.
- 3. Be prepared.** Speak clearly and tell potential customers your name, your group, why you're raising money, the product you are selling and the flavours available. People don't mind making a purchase if they know it will support a good cause.
- 4. Set a sales goal.** Set a target to sell 30 pails, for example, and go from there.
- 5. Make a good impression.** Be sure to be polite and enthusiastic even if they don't make a purchase....they may become a future customer. When you finish taking orders, save your order forms because customers will appreciate your call for the next fundraiser.
- 6. Have fun and keep trying.** The best hockey players don't get a goal every game and the best sales people don't make every sale. Don't get discouraged. If someone turns you down, say thank you and go on to the next person.