
TIP OF THE WEEK: DAY CARE CUSTOMERS

Day Care Providers make great customers because it's often difficult for them to leave home during the day. They need food for snacks and meals for the children they tend, and appreciate the ability to order food from home. One of our Alison's Pantry Representatives (who is now one of our Area Coordinators) had monthly orders of \$1,000 from one day care, so these are customers worth seeking out.

The addresses and phone numbers of day care providers can be found on your state website. Do an online search for "(Your State) Licensed Child Care Providers and you will find contact information for these providers. Here is a link to the Utah site:

http://health.utah.gov/licensing/ccf/public/cc_public.html

Many day care providers also advertise on craigslist.com as well.

Either make personal contact with the provider or mail a catalog with a cover letter suggesting AP products that would work well for them. (If the website only lists their phone number, you can often match that up with an address in the phone book.) Remember to include your contact information, and it's nice to highlight some AP products that would appeal to a day care business. I have attached a letter that I use for day cares that you can customize with your information.

You can even leave extra catalogs for the parents of the day care children! Busy parents will appreciate our convenient frozen foods.

Let me know how this tip works for you! Have a great week!



If you ever have questions or need suggestions for growing your AP business, e-mail me at kim@alisonspantry.com or call me at 1-866-200-2037 or 435-229-0245.

And, remember your Area Coordinator is always available to help you.



and be sure to join our "Alison's Pantry Representatives" Group, where we share ideas to grow your business!