



Catalog #1 starts a new year for AP Reps, so it's the perfect time to organize your business. A little bit of time and planning can help you stay organized all year, and make you a more successful Representative.

Area Coordinator, Colleen Willden, encourages all of her new Reps to use file folders to stay organized. Use a file folder for each AP Catalog. In the folder, store:

- A current catalog (and your monthly newsletter, if you make one)
- Orders from customers for that catalog
- A printed copy of any HOT DEAL e-mails
- A copy of your AC's newsletter
- A printed copy of any product updates or price corrections received through e-mail for that month
- A list of any Splits or contests you offered your customers for this catalog
- A copy of your ledger after entering your order into the Pantry Program

This simple process will keep everything you need for a given order together, and easy to find.

Managing your time as a Representative will ease stress and make you more productive. Create a schedule based on the routine you follow for your AP business, and divide it over a month to keep you from feeling overwhelmed, or underprepared for orders or deliveries. A little planning can really increase your success. Here is a sample month:

Week One (AP orders are due and delivery is arriving on semi):

- Send out final reminder e-mail to customers and make phone calls to collect orders
- Submit current order
- Subtract zeroed items off your invoices, adjust totals for splits (if offered), and print
- Receive, inventory, and sort order
- Complete Adjustment Worksheet, if necessary
- E-mail / call when orders are ready to be picked up

Week Two: Relax, comment on products on Facebook or your personal blog, and plan how you can find new customers this month

Week Three:

- Send out current catalogs. (They're already labeled and ready from the month before—See Week 4 below!)
- Track who you've given catalogs to, and who has ordered on a simple spreadsheet
- Pay sales taxes, if due
- Delete any notes on invoices in the computer

Week Four:

- Decide if you want to offer a sample, split cases, or do a contest for your customers. Order accordingly.
- Create your customer newsletter for the new catalog, highlighting products, sales, and special offers to increase your sales
- Print labels, or stamp catalogs with your contact info
- Send e-mail to customer list that orders will be due soon

You'll find a routine that works best for you for organizing and inventorying your deliveries, but here are some tips from successful Reps.

- If you have large orders, number your freezers. Label customer invoices with the freezer # where you can find their products on pick up day.
- Buy storage racks to organize dry products. This doubles for your marketing! Charise Strand from Cedar City, UT says, "I don't box anything up until my customers arrive to pick up. This gives them a chance to look at other products while I gather their order." Charise also tells prospective customers to come over the day after delivery to learn about Alison's Pantry products.
- Many Reps order extra products in to show and sell on pick up day.