



MARKETING 101

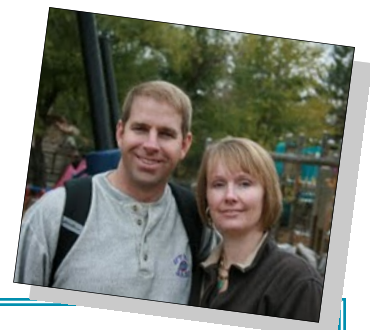
Thank you for joining us at the 2010 Alison's Pantry Food Show, and attending this demonstration to build your business. We knew there would be too many good marketing ideas and not enough time, so this packet contains an overview of the presentations plus additional tips that we may not have time to cover!

Our guest presenters:

- Amy Lords, Fallon, NV—Organizing your AP time, week-by-week
- Lisa Bruegger, Lusk, WY—Finding & Keeping Customers / Increasing Sales
- Laura Fisher, Spring Creek, NV—Creative Communication with Your Customers Builds Sales
 - Judy McCune, Benkelman, NE—Clever Ways to Grow Your AP Business

Organizing Your AP Time, Week-By-Week

-Amy Lords, Fallon, NV



Amy keeps her AP business organized by scheduling time for certain tasks each week. Here is her sample monthly checklist...

Week 1 (week of AP orders due and coming on semi)

- Subtract zeroed things off invoices
- Send out final email and phone calls of orders being due
- Complete adjustment worksheet if needed
- Email when orders are ready for pick up

Week 2 : (NOTHING)

Week 3

- Send out catalogs
- Fill out the customer tracking list for month (see example below)
- Pay sales taxes
- Clean out folder for next month's orders
- Print off invoices (2 sets)
- Delete any notes that are on invoices in computer
- Adjust any totals on invoices

Week 4

- Make insert/flier for new catalog coming
- Figure out sample depending on contests
- Figure out any contest I want to do off of contests from Colleen
- Figure out Split With Ya(s)
- Print up labels for catalogs for customers
- Print labels for catalogs with dates
- Send email out that orders are coming due

Folder for each month

- Catalog
- Invoices
- Customer orders
- Hot Deal
- Inserts/Contests
- Colleen's newsletters

HOT DEALS

- Print off copy to stick in front of monthly file
- Write on the names of those that want it

"SPLIT WITH YA" (splitting cases for customers)

- Type up what I am splitting (number, description, amount and price)
- Print off copy and stick on front of monthly file
- Write names of who wants SWY



Amy tracks customer orders with a simple spreadsheet. This way she can see orders and referrals at a glance, and track the order history of a given customer.

Customer Tracking						
	#1	#2	#3	#4	#5	#6
Sue Adams	x		x		x	x
Kerri Angel	x	x		x		x
Maurine Bailis	x	x	x	x		x
Lavern Bake	x		x		x	
Marva Cleven	x	x		x	x	
Kay Coy	x	x	x			x
Lori Crook	x	x	x		x	
Judy Dalluge			\$32	\$17		
Jean Edwards	referred Judy			\$5 credit		

Creative Communication With Your Customers Will Build Sales

-Laura Fisher, Spring Creek, NV



BLOGS

Why Do a Blog?

- ◆ Most customers expect you to be “modern”—a blog is a great way to keep customers “in the know”
- ◆ EASIEST way to reach all of your customers in the shortest amount of time.
- ◆ Customers will try new things if they are motivated enough—posting recipes can give them motivation.
- ◆ It’s a great way to gain new customers—followers of a blog usually have the blogs they follow on their profile. Friends that read their blog will be introduced to your blog and if they like what they see, they will order.

What Goes On It?

- ◆ Current catalog
- ◆ Current Newsletter
- ◆ Special offers and hot buys for the current catalog (can be added to as you receive emails from your area rep.)
- ◆ Recipes—spotlight a product every month and give recipes that use that product. This can be a GREAT way to get people to order new things!
- ◆ Your contact information along with a link to your email address after every post—make it as easy as possible for them to “click and order”
- ◆ CONTESTS! CONTESTS! CONTESTS!

Why Do Contests?

- ◆ Offer a contest (or two) each month that gets people to do what you want to focus on that month (i.e. “early bird orders” or “email in your order” or “100 club contest” etc.)
- ◆ For all contests (with the exception of the 100 club contest), I offer a product as a prize. This not only gives the winners a chance to try something they may not have tried before, but it also brings attention to that particular product for others to notice and perhaps order.
- ◆ People LOVE free things. They are more likely to order again if they have won something in the past.

<http://alisonspantrynv.blogspot.com>

NEWSLETTERS

Why a Newsletter?

- ◆ It gives the “personal touch”
- ◆ Opportunity to give announcements and highlight specific products
- ◆ Can draw attention to specific products that are on special or hot buy for that catalog (sometimes they get “lost” in the catalog)
- ◆ Because the current catalog doesn’t get delivered for a month, customers aren’t necessarily thinking about the NEXT month’s needs. Giving Halloween ideas in August or Thanksgiving ideas in September can help customers think ahead.
- ◆ A great way to get mass information out to older customers that don’t do email or blogs.

What Goes In It?

- ◆ Housekeeping items—general announcements.
- ◆ Previous Contest Winners—it’s important to “prove” that you are actually choosing winners to your contests
- ◆ Current Contests
- ◆ Product Highlights—giving your personal “stamp of approval” on products from the current catalog will make customers more willing to try them.
- ◆ A recipe using AP products
- ◆ Your contact information
- ◆ Special offers and Hot Deals – INCLUDE PAGE NUMBERS!
- ◆ Blog address, facebook address, email address, etc.
- ◆ Provident Living corner
- ◆ Price comparison section

Worth The Effort?

- ◆ I print my catalog on a brightly colored paper each month and fold it inside the first page of the catalog. It’s hard to miss.
- ◆ MANY customers have ordered based on the recommendations and/or recipes in the newsletter.
- ◆ Customers get “giddy” when their name is in print—either as a contributor to a recipe or as a winner to a contest. They are more likely to refer a friend if they feel that you go the extra mile.
- ◆ It’s surprising how much the extra effort of putting together a newsletter that is included with the catalog each month will pay off. Customers will feel more confident in you and will trust your opinions.

Finding & Keeping Customers / Increasing Sales

-Lisa Bruegger, Lusk, WY



EVERYONE EATS!

Lisa finds customers everywhere she goes with her philosophy, “Everyone Eats!” When she first started, she marketed to all of the large families she knew. Then she realized, everyone wants good food, and if the price is right and people are happy with the food, they will continue to order.



Lisa lives in a small town and had been delivering catalogs to businesses for almost a year when she realized she had been skipping the auto parts store. She took a catalog to a female employee there, and the woman has been ordering ever since! She also asks her current customers to share Alison’s Pantry with other co-workers who may not be working at the same time.

Whenever she leaves catalogs for customers at their business, she always puts a sticky note with their name on the cover to ensure that they receive the current catalog. Lisa’s customers really appreciate this!

Lisa’s AP sales range from \$9,000—\$10,000+ per month!

INCREASING SALES

Lisa feels the key to increasing sales is continuing to add new customers. She thought her sales would level off once her customers filled their freezers, but she is always thinking of new people with whom she can share AP, and her sales continue to grow.

Lisa stays in touch with previous customers and gives out catalogs to new people every month.

E-MAIL EASE

Lisa prefers to use e-mail to communicate with her customers because it’s quick and easy.

Use e-mail to keep customers informed about new products, Hot Deals, special offers, order due dates, and delivery schedules!



STAY ORGANIZED and FOLLOW UP

Lisa uses the Alison’s Pantry software to her advantage. She prints the reports monthly and uses them to help her monitor all of her customers to track who has received their catalogs, and who has placed orders for that month. She compares her customer list to the ledger of sales and makes sure to email or call each person that has not ordered before the order deadline.

She also has a list of places she takes catalogs, and she adds the new customers to that list because they will need the next catalog before they get their first order. These two lists keep her organized to serve both her new and repeat customers.

Successful AP Reps know that following up with their customers is key! Customers appreciate a thoughtful call to see if they need anything that month, and personal sales increase.



Clever Ways to Grow Your AP Business

-Judy McCune, Benkelman, NE



FINDING CUSTOMERS

When it comes to sales, Judy follows the 80 / 20 rule, which means 80% of the time, 20% of your customers will order from you. So, she figures if she wants 15 customers to order each month, she needs a customer base of at least 75 people.

To find new customers, Judy attends fairs and craft shows, and leaves catalogs anywhere that people will have time to read something (hospital break rooms, nursing homes, businesses, etc.). Every month, Judy's daughter and a friend choose a neighborhood to canvas with catalogs, and Judy tracks this on a map.

She also motivates customers to refer their friends by offering both people \$5 off their \$50 orders.

"I HAVE A SUGGESTION..."

When Judy's customers place their orders, she always suggests an accompaniment, which has increased her sales greatly.

Here are a few examples:

If they order...

Holten Steaks
Baking products
Trident Seafood
Food for children

Judy suggests adding...

Flav-R-Pak frozen vegetables
Vegalene, AP Powdered Flavorings
Another variety of fish or shrimp
Snack foods or lunchbox ideas

Judy also orders products to sell directly when her customers are picking up their orders. She orders meats, snacks, Hot Deals, mixes, and anything else she feels her customers will like. She keeps a poster board on the wall showing what's for sale in the freezer, and crosses it off when it's gone. She displays the non-freezer products on a baker's rack. Customers waiting to pick up their orders can "shop" while Judy is helping someone else. Judy feels that having items for sale lets customers see more AP products and make quick decisions. She uses the add-on order form below to total the additional items on her customer's orders.

Judy's customers also love receiving samples—another way Judy encourages them to try new things that they order later.

Judy created an order form, which she prints onto her customers invoices. On pick-up day, customers choose from Judy's "home inventory" and add more items onto their orders. This is a great way to introduce customers to other AP products, and to increase sales!



Judy McCune
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Check out AP's website at www.alisonspantry.com

I'm really excited about all the positive feedback Alison's Pantry products are receiving in Benkelman! Thank you!
I'm happy to be bringing such quality products and service to my new neighbors!

Additional items	cost	Additional items	cost	Invoice total	
				Additional items	
				Additional S/H	
				Total:	
				Payment	
				Payment	
				Balance due:	



LASSO MORE SALES WITH "BRANDING"

Judy orders professional postcards as reminders, labels, business cards, labels for samples, posters, and letterhead to "brand" her AP business. She feels it helps her customers to see her as a professional, and markets the Alison's Pantry name in her area. Once she bought a bunch of bamboo utensils on clearance at Wal-Mart. She tied a business card to each and gave them to every person who placed an order at a craft show. It cost her about 50 cents per utensil and earned her lots of new customers!