

HOW TO SELL GOURMET COOKIE DOUGH

TEN WINNING TIPS

Tip #1 Be Enthusiastic!

Get excited! Share your enthusiasm! Smile! Have fun! Let everyone know *why* you are raising money and *how important* it is. Tell everyone how *tasty* Little Ol' Cookie House Gourmet Cookie Dough is and how simple it is to have *fresh-from-the-oven* cookies.

Tip #2 Set Yourself A Sales Goal

It's important to set a sales goal – **how many tubs** of cookie dough you will sell. Challenge yourself! Put it down in writing – commit your goal to someone. Everyone should sell at least 6 tubs, 10 is an average challenge. If you really want to be good, go for 15! 25 puts you in the “Big Leagues” and 50 or more clearly makes you a Champion!

Tip #3 Set A “Sales Call” Goal

SELLING IS A NUMBERS GAME. The more sales calls you make the more cookie dough you will sell. So, set yourself a goal of **how many sales calls** you will make (you will probably want to plan to make more on weekend days than during the week). Again, write it down, post it up on your wall and commit it to someone.

Tip #4 Ask For Help!

People like to help others. Ask them *to help you*. Here's a lead-in: “I'm a member of the Washington High School Band. We're raising money to go to a Band Festival in May. We need to raise \$10,000 dollars. Can you help us? We're selling absolutely delicious gourmet cookie dough.” Then tell them about the Band Festival and the 10 flavors of irresistible cookie dough.

And, ask for more help! Ask them if they can *refer you to someone else*: “Do you know someone else you think might enjoy the cookie dough and would like to help us? Maybe someone in your family, neighbors, or people you work with.” You'll be surprised at how many will give you suggestions of others who might like to buy. Write their names down and where to contact them. Follow up right away.

Tip #5 First Call On Family, Relatives, Friends and Neighbors

Dad and Mom are sure to buy but don't forget to ask your brothers and sisters, grandmas and grandpas. And, don't forget uncles, aunts and cousins. Friends are interested in you and will want to help. Be sure to call on neighbors that you know – their kids undoubtedly raised money too so they will be more than happy to help you. **BUT DO NOT GO DOOR-TO-DOOR OR CALL ON NEIGHBORS YOU DO NOT KNOW.**

Tip #6 Tell *Why* You Are Raising Money

Explain up front *why* you are raising money. Be specific. Identify and describe your group. Tell how much money your organization needs to raise and how much you personally are trying to raise. Describe what your organization will do with the money. Use props: if you're raising money for new uniforms, show a uniform (or picture of one); if you're going to a tournament/competition, show a picture of the event or the awards you could win. Be creative! Be impactful! Put some showbiz in your presentation!

Tip #7 Tell 'Em All About Little Ol' Cookie House Gourmet Cookie Dough

Here are several things you might say. The cookies are *sooooo good* and *sooooo easy to make*. Everyone can enjoy luscious cookies, fresh-from-the-oven without the mess and hassle of mixing from scratch. Only the finest ingredients – Barry Callebaut and Hershey chocolate, macadamia nuts from Hawaii, plump raisins, etc.

10 Luscious, Irresistible Varieties

- Chocolate
- White Chocolate Chunk
- Oatmeal Raisin
- Peanut Butter
- Peanut Butter 'n Fudge
- Sugar
- White Chocolate Macadamia
- Chocolate Chip Pecan
- Butter Pecan
- Chocolate Mint
- M & M

A 3-pound tub of Gourmet Cookie Dough makes 96-1/2 oz. or 48-1 oz. cookies

ASK THEM HOW MANY TUBS THEY WOULD LIKE TO ORDER.

Tip #8 Sell Multiple Tubs

Everyone loves cookie dough. It keeps up to 1 year frozen and 3 months refrigerated. *It can be thawed and refrozen several times without damaging the taste, texture or*

quality. It's great to have on hand for the family. When company comes over, it makes a perfect snack with no hassles. So, suggest they might want to order several for the family. Gourmet Cookie Dough makes excellent gifts – as a Thank You, dinner gift, for special occasions, holiday gifts, etc.

SUGGEST THAT YOUR PROSPECT ORDER SEVERAL TUBS TO HAVE ON HAND FOR GIFTS.

Tip #9 Be Sure To Contact All Your Past Customers

A basic sales tenet: the easiest people to sell are past customers. They know you, they've already bought from you (or donated to your cause) and so are very likely to do so again. Cookie dough is the kind of product they can use again and again and again. Go through your records from past fundraising events and be sure to call on each and every past customer. Sounds simple and logical but this group is often overlooked.

Tip #10 Be Visible! Raise Money With Pizzazz!

Break through the clutter! Everyone is raising money these days and for good causes. To be really successful you have to get attention. Bring your friends together and brainstorm ways to be noticed and well received. If you're raising money for Cheerleaders, why not make calls in your cheerleading uniforms with pompoms and a short cheer! Now you've got attention and put your prospects in a good mood. Then tell your story persuasively and ask how many tubs they would like! Use signs, use sound, incorporate action, be vivacious, smile, even make your calls in twos or in groups. Be exciting! Have fun!

ENTHUSIASM IS CONTAGIOUS. AND ALWAYS, WITH ORDER FORM IN HAND, ASK FOR THE ORDER!