



## 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.

[www.CookieCrumbles.ca](http://www.CookieCrumbles.ca)

