

Gertens Fundraisers

A healthy alternative to traditional fundraising!

Helpful Selling Tips To Remember

- 1) Promote your sales beyond family, friends, and neighbors. Place an ad in your school newspaper, church bulletin, or work newspaper.
- 2) When pricing, consider your market. People are often willing to pay more for a product that benefits a worthwhile cause.
- 3) Use power words in your sales promotion such as: quality, outstanding performers, strong tradition, etc. Tell your customers that the plants are "Gerten Grown." Gertens is highly noted for growing quality plant material.
- 4) Know what you are selling. Pictures and plant descriptions are available on our website, for most plants we offer.
- 5) Be specific about what your proceeds will go for, i.e., a trip, new uniforms, etc. Your customers will appreciate being fully informed.
- 6) After making your sales presentation, ask for their order! You will be surprised what people will buy when they are simply asked.
- 7) Be optimistic, energetic, friendly, and polite with your customers.
- 8) Ask for help if you need it. There are many resources and experienced staff at Gertens. If you don't know the answer to a customer's question, tell them that you will get back to them with the information they need. Keep your word and follow through. Your customer will appreciate your honesty and helpfulness.
- 9) Say, "Thank you." When someone buys from you, be sure to thank them for helping you meet your goal. If they don't buy, be sure to thank them for their time.
- 10) Have fun! Plants are a wonderful way to brighten someone's day.