

# The Professors' Crunchy Ice Cream



## ***A sales guide for sellers***

This document gives some tips and thoughts about the process of selling Crunchy Ice Cream in a fundraising environment.

You might consider distributing a copy of this to volunteers who will be selling or giving them a verbal brief. However, everything in this document should be treated purely as helpful thoughts rather than being a comprehensive advice and answers to all questions on selling techniques and safety.

## ***Consider who your selling too***

- Close friends, family and immediate neighbours are people likely to be more interested in helping your fundraiser than actually buying the Crunchy Ice Cream. So with this group of people you may be better explaining the fundraiser in more detail than the Crunchy Ice Cream unless they are specifically looking for information
- People who are less personally related to you, or don't know you or your fundraising group at all, will primarily be interested in buying the Crunchy Ice Cream rather than specifically helping your fundraiser. So with this group of people you may be better explaining the curiosity factors and the uniqueness of the Crunchy Ice Cream rather than trying to get them directly enthusiastic about your fundraiser. Supporting the fundraiser will be simply a bonus for most people in this category

## ***Some thoughts on keeping safe***

### ***Door to door sales***

- We suggest that children should always be accompanied by an adult if you intend selling Crunchy Ice Cream by door-knocking in the local neighbourhood. Even for young adults it might be worth considering going door to door in pairs rather than alone
- Perhaps let someone else know you are going door-to-door, the area you will be going to and a time you are expected to be back
- If possible take a mobile phone per person
- We believe it is better to conduct the sale at the customers front door, rather than enter their house

### ***Fete or market stall sales***

- We suggest that children should always be accompanied by an adult at a stall selling Crunchy Ice Cream
- Avoid keeping large amounts of cash at your stall, organise to have a small "float" of cash and the remainder periodically taken away
- Avoid leaving cash in view of people visiting your stall

### ***Pre-order deliveries***

- If you decide to deliver orders, please follow the same guidelines as with door-to-door sales

## ***In general***

### ***However, whoever and whenever your selling Crunchy Ice Cream***

- You should not try to trick or pressure people into buying, you should always only ever be giving a potential customer the chance to try freeze dried ice cream and help a great cause at the same time. Everyone satisfied is a great result and should be the only result your looking for.

### ***When selling in person***

- Make sure you present well and your potential customers can identify you as being part of the fundraising group you are selling on behalf of. Perhaps wear a uniform, badge, hat, scarf etc. that will make the customer feel association between who you say you represent and who you appear to represent.
- Smile - Enjoy yourself. Your meeting new people, learning new skills and working toward achieving your fundraising goals. People like to buy from happy people, not from ones who look like they don't want to be selling.
- Be confident. When you approach people with confidence and ask them to buy Crunchy Ice Cream to help your fundraiser you will find that most people will consider buying. If you approach with a slow "Er, er, er – Excusssee mmmee....." you may find people assume you don't have confidence in what your selling, so why should they?

- Don't be afraid to ask for the sale. Finishing by something like *“You can try Crunchy Ice Cream for just \$2.50, which would really help our fundraising. If this is something your interested in, how many would you like to buy?”*
- People will say “No” to your asking them to make a purchase, and that's fine. Everyone has their reasons for not wanting to buy. It might be they are on a tight budget, they are on a diet, they don't like sweets – It could be anything. Please respect peoples decision to decline your offer, continue smiling and be glad that they stopped to listen to what it was you were selling.
- In the unlikely event someone gets angry that you have suggested they buy – Simply keep smiling, say something pleasant like “Sorry to have bothered you” and move on. The next sale will feel even better.
- If selling in a shopping centre or another situation where the same people might pass you multiple times, try to keep track of who you've already sold too and who you've already asked for a sale. This might be hard to do, but it will make a huge difference to your efficiency and to the average response you get to suggesting a purchase.

## ***Some ways to suggest a purchase***

***When selling in person try some of these ways to get peoples interest in helping your fundraiser;***

- *“Excuse me, have you every tried freeze dried ice cream?.....”*
- *“Hi, would you like to help our fundraiser by trying freeze dried ice cream?.....”*
- *“Sir (Maam), Would you like to see Ice Cream that doesn't need a freezer?.....”*
- *“Excuse me, We've got some really interesting freezer-less Ice Cream? If your curious I can show it to you.....”*
- *“Hi , We're fundraising with some really amazing freezer-less Ice Cream. Would you like a look?.....”*