

Getting Customers to order  
online and increase your sales.

How can I get my customers to order online. This is the golden question! Why? Online customers spend more and are more satisfied, and serving them is more efficient. People who order online are also more likely to jump on the promotions quicker and respond better. One of the things you can do to facilitate the customers ordering experience is to make sure that the customers is entered into the system, because the first time user takes longer to enter in the address, name and email and if it is already entered, it will be a more quick and pleasant experience.

Some of our Alison's Pantry reps have had great success in getting their customers to order online. Here's a few ideas for you.

**Jennifer Sessions** in Roosevelt, started many months ago preparing her customers for the coming system. So when it was implemented they were ready and excited to order online. When she had a customer give her an order, she politely asked them to go online to try it out and let her know what they thought. They did.

**Amy Harding** in Cedar city, hasn't had a greatest of luck in getting her customers to order online, but hoped to begin offering an online ordering drawing with the coming year. When her customers place their own orders, she will enter them into a drawing for free shipping on their order.

**Duana Williams** of La Point offered a \$25 dollars off the next order to one lucky winner for putting on their own order. Some of her customers got right on and placed their order, but she still has a few that refuse to order online. For them she still offers to do it for them.

**Nisha Spaulding** of Milford UT has all of her customers ordering online, she says she really didn't do anything special. She thinks it is because she lives in a rural area and that's the only way they can get products is to order online. She does offer a drawing for 3 prizes each month when they place an online order. It has works great for her to give incentive to order.

Some of the reps have seen a decrease in sales because they are presenting it to the customer has the only way to order. Online ordering is an **option** for those who prefer to do it themselves. You won't want to make it mandatory. Doing that will decrease your sales. People like options. Change your mindset and offer the convenience that best suits your customer. Why do you think businesses offer different flavors of drinks? Not everyone is a Pepsi customer. In order to make your customers happy you need to customize each experience.

In my own business, I offered 5% off of the customers order if they placed their own order for the first month. I had 9 place their own orders out of 19 orders, the next month I offered a giveaway of a pizza stone, If you ordered you received an entry into the contest, if you placed your own order you received 2 entries. I had 15 place their own out of 39 ordering customers. This last month was the highest one so far with 19 ordering out of 45 ordering customers. They are coming along, and for the ones that aren't ready for online ordering, I will continue to give them my service in ordering for them on my own credit card and making a few extra points in the process.

For other customers I offer to place the order and ask them if they prefer to an e-check or a debit/ CC card. Explaining that the order will process on this date. The point being, I want the order so I will do whatever it takes to get my customers order, and to make them feel important.

Another important thing to keep in mind is how you talk to your customers, and whether you are following up with them before the order goes in. if you are sitting back and waiting for the customer to put in her order or for her to call you, you are probably not getting very good orders. You must contact the customer first. Some of the problems reps have is how to contact the customer, they feel that they are being a pest or too pushy. Here's some suggestions for you.

Did you know that 67% of people hang up the phone when they realize they are dealing with a computer. What does this say to you a rep? It says that a customer would rather deal in person with a real person. So if you aren't dealing with your customer in a personal manner you are leaving sales on the table.

I look at it as giving my best customer service and helping the customers to remember to order. We have such a busy life and are going so fast that many times we forget what we were doing after 10 minutes. Many times I think some of the problems lie in not having the words come easily to use when we approach our customers.

Practice what you are saying until you feel comfortable saying it. Find your verbiage and make it yours. I am including some scripts to help you with this. Having a script and learning to phrase your words will help you become more comfortable and make it feel more genuine. You want to give the idea to your customer that you are helping them to accomplish their plans, you are their personal shopping assistant. Try to change your thought processes that you are asking for money, you aren't (of course you are), but as soon as you see your customer as a dollar bill, you have lost the sale. You need to offer your help, teach them about the products, give them the knowledge to get the best possible experience with the products that we offer.

Here are a few tips to help you with your calls.

1. **Smile**- When you talk to a customer on the phone, smile, she will hear the smile in your voice. 55% of the conversation is transmitted in your face. The more you use your hands while talking on the phone, the more clarity will be there in your tone. Use a headset with microphone to free your hands.
2. **Be positive**, talk about positive things to start out your conversation, avoid bad weather, or other negative things.
3. **Do 5 jumping jacks** before you dial the number. This gets the blood flowing and your mind will be quick. It is proven that standing up while making a phone call will generate a positive flow. Talk in a open room, and not in a small closed space.
4. **Use awesome labels**, when you assign a label to a person, they generally like to live up to the label. “ your one of my best customers” they will subconsciously try to live up to this label.

## Scripts for AP in person

### Introductions to AP.

“Hi \_\_\_\_\_, My name is \_\_\_\_\_ and I have recently started working with Alison’s Pantry, have you ever heard of it? No, well, do you have a minute? We are a UT based company that offers restaurant quality food for your home. It is delivered by a truck about a week after it’s ordered and everything we sell is guaranteed, if you don’t like it we will offer you a refund. We send out a monthly catalogs to order from and I was wondering if you would mind taking one and then looking through it? I would like to call you in 2 days and get your opinion and thoughts on our catalog and products. Would you be willing to do that for me? Can I get your phone to call you back on \_\_\_\_\_? Thank you!

Hi \_\_\_\_\_, I have been thinking of sharing this with you. Here is a catalog from a company called Alison’s Pantry. I have recently stumbled upon it and fell in love with the products. I thought you might like to see some of the things that I love. Here is a catalog, would you mind taking a minute to look through it and then I will check back with you to get your opinion and thoughts. What time is best for me to contact you? What is your number? Thanks, I will call you back and see what you thought. Thanks!

### **At a booth or fair or show:**

“Hi, Would you like a sample? Have you heard of Alison’s Pantry before? Can I tell you about it? We are a UT based company, been in business for over 30 years. We have reps that represent us in 9 states. We offer restaurant quality food for your home, ordered once a month. It is delivered by a truck about a week after it’s ordered and everything we sell is guaranteed, if you don’t like it we will offer you a refund. We send out a monthly catalogs to order from and I was wondering if you would mind taking one and then looking through it? I would like to call you in 2 days and get your opinion and thoughts on our catalog and products. Would you be willing to do that for me? Can I get your phone to call you back on \_\_\_\_\_? Thank you!

### **Follow up on a catalog placement:**

Hi \_\_\_\_\_, Do you have a minute? **Yes**, great! I wanted to check back with you and get your thoughts on the Alison’s Pantry catalog that I left with you. What was your first impression? Did you see anything you might like to try? Yes: (I liked that too! ) Did I tell you about our great guarantee on everything in the catalog? Would you like to try it? I love that product and it is one of our customers favorites. We have an online site that you can place your own order on, or I can do it for you with your information and payment mode. If you prefer to do it yourself, that’s no problem. You just log on with your email, I have already created the account for you, the password is 123123, you can change that when you log in, then enter the items, and the payment form and I will do the rest. Thank you for your help. I will be happy to help you or if you have any problems, please let me know. I appreciate your support!

Hi \_\_\_\_\_, Do you have a min? **NO**- Is there a better time to catch you? I just wanted to ask you about the catalog that I gave you. I don’t want to keep you, I know your time is tight. I will call you back. What time works best for you? Thanks!!

**Texting reminder for orders:**

Hi \_\_\_\_\_, Just a quick note to let you know about the Alison's Pantry order. The deadline for catalog #\_\_\_ is \_\_\_\_\_ and I didn't want to miss you if you wanted something. Please let me know either by texting, FB messaging, or email, or you can go online and enter your own order. If I don't hear back from you, I will call you back again so that I can be sure I didn't miss you. Thank you for all your support! You're the best!

**Calling for orders- follow up to reminder:**

Hi \_\_\_\_\_, How are you doing, is this a good time? I just wanted to check back in with you. I haven't heard from you and didn't want to miss you. Did you get a chance to look over the catalog? Was there anything that you needed? I will be happy to add that for you. How would you like to pay for this? You can use your debit, a credit card or do an electronic check. If you would like, I can enter the products in your cart and then all you have to do is log on and put your payment info in. it's all secure!! Your payment will be processed on \_\_\_\_\_ and the order will be here on \_\_\_\_\_. What ever is easier for you, I am happy to do it, it only takes me a minute. Thank you!!!

**FB post in group:** (insert your featured item and pic)

Hi All,

Just a quick reminder about the Alison's pantry order. It will go in on \_\_\_\_\_ at midnight. If you need help placing your order please let me know. I will be happy to help you. Don't miss out this month on \_\_\_\_\_ It is a screaming good deal! You will love it! Also, for anyone who places your own order on the website you will be entered into a drawing for \_\_\_\_\_! Good luck!!



**Reminder for ordering including the sample you sampled last month:**

Hi \_\_\_\_\_, I am just checking in with you to see how things are going in your life. I hope all is well. I wanted to also remind you of the deadline for the Alison's Pantry order, it will be \_\_\_\_\_. If you loved the sample of \_\_\_\_\_ that that you tried at delivery last month, don't forget to add that to your order too. It's # \_\_\_\_\_ and is on sale for \_\_\_\_\_ a savings of \_\_\_\_\_. Once again, I will check back in with you if I don't hear from you. Thanks!!

**FB post in group:** (insert your featured item and pic)

Hi All,

Just a quick reminder about the Alison's pantry order. It will go in on \_\_\_\_\_ at midnight. If you need help placing your order please let me know. I will be happy to help you. Don't miss out this month on \_\_\_\_\_

It is a screaming good deal! You will love it! Also, for anyone who places your own order on the website you will be entered into a drawing for \_\_\_\_\_! Good luck!!

[www.alionspantry.com](http://www.alionspantry.com)

**Asking for a referral in person:**

Hey, can I ask you a favor? I'm trying to grow my business, and you know different people than I do. Do you know anyone who might be interested in looking at a catalog? Would you be willing to hand out 2 catalogs to your friends, give me their phone numbers so that I can call them and get their opinions on our catalog? If either of them place an order, I will give you \$5 off of your next order. I appreciate you! Thank you so much.

Looking for a Credit card to use for your business? Look for ones that have no annual fee, offer points or rewards and are easy to work with. Here's a couple of links for you.


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# Who do you know?

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Friends:

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Neighborhood, School & Community

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Work & Church Groups

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## Who do you know #2

Families with children, new married children of current customers, sporting teams and clubs


30 to 60 age persons, homes with 2 working parents, homes with students


Office personal– dentist, doctor, clinic, post office, county, and city offices


Day cares, preschools, new neighbors in your neighborhood.


## The Fortune is in the Follow Up!

**“Not following up with your customers is the same as filling up your bathtub without first putting the stopper in the drain.” - Michelle More**

1. Set expectations first. Let them know you will be checking with them to remind them about orders going in. Find out how they prefer to be contacted; text, Facebook, email or phone call.
2. Contact new customers to see if they are happy with their products or if they have any questions. You can also send recipes, valuable tips, or a thank you note.
3. Always follow up after vendor shows – within the next week. If you wait too long to contact potential customers they will forget who you are and lose interest in Alison’s Pantry. Call them and ask them if they would like to receive a catalog or place an order.

From the Tag Team: Follow up message after a vendor show: “Hey \_\_\_\_ Loved meeting you at \_\_\_\_\_. Thanks for stopping by my AP booth! Unfortunately you didn’t win the giveaway, but I’d love to invite you over to my business page for another chance to win. “I’ll be doing a drawing once we hit 25 new fans!). Come Say hi! Here’s the link if you are interested.”

4. Follow up when you ask for referrals. Just giving a customer an extra catalog and asking them to share is not enough. When you contact them later in the month to remind them to place their order, ask, “Did you get a chance to share the catalog? Was \_\_\_\_ interested?” And then restate your referral incentive. “I would love to give you free shipping for helping me to build my business.
5. Tasting parties are another opportunity to follow up. BUT you will have the most success if the party hostess follows up instead of you. She knows her guests well and will get the best results. So remind her to follow up.

### Follow up Tips:

- Silence the self sabotage. When you don’t hear back right away, don’t make up stories in your mind about why they haven’t ordered yet or that you are bugging them. They are probably just busy.
- Send a *short* reminder – short and to the point.
- You are not bothering people if you show them you are interested in working with them – and you offer value.
- Know the best time to follow up.
- Send unique and specific reminders.
  - Mention specific dates, specific products
  - End with a question.
  - Email subject lines – make them interesting!
- Follow up until you get either an order or a “no thank you this month.”
- If you have followed up a few times and gotten no response, ask if they still want to receive a catalog.

Worried about being too pushy? Does it feel like you are pestering your customers?

Following up with customers lets them know the following about you:

- You are organized and professional.
- You genuinely care about working with them.
- They’ll think you really mean business.
- They will want to buy from you because you checked back with them.
- Repeat customers. It’s all about the follow up.
- “Diligent follow up and follow through will set you apart from the crowd and communicate excellence.” John C. Maxwell
- 80% of sales require 5 follow up calls after meeting. 44% of sales people give up after 1 follow up. Do you have a follow up strategy?
- “Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.” Thomas Edison
- You’ll be amazed to see how much trying even a tiny bit more can give you an abundant amount of results.
- When you follow up with people, you’re nurturing those relationships, think of it as watering seeds.” Lotanna Ezeogu

## **Worried about being too pushy? Here is what some of our Top Reps had to say about that:**

“As far as being too pushy... I am always worried about that myself and so I try to be up front with my customers and ask them if they would like additional text or reminders or if the emails and text with just the informative information is enough for them. I guess I feel like this is more just being a good “friend” since that is what a lot of my customers are.... I will call and just have a conversation with them about something that does not even pertain to Alison’s Pantry and sometimes just hearing me prompts them to remember to place an order and if not it just keeps a good standing relationship with them. With being up front with my customers every so often one of them will say, “Oh, I missed the deadline,” and I will just ask them if they want to be added to the group of my customers that I do extra messages for. I explain that we all lead busy lives and I don’t mind sending extra reminders if it doesn’t become a nuisance to them. I also am very up front with letting them know that it is perfectly ok to tell me that you don’t need anything and that I don’t require a minimum or frequency to be a customer. I always jokingly say to my customers, “I don’t ever want to be the person walking down the street where you feel like you have to dodge and hide behind a light pole because oh great, here comes that Alison’s pantry lady.” It’s a small town and I want to have normal conversations with people that don’t always revolve around business too.” **Danielle Sayler**

“To anyone feeling like they are being pushy or bothering people, I have learned that we are all busy and we look at that text or rush through a phone call to get back to something more important and then forget that we needed something. You are simply giving your customer that “last chance” to get their orders in and not miss out on something they need or that they wanted to get while it was on sale. I have had more than one customer thank me for making that last minute phone call/text and not once has anyone ever told me not to call/text back.” **Mindy Raymond**

“Almost all customers are grateful for the texts, messages, or calls! Keep your contact short unless they want to visit. Everyone’s time is valuable!” **Patty Cummins**

“I was one that thought reminders were too pushy when I was a brand new rep and now I know they are total key to your success in Alison’s Pantry!” **Kelli Bone**

“All I can say is reminders are good. A good example – look at my sales two months ago and last month, #11. I did only email reminders. So my sales dropped tremendously. Reminders are good.” (Her sales went from \$2,500 without to \$4,200 with reminders). **Linda Pekas**

“I am not a pushy person at all and I don’t feel that by doing reminders that we are being pushy. It’s really a kind reminder that if your customers want anything that month, to get their orders in. They are just like us and like the reminders!” **Barbara Anderson**

“I am one of those reps worried about being pushy, but I always have a few who thank me for reminders! I do try to make my reminders personal and something different every time. I mention the weather and since it’s cold maybe suggest a soup that I personally love!” **Tasha Losing**

“For me just asking them to tell me no if they are not ordering works because if they don’t want me bugging them all they have to say is no order right off the bat. Otherwise they will hear back from me until they say yes or no!” **Laurel Conover Jess**

## How and When Reps Are Doing Reminders

"I start out each month sending out a very generic informative email. Then each week I follow up with another email just remind them of the highlights from the original email. The third week which is typically order week I send out at the beginning of the week about my early bird deadline which is usually the Thursday before orders are due. Then I also send a reminder on closing day. On the Thursday or Friday before orders are due I print off the ordering versus non-ordering customers report and contact those that I have not heard from via text message, or I call my older customers and let them know that the deadline is on Monday.

Honestly my customers are trained very well and typically respond. I also know which customers usually hold out until the last day so I may have to send them an extra email or text. I have discussed with my customers if they prefer to have text if I do not hear from them by a given day or time, or if that is usually just an indication that they do not need anything that month. That method has seemed to work out very well for me. I don't feel like I'm bothering my customers and they can let me know if they are a very forgetful person so that I can help them out with extra reminders.

The last thing that I could suggest would be to know what your customers want because if you can see that come up on the website as being available or as a hot deal, you can contact those customers about it. Once they have a start of an order, then they are more likely to finish an order." **Danielle Saylor**

"I have been using Facebook as reminders and it works great!! Also, I email as many people as possible... when I email them I try and make the email upbeat and not as though I'm just sending an email out as they need to order, I'm sending the email because I care about my customers as well as getting them the products they truly love from Alison's Pantry! I also ask my customers if they would like a reminder and if so how would they like to receive them, via text, email, call or just the friendly reminder on Facebook? It seems to be working so far!" **Nichole Henderson**

"I ask the customer which methods of communication they prefer then I send emails, texts, make phone calls, and make Facebook message reminders the week the order is due." **Lori Miskin**

"Find out how your customers prefer to be contacted. When my customers place their initial order I ask. Then I send out reminders via text/call the Monday before orders are due. I mark who I have made contact with, whether they placed an order, or if they tell me they are good for that month, or whether they have told me to make sure I get an order before it goes in. The Friday before orders are due I make contact with anyone I have not yet heard back from or made contact with over the past week. As I am making my reminders I make sure to mention the sales that are going on, especially the ones that apply to that specific customer. This month it has been bacon, cinnamon rolls, chicken cordon bleu, etc." **Mindy Raymond**

"Up until the last minute I send text messages, emails and Facebook posts and messages and I have a very few that I call. I send four email reminders through the duration of the catalog and post at least once a day on Facebook. Then I personally message them at least once at the end if they haven't ordered." **Jacy Stolem**

"As far as follow ups and reminders I start reminding people on Facebook usually 5 days before my cutoff date. I always give out the deadline as noon the day before the order is due in the office. On my cutoff date I then do group texts to as many non ordering customers as possible. I also instant message or phone any others. I tell them that my final cutoff is at 6pm. This usually will add on anywhere from \$1000- to \$2500 more in sales each month! There are always a few customers that end up getting a hold of me on Monday too! Of course I tell anyone I see too about the deadline!" **Patti Cummins**

"I try to send a reminder within a day or two of my rep reminder (the one that we have a week to get orders in), getting everyone thinking about it, and then one the day before orders are due. I have also learned when doing my call reminders to smile when talking on the phone because people can "feel" that or sense it somehow through your voice. I am huge on customer service. Make people feel the way you would want to feel. I try to always ask about family or kids or what is happening in my customer's life as to make Alison's Pantry more personal and not just a product people are

buying. And I try to ask what people's favorite products are or what they would like to see us add to our catalog. Getting back to customers as quickly as possible is important and it's better late than never!" **Tasha Losing**

"I make about 3-4 reminders during order week. I start on Monday and end on Sunday because that is most everyone's least busy day. Then I make one more reminder text on closing day for my customers who have not ordered by then. All of my customers have thanked me numerous times for the reminders because life is busy. I like the personal connection so with my older customers I call and chat with them and remind them about order week and ask if there is anything I can help them with etc. And then my text savvy customers I send out a text message." **Kelli Bone**

"I do an email sometimes the first week catalogs are out with a few sales and any news I need to tell them. I do an email five days before with a countdown of how many days are left. Then I do an email the last couple of days. I also will text anyone who has not ordered yet. I ask my customers to please respond either way so I quit reminding thru text. Those that say yes, I only bug when time is running out. I call people that don't do email and text when I can." **Linda Pekas**

"I do mostly text/Facebook message reminders. I do one at the beginning of the week and then another the day before the order closes." **Barbara Anderson**

"I don't have catalogs mailed because it forces me to pass out catalogs personally and make a connection with each customer. If they are not home, I come back later. I put the catalog in the customer's hands each month. I set aside 2 days, 2-3 hours each day to do that. I like making personal connections. I see a lot of customers when I am picking up my kids from school. Customers don't forget about me because they see each other every month.

I post 2 to 3 times per day on my Facebook page. That helps a lot too. I use content from the other pages. My 'What's for dinner section' is popular. I post what I make for dinner every night with the ingredients.

Reminders 1<sup>st</sup> of the week of orders, I send out a text, remind about upcoming holiday, text on Thursday, talking face to fac, and Facebook. On Monday I have a few stragglers and text until they tell me no. Most people are so glad I send reminders. Most people are really grateful and need reminders.

I deliver to customers in other towns. I take a day and meet at the school parking lot for about a half hour. I have gotten lots of new customers because I deliver. I also deliver to some of my older ladies. The more I do it, the more I learn." **Jennie Segler**

"I have my customer list in a 3 ring binder. I put the clear sleeves over the pages and use dry erase markers so that each month I can just clean them off and start over. The Monday of our order week I send out a mass email to all of my customers that have email with the first reminder and usually list some of the hot deals etc. I let them all know that if they do their own orders online they have until the following Monday at midnight. If they want me to do the orders I want them by Sunday.

I also ask them to please respond back one way or another letting me know if they Will Not be ordering so I don't continue to bug them with additional reminders. This weeds out some that automatically say no. On my customer list I put an E next to each name on the left side so I know I emailed them. If someone says no then on the right side I put No next to them. I do the same thing with a mass text for my customers that text (some get both email and texts) with the same information also asking them to let me know if they don't want to order. I put a T on the left of the list for these. As I get orders I mark Os for orders on the right. On Wednesday I start calling all my non email and non text customers. On those I mark C for called, VM if I left a voicemail, WCB if they will call me back later etc. On Saturday I resend my text and email to those that have not ordered yet. I recall all of my call people on Sunday if I have not heard from them yet. By Monday on the right side of my list everyone should either have an O for order or a NO. This is my way of knowing I reached out to everyone." **Laurel Conover-Jess**



First Name	Last Name	Phone Number	Address	City	State	Zip	Notes
NO							E
NO							P
NO							C
NO							WCB
NO							ET
NO							ET
NO							WB
NO							E
NO							P
NO							T
NO							E

First Name	Last Name	Phone Number	Address	City	State	Zip	Notes
NO							ET
NO							ET
NO							ET
NO							E
NO							P
NO							E
NO							E
NO							VM
NO							C
NO							E
NO							T
NO							E

E = Emailed  
T = Texted  
C = Called  
VM = Voicemail  
P = in person  
F = Facebook