

Customer Referrals – How your customers can help you grow!

Prepare catalogs to give out to new people—

1. Make sure your name, your contact information and the order deadline date are on each catalog to be handed out to new people.
2. If you are offering the new person an incentive to place that first order, attach that to the catalog (coupon, drawing requirements, sample, etc.).

Invite your customers to help you—

1. Invite your customers in person to share a catalog with someone they know. If they are willing, hand them an extra catalog and let them know you will call them in 1 week to see who they gave the catalog to.
2. Follow up with your customer 1 week later to see who they gave the catalog to. Get the person's name and phone number. **If they haven't given the catalog to someone yet, ask them if they would do so in the next couple of days and you will check back with them in 3 days to see who they gave it to.
3. Contact the new person at least 1 week before your order deadline to see if they have had a chance to look through the catalog and if they would like to place an order. If you are offering the customer an incentive, remind them of what they can earn with their first order.

Incentive ideas to offer customers for their help –

- Drawing – get an entry for each new customer referred
- % off their order
- FREE shipping
- \$ amount off their order
- FREE item – Rep Only Incentive items (cake/pie servers, key finders, clips, tumblers, aprons, etc.)

SUGGESTION—Make it a requirement that the customer **MUST** place an order the same month the new customer places their first order to qualify for the Referral Incentive you are giving.

Send out reminders—

Remind your customers to share the extra catalog with someone new and what the incentive is they can earn (if any) for helping you to grow. Use email, text, and Facebook and send this reminder several times during your order week.

GOOD LUCK!





Catering to Your Customers' Needs

*"Until you understand your customers, deeply and genuinely, you cannot truly serve them."
Rasheed Ogunlaru*

Show your customers you care about them: "The customer doesn't care how much you know until they know how much you care." –Damon Richards. There are many ways to show customers you care such as remembering their birthdays, showing appreciation with samples, gifts or cards, and remembering their favorite products and letting them know when they are on sale. The easiest way to show you care is to ask about them, listen carefully, and remember the details so you can follow up.

Know your customers: Details such as how many people they are feeding, if they work full time, and if they have any food restrictions or allergies, can help you find products that meet their needs. (check out the fun customer quiz you can give to your customers to get to know them better).

Know our products: If you want to help your customers find foods that fit their lifestyle, needs, and wants, you have to be familiar with our products. Hopefully you are your own best customer and you are buying Alison's Pantry products so that you know what they look like, how they come packaged, and how to store and prepare them. Webinars are also a great help because there we teach you all about the products. When you truly love AP products they are easy to sell!

Customers need good communication: Be Available (no I am not talking for a date). Will your answering machine accept messages or is it full? Does your voice mail say you work with Alison's Pantry? Please fix it if it doesn't. Clear out your messages so you can accept more. Answer your phone, or get back to customers *within 24 hours*. Text back. Call back. Email back. Be prompt. People are not going to trust you with their money if they can't get a hold of you.

Solve their problems: If your customer is retired and all of her children have moved out, you wouldn't tell her about our bulk Tater Tots. But you would tell me about them! I have a large family, I work full time, and when I need a quick side dish, Tater Tots work great. You would definitely tell your retired couple who doesn't really want to cook anymore about our Soup Supreme and Deli Containers. They can cook the soup all day in the crock pot for a warm, nourishing meal at the end of the day. The leftovers can be scooped into our deli containers and frozen for another day to warm in the microwave for a quick lunch for two. Knowing your customers and understanding their needs can help you to better serve them and help them find products that not only meet their needs but also solve their problems.

Go the extra mile: Some of your elderly customers might need you to deliver their order. Some customers don't want to use the online ordering system and will need you to put their order in for them. Customers love it when you remember what their favorite products are and remind them when they come on sale. Going the extra mile doesn't take a lot of extra effort, it just takes focus.

Follow up! We are all busy and forget important things. Reminding your customers that the order is going in is good customer service. Sometimes people need several reminders. Also, follow up when you ask for referrals, when you offer samples (would they like to order what they tried and loved), and when you give out catalogs to new people. If you want the sale, ask for it.

Knowing your customers, knowing best how to solve their problems, knowing our products, and going the extra mile, can help you offer top notch customer service. When people feel like you care about them and their lives, and you help them get dinner on the table in a way that works for them, you will have loyal customers for life!