



Why should you take advantage of the holiday catalogs to make your sales bigger?

1. Customers are in the holiday mood and are on the lookout for gifts and buying ideas.
2. Most customers are time conscious and love to get ideas that they don't have to think about.
3. AP offers some very practical and great tasting gift ideas for customers
4. AP also has a marketing kit to help you with doing a holiday open house.

### Planning your open house- Step by Step

1. Pick a date between the delivery you will receive your kit in and the next order deadline of the catalog you want to order on. To make use of the holiday catalog you would want to focus on having your customers order from the #12 order. You want to order your samples/ display items on the #11 catalog and then when they are received you will prepare your open house. If you receive your order and have time between before your customers pick up their orders, you can plan your open house for your delivery days. This way you will be assured of having a good turn out, it takes a bit of planning ahead, but it usually turns out very well.
2. Another option is to advertise your open house on the delivery day of #11 order, give each customer an invite at delivery, encourage them to bring a friend to the open house. Tell them how much fun it will be and offer an incentive for bringing a friend. Plan the date a week before the deadline. Mail invites to all your customers so that they receive the invite a minimum of a week before the event. Allowing them time to plan to come. Average attendance for a party is about 50%. Invite 20 get about 10 to show up. Call them ALL a few days before and remind them about the open house. Tell them you don't want them to miss out on a sneak peek at the holiday items. Remind them of the samples they will get to try.

### What to Display

1. Pick a theme: I like to pick a theme to decorate by, Christmas, Snowmen. Thanksgiving, etc.
2. Table Décor: I like to use holiday décor to jazz it up. Nothing extravagant, you can go to the dollar store and find fun things. Little elves or snowmen that you can put by the products to make it feel more in the theme. I like the wrapping paper as a liner to add color to a plain table linen. I also use lots of ribbons and wrapping paper to add an accent to the tables and packages.
3. Don't be afraid to wrap up a few bags of muffin mixes with a muffin scoop, or cookie sheets with lids and parchment paper.
4. Go through the catalog and pick out the items you want to display. Make sure to order them early to have on hand. Customers will purchase more when they can see, touch and taste the items before. Focus on the holiday items with a few of the basics thrown in. ie. Gravies, seasoning mixes, dips, breads, soups, baking needs, Vegalene, vanilla etc.

5. Go through your cupboards and display AP products that look full or unused. Remember you are trying to get them to see them. Better yet have a few new products to sell. It's best to have an extra of what you are sampling incase someone needs it right now.
6. Use all available areas to display fun colorful displays. It makes it feel fun. You want your guests to look around and want to peek at all the areas. Use height to feature items, an old clean shoe rack makes a great rack on a counter top or table top to place small items, spices and such.
7. Have a pot of Royal Mulling Spice #3716 simmering on the stove to smell up the area and entice your customers to buy.
8. I like to have a couple of options of gift baskets for those customers that want something fast and already done. Make sure you add a catalog, business card and possibly a gift certificate to the mix.
9. Offer gift certificates if you want
10. Drawing Slip jar- Have this in view so they see how many tickets are inside. I use tickets when they come, I also have them fill out a slip with the question on it. If they bring a friend, they get another ticket. If they make an order that day, they get another ticket.
11. Have a gift for coming- you can use the magnetic clips, or brownie turners. If a customer brings a friend you could give them an extra drawing ticket and an extra gift, maybe the key finder #8665 or something like that.  
*Rep Only Items:* <https://www.alisonspantry.com/search?type=product&m=0&oemnumber=rep+only>
12. Wrap Gifts and giveaways- Use pretty cellophane to wrap up your items for display and for giveaways and purchasing gifts. Offer free gift wrap for your customers who want a gift basket. Lots of ribbons and cute wrapping paper, use our wrapping paper, use what you sell.

### What to sample?

Of course, you must have samples; samples sell product. Remember anything you sample is a tax write-off. Look through the catalog and find items that you haven't sampled before, or items that fall within the theme you choose. Then find ways to display them and offer them to your customers.

1. Some suggestions are to offer a small taste of a homemade soup using the NEW Reames Egg Noodles, or if you're not into making scratch soups you can use your favorite Soup Supreme.
2. Sample 1 or 2 of the Lehi Roller mills products so your customers know how good they are.
3. Mint Brownie Truffle Mix, Cranberry Orange scones, Pancake & Syrup gift sets
4. Display the Scrumptious Sweet & Salty Premium Holiday Nut Gift Box, Sweets Chocolates, Pioneer Valley Cream Syrups.
5. Display the Pecan Pie in a Jar, or better yet you can sample them using the Pillsbury small pie crusts, they make great neighbor size gifts or friend sizes.
6. Rolls with a small taste of soup is a great sample
7. Dips with pretzel snaps #2319 or pieces of Stone ground Sourdough baguette #8977.
8. Meatballs in sauce: Marinera, BBQ or try one of our Asians sauces and serve on a toothpick.
9. Marvelous Macaroon cookies # 1965

10. Best maid cookies, any variety.
11. Richly Delicious Fudge brownies #1824 baked in our new Brownie Bite pan #1460
12. Small Conestoga Sweet crème pancakes #7435 with flavored syrups
13. Tillamook Cheese snacks. Smoked Black Pepper #5036 or Medium cheddar #5035
14. Any of our berry blends in a smoothie.

### Plan it!!! Execute it!!!

1. **Pick your date** (somewhere between your delivery and the next order deadline.)
2. **Speak with your RSM** to order your marketing kit. (Make sure you allow 2- 3 weeks before the delivery BEFORE your open house to order your kit)  
Your kit will be charged \$50 on the invoice coinciding with the delivery of the kit. Make sure to take pictures of your tables and area, and samples etc. You will need to post on the FB group about your event to receive your reimbursement. You are allowed one \$50 reimbursement per calendar year as a rep if you meet the requirements.
3. **Ask a friend or family member to be a helper**, offer her a gift for doing so, she can help you with the samples and small talk with the customers.
4. **Place your own order** for the items that you will feature, sample and giveaway (order with the order before your open house, allow enough time to wrap gift baskets and get display's ready).
5. **Make your invitations** - set a date to deliver them! 7- 10 days out
6. **Make reminder calls** - 3 days ahead call each guest and remind them ask for RSVP
7. **Email reminder**- Night before open house – email a reminder
8. **Text reminder**- Day of open house- text a reminder in the morning to all guests, and then text again 10 minutes before you start, remind them of the times, to bring a friend and about the giveaway for coming.  
**Night Before**- Set up your display's and ready your house. Buy a bunch of balloons to post outside as eye catchers in your neighborhood. Put up posters on the street corners for advertising.
9. Do a **FB live** when some of your guests arrive. Start excitement for the open house.
10. **Success!** Have fun and be happy, you will have a successful open house.

To:

From:

a *Gift* for you!

(doesn't require reciprocation)



but I wouldn't  
say no...

To:

From:

*Spoiler Alert*  
it's not a car



To:

From:

*Merry Christmas*

Sometimes it's the thought  
that counts, but not this time.  
This is SD much more than a thought!



To:

From:

PREPARE  
TO BE

*Amazed*  
or at least  
pretend



spent a bit of money

but alot of

*thought*

To:

From:



it's the  
*thought*  
that counts

but it's not  
as fun to unwrap

To:

From:



you are sooo

*welcome*

To:

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you are sooo

*welcome*

To:

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The holidays are a great time to show your customers how much you appreciate them and their business and I'm going to share some fun things you can do this upcoming holiday season. But I want to first stress that Customer Appreciation can be and should be done all year round.

**THINK** - What will make your customer feel appreciated? How can you show them you appreciate their business? Why is this an important part of your AP business?

A lot of times it's not huge things but the little stuff they do – a smile and a greeting when they see you or you enter their store, they thank you for coming to them or their establishment, invite you to come back. Maybe they gave you a coupon to use that day or the next time you ordered or made a purchase. Maybe you got something extra with your purchase – like a gift or a sample.

**WORD OF MOUTH** – It's not active advertising on your part but it can greatly affect your AP business in a good way or a bad way. Your customers interact with other people every day. What are they saying about you? Well, let's talk about ways you can show customer appreciation that will help them say GOOD things about you and your Alison's Pantry Business. These ideas will help you build loyalty with your customers so that they are going to buy from you even though they may have access to better or more convenient products.

**So, what will keep bringing them back month after month?**

**Customer Appreciation involves.....**

**1. Great customer service**

- Give your customers a good experience with you and AP EVERY time to see them. Contacting them with order reminders, taking care of issues and concerns in a timely manner, getting orders to them.

**2. Recognize your customers**

- Thank You postcard – an extra mention appreciating their business.
- Birthdays (offer a discount or give them a coupon, Pantry Bucks or gift certificate during their birthday month),
- Recognize their anniversaries, other special event in their life, or sympathy of a tragedy.
- Ask your customers to share their favorite products and how they use them or ask them to share a recipe using our AP products and post them on your Facebook group or page.
- Add an extra WOW by giving them a gift certificate or AP product.
- When you see them at other times, acknowledge them. Comment on their Facebook posts or at least LIKE them, if you can. It only takes a couple of seconds to make them feel important to you.

**3. Reward your customers**

- Sample products to customers when they pick up their orders (advertise what you will be sampling to those who are picking up an order that month. Others will feel left out!)

- Early Bird - Give a gift to the first person or first 5 people to come pick up their orders each month. Have a drawing or give a prize to those customers who get their orders in early by a certain date (Wednesday before or Friday before deadline).
- Give some type of referral bonus for customers who bring you a new customer (coupon, AP product)
- Use punch cards to reward frequent buyers or those who buy a certain amount each time they order. (Punch Cards)

#### 4. BONUS EVENT

- Hold a customer appreciation party or dinner – invite all your customers and encourage them to bring someone new to AP for an extra chance to win a prize. Have door prizes, goodies to sample and an incentive to place their order that day. (Picture of Tony and Beth's dinner.)

### Gift Ideas

- Fill a mini loaf pan #7810 with cookies, put in a Mini Bakery Bread Bag #7803 and tie a cute ribbon on the end to close. Attach a cute gift tag.
- Mini loaf pans are also great to fill with brownies, breads, cinnamon rolls.
- Fill a 16 oz. spice jar with AP candies and tie a ribbon with a gift tag. For Christmas, decorate the jar like a snowman or a reindeer.
- Order the magnets with the next year's order deadline and delivery schedule so customers have a reminder all year.
- Give AP branded items – key chains, oven mitts, tumblers, aprons, etc.
- Fill our 3.5 oz. mini spice containers with Cinnamon Vanilla French Toast Sugar or Royal Mulling Spice and directions on how to make Spiced Apple Cider.
- Gift Certificates / Pantry Bucks

### Specific customer appreciation ideas for the holidays / end of the year

- A Christmas Card – mail it to ALL customers.
- A special gift – for those picking up an order in December. \*Sconza Candies, holiday gift items (Catalogs 11 & 12), Rep ONLY incentive items (Magnetic Clips, Spreader, Cake Server, Pie Server, Key Finder, Slotted Basting Spoon)
- A gift certificate – for top purchaser that year, most frequent purchaser that year (an order every month).

**\*\*Whatever you choose to do to show your customers how much you appreciate them and their business, do it, every month, if possible. Good luck!!**

Customer Coupons: <https://pantryacademy.com/2017/01/11/customer-coupons-for-rep-use/>

Customer Gift Certificates: <https://pantryacademy.com/2016/08/17/customer-gift-certificates/>

Pantry Bucks: <https://pantryacademydotcom.files.wordpress.com/2016/06/pantry-bucks.pdf>

Punch Cards: <https://pantryacademy.com/2017/02/10/webinar-3-camp-chef-augason-farms-nutristore-easy-easter-dinners-and-using-punch-cards/>

Gift tags: <https://pantryacademy.com/2016/09/24/webinar-thanksgiving-tips-ap-holiday-gift-preview-and-customer-appreciation-ideas/>