Alison's Pantry®

Representative Manual

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Welcome to Alison's Pantry!

We're excited that you have decided to become a Representative. This manual is designed to walk you step by step through the first few months of being a sales rep, and then to be a helpful guide to orient you and help you build your new Alison's Pantry business. New ideas and product highlights will be coming your way through e-mails and on our blog at www.pantryacademy.com. Please refer to these resources often for new ideas to attract new customers and for ways to better serve your current ones.

Best wishes for your new Alison's Pantry business!

- Email Rep Support at support@alisonspantry.com
- Main Office: 866-5-PANTRY (866-572-6879)
- Local Number: 801-796-6411
- Text Number: 801-876-1512
- Rep Website: https://pantryacademy.com
- Rep FB page: https://www.facebook.com/groups/145765593745
- To view the training video again, go to: https://bit.ly/2OWGZjl

Getting Started With Your Alison's Pantry Business

Welcome to the Alison's Pantry family!

We want to help you get a running start with your business.

STEP 1 - Paperwork

You should have received a welcome email from the office with the following steps that must be taken care of before you will be activated in our ordering system and be able to place your first order:

1. Fill out the Bank ACH form for the bank account you will be using for your business. This is the account we will pull your Net10 payments from (if you qualify) and deposit commission withdrawals. We encourage sales reps to have a separate account for their AP business. If you ever need to change the bank account you use, you will have to fill out and submit a new BANK ACH form to the office. The office can email you one that you fill out on your computer and send back.
2. Sign the New Rep Agreement. Please read this carefully as these are the terms you agree to follow while you are a sales rep for Alison's Pantry. (See Agreement following this section.)
3. Fill out the "Who Do You Know" Form. This step is crucial to help you get off to a good start. Because this is a relationship based business the names on your who do you know form will eventually become your customers. Your friends, family, and neighbors you know are called your 'warm market' These are people who would answer the phone if you called them. You wouldn't include someone on this sheet if you don't know them well enough to sell product to them or they are too far away to pick up or deliver food to.

STEP 2 – Training Videos

1. Intro from Joshua Kissee
2. Important Contact Information for Alison's Pantry, Who Do You Know, Catalogs, Catalog Mailings, Follow Up, Tax Advantages, Handling Frozen Items, Handling Customer Questions.
3. Delivery and Inventory
4. Using the online ordering program – Rep Portal.

STEP 3 – Social Media

1. **Facebook**

   We strongly recommend at a minimum you create a Facebook business page. They are free, simple and allow you to post as often as you'd like without worrying about spamming your friends that aren't Alison's Pantry customers. Please see the video tutorials on how to create a business page.

   - **Sign up for our Rep FB Group** – the office will automatically add a new sales rep to the Alison's Pantry Representatives group.
   - **Create a customer group or business page of your own** – it is personal preference how sales reps use Facebook to market and do order reminders. By setting up a customer group or business page, you are able to target those who would be able to order from you. For Instructions on setting up your Facebook business page, watch these step-by-step videos:
     - Video Tutorial 1 - https://bit.ly/2RFRrgD
     - Video Tutorial 2 - https://bit.ly/2CcRCGw

A. **Group** - A customer group allows you to add customers who are your friends on Facebook. When you post in your group, only those in your group will see your post so you aren't bombarding your other friends on Facebook with your AP posts.
B. **Business Page** - A business page allows you to reach out to more people who must LIKE your page to see your posts unless they search out and visit your business page by choice. A business page has more features that allow you to schedule posts, create events, and boost posts out to the public. **Boosting qualified posts does cost money but can reach a larger number of people depending on how much you are willing to spend.
C. **How to Share a Facebook Post** – any post made on a public Facebook group or page can be shared on your personal Facebook. To share a post, do the following:

1. Click on Share next to the right arrow at the bottom of the post you want to share.
2. Click on the option of how you want to share your post.
   A. Share Now (Public) – this posts right to your personal Facebook profile and you won't be able to add your own comment.
   B. Share… - this will share to your personal timeline by default or you can click on the down arrow at the top to choose other options. You can add your own comment to the post by clicking on Say something about this… and typing your comment.
   C. Send as Message – This will allow you to send this in a group Facebook message.
   D. Share on a friend's timeline – you can choose which friends you would like to see this post. You can also add your own comment to the post.
   E. Share to a Page – this will allow you to share a post to a Facebook page you manage. You can also add a comment to the post.
3. When you are ready to share the post, click on Post (blue box in the lower right corner). A box will pop up letting you know the post was successfully shared.

For more info, check out these links:

- https://pantryacademydotcom.files.wordpress.com/2015/12/facebook-marketing-slides.pdf
- https://pantryacademy.com/2018/08/29/12-tips-for-going-live-on-facebook/

2. **Instagram**

Instagram is a photo and video-sharing social networking service owned by Facebook. It is a simple, fun and creative way to capture, edit & share photos, videos and messages with friends and family. This is a great place to share pictures of our products and meals that you have prepared with Alison's Pantry products. You can view Alison's Pantry's Instagram posts at: https://www.instagram.com/alisonspantryfoods/?hl=en.

To create your own Instagram account and to learn how to use it, go to: https://help.instagram.com.

3. **Twitter**

Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets". You will find posts on what is happening in the world and what people are talking about right now. Alison's Pantry has a Twitter account at: https://twitter.com/alisonspantry.
To find out more about Twitter and how to use it, go to https://about.twitter.com.

4. **Pinterest**

Pinterest helps people discover and do what they love. You can search any subject and find Pins. Every Pin you see is an idea that someone saved on Pinterest. A Pin links back to the site it came from, so you can learn more – like how to make it, or where to buy it. When you find a Pin you want to save for yourself, click the SAVE button to add it to one of your boards.

To learn more about using Pinterest, go to: https://help.pinterest.com/en.

Alison's Pantry has a Pinterest account at: https://www.pinterest.com/alisonspantry/?eq=Alison%27s%20Pantry&etslf=10797.

5. **Email**

Each email provider has their own way of creating email groups and you'll want to create customer groups to make sending the same email to each of your customers a breeze.

For specific directions on how to create a mail merge with your preferred email program please contact your sales manager.

6. **Texting**

Texting is a great way to send reminders to your customers.

A. Individual text - You can send them out individually and personalize with the customer's name and information specific to each customer. This can take a lot of time depending on how many customers you have.
B. Group text - We strongly recommend you never send a group text to your customers.
C. Mass text apps – There are several mass text apps available that are FREE, or you have to pay a small fee to use. Here are a few: for iPhone – Hit 'Em Up, for Android – Mass Text, Text Blast. These are great for sending out one text to a lot of people at one time as an individual text, not a group text. This can also personalize the text because the app will pull your customer's name from your phone's address list.

STEP 4 – Sales Training with your RSM

Once you have completed your paperwork and training videos, your RSM will schedule Sales Training and will go over a **Sales Rep's Monthly Schedule** with you. This training will take 15-20 minutes each week (preferably on Monday) for the first 5 weeks you are a sales rep beginning with 2 weeks before your first order deadline.

ALISON'S PANTRY REPRESENTATIVE AGREEMENT

As a representative of Alison's Pantry I agree to the following terms:

Being an AP Rep

1. To promote and sell AP products and to provide each consumer with the Alison's Pantry 100% Satisfaction Guarantee and to promptly honor it upon request.
2. To maintain the highest standards of integrity, honesty, and responsibility in dealings with the company, consumers, and other representatives, and to offer the highest customer service to customers.
3. To communicate regularly with my Regional Sales Manager by returning phone calls, answering emails, and responding to texts in a timely manner.
4. To read all emails and documents provided by Alison's Pantry. It is my responsibility to stay current on policy changes within the company.
5. As a representative of AP I will be required to participate in training provided by the company through Facebook, email, webinars and Pantry Academy.
6. I will be responsible for providing customers with high quality AP products and for the proper storing and handling of AP products. I agree to follow any specific instructions provided on product labels as well as any other instructions that may be provided through Alison's Pantry. I agree to keep frozen foods frozen and cold foods cold.
7. I agree to provide truthful and accurate information to my customers and potential customers regarding AP products and will provide advice, answer questions, and teach customers how to use the products using product information and educational tools approved and provided by the company for use by AP representatives. I will provide contact information to my customers sufficient to allow them to contact me in the event the customer has questions about a product or product purchase.
8. As an independent contractor, to assume sole liability for all self-employment (social security) taxes, federal tax filings and registrations legally required by my activities as an Alison's Pantry Representative.
9. Currently there are no designated territories with Alison's Pantry. I understand I can sell AP products to anyone if I deliver the product to the customer in a timely manner and respectable condition. AP reps agree to follow the Golden rule, which is to not pursue active customers from another AP rep, if the said customer has received contact from the current AP rep within a 3-month period. I agree to not take active customers from another AP representative.
10. I understand that there is a monthly minimum order of $750 ($500 for Local Reps). If my order falls below the minimum requirement, I will not earn any commission on that month's production, and the order will be delivered to the rep closest to my delivery location, requiring me to travel to retrieve the order. I also understand that if I my order falls below minimum for 3 months in a row or 4 out of 6 months I will lose my ordering privileges.

11. I agree to place an order every month. If the circumstances arise that I must take off a month, I am required to notify and discuss this with my RSM before the month in question.

12. I agree that if Alison's Pantry no longer fits in my life circumstances I must give Alison's Pantry 30 days' notice before I cease my orders.

13. It is AP policy to find a replacement representative if I decide to stop being a rep. It is understood that I cannot give my current customer list to another AP rep without getting approval from my RSM.

14. I agree that if I decide to quit I will cancel my catalog mailings and that I am responsible for the cost of any catalogs mailed after I quit if I don't do this.

Delivery

15. I will be on time to my delivery location to meet the truck. If I cannot be there I will arrange to have a sub and notify rep support prior to my delivery.

16. I agree to take responsibility for all products once I've received them from the driver. Any damage occurring to product while in my possession is my responsibility to replace or refund.

17. I will report damaged, shorted or extra items within 48 hours of receiving my delivery by emailing support@alisonspantry.com with all the details. Before contacting Rep Support, I will try to locate missing product by contacting the 2 reps before and 2 reps after me on the delivery schedule.

18. I agree to maintain a clean and orderly environment for customers to pick up their food.

Payments

19. I understand that I am responsible for finding out who has declined payments and helping resolve them with the office or collecting from the customer. I agree to not deliver any orders until the order has been paid for.

20. I understand that any echeck payments that are returned for insufficient funds or invalid account will be assigned a $5.00 fee.

21. I agree to have all my payments collected and deposited in my bank account for my Net 10 withdrawal, 10 days from pickup, if I qualify.

22. I understand that extending my payment date or being late will incur a $10.00 fee per week. If my Net 10 ACH payment is returned for any reason, there will be a $30.00 fee assigned.

23. If payments are not resolved by the next ordering period I will not be able to place orders.

Alison's Pantry®

Tools for a Successful Business

To go the distance, a sales rep must be steady and consistent to build a solid business. As a sales rep, you need to plan ahead and make time each month to take care of your customers and their orders.

A Sales Rep's Monthly Schedule

Make use of the REP MONTHLY CALENDAR attached to your inventory sheet for weekly marketing ideas, and step-by-step helps to stay in touch with your customers. You can also access these calendars on pantryacademy.com

2 weeks before **ORDER DEADLINE** – get **CATALOGS** out to active customers and potential customers by mail or hand deliver.

1 week before order deadline – do **reminders** every day (email, text, Facebook post, phone calls.) See Monthly Marketing Helps in PantryAcademy.com for sample email and texting scripts and product focus for phone call scripts. **Enter customer orders** as you receive them.

Day of order deadline (Monday) – last-minute reminders to get orders in. Watch your **commission level**. **Delivered Sales Reps - You will receive the **Delivery Schedule** by email on Tuesday (the day after your order closes). These will tell you when and where you will receive delivery the following week. Please reply ASAP to the email/text that you have received your delivery schedule.*
**Local Sales Reps – you will schedule a time with the office to pick up your orders from the warehouse on Wednesday, Thursday or Friday after your order closes.*

Monday of delivery week (or after **payments** are processed) – print **Commissions report**, print **invoices**, check for **declined order payments.** *You will receive an email and text message if you have orders with declined payments.

Delivery day – meet **delivery** truck, **inventory** order, **prepare customer orders**.

Within 2 days of delivery day – arrange **order pickup or delivery times** for customers to get their orders, have product samples ready if doing **samples**.

9 days after delivery – have **NET 10** customer payments deposited in bank account for the office to withdraw from your bank account the next day (Day 10).

During the month at any time – **communicate with customers - email customers the Close Out List; share posts on Facebook; email/post/text customers about Hot Deals, Limited Quantity Items or Price Changes.

Need help? We are here to help you every step of the way in your AP business.

IMPORTANT – If you are a replacement sales rep, the following applies to you:

1. Because this is a relationship based business it is crucial for you to introduce yourself to these customers. They had a relationship with the previous rep and you need to establish one before they will feel comfortable ordering from you. This takes time and multiple attempts to connect with customers. Want to increase the likelyhood they will continue ordering? Follow-UP!
2. You have 3 months to make contact. Any customers that have not been contacted by that time will be given to another sales rep to contact if there is another sales rep nearby.

Order Deadline

Alison's Pantry has 4 ordering groups. Each week of the year (except for July 4th week, Thanksgiving week, and Christmas week) there will be a group closing their order on Monday and a group receiving their order delivery (the group whose order closed the week before). The office will have told you which ordering group you are in and you will want to print off the Ordering and Delivery Schedule for your group. The Ordering and Delivery Schedules can be found on our https://pantryacademy.com blog in the Sales Tools---Printables section, or search the blog for "delivery schedule". There is also a link to these schedules on the Dashboard of your Rep Portal on the right side of the page.

Catalogs

Alison's Pantry will send you one free catalog for every person you list on your Who Do You Know list to a maximum of 50 names for the first 3 months you are a sales rep. If you want more catalogs than that, you can purchase them in packets of 10 for $2.50 by contacting Rep Support at support@alisonspantry.com for your first month, or you can order them each month that you need more catalogs by using Item Code #1337 and you will receive these with your order delivery.

Once you reach your 4th month as a new sales rep, you will receive one free catalog for each customer who has ordered at least once in the last 6 months PLUS 10 extra catalogs for free to continue growing your customer base. If any of your customers do not order for more than 6 months in a row, you will no longer receive a free catalog for them. You will have to give them one of your 10 free catalogs, order extra catalog packets or refer them to our online catalog until they place another order and then you will receive a catalog for them again.

Catalog Mailing Options: Alison's Pantry offers an inexpensive mailing service for sales reps who wish to have their catalogs mailed directly to their customers. Catalogs are mailed from the printer approximately 3 weeks before each group's order deadline so customers are receiving them 1-2 weeks before their order deadline. Catalogs are mailed at bulk mailing rate which is currently $.50 per catalog (8/21/18).

> *A Word of Caution: Once the catalogs are mailed, Alison's Pantry has no control over when your customers actually receive their catalog so you are using this service at your own risk. We are not able to refund the cost of the catalog mailings if catalogs get held up in the postal system for any reason and do not get delivered to your customers before the order deadline. If this unfortunate circumstance happens on a regular basis, you should stop using the mailing service and hand deliver or mail the catalogs yourself at 1st Class rates to insure your customers get their catalogs in a timely manner.*

Catalog Mailing Cut-Off Date: Sales Reps who choose to have their catalogs mailed by Alison's Pantry must have their customer information added to the Portals ordering program before the cutoff date for each month's catalog mailing. You can find the Catalog Mailing Dates and the Address Update Deadlines in your Rep Portal on the Mailed Catalogs page. They are at the top of that page in red. Both are a .pdf document and can be downloaded and printed off. The Mailed Catalogs page is also where you will put a check mark next to each customer that you would like a catalog mailed to by the office. **If you do not want catalogs mailed to your customers by the office and want to receive them on the delivery truck to hand out, then make sure there are no check marks next to any of your customer's names. Make sure to click the orange SAVE button at the bottom of the page each time you make a change.

IMPORTANT: If you put someone in your Rep Portal and they have NOT placed an order yet AND you want a catalog mailed to them, that will count against the number of free catalogs you will receive for your ordering customers. If you have more catalogs mailed than you have ordering customers, you will not get any extra catalogs with your order delivery, only the 10 extra FREE catalogs every sales rep receives.

Become Familiar with the Catalog

1. How it is organized –
   a. New products
   b. Frozen Products (pork, beef, poultry, soups, seafood, vegetables, fruits, pastries, pastas, breads, breakfast items, Mexican, Italian, convenience items, Asian, appetizers, sides, desserts.
   c. Lunch items (refrigerated and frozen)
   d. Spices (including spice containers, soup bases, and gravy mixes)
   e. Mixes – muffin, cake, cookie, pancake, brownie
   f. Baking – chocolate chips, sprays, etc.
   g. Kitchen Tools
   h. Snacks
   i. Beverages
   j. Club Store Direct (Kirkland brand items)
   k. Pantry Basics – bulk baking ingredients, dry bulk pasta, containers, etc.
   l. Link to Hot Deals (backpage), Highlighted items

2. How products rotate in the catalog –
   Our full-color catalog is produced monthly, but catalogs are created in pairs with only minor changes to the front and back cover. That means every other catalog will be different and have new products. We do it this way so everyone has an equal chance to get sale prices no matter what ordering group they are in. Ex- Catalog #1 and #2 are the same, #3 and #4 are the same, following this pattern throughout the year.
   All of our new products are generally found at the beginning of the catalog and are in the catalog for a minimum of 2 months. They are then evaluated by how well they sold and if they sold well, they are moved into the main body of the catalog. If they had low sales, they are removed from the catalog and any remaining inventory is listed on the Closeout List (available on https://pantryacademy.com) and available to purchase until they are sold out.

3. Pricing –
   a. The pricing in our catalogs runs on a 2-month basis (1 and 2, 3 and 4, and so forth). Pricing does not change to the next catalog until the Tuesday after the last Group (Group 4) closes their order (*See the dates each catalog covers at the top of each catalog.) This is only significant when switching to the next pair of catalogs with new items, new sales, and updated prices (example – when switching from Catalog 2 to Catalog 3). When we switch to a new pair of catalogs with new items and prices, there will be products that will no longer be in the catalog for a variety of reasons and will be on PantryAcademy.com under PRODUCTS LEAVING THE CATALOG. It will be noted on this list if the item is gone due to low sales, if the item was discontinued, or if it was a seasonal item that will be back at a future date.
   b. If a customer misses an order deadline but places an order before the next catalog's prices are updated on the website, they will pay the price on the day the order was placed, not when they receive delivery. **If a customer wants the sales price in the new catalog, they have to wait to place their order until after Group 4 has closed their order and the new catalog's prices have been updated on the website (usually Tuesday morning).
   c. The website has the correct prices if there is a discrepancy between the catalog and the website. Pricing can be different due to human error, changes in pricing from suppliers, etc. Please be aware that it is stated in the catalog on page 3 that "*Prices and products are subject to*

*change without notice." **If there is a significant price change, Alison's Pantry makes every effort to make sure sales reps and customers are notified.*

4. Product information –
   a. Hot Deals – Generally a 'hot deal' product will have cosmetic problems such as problems with the breading or sizing inconsistencies. Sometimes a hot deal will be from an overrun. Hot deal products are really great deals for customers looking to save some money. We do occasionally get product that is unacceptable; it's just the nature of hot deals. Please request a refund ASAP and we encourage you to try again. It is rare, but it will eventually happen, so stay positive because Hot Deal products can be a big part of your customers orders.
   b. Pantry Bargains – These are great deals listed in the catalogs; they are not a limited-quantity item. They are ordered just like any other item.

5. Online Catalogs --
   We have two kinds of online catalogs. The traditional pdf or a FlipBook which is an interactive catalog with every single product linked to an ordering page. Either one works; it's just a matter of customer preference on which one they like to use.

To Search for Items in the Online Catalogs:

a. Go to the AP website (www.alisonspantry.com), click on the CATALOGS link, then click on the catalog you would like to search.
b. Then push the CTRL key and the F key at the same time (for FIND). A box will pop up somewhere on the screen.
c. In the box, type a product keyword OR the product number and click on the magnifying glass to search. It will then jump to the page that item is on and highlight the product name or item number you typed in. The box will tell you how many times that description or item appears in the catalog and you can click on the arrow key at the top right by the search box to move through the catalog to see each instance of the description of item # you are searching for.

Reminders

Our best sales reps know how important it is to follow up with their customers to get their orders each month. The best ways to follow up with your customers are: Phone call, text message, email, talk to them in person, and Facebook.

The key to this business is reminding customers that it's time to order. We have many sales reps who used to feel like they were bothering their customers by reminding them that it was time to order; however, the truth is that their customers are grateful for the reminders. Never feel like you're bothering your customers by reminding them it's time to place their order; you are providing excellent customer service!

"Telling people over and over doesn't end. You'll have to do it every month. After 6 years I still have to send multiple reminders and it pays off!"

Haley Notter is consistently one of our top 3 sales reps in the whole company. Her sales average over $8,000 each month.

To make doing reminder calls even easier, Alison's Pantry has a phone script to help you know just what to say when calling customers to get their orders. We have a phone script for brand new customers placing their first order, current customers who have ordered more than once, and contacting customers who haven't ordered for a while. These phone scripts can be found on https://

pantryacademy.com under Sales Tools and then Monthly Marketing. The Monthly Marketing Focus, to insert in your phone script, will be found in the Monthly Marketing Helps post for that catalog.

We also provide marketing helps each month with professional images, sample text reminders and sample email reminders for you to market and remind customers about our great products and when it is time to place their orders. These are found on our https://pantryacademy.com blog under Sales Tools – Monthly Marketing. There are also separate links under Monthly Marketing for the Email and Text Scripts. Another place you can find the Monthly Marketing link is on the right side of the Dashboard in your Rep Portal. Monthly Marketing Helps are posted bi-monthly because our catalogs have the same products and sales for 2 months in a row.

Enter Customer Orders

If you have customers who do not want to enter their own orders online or can't because they do not own a computer, you can and should enter their orders for them. We encourage you to enter your customers' orders the day you receive them and not wait until the last minute. There have been reps who waited and then lost power, lost access to their internet, or had an emergency that prevented them from getting their orders entered before the deadline. How stressful would that be? Don't let it happen to you!

IMPORTANT: When entering orders for your customers, ALWAYS log in to your Rep Portal and then click on the customer who has an order to enter! DO NOT log in as the customer to enter their order. By entering orders through your Rep Portal, it not only goes a lot faster because you do not have to log out and then log back in to the next customer's file to enter each order, but you can also watch your commission levels and see all the orders that have been placed by your customers. You can also run any reports you need and update customer information. **If you enter orders by logging in as the customer, you can only see their account and their orders and you have to log out after each order has been processed and then log back in to the next customer's order file to enter their order. You also have to remember each customer's email and password to log in as them. SAVE TIME – always use your Rep Portal.

To review using your Rep Portal, go to the training video at: https://www.youtube.com/watch?list=PL1AIZwsSML1UX86YqgknsUK-vWv8J6iX5&time_continue=3&v=_VydAHNY9IU

Commission Levels

Delivered to Reps:
$750 - $999 10%
$1,000 - $1,999 14%
$2,000 - $2,999 15%
$3,000 - $3,999 16%
$4,000 - $4,999 17%
$5,000 - $6,999 18%
$7,000 - $9,999 19%
$10,000 and up 20%

Local Reps: (includes an additional 10% per level to compensate for picking up their orders from the warehouse)
$500 - $999 20%
$1,000 - $1,999 26%
$2,000 - $2,999 27%
$3,000 and up 28%

Commission levels range from 10% - 20% based on product sales each month (before shipping and sales

tax are added). There are two commission schedules – one for local reps who pick up their orders from the warehouse and one for reps who get their orders delivered on a semi-truck.
Your commission is available in your rep account on your Rep Portal after order payments have been processed and your total shows under AVAILABLE COMMISSION. You can leave the money there to build for future use, you can apply some or all to your personal order, or give credits to customers for various reasons (contests or incentives). You can also withdraw the money and it will be deposited into your bank account associated with your Alison's Pantry business. This transfer can take 2-3 days before it shows in your bank account depending on when you request the withdrawal.

Order Minimums – There is a monthly minimum order of $500 for Local sales reps and $750 for all other sales reps in order to earn commission. If your order falls below this minimum but is above $250, we will still process your order but you WILL NOT earn any commission AND reps who receive delivery may need to meet the truck at another sales rep's location to get their order. Sales reps who have orders below minimum 3 months in a row or 4 out of 6 months will lose their ordering privileges. (Appendix B "Alison's Pantry Representative Agreement", Being an AP Rep, Line 10.)
Sales reps that are off route and don't meet delivery minimum may pay a delivery fee to receive delivery at their normal drop location. Please contact Rep Support to arrange this. Otherwise, delivery will be at another sales rep's delivery location as specified on the Delivery Schedule.

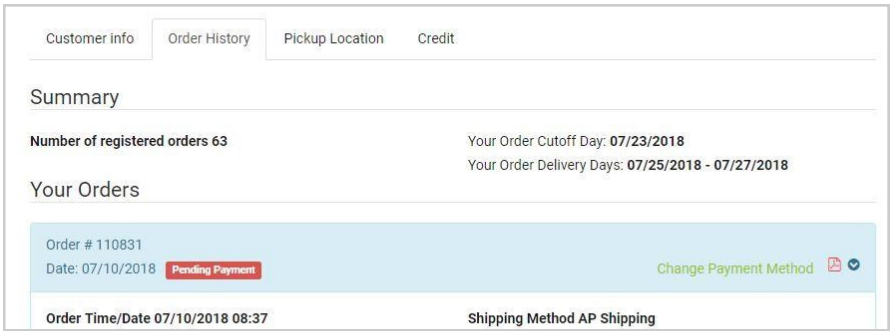
Payments

When orders are entered online, payment information is required to process the order. Customers can pay for their order with a credit card, a debit card or a bank account (ACH). They will choose which payment method they would like to use and then they will enter that account information to process their order. Order payments are then processed as follows:

1. Local customer payments are processed on Tuesday after their group's order closes because local sales reps pick up their orders from the warehouse on Wednesday, Thursday or Friday of that same week.
2. All other customer payments are processed on the Friday after their group's order closes and then delivery of their order to their sales rep happens the following week.
3. The EXCEPTION to this process is NET 10 order payments. (See **NET 10** for information on this payment option.)

If all goes well, all payments are processed successfully and the sales rep does not have to worry about collecting money from their customers for their orders. However, there are times when this is not the case and due to a variety of reasons, the customer's payment was DECLINED. (See **Declined Orders** for information on how to handle these.)

Change Payment Type - You and your customers now have the power to change their credit card number when they get a new one or have a payment declined!



Step 1: Login to your portal. Select your customer and click "create order".
Step 2: Click on "My Account: Hi XXX" then select the Order History tab.
Step 3: Find the most recent order or the declined order and select "Change Payment Method".
Be aware, once new payment info is submitted, you will receive another order confirmation. You must also let the office know that new payment info has been entered on a declined order so we can reprocess it. It does not automatically process the payment.

Commissions Report

The Commissions report for each month/catalog will show all your customers who ordered, which customer orders were processed as NET 10 payments so you know who you will need to collect payment from (if any) and how much you will need in your bank account to cover the NET 10 order payments, and how much commission you made on that order.

To print the Commissions report:

1. Log in to your Rep Portal and click on the Reports page (found in the blue column on the left side of the screen). The Commissions report is the first report listed under Sales Reports on the left side of the page.
2. Click on the Commissions box, click on Select Cut Off Date, and a drop-down box will appear where you will choose which catalog and year you want the Commissions report for; example - 2018 Catalog #8 Group 2. (You will only see the reports for your group.) Once you choose the catalog you want this report for, click the Filter button to the right. This filters all the data and pulls the information for that catalog. **DO NOT forget to click the Filter button or the information you get won't be right.
3. Then click the Download button on the right of the screen and choose to download the CSV Report or the PDF Report. It is your preference which type of report to use. The CSV format will open up in an EXCEL file and allows you to reorganize the information you download. The PDF format cannot be changed but it is in a nice-looking, easy-to-read report.

Invoices

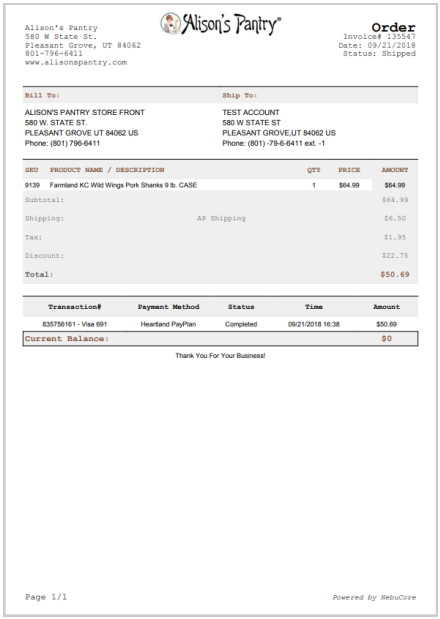
When you are ready to prepare your customers' orders for order pickup or delivery, you will need to print off the invoices for that order. These invoices are used to make sure you pull each item the customer has ordered correctly and is their receipt for that order.

To print the invoices for the order you have just received, log in to your Rep Portal, click on the Reports page (found in the blue column on the left side of the screen). Under Sales Reports on the left side of the page, click on Download All Invoices Since Last Cutoff Date. Instructions to print your invoices are noted on the screen as follows:

To print out your invoices, please follow these instructions:

1. Choose the catalog you'd like to view by clicking on the drop-down menu that says Select Cut Off Date.
2. **Once you have chosen the catalog you want, click on Filter.** It's REALLY important you click on Filter; if you don't, nothing will display.
3. Click Download Report on the far right of the screen.
4. Your invoices will open in a PDF. You can view or print them from that page.

NOTE: If the customer has more than one order for that catalog, they will have 2 or more separate invoices that will print.


Alison's Pantry
580 W State St.
Pleasant Grove, UT 84062
801-796-6411
www.alisonspantry.com

Alison's Pantry

Order
Invoice# 135547
Date: 09/21/2018
Status: Shipped

Bill To:	Ship To:
ALISON'S PANTRY STORE FRONT 580 W. STATE ST. PLEASANT GROVE UT 84062 US Phone: (801) 796-6411	TEST ACCOUNT 580 W STATE ST. PLEASANT GROVE,UT 84062 US Phone: (801) -79-6-6411 ext. -1

SKU	PRODUCT NAME / DESCRIPTION	QTY	PRICE	AMOUNT
9139	Farmland KC Wild Wings Pork Shanks 9 lb. CASE	1	$64.99	$64.99
Subtotal:				$64.99
Shipping:	AP Shipping			$6.50
Tax:				$1.95
Discount:				$22.75
Total:				$50.69

Transaction#	Payment Method	Status	Time	Amount
835756161 - Visa 691	Heartland PayPlan	Completed	09/21/2018 16:38	$50.69
Current Balance:				$0

Thank You For Your Business!

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Declined Orders

There could be a number of reasons why a customer's order payment was declined – lack of funds, expired card information, account flagged for possible fraud, etc.

Protocol for Declined Orders

All orders will go out on your truck, but please do not deliver declined orders without first collecting payments for them or making sure their payment has cleared with the office.

All payments must be taken care of within 10 calendar days of receiving your order. If you have any questions, please don't hesitate to call.

To check for declined orders simply go to your orders screen in portals and search for "declined" in the search field.

How do you know what form of payment was on the order? Go to your invoice report and look at the bottom of the invoice for that customer.

Resolving Declined Orders

All Declined orders will be automatically moved to Net 10 (processed from your account on file 10 days from your order delivery). If you want to enter new payment info please notify the office before the Net 10 due date so payment can be processed and removed from your net 10 orders.

Credit Card — Please notify the customer that their order payment was declined.

Lack of Funds - If it was due to lack of funds, they will need to put the money in the account for the office to reprocess their card payment or bring cash or a check to you when they pick up their order. You will then deposit the money in your bank account by Day 10 and let the office know they can withdraw the money.

Another Reason - If it was NOT due to lack of funds, they must call their bank to see if the bank flagged Alison's Pantry as fraud and clear it with them. Once the customer has talked with their bank, either you or your customer needs to let the office know so they can reprocess the payment.

Expired Card Information - If it was because they received a new card (or new expiration date), follow the Change Payment Type process under **Payments pg. 19,** then notify the office so we can reprocess the payment.

ECHECK – *The payment type will say Heartland ACH*. Please plan on collecting from these customers when they pick up their order, then notify us within 7 days of your truck delivery that it has been deposited and is ready for withdrawal. The customer also has the option to enter credit card information online for us to reprocess the payment, but the payment must first be cleared so please contact the office first.

NSF Echeck — If a customer's echeck is returned for insufficient funds there will be a $5.00 fee added to their order and you will need to contact them to collect payment. The office will notify you if this occurs.

Delivery

Delivery Directions - When you applied to be a sales rep, you gave Alison's Pantry delivery directions for the truck to be able to deliver your orders each month. If you ever need to change your delivery location, you will need to submit new directions to the office by order deadline of the order you will need delivered to your new location. Please follow the instructions below when giving us your new delivery directions:

- We will need your name and physical address, such as 580 West State St., Pleasant Grove, Utah 84062
- We will also need a written description which should include street names, highway numbers, mile markers and mileage, etc.
- Please note that all unloading is done from the right side of the truck. Be sure to give directions so that your house is on the right side of the road as the truck approaches it.
- Be advised that due to the size and nature of semi-trailers, there are a few restrictions:

1. Riverwood Management, Inc., does not recommend trucks be taken onto private property, but a release waiver may be signed to cover any liability.
2. Trucks may not be driven on public dead end or cul-de-sac streets. Also because of safety concerns, a truck cannot be backed up. A person living on a dead end or cul-de-sac will need to make arrangements to meet the truck at some accessible location.
3. Trucks need to stay on paved roads. Delivery can happen on a gravel road that is firmly packed but no more than 1 mile round trip, and absolutely no dirt roads. We do not want a stuck truck when it is wet and muddy. It is VERY expensive to call a tow truck to get a semi-truck unstuck.

An example of delivery directions would be:

> Come south on I-15. Take Exit #379 and turn east. Go 3.5 miles and turn left on Sunset Blvd. Go through two stoplights and turn right on Evergreen. Go down to house #580. Our house is green with purple trim.

Please realize that the descriptions you give us are the only means the driver has to locate your delivery drop, so please be as accurate as possible.

Delivery Schedule – You will receive your delivery schedule on Tuesday after your Group's order closes. The delivery schedule will show the day, approximate time, and place you are scheduled to receive your order delivery the following week. We ask that sales reps be as flexible as possible and plan to be available one hour before your delivery time to one hour after to accommodate any possible changes to that schedule. We try to keep these schedules the same day and time each month. However, these schedules are not "set in stone" and could change. If we have added or removed a delivery drop on the schedule before yours, encounter adverse weather conditions, or have truck issues we may need to reschedule some sales reps' delivery days and times.

**Please have your cell phone on you on your delivery day in case something happens to change your delivery time so we can notify you of that change as soon as possible. We will try to contact you by text message or email to let you know of any changes (or by phone if you do not have a cell phone).

IMPORTANT: If something happens that makes it impossible for you to personally meet the truck at your assigned delivery time, please have someone you trust to be there to meet the truck and get your order for you. The delivery driver will text you when he is leaving the delivery drop before you so you know he is on his way to your delivery location and you can be ready to meet him and get your order.

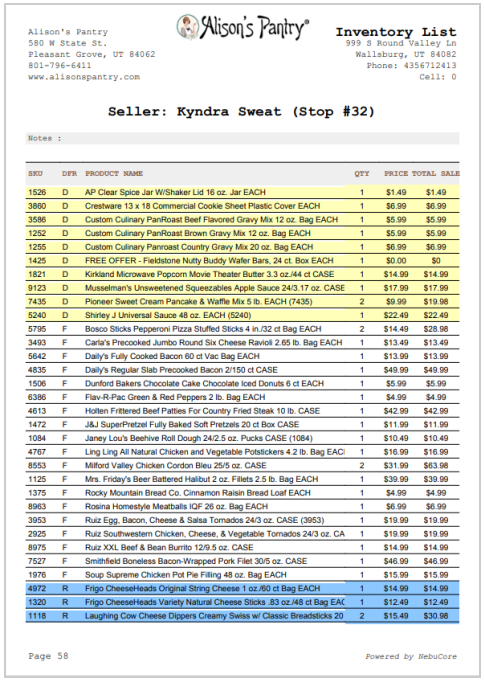
Before-Delivery Checklist – Before the delivery truck arrives, complete the following steps to help insure a smoother delivery, inventory, and customer order pickup/delivery process:

- Make sure your freezers are on and at the correct temperature (0 degrees).
- Print off your customer invoices for that month. (See **Invoices** for instructions on how to do this.)
- Print off your Commission report for that month. (See **Commission Report** for instructions on how to do this and why you will want this report.)
- If you create a customer newsletter each month or want to share a product flyer or a handout or an invitation for an event you are involved in, have it done and printed to hand out to your customers when they receive their order.
- Make sure your home, garage or wherever customers will pick up their orders is clean and presentable. If you will be delivering your customer orders, a clean vehicle inside and out makes a great impression on you and Alison's Pantry.

When the delivery truck arrives, you have approximately 15 minutes to get your entire order off the truck so the driver can head to the next delivery drop. If you have a larger order, please consider having help to keep the truck running on time. Plan to have a tarp laid out on the ground to put product on or a vehicle that can hold your entire order ready to go so you aren't walking product into your home while unloading your order. As soon as you have all your order off the truck, the driver will head to the next delivery drop and you will prepare to inventory your order.

After-Delivery Checklist

- Put frozen items in freezers right away.
- Inventory order. (see below)
- Consolidate orders using the customer invoice. (See **Prepare Customer Orders**)
- Let customers know they can come pick up orders or schedule delivery. (See **Pickup or Delivery Times**)



Alison's Pantry
580 N State St.
Pleasant Grove, UT 84062
801-796-6411
www.alisonspantry.com

Alison's Pantry®

Inventory List
999 S Round Valley Ln
Wallsburg, UT 84082
Phone: 4356712413
Cell: 0

Seller: Kyndra Sweat (Stop #32)

Notes :

SKU	DFR	PRODUCT NAME	QTY	PRICE	TOTAL SALE
1526	D	AP Clear Spice Jar W/Shaker Lid 16 oz. Jar EACH	1	$1.49	$1.49
3860	D	Crestware 13 x 18 Commercial Cookie Sheet Plastic Cover EACH	1	$6.99	$6.99
3586	D	Custom Culinary PanRoast Beef Flavored Gravy Mix 12 oz. Bag EACH	1	$5.99	$5.99
1252	D	Custom Culinary PanRoast Brown Gravy Mix 12 oz. Bag EACH	1	$5.99	$5.99
1255	D	Custom Culinary Panroast Country Gravy Mix 20 oz. Bag EACH	1	$6.99	$6.99
1425	D	FREE OFFER - Fieldstone Nutty Buddy Wafer Bars, 24 ct. Box EACH	1	$0.00	$0
1821	D	Kirkland Microwave Popcorn Movie Theater Butter 3.3 oz./44 ct CASE	1	$14.99	$14.99
9123	D	Musselman's Unsweetened Squeezables Apple Sauce 24/3.17 oz. CASE	1	$17.99	$17.99
7435	D	Pioneer Sweet Cream Pancake & Waffle Mix 5 lb. EACH (7435)	2	$9.99	$19.98
5240	D	Shirley J Universal Sauce 48 oz. EACH (5240)	1	$22.49	$22.49
5795	F	Bosco Sticks Pepperoni Pizza Stuffed Sticks 4 in./32 ct Bag EACH	2	$14.49	$28.98
3493	F	Carla's Precooked Jumbo Round Six Cheese Ravioli 2.65 lb. Bag EACH	1	$13.49	$13.49
5642	F	Daily's Fully Cooked Bacon 60 ct Vac Bag EACH	1	$13.99	$13.99
4835	F	Daily's Regular Slab Precooked Bacon 2/150 ct CASE	1	$49.99	$49.99
1506	F	Dunford Bakers Chocolate Cake Chocolate Iced Donuts 6 ct EACH	1	$5.99	$5.99
6386	F	Flav-R-Pac Green & Red Peppers 2 lb. Bag EACH	1	$4.99	$4.99
4613	F	Holten Frittered Beef Patties For Country Fried Steak 10 lb. CASE	1	$42.99	$42.99
1472	F	J&J SuperPretzel Fully Baked Soft Pretzels 20 ct Box CASE	1	$11.99	$11.99
1084	F	Janey Lou's Beehive Roll Dough 24/2.5 oz. Pucks CASE (1084)	1	$10.49	$10.49
4767	F	Ling Ling All Natural Chicken and Vegetable Potstickers 4.2 lb. Bag EACH	1	$16.99	$16.99
8553	F	Milford Valley Chicken Cordon Bleu 25/5 oz. CASE	2	$31.99	$63.98
1125	F	Mrs. Friday's Beer Battered Halibut 2 oz. Fillets 2.5 lb. Bag EACH	1	$39.99	$39.99
1375	F	Rocky Mountain Bread Co. Cinnamon Raisin Bread Loaf EACH	1	$4.99	$4.99
8963	F	Rosina Homestyle Meatballs IQF 26 oz. Bag EACH	1	$6.99	$6.99
3953	F	Ruiz Egg, Bacon, Cheese & Salsa Tornados 24/3 oz. CASE (3953)	1	$19.99	$19.99
2925	F	Ruiz Southwestern Chicken, Cheese, & Vegetable Tornados 24/3 oz. CA	1	$19.99	$19.99
8975	F	Ruiz XXL Beef & Bean Burrito 12/9.5 oz. CASE	1	$14.99	$14.99
7527	F	Smithfield Boneless Bacon-Wrapped Pork Filet 30/5 oz. CASE	1	$46.99	$46.99
1976	F	Soup Supreme Chicken Pot Pie Filling 48 oz. Bag EACH	1	$15.99	$15.99
4972	R	Frigo CheeseHeads Original String Cheese 1 oz./60 ct Bag EACH	1	$14.99	$14.99
1320	R	Frigo CheeseHeads Variety Natural Cheese Sticks .83 oz./48 ct Bag EAC	1	$12.49	$12.49
1118	R	Laughing Cow Cheese Dippers Creamy Swiss w/ Classic Breadsticks 20	2	$15.49	$30.98

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Inventory Your Order

When you receive your order, the driver will hand you an inventory sheet of what you are receiving for that delivery and you will use that inventory sheet to verify you have received all the items you ordered for you and your customers. The inventory sheet is divided into sections: D – Dry, F – Frozen, R – Refrigerated (in gray scale highlight) and items are listed in alphabetical order within each section.

IMPORTANT - Please make sure to do a COMPLETE inventory of your entire order before any product is given to your customers. Inventory your frozen items FIRST and get them into your freezers IMMEDIATELY so you do not run the risk of items beginning to thaw and then re-freezing. This lowers the quality of the products! Items that thaw quickly should go into your freezers first, such as frozen lemonades and ices, frozen fruits, frozen vegetables, and other small bags or boxes of product. https://pantryacademydotcom.files.wordpress.com/2016/04/proper-care-of-frozen-items.pdf

NOTE: Read the labels on each box to determine what that product is. Frozen boxes with RED tape contain several different products in them and need to be carefully opened so you do not cut or damage the products inside. Refrigerated boxes will have BLUE tape on them. Folded boxes have multiple items inside.

Organize your frozen food so you can find it again when you are ready to give the customers their product. There are many different ways to organize your frozen items based on how many freezers you have, how big your orders are, and who will be helping you with this process. Suggested ideas for organizing the products in your freezers are:

1. Put specific products in a specific freezer – example: one freezer for all meat products; one for breads, pastas, and potato products; one for fruits, vegetables, soups, and desserts; etc. (This works better for sales reps with multiple freezers.)
2. Put all the frozen items for each customer together in your freezer. Note on your customer's invoice which freezer their items are in if you have multiple freezers.
3. Assign each freezer a number and as you put your frozen items away, note on your inventory sheet which freezer you put them in. You could also tape a sheet to each freezer and write on it what you put in it.

Another way that works is, after making sure you have everything, sort the orders by customer and put them in the freezer. Put the orders in each freezer by customer name alphabetically for multiple freezers. Keep track of what alphabetical letters each freezer will contain.

Send all product shortages, extras, damages and return information to support@alisonspantry.com!

Reporting Extras, Shorts & Damages

Our warehouse strives for 100% accuracy with each sales rep's order but, once in a while, there may be an error or a customer returns an item. Please follow the steps below to handle these issues:

- Extra items – these are items that you did not order and they are not listed on the inventory sheet, but you received them with your delivery. Please do the following:

  Contact the 2 sales reps before you on the delivery schedule and the 2 sales reps after you to see if they are missing the extra item(s) you have. *A phone call would be best so you aren't waiting for them to read their text or email.

  1. If you find the rep who is missing the extra item you have AND they are close enough to meet you to get it, please do so and then email Rep Support at the office to let them know what the extra item(s) was, who it belonged to, and that they now have it. They need this information for a monthly performance report they put together for the warehouse.
  2. If you DO NOT find the rep who is missing the extra item you have, please let Rep Support at the office know. Give them the item number and description. They will give you the option to try to sell it to someone or buy it yourself.

- Shorted Items – these are items that you ordered and they are listed on the inventory sheet, but you did not receive them with your delivery. If you have one or more missing items, please do the following:

  Contact the 2 sales reps before you on the delivery schedule and the 2 sales reps after you to see if they have your missing item(s). *A phone call would be best so you aren't waiting for them to read their text or email.

1. If you find the rep who has your missing item AND they are close enough to go get your item(s), please do so and then let Rep Support know what happened.
2. If you DO NOT find who has your missing item OR the sales rep who has your missing item is too far away to go get it, please email Rep Support with the item number and description of what you are missing and who has it, if found. They will credit the account of the customer(s) who is missing the item and you or your customer will need to make sure to reorder it on their next order. **Missing items are not reordered by the system automatically.
   If you're unable to find who it belongs to we sincerely apologize for sending extra items with your order. To help us keep costs down we would really appreciate your help if you could sell it to your customers. Sending items back on the truck usually ends up with the products being damaged beyond repair. Rep Support can explain the process.

- Damaged Items – these are items that are damaged when you receive your order (broken product, broken container, holes in bags with or without product having spilled out, crushed boxes, etc.). Please email Rep Support to let them know the item number of the damaged product and how extensive the damage is. Depending on the type of damage and extent of the damage, the office will usually process a credit to the customer's account or approve you to offer them a % off the cost of the product. **All non-food items need to be packed up and sent back to the office on the next delivery truck.

  IMPORTANT: Product that is damaged in any way AFTER you receive your order is your responsibility to replace. This includes waiting too long or forgetting to put something in the freezer or refrigerator, cutting open product when opening boxes, dropping items while handling them, etc.

- Returns – these are items that customers have purchased and used and are not satisfied with for a variety of reasons (taste, smell, appearance, performance, etc.). We back everything we sell with a Double Your Money Back Guarantee for the first 90 days after purchase and 100% for the next 90 days. Please be aware that the new double your money back guarantee only applies to products ordered beginning with Catalog #10, 2018.
  Refunds must be requested within 90 days from purchase date to qualify for double your money back. Double your money back guarantee does not apply to Hot Deal, Pantry Bargain, or other #2 products. Any refunds submitted after 90 days will be eligible for our regular 100% guarantee if submitted within 6 months of purchase. All refunds will include the cost of the product plus any sales tax paid. Shipping fees are not refunded.

  IMPORTANT: When reporting Extra Items, Missing Items, Damaged Items, Returns and other Order Issues, PLEASE remember to EMAIL support@alisonspantry.com with all information regarding any extra, missing, damaged or returned product! They need the hard copy to keep track of everything. **Be sure to include:** Customer Name, Order #, Item #, Reason and WHO needs to be credited for the item. The reason needs to be informative not just "dissatisfied." We need to know exactly what was wrong or why they do not like it. If it is because the product looks bad please include a picture of the product as well as any dates or codes from the packaging.

Prepare Customer Orders

Once you have done a complete inventory of your order, you need to prepare your customers' orders to give to them. There are several possible ways to do this and we would encourage you to try different ideas until you find what works best for you and your business setup. Here are a couple of ideas:

1. Dry items can be left out on tables or shelves for customers to see when they come to pick up their order and then the sales rep can gather each customer's items at that time and load them into boxes or bags for the customer to take home (like a grocery store). The advantage to this setup is that the first part of your customers get the chance to see all the products you received that

month and it may spark their interest enough that they will try different items. It also gives them a chance to see what the products actually look like.

2. Dry items are gathered and boxed up ahead of time for each customer with their name written on the box and put on a shelf in alphabetical order. This helps you to find the customer's order quickly and shortens the time they are waiting to get their order because the dry is already to go and you only have to pull their frozen items from the freezer and get any refrigerated items they may have.

If you have any contest prizes or samples to give customers, make sure those are ready to hand out. The customer's invoice and a newsletter, if you do one, could be put in the customer's box with their dry items or in a stack ready to give the customer with their order when they arrive or when you deliver their order to them.

Customer Pickup or Delivery Times

It is completely up to you how you get your customers' orders to them each month. You can schedule pickup days and times for you customers to come to your home to get their orders or you can schedule to deliver their orders to them. Delivering orders to your customers is a great customer service to them but not a requirement.
If you plan to have customers come to your home, we would encourage you to give them specific days and times you will be available for them to stop by and it's even better if you ask them to let you know when they expect to arrive at your home so you are ready for them. *It is okay if you want to give your customers an entire day to show up when it is convenient for them but the downside to that is that it ties you down for the whole day and you aren't sure when people will show up. Giving them more specific times tends to get them there sooner and they have a better chance of remembering to pick up their order.

Samples

Sampling products at pickup is a great way to grow your sales. By offering your customers a sample, you are giving them a chance to taste something they may not have purchased before and, if they like the item sampled, they are more likely to purchase it in the future. DON'T forget to remind them before the next order deadline about the item you sampled and encourage them to purchase it for their family!

Items that you buy to sample are a business expense and can be written off on your taxes. We encourage you to have a separate customer account for your business to order items you use for your business (samples, contest prizes, extra catalog packets purchased, catalog mailing charges, etc.) or at least do a separate invoice so you keep those charges separate from your personal order.
We would encourage you to sample items that we sell on a regular basis so customers can order it 1, 2, 5, or 10 months down the road. Seasonal items are good to sample if you are looking for urgency in purchasing them because they aren't available for very long.

1. Prepackaged items are the easiest to sample because they do not need to be prepared ahead of time, such as fruit snacks, Fieldstone snacks, cheese sticks, etc.
2. Dry items such as our candies, trail mixes, or spices are easily divided into sample cups or bags for customers to try. **We usually have sample cups and bags available for sales reps to purchase. Search the website for REP ONLY items for availability.
3. If you purchase what you want to sample a month ahead of time, you have time to prepare it before your order delivery or you can prepare it after you receive your order and before customers arrive to get their orders. It's fun to sample our wonderful bakery mixes (blueberry and raspberry

muffins, fudge brownies, pumpkin chocolate chip cookies) or heat up any of our delicious soups and bake up one of our wonderful rolls.

Suggested items for sampling are listed in our Monthly Marketing Helps on https://pantryacademy.com.

Net 10

Net 10 is a payment option offered by Alison's Pantry to qualified sales reps. This payment option is used at the discretion of the sales rep and allows the customers to place an order without paying for it until it is delivered to the sales rep. *This payment option was made available for those customers who really do not want their payment information online because they don't trust "the system" or did not want to pay for their order until they actually received it (which is how Alison's Pantry used to do payments).

It can also be used for customers whose paydays do not line up with order payment dates. It would be best if your customers are willing and able to pay for their own orders so you don't have to worry about collecting their payments at the time of order pickup. However, it is up to you and your customer to determine which payment option works best for both of you.

IMPORTANT: Net 10 order payments can only be processed by you, the sales rep. Customers do not have a Net 10 payment option when they place their own orders online. (They could leave their order in the CART and you could go into the order through your Rep Portal and finish processing their order as a Net 10 if you choose.)
You do not have to give this payment option to any of your customers unless you are confident that they will pay you for that order when it is delivered.
Sales rep MUST collect the money due for any NET 10 order from the customer BEFORE the customer can take their order home. Payment can be collected from the customer at ANY TIME up until Day 9 after receiving your delivery at which point you will want to have the money deposited into your bank account so it is available for Alison's Pantry to withdraw it from that account on Day 10.
We would encourage you to collect payment by cash or personal check although some sales reps accept credit card payments using a credit card processing app such as Square or online with Paypal or Venmo but the rep would be responsible to pay for any associated fees from doing so.

Net 10 is a privilege. *Alison's Pantry is extending credit to you for orders processed as Net 10 and payment for those orders is due 10 calendar days after receiving your delivery. It is your responsibility to get the money collected from your customers and into your bank account within those 10 days, but ultimately, you are responsible to make that payment and need to have the required amount available on Day 10.* ***Any NSFs or extensions of time beyond the 10 days will result in fees being added to your account and the possibility of losing your NET 10 payment privilege.***

Communicate

It is important to make contact and communicate with EVERY customer at least once during the month outside of order deadline reminders. This communication can happen several different ways:

1. Send an email with the Closeout List attached so customers can have the opportunity to order items that are leaving the catalog or no longer available. Most items on the Closeout List are discounted and customers love to save money!
2. Send an email or a text if a Hot Deal becomes available so they can add it to their order before they are gone. Many Hot Deals are limited quantities and sell out very fast.
3. Send a thank you note letting your customers know how much you appreciate their business.
4. Send a thank you note to a brand-new customer or give them a courtesy call to see if they are

happy with the items they purchased.

5. Share recipes, meal plans, and information on products we sell to keep them informed and interested in what Alison's Pantry has to offer them. This also keeps you and Alison's Pantry constantly on their mind.
6. Send them a birthday card, get well card, anniversary card, congratulations card, etc. – anything to show that you are thinking of them. **Commenting on their Facebook posts concerning any of these things is also a great way to build a strong relationship with your customers.

Alison's Pantry®

Growing Your Business

"Loyalty is when people are willing to turn down a better product or price to continue doing business with **you**."

Simon Sinek

What Successful Sales Reps Do

1. Treat Alison's Pantry like a business. You need to have set times to work your business. If you wait until you aren't busy or it's convenient, the important things will never get completed. Choose a date each month to prepare your newsletter, deliver catalogs, send out marketing emails and text messages, and make reminder phone calls. https://pantryacademy.com/2017/12/20/do-you-have-a-business-or-a-hobby/
2. Do a newsletter each month. It should contain your contact information, when the order is due, product highlights or recipes, special offers and any contests you are having as well as winners from previous contests. Hand this out with each catalog or email it to your customers if you have your catalogs mailed by the office.
3. Have contests and incentives. Customers love to get something for free! Use contests and incentives to build your sales and generate new customers.
4. Focus on who you know. Fill out the "Who Do You Know" sheet to get some ideas on who to give catalogs to. Give catalogs to people you can get back with. Randomly dropping catalogs off at places and to people you don't know rarely works. You need to have the information to call back the person who received the catalog to see if they would like to order.
5. Get all your catalogs out in a timely manner. People need time to browse through the catalog to decide what they want to order. If you are delivering catalogs the week the order goes in, that is too late.
6. Use email. You need to have all your customers' email addresses and they need to be signed up to get company emails which can be done on the website at www.alisonspantry.com. This will not only save you time but it will also build your sales. Use email to send order deadline reminders and other important information to your customers.
7. Do reminder phone calls. People love to order AP but they don't always remember to call you to place an order. Customers appreciate a reminder phone call so they can order what they need each month.
8. Know and use AP products. Successful sales reps are one of their best customers! You can't sell what you don't know about, understand, and love.
9. Upsell. If you can offer a customer a product that will enhance what they are already buying, you will build trust and increase your sales.
10. Customer referrals (instead of Word of Mouth). Successful reps get referrals by asking for them and by offering incentives for people who bring them new customers. Happy customers are willing to help which is the very best way to build your business.
11. Get organized, stay organized. All your paperwork needs to be filed in a way that works for you. You need to have a specific schedule of *what gets done when. A great idea is to have a folder for each month that holds a hard copy of your orders, company emails and updates, your Commissions report, your inventory sheet from the delivery driver, a catalog for that month and anything else that pertains to that month such as business expense receipts for paper, ink, catalog mailings, samples, contest prizes, etc.*

12. Keep updated records in Portals. Current addresses, phone numbers, and email addresses for all you customers should be complete in the Portals program. It is a lot easier to get hold of your customers and, if your computer ever crashes, you will still have the information because everything is saved online.

Finding New Customers –

Advertising

From business cards, to vinyl lettering on your car window, there are numerous ways to advertise your business. Other great resources are Fair booths, Facebook pages, magnets, referrals, samples and more. Check out these great links for more ideas and details.

a. https://pantryacademy.com/2016/02/15/advertising-ideas-for-your-ap-business/
b. https://pantryacademydotcom.files.wordpress.com/2016/06/advertising-and-finding-customers.pdf

Fair booths

Fair booths are one of the best ways to advertise our products to new people. You can display products, hand out catalogs, sample products, sell products, have a drawing and/or collect potential customers' contact information!
https://pantryacademydotcom.files.wordpress.com/2016/05/fair-booths.pdf

Use these Drawing slips for your next event - https://pantryacademydotcom.files.wordpress.com/2016/05/ap-drawing-slips-doc.pdf

Open houses

This is a great way to invite your customers and acquaintances to try some of the great products we offer. This will encourage current customers to buy more of what they need from you (Alison's Pantry) and potentially bring in more new customers because they loved the food they tried.
https://pantryacademy.com/2017/08/31/growing-your-alisons-pantry-business-the-ins-and-outs-of-having-an-open-house/

Tasting parties

Invite a favorite customer to host a Tasting Party in her home, order an AP Tasting Party Kit, and you'll have all the tools to confidently share Alison's Pantry products with her and her friends. We've even created a training video to help you plan your best gathering ever. Plus, your Hostess will be rewarded with AP credit! https://pantryacademy.com/2016/09/22/introducing-ap-tasting-party-kits/

Invitation to customers to hold a tasting party - https://pantryacademy.com/2016/11/18/invite-your-customers-to-host-a-tasting-party-today/

Customer referrals

Hands down the very best way to gain new customers is to ask your current customers for referrals. People trust their friends. In fact, did you know that 92% of consumers believe recommendations from their friends and family over all forms of advertising?
https://pantryacademy.com/2017/03/01/the-art-of-asking-how-to-gain-new-customers-through-referrals/

Referral Incentives –

a. 5% off your order if your friend orders.
b. Free shipping if your friend orders.

c. Gift of an AP item or one of the Rep Only incentive items if your friend orders.

** You could also give the same gift to the new customer.

Kits Available to do a Fair Booth, Open House or Tasting Party —

Alison's Pantry has 2 kits available to help you grow your AP business. You must contact and visit with your RSM what even you would like to participate in so she can determine which kit you will need and get one ordered for you. She will also do training with you so you can have a successful event.

Marketing Kit – this kit is used for fair booths and open houses. Each kit is $50 and must be ordered and paid for with a regular monthly order so it can be sent to you on the delivery truck. You have the option of borrowing an AP Banner (3' x 5') and/or a company apron which will be returned to the office on the next delivery truck after your event or mailed to the next sales rep in line to use, if needed (you will be credited for the postage if you are asked to do this). A sales rep can be reimbursed 100% of the cost of the first kit and 50% of each additional kit in a calendar year IF they do the following: take picture of themselves and their booth and post them on our Facebook rep groups with a small paragraph telling us how the event went AND filling out and submitting the Marketing Kit Follow Up Form to the office. *Please make sure to answer every question on the form. The Marketing Kit includes the following items: a cookie sheet, parchment paper, 2 mixes (Brownie Mix, Raspberry Muffin Mix), 2 spices (Garlic Supreme, Popeye's Spinach Dip Mix), and 25 promotional items (AP bag clips).

Tasting Party Kit – this kit is used to hold a tasting party at another person's home who is the HOSTESS of the party and will receive 10% on all sales collected from her party. Each kit is $50.00 and is non-reimbursable because you will be receiving your regular commission from all sales made through the party. Once the party is over, all remaining mix and the rest of the kit is for the HOSTESS to keep. The kit will include: Classic Crème Cake & Muffin Mix, Richly Delicious Fudge Brownie Mix, Cookie Sheet, Parchment Paper, Cinnamon Vanilla French Toast Sugar and Party Printables that will be customized for your event and emailed to you to print off.

Maintaining Your Customer Base

Be Consistent

Consistency – Make it a Habit

- Set a goal for each month such as: deliver extra catalogs to new people, get 2 new customers, or beat last month's sales.
- Make a plan to achieve your goal. Schedule tasks on your calendar.
- Use Facebook to build your business by sharing our pre-designed images, what your family ate for dinner, or recipes from the webinar.
- Order you samples ahead and share them with customers on delivery day (check out our marketing helps for great suggestions on what to sample).
- Contests and gifts for the winners are a great way to encourage your customers to order more often, share the catalog, or spend more money.
- Schedule a time to deliver your catalogs soon enough that customers will have time to look through them.
- Remind your customers the order is going in by email, text, phone call and Facebook. Check back with them until they order or let you know they don't need anything. You don't want them to miss out; people are busy! https://pantryacademy.com/2017/02/15/consistency-make-it-a-habit/

5 Things To Do Consistently To be Successful With Alison's Pantry

- Read your email.
- Contact your customers and follow up every month.
- Reach out to new customers.
- Ask for referrals.
- Attend webinars.

https://pantryacademy.com/2016/11/23/5-things-to-do-consistently-to-be-successful-with-alisons-pantry/

Provide Great Customer Service

Contact the name of the game

- Advertise, promote and follow up with your customers.
- Do reminders by Facebook, email, texting and phone calls.
- The rule of 7- Prospects need to see your brand or hear your message at least 7 times before they buy from you.
- Offer contests.
- Post on Facebook regularly and once a day during order week.
- Text customers using a mass text app.
- If you don't hear back from your customers call them.
- Remember that you are offering good customer service by reminding busy customers, you aren't bothering them.

https://pantryacademy.com/2017/06/22/contact-its-the-name-of-the-game/

One of the Best Kinds of Advertising – Great Customer Service!

- Put a smile on your face.
- Have a positive attitude.
- Be consistent- especially with reminders each month. https://pantryacademy.com/2017/02/01/one-of-the-best-kinds-of-advertising/

Are you giving 110%?

- Give your customers a club experience. Supply insider knowledge about products.
- Be personal. People like doing business with people they know, like and trust.
- Make your customer's problem your problem.
- Get your customers excited to be around you. Make them feel good.
- Consider a gift to show appreciation.
- Be flexible and easy to work with.
- Engage in conversations and listen to their ideas and suggestions.
- The customer is right even when they are wrong.

https://pantryacademy.com/2016/08/04/are-you-giving-110/

The Follow Up – Why, When and How to do Reminders

It has been proven time and time again with any industry- following up with customers increases your sales by 50% to 70%.

Even if your customer doesn't want anything that month it's still worth the time to send a follow-up to them.

Why?

- To get orders from customers.
- Grow sales.
- Provide the personal touch that customers want.

When?

- Start early, don't wait until the last day.
- Week 1- send reminders 2-3 days that week.
- Week 2 (order deadline week) – send reminder 3-4 days that week.
- Use a calendar to schedule your reminders (see the calendar in the Marketing Helps)

How?

- Email
- Text Messages
- Facebook Posts
- Facebook personal messages
- Phone Calls

https://pantryacademydotcom.files.wordpress.com/2016/06/follow-up-order-reminders.pdf

Encourage Repeat Business

Repeat Customers – The Heart of our Business

- Make sure your customers all get a catalog every month.
- Do lots of reminders.
- Let them know right away their order has arrived and is ready for pick up.
- Have a great attitude.

https://pantryacademy.com/2017/11/22/repeat-customers-the-heart-of-our-business/

Getting Customers To Place A Second Order

- Make their first experience with you an awesome one! Respond in a timely manner.
- Welcome them with a smile, have a clean and organized space, and get their orders ready quickly. Say thank you!
- After a week follow up – Are they happy with their products? Do they have any questions?

- Send a handwritten thank you note thanking them for their business.
https://pantryacademy.com/2017/04/26/getting-new-customers-to-place-that-second-order/

Grow Your Business With Contests

How to Have a Successful Contest:

- Plan ahead.
- Give your customers plenty of time to participate.
- Remind your customers about the contest and how they can qualify.
- Announce the winners.

Ideas for Contests:

- Early Order Contest- Get order in by a certain date to be entered in a drawing for a discount or free gift.
- $100 Club- Anyone who orders $100 or more is entered in a drawing or receives a free gift.
- Find an Item – give customers an item number to find. When they find it they are entered in a drawing.
- 3 Month Contest – Order consecutively for 3 months – entered in a drawing.
- $50 Order – For every $50 ordered you are entered in the drawing.
- Spice Club (or Soup Club etc) encourages a customer to buy more of a certain product. Use our punch cards.
- Customer referral – Always have an incentive for someone who shares a catalog and gives you a new customer.

*Remember to track your expenses as write-offs for your taxes.
https://pantryacademy.com/2016/07/11/grow-your-ap-business-with-contests/

Offer Incentives

You can find gift certificates, coupons, punch cards and pantry bucks on our blog pantryacademy.com Check there for these great resources to help you build your business!

- Gift certificates – https://pantryacademy.com/2016/08/17/customer-gift-certificates/
- Customer Coupons – https://pantryacademy.com/2017/01/11/customer-coupons-for-rep-use/
- Punch Cards - https://pantryacademy.com/2017/02/10/webinar-3-camp-chef-augason-farms-nutristore-easy-easter-dinners-and-using-punch-cards/
- Pantry Bucks - https://pantryacademydotcom.files.wordpress.com/2016/06/pantry-bucks.pdf - https://pantryacademydotcom.files.wordpress.com/2016/06/pantry-bucks.pdf

Customer Appreciation

- Customers talk and when they have a good experience with AP they will tell their friends and your business will grow.
- "Loyalty is when people are willing to turn down a better product or price to continue doing business with you." Simon Sinek
- Recognize your customers on birthdays and other special occasions.
- Connect with customers on Facebook by asking for their opinions, or for them to share recipes.
- Cover part of one of your best customers orders just because.
- Offer referral incentives.
- Use punch cards.
- Offer samples.
- Offer a gift bag with AP treats.
- Give gift certificates, and do contests.
- Do a customer appreciation tasting party.
- Give them a magnet with order dates.

- Offer them rep only items as gifts and incentives.
- Use gifts to show your appreciation

https://pantryacademydotcom.files.wordpress.com/2016/09/customer-appreciation-webinar.pdf

Reactivate Past Customers – (See Calling Past Customer Script)

How to Reactivate Old Customers

- Determine who past customers are and what they ordered.
- Contact past customers preferably by phone or send them a postcard.
- Ask them why they are not ordering anymore.
- Offer an incentive to come back. (adding a time limit can create a sense of urgency and prompt inactive customers to check out your deal).
- Offer to reorder what they bought in the past.
- Give past customers 5% off their next order.
- Offer one time free shipping.
- Apologize if your customer had a reason to stop doing business with you and ask what you could do to get their business again. "I'm sorry" goes a long way.
- Remember, we offer a 100% money back guarantee if they are unhappy with a product.
- Remind customers why they like your products.
- Take them a yummy treat from Alison's Pantry.
- Point out some of our best selling products; talk about your favorite products.
- Tell your past customers about new products.

https://pantryacademy.com/2016/06/08/how-to-reactivate-old-customers/

Bringing Back Lost Customers

- Make them an offer they can't refuse- offer an incentive.
- Offer something unique such as tickets to the game if they spend $100.
- Ask for their feedback. Why did they stop ordering?

https://pantryacademy.com/2016/12/28/bringing-back-lost-customers/

Niche Marketing

Sell people something that meets their needs. Put yourself in your customer's place – Treat customers as you want to be treated. If you appreciate help with your shopping and meal planning, your customers will likely welcome it too. When items your customers buy a lot are on sale or leaving the catalog, make sure to point that out to them when you are doing your reminders to get orders each month.

Ideas to Meet the Needs of Your Customers

- Share our quick-to-fix delicious meal plans and recipes from our catalogs, Facebook posts, and blog.
- Help people plan for special occasions such as parties, weddings and holidays.
- Appeal to customers who love to cook with all our great kitchen tools and one-of-a-kind items.
- Host a Tasting Party to educate customers. Invite them to attend our product webinars.
- Remind customers what makes us special, such as: Premium bulk spices, restaurant-quality food, and specialty items you can't get anywhere else.
- People who care about their health will appreciate our non-GMO frozen vegetables and yummy frozen fruits that make delicious smoothies and so much more.

Upselling

Upselling is one of the most important skills you can learn to do as a rep for AP. It is not about being pushy; it is about giving 100% customer service – from reminder calls to recommendations for dinner ideas – we help the customer, happily!

- It's not about being pushy. It's about **helping** your customers have a better experience with their products.
- Learn what products pair well together. Learn how to pair our items together to give suggestions for purchase. For example, if your customer orders the chicken fried steak, she will likely want the country or chicken gravy to accompany the chicken fried steaks. Another idea is the pulled pork and our Stone Ground Tuscan Mini Loaves for the buns. For more pairing suggestions, go to: https://pantryacademydotcom.files.wordpress.com/2016/10/product-pairings-upselling.pdf
- Assume the customer wants it. Don't think you are pushing the item; your customer can always say "no" but not if you don't offer it. She most likely will say "yes" instead.

Stay Organized

It is extremely important to keep well-organized files. So much of what we do can be deducted as a business expense – mileage for deliveries, sampling to customers, ink cartridges, paper and office supplies. You must keep accurate files for these to be recognized.

- **Monthly Folder** – Keep a copy of your invoice showing any items purchased for business (contest prizes, samples, extra catalogs purchased, catalog mailing fee, etc.). Include the inventory sheet for that order, the mileage log, and any other receipts for office supplies.
- **Address Update Deadline** – You will want to keep the information up-to-date on your customers because the mailings for catalogs and email will be used from the system. The date listed by the company is the date that the information is pulled and sent to the printers for the upcoming catalog. Please pay attention to this date and have all changes completed beforehand to ensure that the correct mailing address is used for mailing the catalogs to your customers.
- **Email List** – If you would like to receive AP customer emails and want your customers to receive them also, you will need to have them sign up on the website on the "Join Our Mailing List" link. It's important to ask them to sign up themselves and to give permission to receive these emails. DO NOT forward the AP emails sent to you because they have an UNSUBSCRIBE link at the bottom of each email. If you forward these emails to your customers and they click on the UNSUBSCRIBE link, it will unsubscribe you, not them, and it is very difficult to resume sending the emails to you again.
- **Text Club** – AP has a Text Club that sales reps and customers can join that gives them first access to hot deals and specials. Only two texts go out each month – one about hot deals and specials and one as a reminder that their order is going in. Customers can sign up for this on our website.

Taxes and Deductions

As a sales rep for Alison's Pantry, you are considered self-employed and are responsible for paying your self-employment taxes each year by filing a Schedule C for your AP business. Here are some expenses that you may be able to deduct from your taxes:

- Telephone / cell phone costs
- Internet Services
- Mailing cost of catalogs
- Office Supplies (paper, ink cartridges, staples, paper clips, tape, etc.)

- Food Samples
- Computer and software supplies
- Freezers used to store Alison's Pantry products
- Mileage for meeting truck for delivery, delivering catalogs and products to customers, picking up supplies, etc. (See Mileage Log at the end of this Manual or print at https://pantryacademydotcom.files.wordpress.com/2018/12/mileage-log.pdf)
- Gifts and prizes given to customers for referrals, contest prizes, customer appreciation, etc.
- Restaurant meals and entertainment (if business is discussed) are 50% deductible.
- According to Bernard B. Kamoroff, CPA, in his book *422 Tax Deductions for Business and the Self-Employed Individual,* he states that it is perfectly legal to add your school-age children to your payroll, hiring them to do real jobs and paying them up to $6,300.00 per year (this may have changed, so check with your tax advisor). You can write off their wages as a business expense; they keep the funds earned and do not have to file a tax return.

**Alison's Pantry is not a tax consultant. As with any financial advice, please consult your tax advisor or accountant for the most current and up-to-date information.

Keeping accurate records is a must for your business. Sales reps will receive a 1099-Miscellaneous showing their subtotal sales and commission earned for the previous year. This form will be sent before the end of January each year.

Webinar Help - The first part of this webinar is an interview with a tax consultant where he goes over some ideas on how to get the most out of your AP business and taxes. https://pantryacademy.com/2017/06/29/webinar-8-tax-advice-on-the-deductions-you-may-be-entitled-to-introducing-the-new-website-and-what-to-except-receiving-delivery-by-customer-and-what-to-expect/

Rep Etiquette

The Sales Reps' Golden Rule – *do not take customers from other sales reps*. Please do not create another rep file for them using a fake email. *If the customer wishes to switch to you, they will need to contact the office and request the switch themselves. This will keep their order history and all their information together.

As you go out in search of new customers to sell Alison's Pantry to, you are free to pick up new customers in other towns around you, not just in the town you live in. We do want you to grow in your town but, if you can get the food to customers in other towns near you safely (without frozen food thawing out), you can really sell to anyone anywhere. There are no boundaries and you do not have a monopoly on the town you are in or the towns around you. However, please be mindful of other sales reps!! If you are looking for new customers in a town that already has a sales rep, please use the proper business etiquette when approaching customers and introducing yourself through personal contact or through advertising.

- If you are not the only rep in a city, please word your advertisements so it does not sound like you are the only one. Say something like: "Becky Price has become a sales rep for Alison's Pantry. If you would like a FREE catalog of our great products, please contact me at 307-350-9610 or becky@alisonspantry.com." OR "There's another Alison's Pantry Sales Rep in Rock Springs, WY! Contact Becky Price for a FREE catalog……"
- Please don't say (for example), "Hi, I am the sales rep for Rock Springs" (when you actually live in Green River –

this is misleading and there are other sales reps in Rock Springs). You can say (for example) "Hi, I sell Alison's Pantry. I live in Green River but I am looking for customers in Rock Springs to sell our great products to."

- **MOST IMPORTANT**: As you go out and look for new customers to sell to, make sure to ask them if they have ordered Alison's Pantry products before. If they have, find out who they ordered from and how long ago it has been. If they have ordered from another rep in the last 6 months, they need to continue ordering from that sales rep. We will not tolerate the stealing of other rep's customers. We don't want someone doing that to you, so please don't do that to someone else!
- EXCEPTIONS: (And these are very important to understand!)
    a. If a member of your family, a very close friend or next-door neighbor has been ordering from another sales rep and finds out you are now a sales rep and wants to order from you, they will need to contact the office personally and request to be switched over to you. The office will notify the sales rep they are leaving so they know the customer has switched.
    b. If you come across someone who is very unhappy with their current sales rep and wants to order from someone different, please let your RSM know. This way we can help correct the situation that has made the customer unhappy (in case the sales rep is unaware of what has happened or what they are doing that upset the customer) so at the minimum, the sales rep won't lose any more customers, even if they do end up losing this one customer.
- Facebook is a great place to advertise your AP business. However, if another sales rep posts an ad on a local group, please DO NOT comment and add your information to their post. This is not good business etiquette and it creates a conflict for anyone who would become a new customer from that post. ***You need to post your own separate Facebook ad***.

So please be mindful of other sales reps in your area and Good Luck sharing Alison's Pantry with the people around you!!

Facebook Live

For Reps - Mondays at 1:00 pm on our rep Facebook group we present Facebook Live training by one of our Regional Sales Managers or Josh or Jesse. These are short presentations where we share ways to improve your business and can answer questions live! You can also view past Facebook live videos from our Rep Facebook Group by clicking on the Videos option.

For Customers - Thursdays at 5:00 pm on our Alison's Pantry Facebook page we present fun cooking demos with great info about new and current products. Be sure and invite your customers to join in on these!

In the past we held webinars for sales training. You can still view past videos on our Pantry Academy Blog. Below are just a few to help you with your new business.

- More ideas from sales reps on how to grow.
  https://pantryacademy.com/2018/07/03/your-great-ideas-from-our-rep-only-webinars-in-june/
- Sales Tips, Sampling Products, Food Safety, How to Get Customers to Spend more
  https://pantryacademy.com/2018/03/15/march-webinar-sales-tips-for-reps-samples-food-safety-and-how-to-get-your-customers-to-spend-more-of-their-grocery-budget-on-alisons-pantry/
- Time Management
  https://pantryacademydotcom.files.wordpress.com/2016/01/time-management-for-busy-people.pdf
- Getting Customer Referrals, Catering to Customers' Needs
  https://pantryacademydotcom.files.wordpress.com/2018/06/7-webinar-handout.pdf
- Growing Your Sales Through Sampling, Proper Care & Handling of Food Products, Monthly Meal Planning Calendars https://pantryacademydotcom.files.wordpress.com/2018/03/march-webinar.pdf

AP Rep Mileage Log for 20___

Beginning Odometer for Vehicle: _____

Anything business related can be claimed on taxes but you must have a written record.

Date	Beginning Odometer	Ending Odometer	Where I went	What I was doing	Total Round Trip Miles