Alison's Pantry®

Representative Manual

Updated 1-11-2024 www.alisonspantry.com

Table of Contents

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) or 801-796-6411
- Text Number: 801-796-6411 or 85775
- 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.

STEP1 - 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 their food order or for you to deliver their order to them.

STEP2 – 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.

STEP3 – Social Media

1. **Facebook**

   We strongly recommend you create a Facebook business page or group for your Alison's Pantry business. 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 Apps**

Texting is a great way to send reminders to your customers. There are various texting apps available on the Google Play store or iTunes.

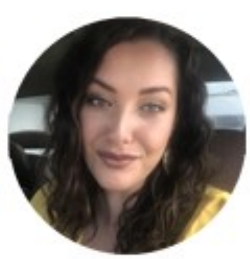
A. Individual text - You can send them out individually and personalize with the customer's name and information specific to each customer. This can take a lot of time depending on how many customers you have, but, has a much more personal feel for your customers.
B. Group text - We strongly recommend you never send a group text to your customers, unless group texts on your phone send to each person in the group individually. Otherwise, every person in the group sees everyone else's response. This can be very annoying and make customers mad.
C. Texting apps – There are a variety of texting apps on the Google Play Store or iTunes. Some are free and some cost a monthly or yearly fee. Remind, Reach, and Hit Em Up are a few of the apps used by some sales reps.

STEP4 – Sales Training with your RSM

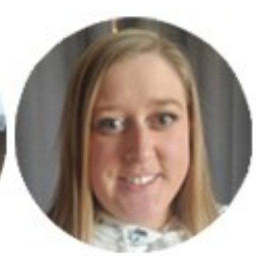
Once you have completed your paperwork and training videos, your RSM will schedule Sales Training and will go over a **Sales Rep's Monthly Schedule** with you. This training will take 20-30 minutes each week for the first 7 weeks you are a sales rep, beginning 4 weeks before your first order deadline.

Becky Price
RSM

Jacy Stolem
RSM



Anna Syme
RSM



Melissa Johnson
RSM

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, 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 dry products in pristine condition until handed to the customer who purchased them. (i.e., No thawed or refrozen products and no melted chocolate products.)
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, I agree 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 in pristine 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. If my order falls below the minimum requirement, I will not earn any commission on that month's sales, I will pay a $25 processing fee to have my order processed, 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 may 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 submitting a report to the office using the Product Issues hotlink found on Pantry Academy (click on the Pantry Academy hotlink on the Rep Dashboard for all other hotlinks). Before contacting Rep Support, I will try to locate missing product or the rep missing the extra product I received, 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 non-sufficient funds (NSF) 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.

DELAYED PAYMENT AGREEMENT

Under this agreement the signer acknowledges that they have 10 days total from the time of delivery to collect payments from customers and deposit those funds into the checking/savings account which is on file. Day 1 starts the day after the order is delivered.

I understand that my commission will not be available to me until I have paid all invoices due. I further understand that if I am unable to pay off any outstanding invoices Alison's Pantry will at their discretion use the commission to pay off the outstanding invoices.

It has been explained to me that if my payment does not clear I will be charged a $30 nonsufficient funds (NSF) fee and I will also be charged $10 per week until I have paid off the balance in full.

I understand that delayed payment processing is a privilege that may be rescinded at any time for any reason.

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 the hotlinks found on Pantry Academy for Email Templates and Text Templates for sample email and texting scripts, and product focus for phone call scripts. Phone scripts can be found at this link - www.pantryacademy.com/phone-scripts/. **Enter customer orders** as you receive them.

Day of order deadline (Monday) – do last-minute reminders to get orders in. Watch your **commission level on the Commissions Page in your Rep Portal to make sure your order is over the $750 minimum required to earn a commission on that order.** **Delivered Sales Reps* - You will receive a link to the Delivery Schedule by email and text on Tuesday or Wednesday after your order closes. The link will take you to a hotlink page where you can view your delivery schedule. You will need to know which order Group you are in and your truck Route number to pull up the correct schedule. Please reply ASAP to the email or text that you have seen your delivery schedule and what your scheduled day and time to get delivery is.

Monday of delivery week (or after **payments** are processed) – print **Commissions & Net10 Report**, print **invoices**, check for **declined order payments.** *You will receive an email and text message if you have orders with declined payments Friday or Monday.

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 for the office to withdraw from your bank account the next day (Day 10), unless Day 10 falls on the weekend and then the money will be withdrawn the following Monday.

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. Do you want to increase the likelihood 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 orders are due on a Monday every 4 weeks based on which group you are in. If a holiday falls on a Monday (Memorial Day, Labor Day), then the order closes the next day (Tuesday). *No order deadlines or deliveries happen on July 4th week, Thanksgiving week, or Christmas week.

ORDERING SCHEDULES

The office will have told you which ordering group you are in and you will receive a magnet from the office with the current year's ordering schedules for all groups. You can also view the Ordering Schedules on Pantry Academy by clicking the yellow Ordering Schedules hotlink.

Below the Rep Ordering Schedule are individual Group schedules that a sales rep can print off or have made into magnets or postcards for their customers. The Group schedule can be uploaded to a printing site like VistaPrint. The sales rep is responsible for the cost of doing this.

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 42 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 about $2.70 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 3-4 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 $.55 per catalog (7/2022).

> ***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 customers' mailing information added to the ordering program (Rep Portal) before the Catalog Mailing Deadline for each month's catalog mailing. The Catalog Mailing Deadline is Group 3's order deadline and is for the mailing 2 months ahead of time. You can view the Catalog Mailing Deadlines on the Mailed Catalogs page in your Rep Portal. Click on the red link at the top of the page, then choose the Catalog Mailing Deadlines tab.

> **Example** – October 17, 2022, was the deadline to signup for Catalog #1, 2023, mailings. The money to pay for the mailings comes out of your available commission the day after the deadline. Make sure you have enough funds available to pay for the mailings. (30 mailed customers x $.55 per catalog = $16.50)

The Mailed Catalogs page in your portal is 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.

*Once a customer is marked to receive a catalog, that remains in effect until you unmark them and save the change. Make sure ALL marked customers have a good, complete mailing address. Any catalogs with incorrect addresses are sent back to the office and you will NOT be notified if this happens due to the large number of returned catalogs. If a customer tells you they are not getting their catalog in the mail, verify their mailing address in their customer profile to make sure it is correct.

> **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
   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 (back page), 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.
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 Pantry Academy under the Product Updates link) and available to purchase until they are sold out.

3. Pricing –
    a. (2024)The pricing in our catalogs runs on a month to month basis except for spices, those will be for 2 months. (Catalog #1 & #2, Catalog #3 & #4, and so forth will have the same spice pridcing). Pricing does not change to the next catalog until the Tuesday after the last Group (Group 4) closes their order. This gives Group 1 more than a few days to place their order for the next month's catalog. This is only significant when switching to the next catalog with new items, new sales, and updated prices (example – when switching from Catalog 2 to Catalog 3).
    b. 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 Product Updates. 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.

    NOTE: New products that are coming in the next set of catalogs will be available to purchase as soon as they are received in the warehouse.

    c. 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 by 9 am).
    d. 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 on the front cover of the catalog at the top that reads, "*Please visit alisonspantry.com for the most current pricing. Pricing may not match this printed catalog due to recent supplier challenges and market fluctuations.*" ***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 –
    Hot Deals – Generally a 'hot deal' product may have cosmetic problems such as 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.

5. Online Catalogs --
    Each month's catalog is available on the company website in a PDF format with clickable links for each product that takes the customer to that item on the website so they can see more information on the item or add it to their order.

6. 90 Day Double Your Money Back Guarantee –
    Alison's Pantry wants our customers to feel confident in buying the high-quality products we sell so we have a money-back guarantee on every product. 99% of what we sell falls under our 90 Day Double Your Money Back Guarantee (see the inside of the front page of every catalog). The customer will get double their money back on the cost of the product plus any sales tax paid (shipping is not refunded). A customer MUST let us know they want a refund and re-

turn the unused portion of the product to their sales rep **within 90 days of the purchase date** of that product to get double their money back. If they notify their sales rep after 90 days but before 180 days from their purchase date, they can get 100% money back on the cost of the product. **There are no refunds given after 180 days.** Exceptions to the Double Your Money Back guarantee are Hot Deals, Pantry Bargains, and other #2 products. These are great products but not a #1 quality so a customer will only receive 100% money back if they want a refund within 180 days of purchase date. REFUNDS are given as credit on the customer's account and they can use that credit for a future purchase.

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 (F 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 or 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, Facebook posts, and Facebook messenger.

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!

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. These phone scripts can be found on the Pantry Academy blog on the Managing My Business tab/Reminder Scripts/Phone Templates (https://pantryacademy.com/phone-scripts/). There are scripts for New Customers, Current Customers, Inactive Customers, and letting customers know you can request Special Orders if they don't find something they are wanting to order in the catalog. These scripts are also very helpful when responding to a variety of objections a customer may give for why they are not ordering. Please read through them so you can respond effectively.

"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.

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 Pantry Academy blog (https://pantryacademy.com) or they can be found from your Rep Dashboard by clicking on the Pantry Academy hotlink and then clicking on the various hotlinks at the top of the screen (Social Media, Email Templates, Text Templates).

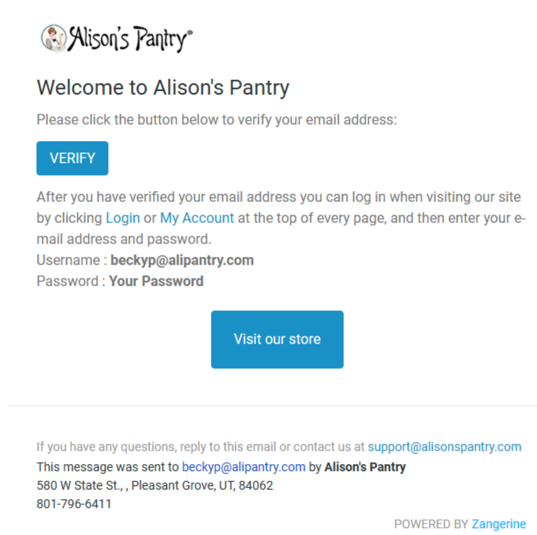
Social media images can be found on the Pantry Academy blog using the Social Media icon. (https://pantryacademy.com/social-media-images/).

To use the email templates, just place your mouse at the beginning of the text you want to copy, right click on your mouse and drag the cursor to highlight what you want to use, copy and then paste it into the body of your email. *You can use images from other catalogs or from our old social media images, as long as the information is correct and the product is available in our inventory.

Creating New Customer Accounts

When creating a new customer account in your Rep Portal, click on the Customers page on the left side of the screen. Click on Create Customer in the top left corner of the screen. All fields MUST be filled in with correct information, except the NOTE field and the UNIT field.
If a customer does not have an email address, you will need to create a fake email address for them. See instructions below for **Customers who do NOT have an email. Use the password **changethisasap!** for all customer accounts you create. Click the green Submit button when done.

Customers with a valid email address - once you create the customer account, it will need to be validated before you can enter their first order. The customer will need to go to their email and open the validation email from Alison's Pantry and click on the VERIFY button to verify that they want an account created. Once that is done, you will be able to enter their order.
If you or your customer get a notice that the email or account already exists, please contact the office so they can look up the account and either move it to you as their rep or reactivate it.


Alison's Pantry®

Welcome to Alison's Pantry

Please click the button below to verify your email address:

VERIFY

After you have verified your email address you can log in when visiting our site by clicking Login or My Account at the top of every page, and then enter your e-mail address and password.
Username : **beckyp@alipantry.com**
Password : **Your Password**

Visit our store

If you have any questions, reply to this email or contact us at support@alisonspantry.com
This message was sent to beckyp@alipantry.com by **Alison's Pantry**
580 W State St., , Pleasant Grove, UT, 84062
801-796-6411

POWERED BY Zangerine

Customers who do NOT have an email - create the customer account with a fake email using their name @alisonsreps.com. (example - becky.price@alisonsreps.com). **You must have a phone number and a complete mailing address for the customer to create an account with a fake email. You will then need to contact the office by email at support@alisonspantry.com or call them to verify the account for you. Once the office has verified that account, you will be able to enter their order.

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 or cannot use a computer, you can and should enter their orders for them.
<u>Placing An Order</u>

1. **Rep Portal:** Click on the Customers page in your Rep Portal. Click on the customer's name that wants to place an order. On the Edit Customer Account page, click on the orange Create Or-

der button in the upper right corner of the screen. Verify you are in the correct customer's account by checking that it says "My Account: Hi (customer's name)" at the top to the right of the AP logo.

2. **Add Items:** To add items to a customer's order, the fastest way is to enter the item number or a partial description of the product in the Search bar and click the Enter button. The item will come up on the screen with a default of 1 in quantity. You can click the Add to Cart button to add 1 to the customer's order.
    a. <u>Ordering more than one</u> - change the QTY field by clicking on the number to highlight and typing the desired quantity or clicking on the up and down arrows to change the quantity. *If the item has case discounts, the customer must order same number of items that are in a case (12 in a case) to get the case discount price.
        i. If the customer wants information on the product such as ingredients, nutritional info, or cooking directions, click on the name of the product and the product page will open on your screen with that information.
        ii. You can also use the categories under the Shop tab at the top of the ordering page on the website to find items, but this is a much slower process.

    b. <u>Out of Stock</u> – if an item is out of stock, it will show Stock Qty as "0" and the Add to Cart button will now show "Notify Me". If the item is on order, there will be an Expected Arrival date which is when we expect to get the item but not guaranteed until it arrives at the warehouse. You can click on the Notify Me button and enter your email (you will need to change it because it defaults to the customer's email address) so you will get a notification when this item is back in stock so you can add it to your customer's order.

3. **Shopping Cart:** When all items have been added to the customer's order, click on CART in the upper right corner of the screen to see everything that has been ordered.
    a. Verify the order is correct (correct items in the correct quantities).
    b. Items can be removed from the order by clicking on the red square with the minus sign on the right side of the screen in the Action column.
    c. Quantities can be changed by clicking on the QTY field and typing the correct number or using the up and down arrows to choose the correct quantity.
    d. If items were missed or other items need to be added, click on Continue Shopping.
    e. If everything is correct, click on Proceed to Checkout.

4. **Checkout:** Verify the information in all 5 areas.
    a. **Drop Location** - this should list the new sales rep.
    b. **Billing Address** - this should be the customer.
        i. No customer information? Click on the orange box Edit Selected Billing Address and enter the customer's billing address. **If they are paying for their order with a card or bank account, the billing address needs to match the billing address for these accounts.
        ii. If someone else's information is listed there instead of the customer's, click on the line to see if the customer's information is another choice, or click on Add a New Address to enter the customer's billing information.
    c. **Delivery Method** - this has only one choice, AP Shipping, which is 10% of the order Sub-Total.
    d. **Confirm Order** - verify that all items have been ordered in the correct quantities. Shipping and any sales tax are added in this section and the customer's total is listed.
    <u>Valid customer email</u> - if the customer you are placing the order for has a good email address in the system, they will get a confirmation email with the order invoice showing them their total. You can also give it to them on the phone, or through a text or email.
    <u>Fake customer email</u> - make sure to give the customer their order total so they know

how much their order is.

5. **Payment Method:** we can only accept 3 types of order payments - multiple payment types can be added but you need to choose one as the default payment method.
    a. **Net Terms:** This option is only available if a sales rep places the order for the customer. The order is placed without payment information and the sales rep will have to collect payment from the customer after they receive the order from the delivery truck. A sales rep will have 9 days to collect the money and deposit it into their business bank account. The office will withdraw the money 10 days after the last sales rep receives their delivery for that group (usually on a Monday 3 weeks after that month's order closed).
    b. **Credit Card:** This payment option is for credit cards and debit cards. Enter the name on the card (it should match the customer profile), the card number, the expiration date, and the 3-digit security code.
    c. **ECheck (ACH):** This payment option is an electronic payment from a bank account. The bank accounts routing number and account number are needed to use this payment method.

6. **Proceed to Payment:** When everything is correct, click Proceed to Payment. The THANK YOU screen pops up. You can click on the X in the upper right corner to close that screen. The Edit Customer Account screen will come up. Click on the Customers page to choose the next customer to enter their order or close the order program.

** When an order is processed, there is NO hold on the funds in that account. Orders can be placed at any time before the order closes, but the customer will not pay for the order until the Friday after the order has closed.

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! You also run the risk of the product not being in stock any longer.
DO NOT leave items in the Shopping Cart for very long. If an item sells out before the order is processed, it is no longer available and it will be removed from their cart when the order is processed.

IMPORTANT: When entering orders for your customers, ALWAYS log into your Rep Portal and then click on the customer who has an order to enter! DO NOT log into the website 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.

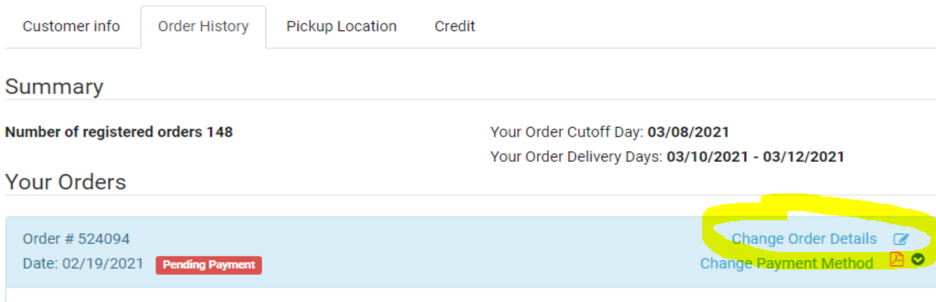
Order Editing

Customers and sales reps can now edit an order that has been placed up until their order closes Monday at midnight of their order deadline. To edit an existing customer order that has not closed yet, you can view this training video: https://bit.ly/3utTTlv or use the following directions.

To edit an existing customer order:

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 order that you want to edit. It must show Pending Payment in the red box on the left. Then select "Change Order Details". A page will pop up with the Order Details for that order.
Step 4: To add an item, you will need to enter the item number in the box in the bottom left corner "Add Product By Sku" then push the Enter key or click on the magnifying glass on the right. One of that item is added to the order. If you want more than one of the item you added or you want to change the quantity on any of the items on the order, click on the quantity box, change the amount and it is updated. If you want to delete an item, click on the black box with the minus sign to the right of the item you want to delete from the order and the item is removed from the order.



**Case quantity discounts are not applied if added by editing an order. Please contact the office to have the case pricing adjusted on an edited order, or create a new invoice to order the item and get the case discount.

IMPORTANT: Once any changes have been made, you MUST click on the SAVE box in the bottom right corner below the order total or the changes will not be saved. If you wanted to delete the entire order, click on the black box with the minus sign to remove all items from the order and then click the SAVE button. Also, the customer WILL NOT receive any type of confirmation of these changes, so if the sales rep made the changes, they should notify the customer of their new order total. A sales rep could also send the invoice to them manually through the rep portal.

To review using your Rep Portal, go to the training video at: https://bit.ly/3sNnD0q

FAQ – Can I split a case of product between customers on their order?
The answer is no. You can only enter items on an order as a whole number (i.e. Qty of 1, not .5). If customers want to split a case of product, one customer will have to pay for the case and then collect ½ the money from the other customer.

FAQ - Can a sales rep split a case of product between their customers by ordering it themselves and then selling a portion of the case to each customer?
This is a loaded question. Most important to remember is this– a sales rep should NEVER split a case of meat (chicken, beef, pork, seafood, etc.). Meat products have been inspected at a meat-packing plant and must have the inspection "bug" on the product. This bug is usually on the box or bag that the product is packaged in. If a sales rep splits a case of meat, they are "adulterating" the product which will get themselves and Alison's Pantry in big trouble and could shut us down. DON'T do it!!

It is possible to split non-meat products, but we caution sales reps about doing this! It's fairly easy if the product is prepackaged (such as bags of hash browns or rolls that have more than one bag in a case). However, products that are in one big bag in the box (such as cinnamon rolls, turnovers, cookie pucks, etc.) are more difficult to split up because the sales rep is now touching raw product and great care should be taken to keep product clean and free of contaminants. Sales reps should be using face masks, plastic gloves, and clean bags to hold the smaller quantities of product if they are going to split this type of product. You also want to make sure to give each customer all information about the product such as nutritional info, ingredients, and directions to prepare the product.

FAQ – I have a customer who has died, moved out of the area, or is no longer interested in ordering. How do I deactivate their account so it doesn't show in my customer list anymore?
Before deactivating a customer account, make sure they are not marked to receive a mailed catalog on the Mailed Catalogs page. Then click on the Customers page, click on the Customer's account, and you will be on the Edit Customer Account page. Please enter the reason why you are deactivating the customer's account (died, moved out of the area, no longer interested in ordering, etc.) and then click on the box next to Status (found under the Password field) to remove the check mark and then click the green SUBMIT box at the bottom of the page to save the change. The customer's account will no longer show in your customer list BUT their account is still in our system and still attached to you as their sales rep. IF you ever want to reactivate their account, contact the office (or your RSM if it is after office hours) to reactivate the customer's account for you.

Commission Levels

Commission is calculated on product subtotal sales each month (before shipping and sales tax are added).

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%

Your commission is available in your rep account on your Rep Portal on the Sunday 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 next personal order, or give credits to customers for various reasons (contests or incentives) for their next order. 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 at least 2-3 business days before it shows in your bank account depending on when you request the withdrawal. **See detailed instructions on how to use your commission on pg. 31.**

Order Minimums – There is a monthly minimum order of $750 required for a sales reps to earn commission. If your order falls below this minimum amount, we will still process your order but 1) you will NOT earn any commission on that order, 2) you will be charged a $25 processing fee if you are a delivered rep. You may also have to meet the truck with another sales rep near your location. Orders that are below $300 WILL be moved forward to the next catalog order and it is the sales rep's responsibility to let those customers know they will not receive their orders until the next order period.

A sales rep with a below-minimum order CAN choose to move their customers' orders forward to the next catalog but this can only be done ONE TIME in a 6-month period. A no-order month also counts as a below-minimum month IF the sales rep did not notify their RSM BEFORE the order closed that they would not be ordering and why they are not ordering. Sales reps who have orders below minimum 3 months in a row or 4 out of 6 months may lose their ordering privileges. (Appendix B "Alison's Pantry Representative Agreement", Being an AP Rep, Line 10.)

Sales reps who are off route and don't meet delivery minimum have the option to 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

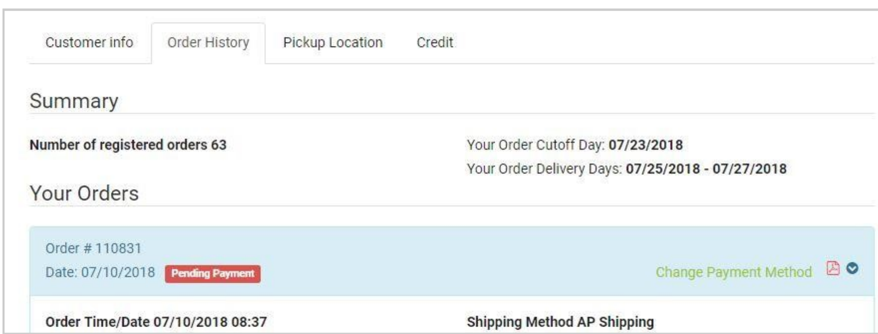
When orders are entered online, payment information is required to process the order unless the sales rep is placing the order for the customer and chooses the Net10 payment option. Customers can pay for their order with a credit card, a debit card, or a bank account (ACH). They will choose which payment method they would like to use and then they will enter that account information to process their order. Alison's Pantry cannot accept any other forms of payment such as food stamps, SNAP, EBT, or WIC. Order payments are then processed as follows:

1. All 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.
2. 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.)

<u>Change Payment Type</u> - You and your customers now have the ability to change credit card numbers when they get a new card 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 "Payment Tab." Add the new card or echeck info. Choose this new payment as the Default Payment type.
Step 3: Then go to the Order History tab. Find the most recent order or the declined order and select "Change Payment Method". Then click "Set Payment" besides the correct form of payment. ***You must let the office know that new payment info has been entered on a declined or shipped order so we can reprocess it. It does not automatically process the payment when you change the payment type.***



Commissions & Net 10 Report

The Commissions & Net 10 Report for each 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, as well as how much commission you made on that order.

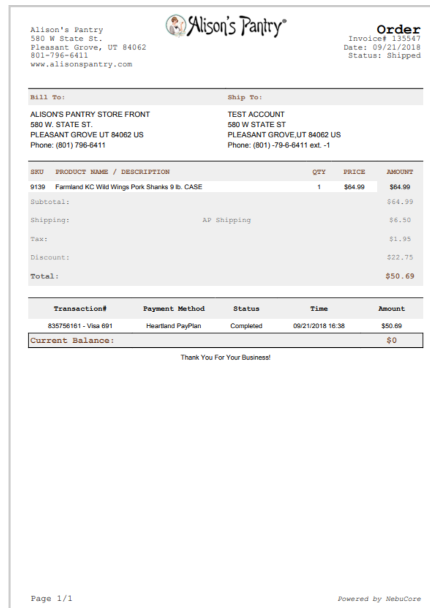
To print the Commissions & Net 10 report:

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 & Net 10 report is the first report listed under Sales Reports on the left side of the page.

2. Click on the Commissions & Net 10 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 report for; example - 2023 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



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!

Page 1/1

Powered by NebuCore

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 VERY important that 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.

<u>IMPORTANT:</u> Do not print the invoices for your order that has just closed until end of day Friday, after payments have been processed. Make sure the invoices show that payment has been processed at the bottom of the invoice before printing them off or they will not be correct. NET10 orders will show NET10 in red at the top right of the invoice and a balance due at the bottom. Paid invoices will show SHIPPED at the top right of the invoice and payment information at the bottom. If an order payment is declined, it will show DECLINED in the top right corner and at the bottom, it will show a payment was processed and declined and balance is still owed on that order.

Declined Payments

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 Payments

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 declined orders will be moved to Net 10 unless you notify the office otherwise.

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 the office.

To check for declined orders, simply go to the Orders page 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 Payments

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 9 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,** then notify the office so we can reprocess the payment.

ECheck - *The payment type will say eCheck (ACH)*. If a customer's Echeck is returned for insufficient funds, we will notify the rep and a $5.00 Returned Check Fee will be added to the customer order total. 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, but be sure to notify the office for us to reprocess the payment. Make sure the payment has cleared before giving the customer their order.

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 delivery location 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. Alison's Pantry 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.

<u>Delivery Schedule</u> – Delivery schedules will be available Tuesday or Wednesday after your Group's order closes. You will receive a notice by email and text message that the schedule is available with a link to the page with the delivery schedules. You need to go to that page and click on the correct Group and Route to see your schedule. The delivery schedule will show the day, approximate time, and town where you are scheduled to receive your order delivery the following week. Sales reps are required to reply back to the office on the email or text message with their day and time of delivery so the office knows they have seen the schedule.

We ask that sales reps be as flexible as possible and plan to be available 30 minutes before your delivery time to 30 minutes 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. A new schedule will be posted on the Delivery Schedule page and you will be notified by email and text of the new schedule. Please reply back that you have seen it with your new day and time.

**Please have your cell phone with 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.

<u>Before-Delivery Checklist</u> – 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 & Net 10 report for that month. (See **Commission & Net 10 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 that 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 of your order off the truck, the driver will head to the next delivery drop and you will prepare to inventory your order.

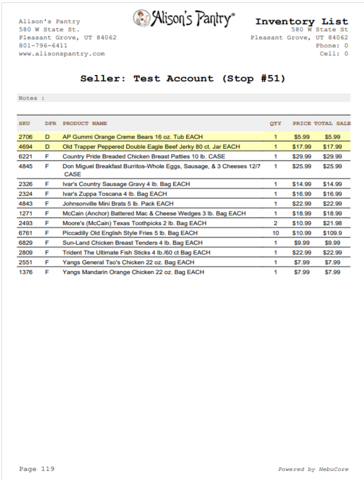
<u>Pallet Returns Required</u> - We require that anyone who takes a pallet with their order must also return a pallet that same delivery. If this is your first order delivery with a pallet, then you will return the pallet on the next order delivery.

- If you have stored pallets, please send them back with our drivers on your next delivery.
- If you don't have the original blue pallet to return, you will need to offload your order so the driver can take that pallet with him.
- If you are unable to return a pallet each time you take one, you will be charged for the $120.00 cost of a new pallet.

<u>After-Delivery Checklist</u>

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

Inventory Your Order



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

Alison's Pantry®

Inventory List
580 W State St
Pleasant Grove, UT 84062
Phone: 0
Cell: 0

Seller: Test Account (Stop #51)

Notes :

SKU	DFR	PRODUCT NAME	QTY	PRICE	TOTAL SALE
2706	D	AP Gummi Orange Creme Bears 16 oz. Tub EACH	1	$5.99	$5.99
4694	D	Old Trapper Peppered Double Eagle Beef Jerky 80 ct. Jar EACH	1	$17.99	$17.99
6221	F	Country Pride Breaded Chicken Breast Patties 10 lb. CASE	1	$29.99	$29.99
4845	F	Don Miguel Breakfast Burritos-Whole Eggs, Sausage, & 3 Cheeses 12/7 CASE	1	$25.99	$25.99
2326	F	Ivar's Country Sausage Gravy 4 lb. Bag EACH	1	$14.99	$14.99
2324	F	Ivar's Zuppa Toscana 4 lb. Bag EACH	1	$16.99	$16.99
4843	F	Johnsonville Mini Brats 5 lb. Pack EACH	1	$22.99	$22.99
1271	F	McCain (Anchor) Battered Mac & Cheese Wedges 3 lb. Bag EACH	1	$18.99	$18.99
2493	F	Moore's (McCain) Texas Toothpicks 2 lb. Bag EACH	2	$10.99	$21.98
6761	F	Piccadilly Old English Style Fries 5 lb. Bag EACH	10	$10.99	$109.9
6829	F	Sun-Land Chicken Breast Tenders 4 lb. Bag EACH	1	$9.99	$9.99
2809	F	Trident The Ultimate Fish Sticks 4 lb./60 ct Bag EACH	1	$22.99	$22.99
2551	F	Yangs General Tso's Chicken 22 oz. Bag EACH	1	$7.99	$7.99
1376	F	Yangs Mandarin Orange Chicken 22 oz. Bag EACH	1	$7.99	$7.99

Page 119

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 2 sections: D – Dry and F – Frozen. Items are listed in alphabetical order within each section.

<u>IMPORTANT</u> - 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 refreezing. This lowers the quality of the products! Items that thaw quickly should go into your freezers first, such as

frozen lemonades and icecream, 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. Dry boxes that have more than one product in them have the flaps folded in and should be opened.

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.
4. 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.

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. The office needs to be notified of ALL problems with delivered orders and what the outcome was (found missing item (got it or didn't get it because rep was too far away), found rep who was missing item (they have it now or too far away to get it to them), damaged product (too damaged to sell or customer will take it).

Please follow the steps below to handle these issues:

- <u>Extra items</u> – 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 submit the form on the Product Issues hotlink 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 items you have, click on the Product Issues hotlink and fill out the Extra Products form. Fill in all the needed information about the extra item. Support will give you the option to try to sell it to someone or buy it yourself.

  **If you're unable to find who the extra item belongs to, we sincerely apologize for sending extra items with your order. To help us keep our costs down, we ask that you try to sell the extra item at regular price to your customers or people that you know or buy it yourself. Sending items back on the truck usually ends up with the products being damaged and sellable or requires the truck to continue to run the refrigeration which is very costly. Rep Support will explain the process.

- <u>Shorted Items</u> – 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 then click on the Product Issues hotlink on Pantry Academy and fill in the needed information, to let the office 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 click on the Product Issues hotlink on Pantry Academy and fill in the needed information. 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 the next order. **Missing items are not reordered by the system automatically.

- 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 click on the Product Issues hotlink on Pantry Academy to let the office know about the damaged item and how extensive the damage is. A picture of the damaged item MUST be sent to Rep Support before a credit is issued at support@alisonspantry.com. 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. If the customer takes the credit, the customer or their sales rep will need to manually reorder the replacement item for their next order. This is not done automatically." **All non-food damaged 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, 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. 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. Customers returning these items will only receive 100% money back.

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: To report any Returned items, click on the Product Returns hotlink on Pantry Academy, and fill in the required information. The reason for the return needs to be informative, not just "Dissatisfied". We need to know exactly what was wrong or why they did not like it. If it is because the product looks bad, please email a picture of the product as well as any dates or codes from the packaging to support@alisonspantry.com

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 all ready to go and you only have to pull their frozen items from the freezer.

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. **Customer orders should be delivered/picked up within 7 days of receiving the 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 string cheese, granola bars, snack items, 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 (muffins, cookies, brownies, breads) or heat up any of our delicious soups and bake up some of our wonderful rolls.

For ideas on sampling products to your customers, go to PantryAcademy.com> Growing My Business> Sampling.

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 through their sales rep 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 <u>both</u> of you. You do not have to offer this payment option to any of your customers unless you are confident that they will pay you for that order when it is delivered.

<u>IMPORTANT</u>: Orders can only be placed on net 10 by a qualifying rep checking out through their portal. 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.)

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. Some sales reps are using apps such as Square, Paypal, and Venmo to collect payment but please be aware - any funds collected by these processing apps is considered income and a 1099 is sent to you and the IRS showing it as income. ** This is not actual income for a sales rep because you are just collecting that payment for Alison's Pantry and it would be best NOT to collect payment through these apps.

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. Any net 10 payments not completed by your next catalog closing date will cause you to lose ordering privileges until it is paid. Having 3 NSF's in a 6 month period will result in losing your net 10 privileges permanently.

See Delayed Payment Agreement on ***pg. 9***

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.

Freezer Care & Maintenance

Freezers are an essential tool in your Alison's Pantry business, so it is important that they are maintained in good operating condition. The best place for specific information on your freezer is the use manual that came with it. For general information on freezer care, see https://PantryAcademy.com/14651-2/

FAQs –

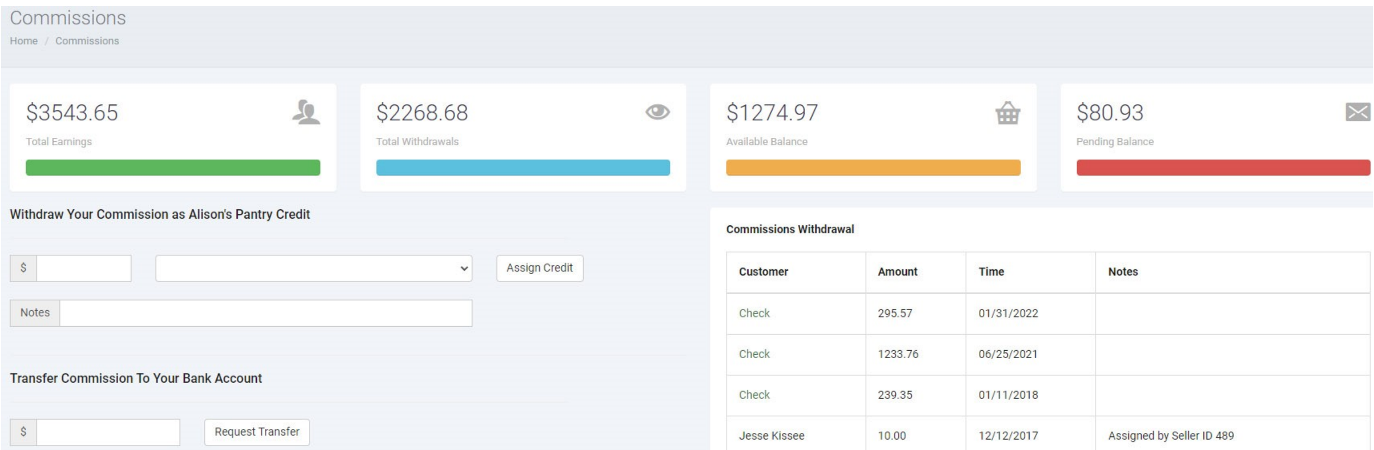
Is it okay to leave your freezer on when empty? It is your preference. If you turn the freezer off, leave the door cracked to ventilate. Once you turn it back on, give it 4 hours to cool down before putting food in it. If you leave the freezer on, put several jugs of water in the freezer to help maintain the temperature.

Can the freezer be plugged into an extension cord? Freezers should be plugged into a grounded electrical outlet. The Sears Kenmore owner's manual states "DO NOT use an extension cord or an adapter plug." However, if you must use an extension cord, make sure it is rated for the amperage/wattage of the freezer. Example: 14-gauge three-conductor extension cord under 50 feet of length for a residential grade deep freezer (per an electrical engineer on quora.com). Freezers need good power, or you burn out the compressor.

Where is the best place to put your freezer? Freezers should be located in the coolest area of the room, away from heat-producing appliances or heating ducts, and out of direct sunlight where surrounding temperatures will not exceed 110°F. Leave a 3-inch space on all sides of the freezer for adequate circulation.

Commissions

Viewing & Using Your Commission - In the Rep Portal, click on the Withdrawals page. Commission earned will show in the box with the orange line labeled "Available Balance". Your commission is available in your Rep Portal on the Monday after your orders have closed and payments have been processed. You can leave the money there to build for future use, you can apply some or all to your next personal/business order, or give credits to customers for various reasons (contests or incentives) for their next order. 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 at least 2-3 business days before it shows in your bank account depending on when you request the withdrawal.



Pay for Personal or Business Orders - Available commission can be used to pay for the rep's next or future personal or business orders.

1. Go to the Withdrawals tab in your portal. Under the section "Withdraw Your Commission as Alison's Pantry Credit" on the left side of the screen, click on the box with the dollar sign ($) and type in the amount of commission you would like to apply to your next order.
2. The next box to the right should have the sales rep's name, but if it doesn't, or the commission will be applied to the rep's business account, click on the arrow and choose the correct account from the drop-down box.
3. Click on the box labeled "Notes". It is a good idea to type in a note of what the commission is being used for as a paper trail for tax purposes. If the commission used to pay for personal orders, it is NOT a tax write-off; BUT, any commission used to pay for business purchases (catalog mailings postage, extra catalogs, contest prizes, samples, etc.) is a tax write-off.
4. Click on "Assign Credit". The program will ask if you are sure you want to assign that credit and you will click "YES". Then click OK to close the message.

Give a customer a credit - Available commission can be used to give a credit to a customer. Examples of credits: FREE shipping for referring a new customer (find shipping amount on the customer's invoice), $5 off their order for ordering $100 or more, $25 for being a special drawing winner, etc.

1. Go to the Withdrawals tab in your portal. Under the section "Withdraw Your Commission as Alison's Pantry Credit" on the left of the screen, click on the box with the dollar sign ($) and type in the amount of commission you would like to apply to the customer's account.
2. Click on the down arrow in the next box to the right and a drop-down list appears with the sales rep's name and all their customers. Click on the customer's name who will receive the credit.
3. Click on the box labeled "Notes". It is a good idea to type in a note of what the commission is being used for as a paper trail for tax purposes. Commission used to give a customer a credit

on their order for contests or giveaways is a tax write-off.

4. Click on “Assign Credit”. The program will ask if you are sure you want to assign that credit and you will click “YES”. Then click OK to close the pop up message.

Transfer to Bank Account - Available commission can be transferred to a rep’s bank account so they can use the money as needed. These transfers take at least 2-3 days to process, so be sure to plan ahead.

1. Go to the Withdrawals tab in your portal. Click on the box with the dollar sign ($) under the section labeled “Transfer Commission To Your Bank Account” on the left side of the screen.
2. Type in the dollar amount you want to transfer to the bank account attached to your Alison’s Pantry account up to the total in the Available Balance box.
3. Click on the “Request Transfer” box. A message will appear letting you know the transfer request has been processed. Click “OK” to close the message.
4. **If you use the catalog mailing service, make sure to leave enough commission to pay for upcoming catalog mailings that happen before the next order closes and commission from that order is available to use. Otherwise, the office will have to collect the cost of the mailings from you with a different payment account.

If you ever need help correcting a mistake when requesting or assigning commission, please call the office.

"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. Follow the suggestions on the Rep Monthly Calendar to work on your business a little each day. 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 go online to order or 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. Example: When they order a spice ask your customer if they need a spice jar.

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. 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 & Net 10 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/

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 Ideas –

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.

Marketing Kits for a Fair Booth or Open House –

Alison's Pantry has a marketing kit available to help you grow your AP business. You must contact and visit with your RSM to discuss which type of event you would like to participate in so she can send in the request for the office to add a kit to your upcoming order and to do training with you so you can have a successful event. Go to https://pantryacademy.com, Growing My Business, Events for more information.

Marketing Kits are used for fair booths and open houses. Each kit is $50 (plus shipping and sales tax) and must be ordered and paid for with a regular monthly order so it can be sent to you on the delivery truck. You also have the option of borrowing an AP Banner (3’ x 5’) 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 each kit IF they do the following:

- Take a picture of themselves and their booth and post them on our Facebook rep group 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:

- 1 cookie sheet,
- 1 parchment paper, (if available)
- 2 LM Brownie Mix
- 2 LM Raspberry Muffin Mix
- 1 Garlic Supreme
- 1 Popeye’s Spinach Dip Mix

These items are to be used to promote your Alison's Pantry business at the event. Put together one or two drawing baskets to give away, use some of the items to make samples, or a combination of the two. You should always have some type of drawing at your booth to generate interest and gather contact information for people who stop by your booth.

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 blog.
- Order your samples ahead of time and share them with customers on delivery day.
- 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, 2 to 3 weeks before an order deadline is a good timeframe.
- 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.
- Watch all AP FB Events.

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.
- 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 on Pantry Academy under Rep Monthly Calendar)

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 under Printables. Check there for these great resources to help you build your business!

Coupons

Punch Cards

Gift Certificates

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 open house.
- 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 money back guarantee if they are unhappy with a product.
- Remind customers why they like our 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 an Open House to educate customers.
- 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.
- **Catalog Mailing Deadline** – It is critical that you keep your customers' contact information up-to-date in your Rep Portal. Catalog mailings and emails to customers use this information. The Catalog Mailing Deadline is the same Monday that Group 3 closes their order each month. A list is pulled on that date and sent to the printers for each customer marked to have a catalog mailed to them. Catalogs are mailed out 4-5 weeks before each group's order deadline. Please pay attention to this date and have all changes completed before that day to ensure 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 "Email Signup" link. It's important to ask them to sign up themselves and to give permission to receive these emails. If you choose to forward any emails sent to you by the company, you need to make sure and delete the UNSUBSCRIBE information at the end of the email* and type in your own unsubscribe information (example sentence: "If you do not wish to receive this type of marketing email from me, please reply to this email with UNSUBSCRIBE in the subject line.").
- * If you do not remove the UNSUBSCRIBE info the company has at the bottom of the email, you, not them, will be unsubscribed from the company email list if a customer clicks on it.
- **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 showing their total 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://youtu.be/crhNm8UPjFs

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 - On the 2nd Monday of every month, one of the Regional Sales Managers will do a Sales Tip live at 1 pm on the Facebook Rep Group.
On the Friday after Group 4 closes their order each catalog, Josh Kissee will do his Flex Friday on the Facebook Rep Group at approximately 11:00 am. He will cover various topics such as product issues, upcoming events, rep recognition, and a Q&A for reps to ask any questions they want.
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.

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

Best Practices for Sales Reps

1. Has a live prospect list of potential customers and continues to add to it.
2. Talks with their RSM every quarter.
3. Has a FB group or page for their customers.
4. Posts on FB about the products they love.
5. Advertises regularly on their FB group or page.
6. Offers contests and finds ways to engage on their FB group or page.
7. Asks their current customers for referrals.
8. Rewards their customers for referrals to help them grow.
9. Gets catalogs out in a timely manner – 2 to 3 weeks before order deadline.
10. Is consistent in their AP business and uses the Rep Monthly Calendar to make sure they are getting monthly tasks done in a timely manner.
11. Follows up with their customers' questions quickly.
12. Starts early in their calling, uses the Time Blocking idea every day.
13. Calls customers for a reminder.
14. Asks for the order.
15. Thanks customers for their orders – phone, text, email, and/or FB.
16. Orders their own products for themselves.
17. BEFORE their order closes, they make sure all orders are in and that there are no duplicate or doubled orders or other issues.
18. Samples products to their customers each month.
19. New customers – adds them to their FB group or page, email list, and cell phone contacts.
20. Follows up with new customers and offers the product guarantee if needed.

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