



TIPS for Sellers

Preparing the order Form

1. Print your order forms on 8 ½ x 11” paper in Color or B&W if not already printed for you.
2. Find an envelope to store collected cash and checks. A 9 ½ x 11 envelope works well. You can tape or staple the order form on one side and the product descriptions on the other.

About the Products

- **GB coffee**— All FRESHLY ROASTED just before it ships and deliciously fresh when you receive it. Typical grocery coffee is many months old before it is purchased, and quite often stale.
- **Artisan Tea** - Tea drinkers will love these high-quality loose tea blends. They are packaged in 4 oz bags which is quite a bit of tea - enough for 50-80 cups depending on type and # of infusions.
- **Cocoas & Chai Latte** - One cocoa is a “mix-with-water”, the is other a “mix-with-milk”. Both are delicious. Our Chai Latte is a mix-with-water and very creamy as well.
- **Biscotti**—Addictively crunchy and perfect with coffee, cocoa, chai or tea. All in 1/2 pound bags

Selling TIPS

1. **Make a quick list** of people to sell to.. friends, relatives, and neighbors. See our **quick prospect list**.
2. **Involve Mom and Dad**. Work friends are a great way to get orders. Some sellers buy a bag online and display it with an order form at the office (ground coffee fills a room with great aromas – looks great too!)
3. **Door-to-Door selling** is usually the most effective way to sell to friends and neighbors. If you have a uniform (scouts, band, soccer, basketball, etc. it’s a very good idea to wear it. Always go with a buddy and/or parent.)

What to say? Here’s a sample script...

“Hello, my name is _____. I’m selling coffee, tea and cocoa to support the (org name).”

“We’re raising money this year to (your purpose for the money you are raising).”

“The coffee is freshly roasted and will be delivered (week).”

“Coffee and Tea are \$12.00 per bag”

“Would you like to support me and the (org name) by placing an order?”

(If not interested in buying) “Would you like to make a small donation?” (These add up!)

BE POLITE, LOOK SHARP, SMILE, SPEAK CLEARLY, BE ENTHUSIASTIC AND ALWAYS SAY THANK YOU!

Taking Orders

1. **Collect cash or checks** with the order and verify the total due.
2. **Checks are** to be made out **to your organization, not to you and not to Giving Bean.**
3. **Write down customer email address on order form**—they will receive a delivery notice and a coupon for the online store when the coffee ships. All online store purchases raise funds for you and your group as well.
4. **When delivered?** Approximately 7-10 days after the order forms are due

Placing Your Total Order

1. Total up all your columns on the order form (bottom row above letters)
2. If you have access to the internet, please go to the web address noted on the bottom of your order form and follow the instructions for EZ order entry.
3. Print your confirmation and include it with your money to your coordinator.
4. You may also turn all money and order forms into your coordinator if no internet access.