

Compliments of
First-Fundraising
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Practicing Your Sales Script

Your success is our purpose! Here's a helpful tip. To assist your sales team in improving their success rate, we offer this brief sales script below to be used when your sellers engage with customers face-to face.

Hello! I'm (name here) with (organization name)

Our organization is raising funds to help us (put your fundraising purpose here)

We're offering a healthy fundraiser this year, individual first aid kits. They're handy and very useful - for your home, car, kitchen, golf bag or garage. Please, take a look (hand the product flier to the customer)

(After a few seconds ask) Wouldn't this be better than putting a cookie or some popcorn on a cut, the next time someone hurts themselves?

If the customer wasn't smiling when you arrived, they'll be smiling and more inclined to buy, after you ask that question. Practicing a friendly smile, a polite introduction and timing of the punch line will help a great deal.

If a customer says they already have a first aid kit or they don't need a first aid kit, tell the customer...

If your group supports a charity



That's OK! Would you like to purchase a kit to be donated to a worthy charity? We are supporting (name of charity) and your donation will support us and send a first aid kit to a worthy cause.

Always thank the customer whether they purchase or not and leave them with a good impression of your organization.

Good luck! ...and remember to *Smile! Happiness is catchy.*