



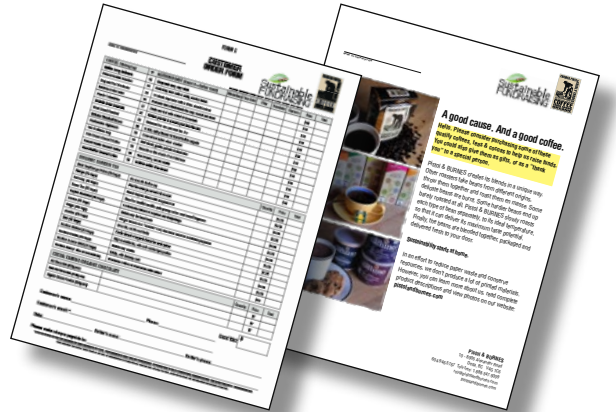
SELLER'S GUIDE

Successful fundraising in 6 easy steps.

STEP 1

Get to know **Pistol & BURNES** and our products

- Find out more about us at pistolandburnes.com and discover what makes us different.
- Look over the **CUSTOMER ORDER FORM**, and get to know the names of our blends and the selling prices; this will help you become comfortable in your sales presentation.
- We've filled in a sample **CUSTOMER ORDER FORM** (attached) so you can see how it's done.



STEP 2

Write a **PROSPECT LIST**

- Friends, family, co-workers, neighbours, relatives and anyone else you can think of who drinks coffee, tea or cocoa.

STEP 3

Hit the streets, the phone and the web

- A personal visit to prospective customers is always best, because you can review the **CUSTOMER ORDER FORM** with them and show pictures of our products. You can also solicit orders by phone, or by email.
- Complete the **CUSTOMER ORDER FORM** together with your customer; it's easy and straightforward. We've completed a sample form for you, so you can see how it's done. Please make sure you provide us with all customer information, including an email address.

SALES BUILDER: leave an order form with customers who are undecided. Be sure your name and phone number is on the form. And also make sure to follow up with them in a few days.

STEP 4

Submit your orders to your group organizer

- When you finish soliciting orders, return all money collected and a completed **SELLER'S SUMMARY FORM** to your organizer.
- We've filled in a sample **SELLER'S SUMMARY** (attached) so you can see how it's done.
- Hang on to your completed **CUSTOMER ORDER FORMS**.

STEP 5

Pick up your orders from your organizer, and deliver them to your customers

- When you pick up your order, sort it out by customer using your CUSTOMER ORDER FORMS.
- Include one **CUSTOMER RE-ORDER FORM** with each customer's order. Be sure to print your group's name on the front and back; also print your name and phone number on each form.
- When you deliver, explain to the customer that your group is trying to keep funds coming in over a long-term period, and ask them to consider re-ordering from you.
- Return all of the original **CUSTOMER ORDER FORMS** to your organizer.

STEP 6

Revisit your customers, and ask for re-orders

- Phone, email or visit your customers a couple of weeks after delivering their order, to see if they'd like to order again. **“Asking for the re-order”** is essential to the sustainability of your revenue stream!

East Kent Basketball
NAME OF ORGANIZATION

CUSTOMER ORDER FORM

Sustainable FUNDRAISING™



PLEASE INDICATE HOW MANY BAGS OF EACH GRIND YOU WANT

COFFEE (1lb/454g bag)	▼ AGTRON ROAST (lower # = darker roast)	Whole Bean	Fine Grind	Filter	Percolator	Espresso	Price	Total
Spitfire Long Bottom's	19 Deep and very, very dark	2					\$14	\$ 28
Vienna Double Roasted	24 Delicately dark with a nutty, smoky finish						\$14	
Dog and the Trombone	28 A classic espresso with a thick, sweet crema						\$14	
Mexican Aztec Gold	33 Volcanic blend that blasts the cup; sweet and bold						\$14	
Puerto Columbian	37 Zesty and full with a hint of chocolate						\$14	
Rockets from RosaRita	37 Wakes you up & powers you thru the day						\$14	
West Coast Roasted	38 Balanced for am, pm and fm, too						\$14	
Bolivian Chestnut Brown	38 A rich, spicy flavour is found in this organic						\$14	
Guatemalan Highlands	39 Goes all complex when roasted						\$14	
The Toothless Dog	24 SW Decaf; gentle yet full of character	1					\$15	\$ 15
Irish Cream Dessert Coffee	38 Smooth as the cheek of an Irish lass						\$15	
French Vanilla Dessert Coffee	38 Tres French, ooo la vanilla						\$15	
Hazel Nuttier Dessert Coffee	38 Nuttin's nuttier than hazel						\$15	

ORGANIC GARDEN TEA		Quantity	Price	Total
Black Tea/Orange Pekoe (25 bags)	So smooth in the cup	1	\$6.25	\$ 6.25
Orange (25 bags)	Peel the orange; serve hot or cold		\$6.25	
Earl Grey (25 bags)	Finest Ceylon blend with bergamot oil		\$6.25	
Green Tea (25 bags)	Used for health benefits; pale grassy colour and sweet fragrance		\$6.25	
English Breakfast (25 bags)	A full-bodied blend of Ceylons and Darjeelings	2	\$6.25	\$ 12.50
Lemon (25 bags)	Deliciously tart and fresh		\$6.25	
Ginger (25 bags)	Ginger known as a "wonder" root, has been used for medicinal purposes		\$6.25	
Jasmine (25 bags)	Smooth, exotic and tasty		\$6.25	
Chai (25 bags)	Exotic blend of organic black tea and spices		\$6.25	
Rooibos Natural (20 bags)	High in nutrients, with anti-oxidant properties		\$6.25	
Rooibos Vanilla (20 bags)	Deliciously vanilla		\$6.25	
Rooibos Lemon Mint (20 bags)	Minty, with lemony zest		\$6.25	

COCOA CAMINO ORGANIC CHOCOLATE		Quantity	Price	Total
Hot Chocolate (336g can)			\$8.50	
Dark Hot Chocolate (336g can)		1	\$8.50	\$ 8.50
Organic Cocoa Powder (224g can)			\$8.50	

Customer's name: **Judy Samson** Phone: **604-555-1212** Grand Total: \$ **70.25**

Customer's email: * **judy.samson@hotmail.com**

Date: **Feb 12, 2011** Seller's name: **Bill Chambers** Seller's phone: **604-902-1010**

Please make cheque payable to: **East Kent Basketball**

