



**DOWNEAST
WINNING
TEAM®**

MANUAL #4

**SUCCESSFUL
SALES**

Sales Approaches, Tips
Building Confidence
Business to Business Sales
Mailorder & Internet Tips - p16-19
Top Selling Products - p21

FULLER BRUSH DOWNEAST WINNING TEAM ®

Manual #4 - Successful Sales

This Manual started out as a Company sales manual from the 1980's that we found and updated in 1993, and continue to elaborate on. We hope it will aid in your success producing a profitable product volume. - Roland Rhoades, Division Director © DWT 6/16 update

THE APPROACH

"I am sure that the success I met at the door was caused by an honest approach, a neat appearance but unassuming attitude, and a product that would stand the test of use." - Alfred C Fuller

1. SELL YOURSELF FIRST

Your appearance is vital to the effectiveness of your presentation. YOU are what the customer sees and judges first - not the product. If you make a poor impression, you may never receive the customer's full consideration.

A. Project confidence.

B. Smile - be friendly.

C. Be positive!

D. Be enthusiastic!

E. Dress the part by following your customer's lead.

1. House to House/ Flea Markets

Casual, but neatly groomed. Golf shirt, sport jacket, long shorts, casual shirt.

2. Business Calls/ Fund Raisers

Business Attire. Dress shirt and tie. Dress or nice skirt.

2000: I amend this to whatever you feel comfortable with that also makes YOU feel confident and professional. I never wear a "noose around my neck" anymore, and I never got into wearing skirts. If you are comfortable with the above business attire, I'm sure it will help, but I do not personally feel it necessary in today's market. - Roland

F. "Actions Speak Louder Than Words"

Lean forward slightly - appear eager. Establish and maintain eye contact. If you are talking to more than one person, position yourself to one side of the group so they can see the products you demonstrate or show, and you can see their reactions.

2. INTRODUCE YOURSELF

If calling at a home, when the customer answers the door, take a step back away from the door. Introduce yourself, and offer the customer a free gift choice and then ask to show him/her the sales catalog. Be pleasant and gentle, not demanding. Give them a handy brush at the start and they'll look harder to find something they need. i.e. "Hello, my name is _____, and I'm your local Fuller Brush distributor. I'd like to give you this free gift and show you a few of the special products on sale right now." - You can also just offer them a sale catalog and give them a freebie when they order - whichever you fell most comfortable with. YOU feeling at ease is of the utmost importance in relating to your customer. Read on for going to businesses.

3. NOW THAT YOU'VE SAID HELLO

Our products have been known to sell themselves, but first you've got to show the potential customer just what Fuller Brush and you have to offer. Use the Monthly Sales brochure. Few people can look through our sales brochure without finding something they have to have. Don't simply hand the customer the brochure - you want to maintain control of the sales call. Use your finger to point and direct the prospect's attention to special bargains. Let the brochure lead you into your first demonstration. The monthly brochure also gives them a discount for a limited time

so that they need to act now instead of saying “maybe later”. I keep a Master Catalog with me in case they ask for something not on sale, but generally give them out only to cash customers. Many of your customers will already know what they want before seeing a catalog; they’ve just been waiting to find a Fuller Brush dealer again. Make sure they know that YOU are committed to staying around also, because previously they’ve probably met dealers who did not stick with it.

4. “TELL ME WHY AND I WILL BUY”

- A. Determine your customer’s needs. Ask if the customer has a particular home care problem. Suggest the Fuller Brush product that will fill that need. Find out what products s/he currently uses. Explain how our products beat the competition in terms of Quality, Dependability, Durability, Consumer Satisfaction, and Personal Service to their home.
- B. Use positive statements to catch the customer's interest. i.e. This is the Company's best seller. These are our top 10 items. This is the hottest item in our line. This is my best seller. (And confirm all your customer's purchase decisions as good ones by saying that you sell quite a few of those items, and you know s/he'll like them.) Use testimonials such as “One of my customers, Mrs Boudway on North Street, buys our Stain Spray by the case. She has small children too, and she swears she hasn't found a stain our Stain Spray can't remove!” Give a piece of information and follow that remark with a question. Example: “Fulsol dissolves the heaviest grease on contact, and it's biodegradable. It's so safe, you could even pour it down the drain full-strength. It won't harm the water table, or lakes and streams. Is that important to you?” If you don't talk about a product, the customer will think you don't know anything good about the product. Use your products and you will naturally know what to say.

People don't buy for one or more of four reasons: No Need, No Money, No Hurry, or No Trust. Decide which it is, which you can counter, and which you can't.

WHAT IS YOUR CONFIDENCE LEVEL?

To be successful in selling, you need the ASK factors: Attitude, Skill, and Knowledge. Selling skills and product knowledge are obviously essential for any salesperson. But the third factor, attitude, embodies the one great characteristic identified with the best salespeople - self-confidence. Real success in selling is directly related to a high degree of self-confidence. Those at the top have confidence in their ability to solve problems, satisfy needs, and to cope with whatever obstacles they encounter. What is your confidence level? Here are five suggestions for your own confidence building program.

- 1. Be determined to succeed in selling.** Strive to work hard to be a professional salesperson. Attitude, skills, and knowledge breed success and confidence, which breeds improved attitude, skills, and knowledge, which breeds improved success and confidence, which breeds ...
- 2. Act confidently.** Be positive and decisive. This may take some play-acting at first, but everyone does this at times. Forced confidence has a way of stimulating success, which breeds confidence.
- 3. Become an expert on your product.** As you solve your customers' needs, you gain more confidence in your ability. Prospects and customers begin to look upon you as an adviser and consultant.
- 4. Analyze all experiences positively.** Every salesperson has successes and failures. Like professional athletes, you should analyze them carefully. Try to avoid what went wrong and repeat what went right. Knowing what went wrong, instead of worrying about it, builds self-confidence.
- 5. Be professional.** You provide an important service to your customers as an adviser and a counselor. Be honest with them, make sure your service and product are the best solutions for their needs. When your conscience is clear and your personal esteem grows, your confidence grows proportionately.

HOW TO SELL FULLER BRUSH PRODUCTS

CATALOG SHARING - With friends and acquaintances at work, church, or in your neighborhood.

PARTY PLAN - Keep them short, fun, and informative. Many women (and men) in Fuller Brush do very well with the party plan alone. Even internet parties now! (See our party plan instructions)

FUNDRAISING PROGRAMS - Let groups know about selling Fuller Brush products and earning a commission on USEFUL products instead of overpriced candy bars. See DWT's Program.

BUSINESS TO BUSINESS - One of the best ways. Stop in at every business in town to introduce yourself and Fuller Brush service. Your initial target is the people working there - receptionists, secretaries, cashiers, tellers, etc. Once someone starts buying, other people will, and sometimes the business itself will. In banks and some other places, it is best to go to the top - the branch manager, head teller, etc. The tellers may not feel free to look at your catalog without the tacit approval of the boss. Remember: They are supposed to be working; don't take up much time, just a short introduction on why they should look at the catalog and that you'll come back or call later to see if they want anything. (See our Business to Business plan here)

TELEMARKETING - Offer a free Fuller Brush catalog and ask when was the last time they saw a dealer and what products they used. Using a street telephone directory (phone #s sorted by street), sometimes available at your library, is a great way to let your fingers do the door-to-door work for you to start a customer base. Also, be sure to call anyone you've left a catalog with at the end of the month to collect orders; most people expect you to call and ask for the order.

INTERNET - Create a website and offer free catalogs and dealer information. Send catalogs or dealer info to those who request them nationwide. (Make it clear that you are an independent distributor; abuse of internet advertising and making false claims could spoil it for all of us. More details call Roland 1-800-775-1113) Include a descriptive link to your fullerdirect.com site also. Create a Customer Sales Specials Monthly Email Newsletter and encourage all your customers to give you their email address for it.

PHONE BOOK - Get a business phone and be listed in the business pages under "Fuller Brush Independent Distributor".

MAILINGS - Once you build a customer base, keep them informed by mailing them a catalog periodically for only a 47¢ stamp, or 2 months for 68¢. Have customers order from you or Fuller Direct.

SWAP MEETS/ FLEA MARKETS - Have a booth at a good swap meet; one where other vendors are also selling good new quality merchandise, not used cheap stuff and trinkets. Customers come to you. If you are consistent, you can build a good customer following. **FAIRS & HOME SHOWS** can also be a very effective way to build your customer base. It is expensive and requires working capital and inventory and the commitment to follow up on your leads.

DOOR TO DOOR - The old-fashioned way! Depends on your type of neighborhood and what you enjoy doing. Use give-away gifts, display/demo kit, catalogs and flyers. Soliciting permits may be required - check with your town office.

ROUTES - Covering a specific geographic area on a regular scheduled basis. You may, for example, develop five routes each week for eight weeks and see your customers on each route every 2 months. Your customers will then stock up on whatever they will need the next 2 months.

FLYERS - An inexpensive way to let people in a given area know that Fuller Brush service is still available. Use product flyers and a short paragraph introducing you, and old leftover catalogs with "Sample Catalog - call for current prices". Leave them between doors or in newspaper boxes (NOT mailboxes!) or get doorknob bags. Usually no soliciting permits are needed if you are just leaving information and not knocking. If you are called and invited to visit them, no permits are needed either.

RECRUIT A SALES FORCE to sell for you. You can't reach everybody yourself, so duplicate your time. This way, you CAN be in many places at once.

PREPARATION and a good Presentation at appointments will give you some of your largest orders. Offer to lend people a product demo tape/cd - for 2 days max.

THE DEMONSTRATION

“SHOW, TELL, AND SELL” – “You will sell what you have in your sample case!”

Fuller’s Best Independent Distributors have learned that a good demonstration will sell our products every time. You want the demonstration to create desire and interest for the products. And you do this by showing the customer just what the product will do. This is why home parties are so effective. The dealers of yore would even do the customer’s housecleaning. I don’t go that far. I do find that just showing the products and letting them hold the brushes or smell the products is well worth carrying them around. Especially show around our more unique style brushes like the Track & Grout Brush. Touching and seeing is so much more effective than looking at a catalog picture. You can actually give them a ‘hands on’ experience with each product before they buy it – something every customer loves to have. It is proven that a demonstrated product sells 4 times greater than one not demonstrated. Those few extra minutes you spend will reward you with greatly increased profits.

1. WHY USE A “DEMO” ?

- A. It helps convince your customers that our products are the best by giving them evidence that can’t be denied.
- B. It involves the customer in your presentation.
- C. It provides service by teaching your customer how to get the best results from each product, and suggests different uses for a product.
- D. It makes it difficult for the customer to say “No”. After all, you’re putting forth a lot of effort, which shows you care about making the sale.

2. WHAT MAKES A GOOD DEMO ?

- A. **Make the demo fun.** Generate excitement with your enthusiasm. You want to activate all of your customer's senses. Have them: SEE how easy it is to use the product. HEAR about its benefits. TOUCH the product. SMELL its aroma. TELL you how many she wants!
- B. **Specifics and Examples.** Let them try the concentrated air fresheners to see which ones they like the best; don't just say “air fresheners are on sale”. One little spray lasts as long as spraying a brand x all around the room. Let them try the products while you are there, or leave some for a couple days. Have 3 hairbrushes in your sample case: a premium wooden one, a plastic Lustrebrush, and a used Brand X cheapo. Explain about boar bristles and ask which one they like the best for themselves or a gift. They’ll buy a Lustrebrush for themselves and a wooden one for a gift. Ask your customers if they’d like to watch a video on cleaning that will show them how to save both time and money on cleaning, that is also entertaining. Lend them a product demo video. Make sure they are holding the products in their hands by the end of your demonstration. You want them to feel like they own the products.
- C. **Share, Share, Share the Products!** Just like Steve W does: “Hi Roland, Just wanted to share a fantastic 2 weeks of retailing with you. I sold Dad Fuller's Ultimate Skin Balm to a co-worker 2 weeks ago. He liked it so well, he told other co-workers. They in turn asked me to get them some. Well..... I sure did. In a 2 week span I collected orders for 74! This along with my other retail orders will certainly make this a super month.” His customers are now using it for their hands, faces, and feet, with the word still spreading for more sales.
- D. **Other Ideas** are constantly being added on our Training Website Discussion Board. We created our own product sales flyers, with many product testimonials and uses, available in our training website File Library. Don’t overlook those small privately-owned cleaning companies. I sell them lots of Wetmops, Dissolve, Fulsol, Bowl Cleaner, and they buy by the case. Give a small quantity discount if you need to. Some buy as customers and some join. Chains usually buy from who their main office tells them to.

SELL YOURSELF, AS WELL AS FULLER PRODUCTS

Reprinted from an old publication.

How do successful Distributors 'sell themselves' to their prospects and customers? Much has been written on why and how people get along together, yet the typical Distributor follows a simple set of guidelines that common sense dictates. Take a look at them and see if you are applying each one to your own Fuller Brush business.

1. **Have concern for the feelings of others.** Good manners are part of this, but it includes an honest consideration of what you do or say, and its effect upon the feelings of your customer.
2. **Have a cheerful manner.** No customer was ever attracted to a Distributor who looked like a grouch and complained. You can sell yourself by radiating positive thoughts and good cheer, and, it's catching!
3. **Show an interest in your customer.** Good Distributors know the value of listening to your customer, inviting him or her to talk. Listening shows you care about the prospect's needs.
4. **Demonstrate an understanding of the customer's needs.** This takes some homework, but it starts with knowing your products thoroughly and what they can do to benefit others.
5. **Practice sincerity.** Perhaps this is the most important way to sell yourself. The most valuable reputation a salesperson can have is one of trust by customers to deliver what was promised, and a little bit more!

These five essentials for selling yourself are just basic common sense. They are simply the Golden Rule applied to selling – treating customers as you would like to be treated.

THE TOP 10 WAYS TO KNOW IF YOU ARE A TELLER OR A SELLER

1. Tellers give information. Sellers solve problems.
2. Tellers leave decision making to the prospect. Sellers gain commitment.
3. Tellers present product or service features. Sellers translate features into benefits.
4. Tellers avoid rejection. Sellers risk rejection.
5. Tellers try to win by displaying knowledge. Sellers win by closing sales.
6. Tellers operate on the rational level of prospect interaction. Sellers deal with prospects' emotional and personality needs as well as their rational needs.
7. Tellers are reactive. Sellers are pro-active.
8. Tellers want structure and stability. Sellers accept uncertainty as a norm.
9. Tellers identify needs. Sellers intensify needs and wants.
10. Tellers believe that by creating a better product, the world will beat a path to your door. Sellers believe that you have to convince the world that it needs the better product by beating a path to every door.

THE CLOSE MAKING THE SALE

The close is a suggestion, usually in the form of an open-ended question, that gently prompts the customer to purchase the products in which they are interested.

1. WHY SHOULD I USE A CLOSE ?

The close helps you to avoid awkwardness when it is time for the customer to BUY. It provides a smooth transition between your sales presentation and the actual purchase. You remain in control of the interview. It prevents a 'hard sell'.

2. WHEN SHOULD I USE THE CLOSE ?

Close after you gain the customer's trust and establish rapport, and at anytime a customer indicates interest in a particular product. Common signs of interest include: changes of posture (suddenly sitting up or leaning forward), talking faster, 'brightening' and seeming impressed with or enthused about a product, and lingering over a particular product or returning to a particular page in the brochure.

3. TIPS OF USING THE CLOSE

Plan your close in advance - make it natural. At the first sign of interest, switch directly into the close – don't wait! Say it with confidence. Don't admit the possibility of a "NO". Use a light touch - make buying our products easy. Body language can help you communicate a positive answer. By simply nodding your head in agreement, you'll find the customer more apt to say "YES, I DO NEED ...".

4. OVERCOMING OBJECTIONS

Listen to your customer's concern. Pause a few seconds before you answer. Don't interrupt - regardless of how many times you may have heard the objection before. If you don't understand the objection, ask for clarification such as "What do you mean, Mrs Leavitt?" Restate the concern and turn it into a question you can answer: "As I understand it, what you're asking is ...". Acknowledge the validity of her objection: "You certainly have a point there, Mrs Leavitt."

Answer the customer's objections using the **FEEL - FELT - FOUND METHOD**.

FEEL: Express your understanding. **FELT:** Justify the concern. **FOUND:** Give an answer.

Example: "I understand exactly how you feel, Mrs Leavitt. Many of my other customers felt the same way before they tried Fuller Brush products, but they've found that"

PROVIDE TESTIMONIALS. Use anecdotes from your experiences or your other customers' experiences with the product. Pass on any letters you may have received from satisfied customers. Share product testimonials that were published in Company publications or in the DownEast Winning Team's "Fuller Difference" product pages.

5. WHEN PRICE IS AN ISSUE

Established Fuller Brush customers know that you get what you pay for, but for new customers, cost can sometimes be an obstacle you'll need to overcome.

Soften the blow by recalling the benefits, not just stating the price. "The Fulsol Degreaser concentrate is good for nearly everything and a gallon is only \$____." "The Fuller 86 Liquid which should wash 86 average loads, is \$____. In fact, many of my customers write the date on the bottle that they started using it, and a mark for each washload and they tell me they are getting their laundry clean using only one ounce or less, giving them 128 loads per bottle!" "Yes, you can buy cheaper brooms, but they are cheaper brooms! I've gotten complaints from customers about their cheap broom falling apart in a few months with the plastic breaking that holds the bristles in, which also makes it embarrassing to look at. They appreciate a broom with solid steel construction that will last them many years and save them the aggravation."

Don't argue over price. Talk value. "You're right, it's not cheap, Mr Robertson, but there are very good reasons for the price of our brooms, and I'd like to explain them to you. They're built to LAST. Give a comparison. "Actually Mrs. Morgridge, our Lemon DCW Furniture Wax with premium carnauba wax is cheaper than its major competitor."

6. USING THE CLOSE TO INCREASE YOUR AVERAGE ORDER SIZE

Suggest related items, such as Stainless Steel Cleaner and Industrial Germicidal Cleaner and the Tile and Grout Brush. Sell from the future catalog. Show one catalog at a time, but even if the customer has ordered all s/he can afford from this month's catalog, bring out next

month's specials to get another order (while you are there anyway) for delivery whenever s/he will have the money. Encourage buying in bulk. Suggest one for upstairs, one for downstairs, the car, the office, etc. Suggest gifts for family members. Point out some of the monthly specials. Buy enough now while it's on sale to last until it's on sale again. Tack on small items after you've made the initial sale. Some specials are 2-for or 3-for anyway, but if not, make up your own quantity specials to encourage volume of either the same product or related products. This is especially easy if you have funneled some of your profits into inventory. "Buy the Fulsol gallon on special, and you can get 2 boxes of the \$9.99 Stainless Steel Sponges for only \$16.98." I try to keep a dozen of the sponges in stock when they go on special (use our page on that product too). Note what other items the customer was considering and ask if you can add the item to either this order or their next order. Pick out products under \$10 like Microwave Oven Cleaner, Witch Hazel Lotion, Hand n Nail Brush, etc. (see also 'Delivery' section) Give small freebies of consumable products that they haven't tried yet, ie a single stainless steel sponge, etc. when their order is a certain size, \$30 or \$40 or more, and tell them so they can add to their order to get the freebie. (Consumable so they will re-order.)

7. CLASSIC CLOSES FOR SUREFIRE SALES

After you've been discussing a product which the customer seems interested in, pick a minor point and boldly ask a question about it as if the sale were already decided. "I can deliver this on _____(date). Would that be convenient for you?" "Will six be enough or would you like more?" "How many would you like?" "Would you like one of each, or two of this one?" "Could I bring you a couple?" "I'll be delivering in this area July 2nd." Keep track of your customers' orders so that you will know when they should be running out of something, AND so that you'll be sure to know who to contact the next time Fulsol has a case lot special, or any other product like that.

Give people a choice, and let them think you are doing them a favor. "While they're on special, how many may I reserve for you?" "Which would you prefer?" "These are on special two for \$9.99, but I'm letting my customers mix this offer with another product for the same price. Would you like to take advantage of this offer?" (Many, but not all, of the quantity specials in our catalogs are priced individually on our purchase order form anyway.)

Our top volume producing product makes **A Perfect Gift**. "The Electrostatic Carpet Sweeper makes a wonderful wedding or shower gift, graduation gift for young people going off to college, holiday or birthday gift. Who do you know who has a special occasion coming up?"

If they still don't need anything, or are just too busy now, CALL at the end of the month with a low-pressure casual sales call: "Hi, I'm getting ready to send in my end of month order, and wanted to see if you'd like anything from this month's specials."

NOTE: Take out your order book, and start filling out the customer information. Ask for their name or how to spell their last name, phone, address. If they tell you that information, they are going to buy. If they seem concerned, or tell you to wait, ask them what questions they have so you can answer them.

SALES CLOSING TIPS & IDEAS

written and updated from various sources by Roland Rhoades 9/96-8/98

I don't especially like selling, even products that get a good public response like Fuller. But when I sit down and think of the realistic alternatives - getting up at 5am, driving an hour to work in a dead-end job for a company that doesn't appreciate me, putting up with the mind games, driving another hour back home, being too tired to do anything but veg in front of the TV until it's time for bed, and do it all over again the next day. Life is supposed to be for living. I love the flexibility that sales gives me. I love getting up at whatever hour I happen to wake up, go to bed late if I'm busy living, take off for a few days in the middle of the week to go places, go swimming if it's too hot to work. I work hard sometimes, but I also work smart recruiting other part time salespeople and recruiters. But I don't expect anyone to break their backs while I sit back; I believe in setting an example. If everyone does at least a little every month, money snowballs.

It's often been said that the average sale is closed on the fourth or fifth try, but the average sales person quits asking for the order after the second attempt. One of my most consistent customers had met me at a Home Show where we had a table, and entered her name in a free product drawing. I afterwards left catalogs at her door monthly for 4 or 5 months when finally I caught her home. She said "You've been dropping catalogs off for months now and I've never ordered anything and have hardly had time to even look at them. I do like the products and you seem to be here to stay, so I think it's about time I start ordering something every month." I said to myself "Oh Yes, Yes, I agree!" She's been ordering consistently now for years. Repeat business is the easiest business. Being consistent and being "a regular face" will get you business. Of course much of your business will also come on your first introduction of yourself.

In interviewing countless sales people, there seems to be a number of reasons why so many quit so soon. One is the belief that it's "pushy" to ask for an order. "If the customer wants to buy, he'll ask me" seems to be their thinking. Yeah, right. When was the last time you asked a salesman if you could buy something? It may happen sometimes, but, don't you figure that if someone wants to sell something, He will ask You if you'd like it? Ask yourself "What have I got to lose?" Since you can't lose what you don't have, go ahead and ask for the business. 80% of prospects don't buy because they were never asked! Stanley Marcus, the legendary retailer, spent 32 years in an advertising agency, half of them as president or chairman, and he says he resented it that no one from a television network ever tried to sell him anything, or even call on him. He said, "The impression I got was that commercial time was in such demand that I could take it or leave it. So, whenever possible, I left it." Act alive and interested in your product if you expect your customer to be. Would you buy anything from someone who whiningly said "I'm trying to sell this stuff and no one wants to buy it. Will you? I don't know if it's any good because I shop at Walmart."

Selling well makes friends. Selling poorly makes enemies. But not selling at all surely breeds resentment. (Are your friends asking themselves "Gee, he's a Fuller Brush salesman and I've heard good things about the products; why doesn't he ask me, or tell me what his products do; aren't I good enough for him? Maybe the products aren't that good after all if he's not telling me about them. Why should I ask him? That's *his* job.") Sales people need to understand the difference between merely exposing what is to be sold and actually Selling it. The former, customers can do for themselves, but it's the latter that they are seeking.

Another reason why sales people hesitate to ask for the order is the feeling that closing is a form of winning through intimidation. That is, when the sale is made, the sales person wins, and the customer loses. **THIS IS ALL WRONG.** Selling something beneficial is not something you do **TO** a customer; it is something you do **FOR** a customer. It isn't talking people into buying things they don't need. It is simply helping and educating a customer to identify a need or problem, and then showing convincingly how our products satisfy that need or solve that problem. Selling is a benefit and you must feel good about it. Become a product expert and your prospects and customers begin to look upon you as an advisor and consultant. **YOU** are the most important person in a company structure - without you, everything would come to a halt. In fact, when a friend visited the company, he mentioned he'd always wanted to see Fuller Brush. The reply was "We're not Fuller Brush; You are. And we're glad to see you." You are the Fuller Brush that people see.

Asking people to buy is giving them a solution; not creating a problem, and that's a big difference.

Unless you honestly and sincerely realize this important difference, you'll never really be comfortable or effective in asking for an order. One of the most important lessons in selling and the big secret of getting orders is to expect orders. Call it positive expectation of success. With that expectation you have everything; without it, you lack the big secret of closing sales. Help them reach a decision and ask WHEN they would like their Carpet Sweeper, now or next payday? You know what the right decision is, so HELP your customer to make it. At each stop, show the current and next month's sale catalog, and the Master Catalog too. But: bring out ONE catalog at a time and go through it with them, get the order, and then bring out the next catalog. That's how the old retailers did it.

The Carpet Sweeper gets the quickest volume, and I get many repeat sales of carpet sweepers because once they fall in love with their own, their friends, family, and co-workers just have to have one too. When you sell a Sweeper, be sure to put your name and ID# on the registration card in case that person checks the box asking for dealer info; otherwise your customer could become someone else's distributor.

If price is an initial objection, a good comeback is "Well, you know the old saying, '**Good things aren't cheap, and cheap things aren't good**.'" "Our products save time and money by getting the job done right the first time." "We'd rather explain price once instead of always apologizing for cheap quality. I think the company made the right decision; don't you?"

The easiest close comes when you handle the objections you expect to come up before the close so that they don't come up. Get them saying 'Yes' to small easy questions so that they'll be in the mindset to say 'Yes' to the sale. "Don't you like how easy this sweeper works?" [Always Wait for an answer if you ask a question. Involve them so their minds don't wander.] "My grandmother loves hers; it doesn't tire her out like her vacuuming did." "Notice that this works terrific on both carpet and hard floors. Doesn't this work better than other brands of carpet sweepers you've tried?" If the value is built up, they will see that it is well worth the price. Our sweeper is much easier to use between major cleanings than dragging the vacuum out all the time. Use the same method to get people to buy our cleaning products that get the job done right the first time, and save them valuable time, and in some instances I know of, saves them money by saving clothes they had given up on and were going to throw away. [USE the DWT product informational flyers.]

The Harvard Business School did a study to determine the characteristics of successful sales people. Some of them are: Above average ambition, will power, determination, desire to succeed, and intensely goal-oriented - always knowing what they were going after and keeping distractions out of the way. High levels of empathy: the ability to put themselves in their customers' shoes, imagine needs, and respond appropriately. Ability to approach strangers. Do not take 'No' personally because they have the high levels of confidence and self-esteem necessary to just say "OK, Next". Accept 100% of responsibility for results instead of blaming the economy, competition.

Becoming successful in sales can help you become even more successful in the rest of your life. If you do well, you will like yourself more and be more self-confident which makes you more successful which makes you more self confident etc. etc. and you are better liked and respected in your personal and social lives. We sell products, the business opportunity, or ourselves in a manner consistent with our self-image. Learn confidence [not conceit] and empathy with your customer and you will be successful.

❖ **HOW DID I GET MY BUSINESS STARTED?** (reprinted from past newsletters)

Many people ask this. First, I've always had goals and a roadmap to success. Have you written down your goals for this year? What would you like to accomplish, and how do you plan to get there? If you don't know where you are going, then it doesn't much matter what direction you go. Goals without a timetable are only a wish. I listen to Nightingale-Conant type of tapes, and read motivational and educational business building books and magazines. Promise yourself to look at the sunny side of everything and make your optimism come true. Keep making yourself better and better.

I'm not a super retailer and sales isn't my favorite thing, but I decided from the start that if I couldn't sell the products, how could I ask others to? Nobody makes anything without products being sold or used. I do enjoy the customer responses and the welcoming smile and hello when I see my customers the next time. Selling gives me the product knowledge and confidence to be successful in all aspects of the business. Sales gave me the immediate cash to invest back into my business to advertise nationally, and to do more sales and recruiting by mailorder and other methods. If I needed another \$100 to pay my monthly bills, that was

entirely within my ability - all I had to do was to make the decision to see a few more customers. Building my business to the point of quitting my job obviously made me happy, and is a goal that many other distributors and prospects relate with. Whether it takes you longer than the two years it took me, depends on how much time you spend on it, and how much money you really need to live your lifestyle. If I knew then what I know now, I would have progressed much faster, which is one reason I pass my experiences and tips on to you in my Newsletter and our DWT Training Manuals (free on our Training Website).

I never went knocking on doors, though some people still do that successfully. I simply opened my mouth when I saw people and made sure they knew I sold Fuller Brush. (A Fuller Brush shirt or car magnetic signs make it easy). Some weren't interested; others were very interested. I like the example of my next door neighbor. I had tried for years to sell her the other cleaning products I'd been selling, with no interest. When I happened to mention I was getting into Fuller Brush, her response convinced me I'd made the right decision: "Fuller Brush?! I love their cleaning products! I didn't know they were still around. Do you have a catalog?" Our name makes business soooo much easier. I told her I'd get her a catalog when I got my kit. Her response was typical as I built my local retail business. I also place classifieds in the local shopper news free paper.

The business method I prefer is going to businesses. My initial target is the people working there for their personal use. People are always 'home' at a business. And when I deliver a catalog, many people will see it as it's passed around the office. When I deliver products, the co-workers come over with "What did you get? Oh! I want some too." Hand lotions and product stories are passed around with my customers doing 'my' selling job for me. I don't take up much of their work time. I just introduce myself and ask if I can leave the current Fuller specials for people to look at, and that I'll be back or call later for any orders. Some customers also decide to become distributors when they see the response and income potential - include flyers in catalogs from time to time. Some of those personal customers also are the office managers who decide to buy products for the business too. I like that! My customer list includes most any type of office, banks, beauty shops, clothing stores, heating oil and utility companies, real estate and insurance companies, restaurants, car dealers, repair shops, animal kennels, laundromats, newspaper offices, cleaning companies, hospitals, acupuncture clinic, chamber of commerce office, health clubs, fraternal organizations, and some people who have asked me to come to their homes. I always lead off with the monthly specials catalogs which not only offers them savings, but gives them a time deadline to give me an order. Your customers can see the specials for themselves, but you need to point specials out to them, and let them try the products, subliminally telling them that they really should BUY THEM. I tell them the Master Catalog is free with an order (I give them one if they really want it), and I give a free handi brush, spatula, funnel, with every order. I carry a bag around with me so they can pick which freebie they want this time. And, of course, I ask if they know anyone else who might like a free catalog.

Some of my mailorder customers became distributors and I actively recruited new distributors nationwide. This is what started mushrooming my business. I have used both classified ads and postcards, with Fuller's 800# recording and my 800# on them. My recruiting package has changed much over the years and works very well now. The more you do it, the more you know exactly what to say. A combination of personal sales to get to know what you are talking about, and recruiting new dealers is the key to long term success as a Fuller Brush distributor. Make sure you know what you want in life economically, and figure out how you want to get there. Talk to your upline if you need help with this. We are currently working on ways to make it simpler to find interested people and sign them up. It helps if you have a budget to work with to build your business, or collect enough sales to pay for an advertising campaign. Read my DWT Manuals 2 and 3 to learn the basics of recruiting and what to give and tell people who may be interested in the business. And of course, read all the product testimonials we have available. No territories - you can advertise/recruit anywhere in the country you want to.

Why do people join Fuller Brush? Mainly because they want extra income without an extra job or boss. We guide you, but don't boss you. Of course, without a boss pushing you around, it is easy to not build your Fuller business. So, if you recruit, there is a fine line between offering help and being bossy. It requires the

self-discipline to tell yourself to work ‘X’ number of hours per day or week, and DO IT. Call or email your sponsor if s/he doesn’t contact you enough.

DELIVERING THE ORDER

Our best Fuller Brush Independent Distributors realize the sale is not complete until the customer receives the merchandise and payment is in hand.

1. SET A DATE FOR DELIVERY

After you’ve written the customer’s order, you’ll want to ask when the most convenient time and place would be for you to deliver the products. It depends on your schedule and their schedule and whether you have a regular job besides. Being full time, I prefer to deliver to their workplace and work days. Someone is always home at a business, and their co-workers will usually gather around like Christmas time “Oh, what did you get? Oh, I want some of that too.” Makes it very productive to have a bunch of customers at each stop, and THEY do the selling of the products for you to their co-workers. If possible, don’t commit yourself to a specific delivery time, but rather a block of time, like Tuesday afternoon. On the scheduled delivery day, call your customer first and double check to find out if the day and time are still convenient (sometimes their spouse has the checkbook for that day).

2. COLLECTING FROM YOUR CUSTOMER

If the customer is not going to be available at the time of delivery, ask if they would leave a check for the total and arrange to leave the delivery in a safe place. Once you’ve established a relationship of trust with your customers, they may be willing to pay for their orders in advance. While this may be necessary if you don’t have a credit card and need the money in advance to send to Fuller with your order, it does tend to discourage sales. It is important to keep good records of these transactions so you do not bill a customer in error.

Fuller Brush charges you **sales tax** on your orders, so of course you need to collect tax from your customers to recoup what you already paid and stay legal. Fuller forwards to all the states so that you don’t have to register with your state tax department.

HANDLING CHARGE. Some distributors charge handling, some don’t. It’s your choice. YOU will be charged 8% or \$8 minimum for any size order up to \$100 retail. Especially at the beginning percentages, you should recoup most of that charge. You can charge a percentage, but it is simpler to charge a straight \$2 per any size order (which should increase order size also; instead of ordering one item they’ll order a few items for one handling charge). Casually point out the minimum \$7.95 s/h fees on the fullerdirect order form, and then mention that you only charge ___ to recover some of what you are charged. Obviously, if you are placing a small order for only 1 person, you can’t pass along the entire \$8, not if you expect any repeat business. That’s why it’s always best to combine customer orders, and pass along a portion of your s/h costs to each of your customers. Don’t try to make a profit on the s/h, just cover your costs. You may want to even waive any s/h charges for your best customers, as the profit you make on their repeat orders will more than make up what you pay for s/h yourself. Do your best to balance the desire to cover your own costs, with a desire to make a decent profit, and your desire to make people feel they are getting a good deal, so they’ll come back to you again and again. Ask yourself what YOU would be willing to pay for s/h on an order of \$25, on an order for \$50, and not feel like you were being taken advantage of. If you wouldn’t want to pay \$7.95 s/h for an order for one item that costs \$10, then it’s a safe bet your customer wouldn’t want to either. YOU decide what you think is

reasonable. Cover your costs if you can, but don't let the s/h fees you charge drive away business. VOLUME and REPEAT BUSINESS is the key.

One distributor writes: "When I make my deliveries and a customer is not home, I leave the products and a self-addressed stamped envelope with a request for the amount due. My customers appreciate my trust, and I've yet to be disappointed."

3. THE FULLER BRUSH GUARANTEE

We guarantee every product 100%. Use this guarantee as a selling point, but also remember to stand behind that guarantee if there should be a problem. As you pack your customers' orders, carefully inspect each product for defects that may have slipped by Fuller's quality control. When you make the delivery, make sure your customer is pleased with each product. By doing so at the time of delivery, you save yourself an unnecessary return trip to pick up the defective product. Remember: A satisfied customer will continue to do business with you. Ask how they like the products they bought last time.

4. SELLING ON DELIVERY

Make every call an opportunity for another sale! Mention the great bargains from the current Sales catalog. Tell him or her about any new products that have been introduced since you last met. I also use my product sample bag as a delivery bag for their bag of products, giving me an excuse to bring them in with me.

If you keep an inventory, **do what I do for add-on sales.** I get many add-on sales when I deliver my orders by carrying around a "\$3 goody bag" of items I can sell for \$3; some people add enough to more than double their initial order. I stock up on anything going on sale for appr \$3, and some discontinued items and things I want to get rid of. Sometimes they'll find one item they want, sometimes half a dozen, sometimes even if they were in the current catalog to begin with; seeing the actual product got the sale.

Also be sure to ask for referrals. Who do they know who might want a catalog, locally or nationwide? Sometimes they will even take a catalog to work and collect orders for you. If they don't want to join, I give them a freebie of 5-10% of the value of the order. Encourage them to do so, and they may eventually decide to become an official distributor.

I do have a list of products arranged as to what sells best for me - see page 21.

KEEP YOUR CUSTOMERS ORDERING REGULARLY FOR MAXIMUM PROFITS!

Reprinted from an old Fuller publication

A steady base of regularly ordering customers will build your sales and profits – and give you the opportunity to canvas for new customers, knowing you have that core of loyal customers. Here are six ways to increase regular customer order size and get all possible business from established customers, and make the occasional buyer a regular customer.

1. Know your customer. Keep a record on special needs, likes and dislikes, hobbies, family birthdays, products regularly ordered, etc. Your Customer Record Book (/computer database) is an ideal guide for keeping this information handy.
2. Contact your customers regularly. Set up a schedule and follow it. Knowing they will hear from you regularly will increase a customer's desire to buy from you.
3. Handle questions promptly. If a customer has a question about a product, answer it confidently if you can. If you don't know the answer, check upline, then call the customer back.
4. Prove that you are dependable. Make promises and keep them. Nothing impresses a customer

more!

5. Serve – Serve – Serve! Make yourself indispensable by looking for things you can do for your customers. Go the extra mile!

6. Show your appreciation. Tell customers you appreciate their business. Show respect and attention to each one and be enthusiastic.

Follow these simple steps, and your profits and sales will increase!

LARGE VOLUME SALES

For larger volume sales, read the information on home parties and fundraisers, and the Fuller Difference collection of testimonials and ideas and product informational flyers we have created.

BUSINESS TO BUSINESS SELLING

Ed Weber averaged about \$4000 per month in sales. That would be a 50% commission level, either at the Director level, or with the Manager Retailing Bonus. Many people listed among Fuller's top sales leaders average \$4000-\$8000 in personal sales each month. A very good income, and with personal freedom. Although Ed died in 1994, his expertise and example lives on. He worked normal business hours, took vacations as he saw fit, and never worked weekends. He said, "I learned early on that selling to businesses was more profitable to me. People in business have more money to spend. Plus, I know that as long as it's not a holiday, people will be working. I don't waste time waiting for people to answer the door - I just walk right in and tell them their Fuller Brush Man is here with a free gift." He traveled a 25 mile radius around Shawnee Mission, Kansas serving roughly a thousand businesses every three weeks.

The following are good places to do business: strip malls, realty or insurance offices, professional offices (dentists, doctors, chiropractors, lawyers, architects), dry cleaners/laundromats, heating oil/gas/ utility offices, donut shops, travel agencies, clothing stores/boutiques, barbershops and beauty salons, tanning studios, small cafes/restaurants, florists, book stores, bakeries, card and gift shops, video rental stores, carpet shops, furniture or appliance stores, liquor stores, locally owned and operated franchises, factory receptionist offices, hardware stores, chamber of commerce office, town hall offices [check soliciting permit laws before you go there], hospital receptionist/lunchroom, churches, post office, banks and credit unions, lumberyards, car dealers/repair shops, equipment rental agencies, taxi dispatch offices, pet stores, animal boarding kennels, veterinarians, day care centers, mortuaries, and so on. Your market is the people working there for their personal use and/or the business itself. Mid-morning and mid afternoon are good times to visit businesses, whenever business rushes are over and employees are back from lunch. Bring a notepad and pen to write the orders down. Ed Weber started out with "I have a gift for the business, who should I give it to?" Once the boss responds favorably, the employees feel comfortable following suit.

A place with 3 or 4 employees makes a good size audience to demonstrate the products. Make a goal of 40 demonstrations a day, which should give you \$400 minimum daily sales. Uncomplicated demonstrations are the secret to success - spraying your favorite air freshener [ask permission in case anyone is allergic to smells, it is sometimes more effective to just spray it into the cap and let them smell that], letting them smell the other products or try a hand lotion, letting people touch the brushes as you tell their uses, let them try the carpet sweeper, etc. What sells best is whatever you demonstrate. And when you come back a second time people will recognize your face and will give you a look that seems to say "Hey, she's really serious about this" and your orders will increase. If there are a large number of businesses in an area, you can tell them you'll be back in an hour or later this afternoon to pick up any orders and/or the catalogs. If they don't have an order ready for you,

tell them that's OK, I'll be back in 2 weeks with next month's specials.

My main initial focus is to sell to the people at the businesses as individuals. Once I am known as dependable, I focus more on getting the business to buy Fuller Brush products. Some of the products that I sell to businesses (they sell the best when on special of course) are: #630 Fulsol concentrate gallons (use "The Many Uses of Fulsol" flyer), Fullsan Germicidal Cleaner concentrate (use flyer telling all the benefits and the economics), wet mops, the Electrostatic Carpet Sweeper of course (use our DWT Sweeper flyer), the vinyl blade only to restaurants picking up messy food, #178 Toilet Bowl Swab, #293 Track Brush, #323 Refrigerator Coil & Radiator & Clothes Dryer all-in-one Brush (use our flyer), Big Wally Wall Brush, Tube Brushes, Deodorant Blocks, Bench Brush, #619 Extra-Strength Bowl Cleaner, Bowl Swabs or brushes, Fulsol/Stanley Degreaser concentrate Spray Cleaner, #674 Dissolve, Window Cleaner, Stainless Steel Cleaner, #724 Upholstery Cleaner, Insecticide, #749 DCW, #756 Duster Spray, #99250 Industrial Germicidal Cleaner, #868 Stainless Steel Sponges. Besides this list, don't pre-judge the products - you never know what a business will find useful.

Be sure to keep the focus on service instead of personal profit. If you walk in and the phones are ringing, or they have customers in line, they're too busy for you today; go to the next business. In a business office, atmosphere is everything. Make them feel that you are looking out for their best interest. Selling is not something you do TO a customer; it is something you do FOR a customer. Encourage your customers to look ahead for specials - 25% of Ed's sales were for future orders in the next sale catalog.

Attitude can be everything. What you believe will be. You make your own wishes and dreams come true - if you believe in them. If you go in thinking, "Oh, I won't sell anything here", believe me, your wish will come true. If you are upbeat and positive about your products and know that your customers are going to be happy with the products you tell them about, you will be a successful salesperson.

HOME SHOWS, TRADE SHOWS, & FLEA MARKETS

I have done these. Home Shows are expensive and an investment. I went in on some with a few other dealers in the early 90's in Portland ME and I think the total cost was about \$500. You need plenty of inventory and catalogs [current or expired monthly specials catalogs - make them BUY and give you their address and phone # if they want a Master catalog], and plenty of people to keep at least two people staffing the booth at all times. I also did a home show in Sanford ME that allowed showing only, no sales, by myself. I also did a Gorham (ME) Businesses trade show that did well and only cost \$100 for the day. We got some sales at the shows, but our goal was to get people's names, addresses, phone numbers for future catalogs by having them register for a drawing. Check to see whether the host will be announcing prizes during the day or just at the end. I recommend giving away small Fuller prizes (appr \$10) during the day so that more than one person will be excited, AND so you can have your booth mentioned a number of times during the day over the public address system. These shows were no real moneymaker, but IF you and your dealers follow-up on the leads consistently, the shows should definitely pay for themselves and get you a customer base to grow your business. Some of the leads from 15 years ago are still regular customers of mine. Flea markets are usually worthwhile IF there are other dealers there selling brand new merchandise; ask them how long they've kept coming back to that flea market.

At a show or flea market, keep in mind that you have to carry everything in and then back out again. I recommend the demonstratable hardgood items. For regular products, the Electrostatic Carpet Sweeper is a MUST to have there to sell and for people to try there. Going through our catalog, I'd also recommend all the USA mops and brooms, the various small brushes, the #323 Clothes Dryer (& Refrigerator Coil & Radiator) all-in-one Brush, the Big Wally, Lint Brush, Stainless Steel Sponges, Tube Brushes, Toilet Bowl Swab, Shower Track & Grout Brush, body brushes, hairbrushes, Deodorant Blocks, and specialty cleaning products like Eyeglass Cleaner, Insecticide, Fulsol gallons with 'Many Uses' flyer, Bath Clean, Dissolve, Industrial Germicidal Cleaner with our Bathroom Cleaning flyer, Window Cleaner, and others. Don't stock up on any products unless they are on special. You can always take orders, but you'll get more sales if you

have the items there. I hesitate to say how many to stock up on because it depends entirely on the size and type of crowd that shows up that particular day. I recommend setting prices in even dollars or quarters, slightly below the full price, having home show specials for buying or ordering that day. Also, it doesn't count as product volume, but selling our 30¢-40¢ freebie items can recoup a lot of your costs. I charge 50-60¢ for the handi/vegetable brush, the spatula, funnels, etc., and give one free with their regular product purchase. Don't sell for less than 50¢; keep the "value" up.

SELLING TIP: I get many add-on sales when I deliver my orders. See page 12. Add-ons add up!

❖ **What sells Fuller Brush products, and how can I sell more?**

What sells Fuller Brush products? I get many people who order just because they finally know where to get Fuller products again. However, the majority of your sales will be from your efforts and because of you. Whether you meet your customers face to face, or just through your website or mailorder catalog, **IF** they feel that they know you, and **IF** they look forward to your next visit or mailing, rather than being just one more anonymous catalog on the pile, you will get many more orders on a long-term basis. You also need to be able to answer or get answers to their questions. It also helps to lead off with a single product that you really like. Some distributors use the refrigerator coil brush as a door opener because they think it is really neat and it is something to start the conversation rolling.

Here is a sales tool that makes business fun and that won't really cost you any money or much time, and will make your customers anxiously look forward to your next visit or mailing! I do it occasionally and from the results and customer comments, I **KNOW** I should do it every month. A Joke (or Story) of the Month slipped into your catalogs will give you/your business some extra personality and have your customers looking forward to your next catalog. You can fit a few on each piece of paper; make copies and then cut apart. Be sure to add your name, phone, website so that they, or people they share the story with, can reach you. Be absolutely sure that nothing is off-color or offensive to any nationality or religion. Here are some. If you have email, you probably already have tons of them. Or, type 'jokes' into your search engine and you'll find plenty. Be sure to also include a featured product that you want to especially push each month.

JOKE OF THE MONTH - brought to you by Roland Rhoades, Fuller Brush DownEast @ 892-0923 or 1-800-775-1113

Back in the 1800s the Tates Watch Company of Massachusetts wanted to produce other products and, since they already made the cases for pocket watches, decided to market compasses for the pioneers traveling west. It turned out that although their watches were of the finest quality, their compasses were so bad that people often ended up in Canada or Mexico rather than California. This, of course, is the origin of the expression, "He, who has a Tates, is lost!"

Or, have an: **INSPIRATIONAL STORY OF THE MONTH** - brought to you by Roland Rhoades, Fuller Brush DownEast @ 892-0923 or 1-800-775-1113 [but not a religious sermon!]

STANLEY HOME PRODUCTS & CATALOGS. As of July 2012, the Stanley product line is now totally merged in with our Fuller Brush product line. This has greatly increased sales of the sometimes forgotten Stanley line. Duplicates have been discontinued. Learn the product line to know a replacement product if someone asks for something which has had a name change.

EXPIRED CATALOGS can be marked "Sample Catalog - call for current specials" for local distribution wherever freebie literature is left; i.e. supermarket, laundromats, etc. Don't throw any catalogs away. Hand these out indiscriminately around the neighborhood with instructions to call YOU for a current catalog, with a cover letter. Placing Fuller's mail-order phone number on them is just asking for trouble since if they call them, they can't order those expired specials, so they'll ask the company for a free catalog instead of asking you. When they finally get around to ordering they may forget all about you. **YOU** are the distributor. If you want the order, do your job!

A SALESPERSON'S FIVE GREATEST FEARS

It takes courage to sell. But we still suffer from a few basic fears inherent in the process. To succeed in sales, we must learn how to deal with a salesperson's five greatest fears.

"We have nothing to fear but fear itself." - Franklin D Roosevelt

1. FEAR OF REJECTION

Most salespeople want to be liked and won't do anything that might threaten their like-ability. Successful salespeople believe in themselves, which helps eliminate their fear of rejection. The best internal source of confidence is competence. Know your company, your product or service, and know how to sell.

2. FEAR OF THE PHONE

This stems more from a fear of the unknown than from fear of calling a prospective customer. If you're properly prepared for the first 30 to 90 seconds of a call, the fear will disappear. Being properly prepared means your opening statement must be of interest or value to the prospect.

3. FEAR OF OBJECTIONS

Most salespeople deal with four to six objections on a regular basis. One way to get past your fears is to make a list of your most common objections. Develop an answer for each, then practice each response until you're comfortable with it.

4. FEAR OF CLOSING

Some salespeople would rather hope for an order than ask outright and face rejection. Closing the sale simply means asking for the business. When your stomach tells you to close but you don't, ask yourself, "What have I got to lose?" Since you can't lose what you don't have, go ahead and ask for the business. Remember, 80% of prospects don't buy because they were never asked!

5. FEAR OF LOOKING STUPID

No matter how hard you try, you won't know all the answers. You'll never look stupid if you say, "I don't know, but I'll find out for you."

SALESMANSHIP

Take salesmanship to the next level by being innovative. Watch the tapes of the QVC Fuller Brush shows to get ideas for marketing. Combine products into your own specialized cleaning package for different uses. Make a car care package for example including Fulsol, a Duster Cloth, and the Tube Brush. After you've cleaned your dashboard, have you ever looked through your windshield at those dirty dusty vents that you can't reach? Use the Tube Brush, of course. You can even wrap the cloth around the brush. On top of that, for really tight places, wrap the cloth around the handle ring and clean with that!

Some distributors pick a sale product that they like each month and push the heck out of it "Hey smell this" and after you have their attention, they'll buy other products too.

Create more personal sales literature or website stories by transcribing the product demo stories, so that your customers will know exactly WHY to buy our "Products with a Difference". Put yourself one step ahead of the standard by being a USEFUL source of information for your customers.

Photocopy and Use the product information flyers created by your DownEast Winning Team to put yourselves ahead of other Fuller dealers: The one-sided or 2-sided "Many Uses of Fulsol" flyer, Perfumed Deodorant Blocks, Dryer Brush, The Fuller Difference in Bathroom Cleaning, Stainless Steel Sponges, Hairbrushes, the Electrostatic Carpet Sweeper, and anything else we come up with.

Regarding the Fullerdirect fee. Sure, it takes away some of your commission, but it is a cost of doing business. Fuller has much less work to do processing a \$500 order shipped to you, than to process twenty \$25 orders to your customers and maintain your website. Build to the higher commissions so it doesn't make so much difference. Returns/problems are also handled directly by Fuller too on fullerdirect, so you don't have to.

FULLER BRUSH MAILORDER BUSINESS SUGGESTIONS

for people actively pursuing a mail-order or internet business

Concentrate on business in your own backyard before you go spending much money on postage and advertising. Even in my original town of 20,000 where I and a few other of my dealers were selling for nine years, I still ran into people who didn't know Fuller Brush was still in business. And it seems to be like that everywhere as I talk to people around the country.

OPTION #1: The easiest and simplest option

The Fuller Direct program is a very simple program to create an automated mail-order business of your own. You **MUST** have your ID# and order instructions on all catalogs and use Fuller's order forms with your ID#, and people order direct from Fuller with your ID#. The next month, you get a commission check and statement of who ordered from you with their name, address, and phone #, and their order total. Mail only to people requesting a catalog, or your acquaintances nationwide, not generic mailing lists. 48 CONTINENTAL STATES ONLY (see #2). I recommend mailorder as an add-on to your business, since that is less under your control than personal sales or recruiting. Your customers can also order Stanley products this way in the same order.

ALWAYS WRITE YOUR ID# ON THE ORDER FORM IN YOUR MASTER CATALOGS.

YOUR FULLERDIRECT.COM/ WEBSITE ADDRESS MUST INCLUDE YOUR ID#.

Benefits: Hands off except for mailing initial and follow-up monthly specials catalogs for a single first class stamp. No inventory or product/order handling. Fuller Direct will also enclose a Free Master Catalog for your customer, so all you need to mail out is the monthly specials catalog, saving you the cost of the Master catalog and the postage. [NOTE: with the new websites in 2015, Add #FG00 for the free catalog.] Fuller also takes the responsibility of handling returns for you. Once a customer places their first order, they are registered on Fuller's computer as your customer for repeat sales. People who request a catalog for a friend from the order envelope are also registered as your customer. People are sometimes more trustful if they know they are dealing directly with the Company. This method is recommended to begin with unless you have a business credibility or experience of your own or a professional web site. Good order inducement and to make sure they don't misplace your ID#: **mention** "FREE Master Catalog when you order with this ID#".

Your back office includes invoices for all your fullerdirect customers so you can thank them, and know what they are buying, for follow-ups.

Make your postage money stretch. Generally 4 sheets of paper or a sale catalog and a #10 envelope will mail for 47¢. Extra ounces are only 21¢ (up to 3oz). When a new prospective customer asks me for a catalog, I either give them the current catalogs in person if at all possible, or mail 2 monthly catalogs and a "note to say Hi"/cover letter in an envelope for 68¢ postage. The catalogs can be mailed as a self-mailer. I also don't mail specials catalogs every month to my customers. They typically stock up on what they need. Mail 2 catalogs at once to your good buying customers and change the expiration dates, i.e. in early November, I mail November catalogs marked expire Nov 29, and Dec catalogs marked 11/15-12/30, so they know they can order from both together [check the current Fuller calendar]. Then I'll probably send Feb-March, or March-April unless they order and I include a Jan catalog. Mail single catalogs every 2-4 months to people who don't order as often, or as much.

Fuller does not mail catalogs to our customers, as a rule. However, sometimes in the Holiday season, they will mail two months of catalogs and the holiday flyer. Their guidelines are usually to mail to every fullerdirect customer who had spent at least \$85 in the past 3 years, with an extra freebie-with-order incentive to order now (at Fuller's expense). They are on the Fuller computer as YOUR customer, so YOU get extra business. This is an extra incentive to get some long distance fullerdirect customers.

Note: Your first-time customers need to know the importance of your ID# (see above for incentives to get people to remember to use your ID#). If they mail an order in on just a piece of paper with no ID#, Fuller has no way of knowing who to pay. Likewise if they just take a list of what they want to call in at

work. Fuller mails you your commission check, and a list of your customers the following month, complete with the size of their order (but not what they ordered), address, phone, and email [see bonus mailing dates in company calendar]. You pay approx 9% handling charge for Fuller's processing of the order, payment, returns for you, revised 2015. [The Fuller Gold business manual is way out of date on many specifics.]

OPTION #2 - SELLING ON THE WEB

New Spring 2001 are the www.fullerdirect.com websites, FREE from the Company when you join.

1. FullerDirect.com was upgraded July 2003 to include our monthly catalog pricing and Stanley products. It was also totally revamped in January 2015. This website offers easy shopping for both product lines together, and product information designed to answer questions and close sales. You can learn a lot yourself by studying your new website. If you have a personal website, place a link to fullerdirect with instructions to do their shopping there on-line, or for those newbies to the internet who prefer to talk to someone live, give them the option to call their order to you or into FullerDirect 1-800-522-0499 with your "Discount ID#" and ask for the special sale prices.
2. FullerDirect.com is limited to the 48 continental US states. YOU can take the initiative to reship those products yourself to gain an under-served market, if you wish. I do.
3. Effective Jan 2015, distributors who joined 2001-2009 had ID#s that started with 0; that leading 0 must now be dropped when logging into your website.
4. You can also check the progress of your fullerdirect mail/web business on your Distributor Resource back-office website which lists complete contact information for all your fullerdirect customers. Follow-up with occasional informational email newsletters thanking your customers for their past business and highlighting the featured products on sale, or any new products.
5. Fullerdirect.com is also an excellent avenue to make Fuller Brush a major player in the Fundraising industry. Check out page 8 of the Fundraising Manual at <http://FullerGold.com/fb4me.htm> for a letter to sending to churches, Kiwanis, Knights of Columbus, etc. Recruit them as a free dealer (unless they want all the business supplies in the larger kits) and let their membership buy, buy, buy, to help their organization. Simplicity is the key ingredient here. Be sure to make Fuller ordering instructions available in the signature line of all your emails too. I recommend "Visit our on-line catalog for special savings on Fuller Brush and Stanley Home Products at <https://fullerdirect.com/9200298>" [use YOUR ID#]. Then every email you send out is a Fuller advertisement without you pushing the products onto people. People expect signature lines of your full name, email address, and something about your interests anyway.

Phone, Mail, and Web Fullerdirect prices and \$7.95 S&H are all standard, and prices are the same for our customers as for us distributors. Each month's catalog begins about the 15th of the previous month and ends the last business day of the month [see your Fuller calendar for exact dates]. Each month's sale is good for about 6-7 weeks. The last couple weeks of the month, TWO months of sale prices will be in effect. **Stanley Home** products are also on special in our monthly catalogs.

OPTION #3 & 4 - Dropship Orders – Pros and Cons

Have everyone order from you, and you place the orders, if you have time or have enough control over your telephone (kids). Or use a combination of the two. This option does require more work on your part, handling any returns and invoicing; place the order as one of your regular orders but ship the order to your customer. You get your money in advance. This also gives you the flexibility to offer incentives for your customers to increase their orders, like "free shipping on orders over \$100"; I'm willing to give up \$8 that shipping will cost me to get them to show the catalog around to boost their order size. I also use this method for some wholesale customers that I give a discount to. An 800# is good for customers to call you, but not so necessary these days with everyone having cellphones (NOT from your local phone company - too expensive; call me for what I use, details are on my Freebies webpage.) Knowing what your customer is ordering is always good so you can send a follow-up mailing/ phone call/ e-mail the next time Fulsol or whatever is on special. I have a few mail-order customers who are just like local customers; we talk on the phone and I tell them the latest specials, including the unadvertised specials on the Hotline, or sometimes I'll split the difference between the Hotline special and the regular sale price to increase my profits, but still give

them a better than normal price. I have a couple mail-order customers or former dealers who don't want to join, just buy, but they still collect orders from their friends, so I give them a discount and they pay in advance by check. What prices you sell for is your business - whatever gets the volume.

Since I keep an inventory, I often ship the light products myself to all 50 states via first class mail for under 13 oz, or Flat-rate Priority or regional-rate boxes available if you register for the free "Click n Ship" discount option on usps.com. If you take advantage of quantity specials on the Sales Hotline, you can make extra money or pass on the savings. A credit card is very important in this business so that you can place orders before you have the money to pay for them. Also, talk to your bank about depositing checks made out to Fuller Brush; I had a deposit only stamp made up with my name and account # and "Fuller Brush". Do not send Fuller Direct catalogs outside the 48 states; the company will just return any orders. Tear the order form out of any master catalogs you mail there.

OPTION #5 - A Very Profitable Mail-order Option

Don't overlook one of our most profitable mail-order products: Fuller Brush dealerships. Sign up other dealers and receive over-ride commissions on their purchases and sales; you duplicate yourself, potentially receiving commissions month after month, year after year. They deal directly with the Company, and you get paid. J Paul Getty once said he'd rather have 1% of 100 peoples' efforts than 100% of his own. That's how the rich get rich. You earn money only on actual product movement, basically a finder's fee from the company for finding them a new productive dealer; much different from pyramid schemes that shy some people away from true network marketing. Save names of people who mail you those pyramid schemes and offer them a real opportunity with real everyday usable products.

© DWT 6/16 Roland Rhoades, Division Director, 10 Blackberry Lane, Gorham ME 04038 1-800-775-1113

Quality  Since 1906

DOWNEAST WINNING TEAM®

Member: Gorham Business & Civic Exchange

ROLAND RHOADES, DIVISION DIRECTOR/Independent Distributor

10 Blackberry Lane – Gorham ME 04038

Email: FBDWT@maine.rr.com

Home/Office Phone: 1-207-892-0923

REALTORS BUYER APPRECIATION PROGRAM

ATTENTION ALL REALTORS:

When you sell a house, do you give the buyer an appreciation gift? Do they really appreciate it? When I bought my house, I received a bottle of champagne. I appreciated the thought behind the gift, but I don't drink champagne.

What I propose has been a big success in other areas: A Fuller Brush assortment of practical "Does the job right the first time" cleaning products. Products that people will use and appreciate. Fuller Brush has meant Quality since 1906. Or a \$14.99 combination Dryer Vent Brush & Refrigerator Coil Brush that EVERY home NEEDS. A high-end gift would be the Electrostatic Carpet Sweeper (works much better than other brands) at a suggested retail price of \$49.99 (your cost is less).

(Also, Doesn't your office need a carpet sweeper so that you can keep it looking sharp between professional cleanings, with no cord for customers to trip over? Especially good for cleaning up sand that can get tracked into your office. Ask for a free trial.)

I can give you a discount on the products in return for promoting the Fuller products with my business card or catalog so that your clients will know where to buy Fuller in the future. Discount depends on volume and current special promotions by Fuller. Recipients will assume you paid more than you actually do. What dollar value do you want for each gift package? How many gifts? Gift Certificates are also available so that they can choose their own product assortment. I have been the Fuller Brush Man since February 1992 and I do keep an inventory so that you will be able to get most products immediately without waiting for me to order them.

Please get back to me and we can talk. Thank you.

Have A Fuller Day,

DOWNEAST WINNING TEAM®

Providing Customer Service & Distributor Training Since 1992

ROLAND RHOADES, DIVISION DIRECTOR/Independent Distributor

10 Blackberry Lane – Gorham ME 04038

Email: FBDWT@maine.rr.com

Phone 1-207-892-0923 / 1-800-775-1113

June 2016 update

SUGGESTED INVENTORY FOR RETAILERS

For those of you who plan extensive retail operations, I have at your request made up a list of products graded according to the importance of having in inventory. This list is totally subjective and just a guideline because you sell the products that you like the best, and everyone has their own favorites. For the sake of space, I list only the stock numbers; take one of your monthly price lists and go over it with different color highlighters to make your own chart. By all means, WAIT until an item is on sale before you stock up. (You may wish to get your own sales tax ID so you don't have to pay tax up front to Fuller.)

FAST-SELLING PRODUCTS I TRY TO ALWAYS HAVE IN INVENTORY:

Watch for the STAR for Made in the USA products: A63078 Kitchen Broom, A68083 Slender Broom, Clip-on Dustpans, A63145, A3386, A3894, A4001 Lady Catherine now the Essentials Ladies hairbrush, A4004, A4027, A4103, A6555, 24, 56, 104 or 17052F (at the SALE price), 119/119808, 137808, 178, 19014, 275, 293, 306, 309, 323, 395, 396, 460, 511, 515, 524, 527, 530, 531, 551, 605, 610, 617, 619, 630, 654 (I like the liquid better than the #175 powder), 656, 674, 724, 749, 756, 780, 868, 99250, "buy 1 get 1 free"s, new product demos.

And business aids: 051, 062, 076, 952, R02, R152, and annual and monthly catalogs of course; and for recruiting: copies of the DownEast Recruiting letter in DWT Manual 3.

NOTE ON PUMPS: #952 Gallon Pump dispenses 1 ounce per full pump and is sometimes graduated in thirds and quarters of an ounce for your customer to accurately gauge how much product they are using. I consider them indispensable; otherwise, people use too much and don't realize how long a product lasts when used correctly and how economical they are, which gets repeat sales and word of mouth advertising among friends/co-workers. Tell your customers to start with only 1 ounce of laundry detergent, and increase or decrease from there. Some customers with soft water find ½-ounce plenty, which gives them 3 times as many washloads as the bottle says.

OTHER FAIRLY FAST MOVING PRODUCTS:

A3462, A3471, A3530, A3806 for high efficiency washers, A3850, A3862, A3876/A3765, A3911, A6807, 33, 132/132808, 19012, 19406, 19575(6), 204808, 386, 465, 517, 56019, 56024, 623, 647, 716, 735, 765, 964. The vinyl sweeper rotor blade is good for restaurants cleaning up messy food instead of the bristle rotor brush.

Products not listed on this page are not really necessary to stock unless your customer clientele seems to order them. Everyone sells what they like themselves.

Tricks of the Trade - to Maximize your profits

KNOW where you are in the commission structure each month. Examples:

A new Sales Associate starts at 20%. If your first order is \$200, you start at 22% and earn all the freebies (\$49 Carpet Sweeper and Fast Start bonus). See the bonuses summary on the training webpage.

Earn the New Manager bonuses by reaching \$200 each of your first 3 months, or at least \$600 total in your first 6 months.

If you have reached Manager, pay attention to your sales volume and the commission chart. I see people ordering \$72 for a 26% discount, when another \$3 would give you 29%. [$\$72 - 26\% = \53.28 ; $\$75 - 29\% = \53.25 !!! Ditto all the other commission levels. I always order more than \$100 to cover the \$8 min S&H.

If you have recruited downline distributors, pay attention to your downline reports that Fuller gives you on myfullerbiz. Every month I see some people with a few hundred dollars downline volume that they get no commission on because they never ordered or sold \$35 in products to be active.

Buy at the lowest possible prices.

Stock up when products are on sale.

Take advantage of the extra-special half-price offers of products that will be sticking around.

Only interested in recruiting? You will be more successful if you have sold enough products to sound like you know what you are talking about.

Buy the half-priced demos. I buy almost all the demos, even if they are imports. It gives me more price flexibility if I need a clearance sale, and more profit if it becomes a good seller.

Find your niche products, which you will have to base on actually selling some products to determine which products you are most excited about and successful with. I sell most everything, but mainly the USA products, shouting USA proudly, which I have found certainly gets noticed on my website.

Until a few years ago, I sold a hairbrush once every few months. I realized that they could boost my volume quite a bit, especially the Beechwood brushes. I read up on everything I could and created a hairbrushes information webpage, and now I have to restock up on hairbrushes nearly every week. Some people buy a hairbrush for everyone in their family. They specifically ask me about the natural bristles and whether they are still American made. I give them a phone # to actually talk to a live person - me, which they tell me is hard to find.

I also find the hairbrushes and other small brushes are light to mail to both the US and Canada. I also got a free usps.com click n ship commercial mailers account which gives me big postage discounts.

Have you tried the new products or gotten testimonials from your customers? Please share them with the rest of the team on our Discussion Board, or forward to me to share. Products will be successful and remain in the product line for you to sell, only if enough people realize their value.