

Tips for Selling/Delivering Poinsettias 2023

Before approaching potential customers:

- Be mindful of approaching individuals that may have already been 'sold to' or may already be somebody else's contact.
- Create a list of names/contact info of prospective customers - friends, relatives, neighbors, teachers, coaches, doctors, etc.
- When going to businesses that don't know you, look the part – hair and makeup neat and consider wearing your uniform.

When selling:

- Businesses sometimes need a week or two to place an order so give them plenty of time. Ask to speak to an office manager, or the manager of the store. These are the people who make decisions about decorations, not sales people.
- Keep extra order forms & receipts in your car AND your parent's car so you are always prepared to make a sale.
- When approaching individuals, inquire if their place of work might be interested.
- Poinsettias make great teacher gifts, neighbor gifts, hospital gifts, or nursing home gifts.
- Be mindful of selling to individuals who live far away, unless it's a large order, as delivery will be too difficult.
- When using mass e-mail to sell to friends and family, be sure to only BLIND COPY your mailing list, as a courtesy to everyone on the list
- Utilize social media where appropriate but, again, be careful of reaching out too far and getting locked into a bunch of small orders that are too far away for reasonable delivery.

When taking payment from a customer:

- **Orders should all be done on the online platform (jotform)**
- If you do have a check, ensure it is dated within appropriate selling period
- Important to document payment amount and type (check or cash)

Pick-up & Delivery - Fri, December 1st

- Before pick-up, gather boxes, laundry baskets, plastic bins, etc to secure plants during transport (plants are delicate and can't be replaced if broken during transport.)
- Before pick-up, have Thank You notes ready to be delivered with plants.
- If you sold a lot, consider asking friends/family with large vehicles to help you load and deliver.
- Delivery takes time. Consider in advance how to group/load orders for delivery, preferably customers close together for efficient delivery.
- Contact customers in advance to remind them to expect delivery.
- DELIVER PLANTS ASAP to reduce risk of damage AND so they look fresh for customers!!
- DO NOT leave plants on the customer's doorstep unless arranged in advance.
- DO NOT store plants in the car, garage, or outdoors. They are tropical and need warmth.
- If temperature is below 40F, keep plastic wrapping on the plants while exposed to the cold