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| CATALOG SALES PROCESS |

**Independent Representative Catalog Information:**

* The organization retains 40% profit
* No Minimum orders
* $8.80 average profit per item
* No upfront cost
* Free Pick and Pack for each individual seller
* Super Fan performs tallying for all orders
* Online ordering with options for direct shipments to customer
* If the organization is not tax-exempt then the organization is required to collect and remit sales tax.
* Free to Minimal shipping:

Total $ Sale Shipping Fee

* + $0.00-$249.00 $30.00 Flat Rate
  + $250.00-$599.00 $50.00 Flat Rate
  + $600.00-$5,000.00 8.0% capped at $250.00
  + Sales Over $5,000.00 FREE SHIPPING

**Materials included in this manual:**

Sample emails – to use following phone conversations

Introduction Letter – to use if a lead expresses interest and would like information sent to them

Confirmation Letter – once dates and goals are established the signed Confirmation Letter is required in order for catalogs to be shipped. Tax- exempt status should be determined.

CEO Letter – emailed to chairperson once the signed Confirmation Letter is received.

Once the Confirmation Letter is signed, the following are the recommended steps of the campaign process:

* Catalogs are sent to the organization 2 weeks prior to the Campaign Start Date.
* Fundraising Game Plan - set the meeting with the Chairperson 1 week prior to the Campaign Start Date to execute the Game Plan (see Chairperson Packet for form); also make sure to give the Participant Letter to the Chairperson at this time.
* Kickoff Confirmation – set a meeting with the Chairperson on the day the catalogs are to be distributed; coach them through the process of distributing catalogs, participant letter, review incentives, and set firm checkpoint and end dates.
* Mid-Point Check – at the halfway point in the campaign, set a meeting with the Chairperson to do the Fundraising Accounting Sheet (see Chairperson Packet for form).
* Close Date – set firm Campaign End Date from the onset of the campaign; check in with the Chairperson to ensure receipt of all of the order forms.
* Once the order forms are received at Super Fan, please refer to the Operations Procedures in the next section.

**NOW ONLINE ORDERING PROGRAM AVAILABLE FOR ALL CATALOG PRODUCTS!!! ALSO AVAILABLE MANY MORE PRODUCTS BEYOND THE CATALOG OFFERING TO SELECT AND PURCHASE ON LINE!!**