

## WREATH SELLING SCRIPT

### Wreath Selling Basics:

- Knock or ring door-bell at front entry door. Don't be shy if someone is outside the house (doing yardwork, for example). Approach them in a friendly manner.
- Smile when you talk and maintain eye contact. Have a positive attitude. People buy from people that are likable.
- Wear WA Hockey jacket, sweatshirt or t-shirt (if you have one), show pride in your team and town.
- Be courteous – you are representing your hockey team, school and family.
- Show attention to detail. Neatly print the customer information on the wreath order sheet and *repeat back to them to confirm it is accurate*.
- Bring a #10 envelope to put any cash and checks you are given in a safe place.
- If someone declines to buy, thank them for their time and wish them a good day.

### Script:

- Good day. My name is SAY YOUR NAME HERE and I play hockey for Westford Academy.
- We are selling holiday wreaths to raise money to support the program.
- These are beautiful double-sided balsam wreaths with an optional red ribbon to dress-up your doors for the holiday season.
- I see you have X doors facing the street. How many wreaths would you like to buy for the holiday season?

### If Customer Says Yes to Wreath Purchase

Thank you very much! The wreaths are \$15 apiece, the ribbons \$3. How many would you like?

Write down the details on the number of wreaths and bows, customer name, address and payment.

### If Customer Says No to Wreath Purchase

Thank you very much for your time and that's completely understandable. We take donations if you'd like to support the program. Is that something of interest?

If customer says yes, take the cash or check donation and thank them.

### If Customer Says Not Buying a Wreath or a Donation

Thank you again for your time and have nice day!