

# HOW TO SELL \$1,000

Sell for 8 hours, fund your entire program year!

## STEP 1

### Create a Trail's End Account For Your Child

- Text APP to 62771 to download the Trail's End App.

## STEP 2

### Make A List Of 30 + People You Know To Ask For Support

- With your child, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

## STEP 3

### Draft Your Child's Sales Pitch

- Example: Hi \*\*customer's name\*\*, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way. "Can I count on your support?"

## STEP 4

### Build Your Child's Personalized Fundraising Page

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your child smiling.
- Paste your sales pitch into the About Me section.
- Select your favorite product.

## STEP 5

### Ask For Support

- Share your fundraising page from the App through Social Media (Facebook, Twitter), text message, email, and more.
- For BEST results, kids should make phone or video calls (FaceTime, Zoom). kids can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
- **Tip:** Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## STEP 6

### Ask For Support In The Neighborhood

- Ask neighbors for support in local Facebook Groups, Apps (NextDoor).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature

**Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!**

**Visit the Training tab in the Trail's End App for more resources.**