

MAKING “10 FOR \$100” SALES

All Portland Open Studios Participants

Portland Open Studios (POS) maintains a Sales Database that tracks who we are selling to, which one of us makes the contact/sale, when money is received, deposited, and so on. It provides a single source point of information for everyone’s efforts, helps prevent duplicating one another’s efforts, prevents irritating our Supporters because multiple POS people accidentally approach the same customers, and it gives us a reliable record of Supporters’ information that we can correctly include in the printed Tour Guide and/or on the website.

Before you approach a potential customer/Supporter, check the Sales Database to see if anyone else is working with them. Read the notes associated with that customer before going further.

Selling to Customers

1. Go to the POS website, Artist Members page, Tour Guide Sales & download the pdf “[sales-form-general.pdf](#)”:

<http://www.portlandopenstudios.com/forms/sales-form-general.pdf>

(Suggest you open the file and save it into your own Documents – this makes it easier to attach to any emails you send. Print out a few copies to have on hand for face-to-face sales.)

Note: A copy of the “sales-form-general” is attached to these instructions so you can make certain you are using the correct form.

2. Before you contact your potential customer, enter the Customer contact information into the Sales Database:

<http://www.macsolve.com:591>

Pick “SALES” from drop-down list of databases.

User name: salesedit

Password: tourguide\$

- a. Make certain the person has not been called by someone else or already ordered.
- b. Fill out the contact information on the left side of the page.
- c. If someone tells you on the phone that they will buy 10+, fill in the number and the order date.
- d. If someone gives you the money at point of sale, fill in the sales date and the check number.
- e. The Treasurer will fill in the deposit date.
- f. Check the “Yes” box if company is going to resell Tour Guides (many companies give them away to clients, etc.).

3. There are several ways to complete the sale.

- a. The easiest way (but often least effective in the end) is to contact a customer by telephone & if they agree to purchase Guides, you can email your customer a copy of the Order Form (as an attached file) and they can fill it out and send it in to POS. This is not always effective because they have to do the work: fill out the Order Form, tear off lower portion as their receipt, prepare a check and mail the check & Order Form to POS, PO Box 15022, Portland 97293.
- b. If you have Adobe Acrobat, you can fill out the Order Form on your own computer, save it, & then email a completed form to your Customer (for the customer to mail in to POS along with their check).
- c. Better yet, make face-to-face contact. You fill out the Order Form by hand, tear off Customer receipt on the spot, collect the check, and you mail the check and Order Form to POS.

Tips:

- *Carry several Order Forms and a copy of last year's Tour Guide around with you. Make face-to-face sales whenever possible, collect money on the spot.*
- *Show potential customers the sponsor page. Remind 10/\$100 Customers of the value of buying before May 15 (they will be listed in the Tour Guide and website as a Supporter). If after May 15, 10/\$100 Customers are listed on the website (with a link) as a Supporter.*
- *Keep a personal log of your transactions and follow up with any customers who have to take action on their own to send in their money.*
- *Keep a copy of your Order Forms as back up.*
- *Send a personal thank you note to Supporters.*

4. The transaction is not complete until the Treasurer has the money.

If you receive money for an order, record the transaction in the Sales Database (by adding the date the customer paid you). Then turn the Order Form & money into POS (preferably to the Treasurer but can be to any Board Member, or you can mail it in: POS, PO Box 15022, Portland 97293).

If Order Form & Check are mailed to POS by the customer, then the Treasurer will go to Sales Database and enter the paid and deposit dates.

Portland Open Studios

PO Box 15022 Portland, OR 97293 www.portlandopenstudios.com info@portlandopenstudios.com

2009

TOUR GUIDE ORDER FORM

Order a minimum of 10 Tour Guides for \$100 before May 15 and we will list you (with URL) as a Supporter in the printed Tour Guide and on our website.

Buy 10 Tour Guides for \$100 after May 15 and we will list you as a Supporter and provide a link to your URL on our website.

All Tour Guides must be retailed for \$15 (or given away as gifts).

Buyer Details	Company Name:
	Contact Name:
	Telephone:
	Email:
	Website:

Delivery Address	Street Address: (include Suite, Apt #, etc.)
	City, State, Zip:
	Telephone (at location, if different from above):

All Tour Guides must be pre-paid. We provide free delivery in Portland metro area for 10-Pack Bundles.

Pricing: **Tour Guides \$15 ea.** **10-Pack Bundle of Tour Guides for \$100 (\$10 ea. copy)**

Make checks payable to Portland Open Studios.

Quantity of Individual Guides or 10-Pack Bundles	Price Singles up to 9 copies @ \$15 ea. 10-pk Bundles @ \$100 for ea bundle.	Shipping Add \$3 for one copy. Add \$5 for 2-3 copies. Please email us for shipping costs on orders over 3 copies. Remember to tell us your zipcode. Free delivery in Portland metro area for 10-Pk Bundles.

Amount Received: _____ Date: _____ Sales Person: _____



Portland Open Studios - Sales Receipt for Tour Guides

Buyer: _____ Date: _____
Qty of Guides Purchased: _____ Amount Paid: \$ _____

Check #: _____ Inventory Control # (if applicable) _____ Received By (Sales Person): _____

PO Box 15022 – Portland, OR 97293 www.portlandopenstudios.com - email: info@portlandopenstudios.com