

How do we sell Bill Harley CD's?

At every Family Concert we ask you, the presenter, to sell Bill Harley's products (Cds, books, video). By selling Bill's stuff you (and your organization) earn 10% of all sales, our gratitude and make many, many fans very, very happy.

Things you'll need:

- ✧ A sales station, which consists of:
 - A standard banquet table (8' x 30")
 - A cash box (\$50 in 1's, 5's and 10's)
 - A minimum of 2 volunteers to sell
 - Pens
 - Paper
 - Calculator (optional)
- ✧ Bill Harley product and info (which we provide and consists of):
 - Cds, books and video
 - An inventory sheet
 - A price sheet for display
 - A description sheet (which gives brief description and age level for each CD you receive)
 - A sample inventory sheet (showing you how to fill out inventory sheet)
 - A mailing list so people can join Bill's email or snail mail list
 - Bill's newsletters and other promotional flyers for display

Suggestions:

- ✧ We ask everyone to offer our concert sales special of 2 Cds for \$25 (a \$5 savings). It will be important to keep track of how many sales specials you sell.
- ✧ If you set up the sales station before the concert, people will be able to browse before the show.
- ✧ If you have a large crowd, it is beneficial to have two sales stations to keep traffic flowing.
- ✧ We require a minimum of 2 people per sales station, but if you have three volunteers you can have 2 people suggest selections and 1 person ring up sales. (With 4, 1 person could be in charge of keeping track of inventory).

Questions:

If you have questions about selling Bill's stuff, contact me Michele (Michele@billharley.com) or 800-682-9522. I'll be more than happy to discuss sales (being more specific to your event) and will pass along the paperwork early so that you or the person in charge of sales can look it over.