

# **The Complete Guide To Selling**

# **ELLIOTT'S** *Amazing*™

ALL NATURAL  
**JUICES & DRINKS**



© 1999 Elliott's

## **Facts about the company that produces Elliott's Amazing Juices & Drinks.**

### **Elliott is a real person.**



Elliott Hirsh, the founder and president of the company was born in 1946 and is part of the "Baby Boomer generation". He has lived in the Philadelphia area his entire life. He majored in Industrial Arts Education at Penn State, graduated in 1968 and taught graphic arts for two years. Before starting the juice business he was involved in printing, packaging, product development and marketing. His wife, Debbie, is an art director and designs most of the company's packaging and advertising materials.

Original "Little Brown Beer Bottle", 1982



**The company had a shoe string start-up with a \$9,000 loan in 1982.**

**The company's first product was apple juice made from fresh pressed apples bottled in a brown beer bottle.**

One of Elliott's packaging business customers pressed and bottled apple cider and Elliott was trying to get this customer to put up single serve bottles of apple cider that did not have to be refrigerated. This customer did not want to make the investment in new bottles and a bottling line, so Elliott bought a tank truck full of fresh pressed apple cider and had it trucked to a small brewery for bottling. Not having any money to buy bottles or change parts, he used the brewery's standard stubby brown beer bottle for the apple cider. This package made Elliott's Apple juice in the "little brown beer bottle" very recognizable and became the signature product of the line. The brown beer bottle was discontinued in 1994.

**The company puts its emphasis on making its products taste better not making its profits better by making products cheaper.**

The company formulates all of its products from "scratch" in a small "laboratory" in the basement of its building. All new products start as a half gallon batch mixed up in a two gallon stainless steel bucket. Several different combinations of fruit concentrates and flavorings are tried in these half gallon batches and tasted by Elliott himself until the taste is perfect. Then a 1,000 gallon batch is made at the plant where the "recipe" is adjusted to compensate for mathematical extrapolation. The 1,000 gallon batch is 2,000 times the size of the original sample. Bottles of the original sample are on hand to compare the product ion batch. After the 300-400 cases are sent to distributors to field test, the next size batch is tripled to 3,000 gallons and again the recipe is adjusted until taste is perfect. Quality control is a major concern of the company and is maintained by Elliott, himself who supervises the people at the plant where Elliott's Amazing Juices & Drinks are produced.

**Quotes under the bottle caps were started in 1984 inspired by one too many stupid fortunes in chinese fortune cookies.**

With a background in education, Elliott decided to have the company that makes its caps print different thought provoking quotations on the inside of the caps. The caps are printed on flat sheets of steel and then stamped out into caps, so there are about 250 different caps printed on one sheet. When the caps were smaller, almost 500 different caps could be used. The caps are dumped into boxes and the boxes are dumped into a hopper on the capping machine so no one knows which quotation will appear under a bottle cap, much the same as a fortune cookie. Two new series are introduced every year so there is always a new series being put together.

The quotations are selected from all sources: philosophers, writers, actors, politicians, sports figures, biblical verse, song lyrics, folklore, comedians, actors, business leaders and various scoundrels throughout history. The source credited with making the quote is always given on the bottle caps so people can learn more if they care to do so.

Different people have been involved in picking out which quotes to use. The company gets mail and e-mail from individuals who either are not happy or claim to have been offended about what they have read on a particular bottle cap, but the company also gets mail and e-mail from people who have been inspired by a particular quote. All of these letters are answered by Elliott himself. People do not have to agree or disagree about a particular quote, the quotes are there to be thought provoking, not meaningless little sayings. There are many college professors and priests who have used a bottle cap quote in one of their classes or sermons. Thousands of people have drawers full of bottle caps they've collected.

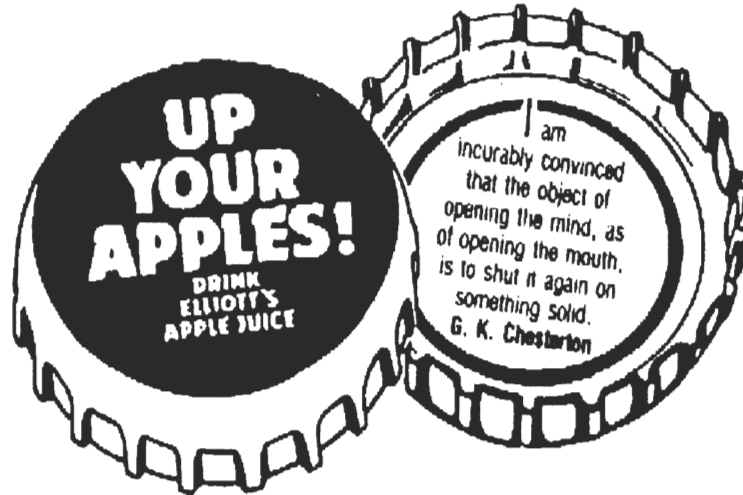


Illustration of 1984 style caps

# **What Makes Elliott's Amazing Juices & Drinks The Best Juice Line You Can Sell?**

## **Highest Quality-Best Tasting**

**People who drink our products can tell the difference in quality by one thing...taste.**

The higher percentage of juice and the use of expensive natural flavorings makes Elliott's Amazing Juices & Drinks taste better. Compared to Snapple juice cocktails and fruitades, Elliott's Amazing has a minimum of 3 times the juice content. The percentage of juice in Elliott's Amazing Juices & Drinks has been on the label at least two years before the May '94 deadline in labeling law requirements.

Other brands that claim higher juice contents are using cheap "fill juices" such as white grape to push up their juice content, but these juices do not really add any flavor to their product. They rely on lots of "flavoring" ingredients to give them the "taste"; yet the use of cheaper flavorings generally result in "after taste", but they keep their costs down and their profits up.

Elliott's Amazing Juices & Drinks involve years of experience in formulating beverage products results in the products that deliver on taste and are balanced in terms of sweetness and tartness. Knowing when to add a little more or a little less of in ingredient is the reason why the big guys products just taste mediocre. They rely on focus groups and committees to make decisions and these kinds of decisions result in a mediocre tasting product. Food product formulation whether it's gourmet cooking or making a 6,000 gallon batch of a new juice drink is an art.

The motto of the company is as follows: **If we can't make it taste the best, we won't make it at all.**

## **Widest Selection of Juices and Drinks**

No other juice and drink brand offers the wide selection as does Elliott's Amazing. With a wide varieties of juices and drinks, you can put the right selection of juices, cocktails and drinks in the right accounts based on 1) who the customers are 2) why they patronize the account 3) when they patronize the account. There are breakfast juices, appetizer juices, snack juices, meal beverages and bar juices and Elliott's Amazing Juices & Drinks can fill the need for fast selling, profitable, high quality, non-carbonated fruit juices & drinks for every account you sell.

## **Upscale Packaging**

Elliott's Amazing Juices & Drinks delivers the best tasting juices and drinks in packaging that features bold, contemporary graphics that make it easy to recognize the tradename and tell what's in the bottle. The water-resistant label paper stands up to condensation and point of sale displays in ice barrels and crushed ice. We have easy to read nutritional facts panel and ingredient statements, totally recycleable glass bottles, and of course easy resealable caps with our collection of famous collectible quotes printed on the inside.

## **Competitively Priced**

Elliott's Amazing Juices & Drinks has always been a premium juice line, yet has always been sold competitively with other single serve, Direct Store Delivered (DSD) beverages. By selling creatively and using all the quality price breaks & combo deals utilized by your company, you can give your trade customers every opportunity to maximize their profit dollars per unit sale.

## **HERE'S WHAT CONSUMERS SAY ABOUT ELLIOTT'S AMAZING JUICES AND DRINKS**

"I am probably one of your greatest fans. The funky tastes and wholesome healthfulness of your drinks make them good; however, your quotes add the touch of coolness that brings them to the realm of awesome."

"I enjoy your product - Elliott's Amazing Papaya Cocktail."

"Elliott's Apple Juice, Grape Juice, and Cranberry Cocktail are our favorites. They all have a smoothness and quality unmatched by any other juice."

"I purchased a 16oz bottle of Orange Mango at a local convenience store. It tastes great!"

"I love your product and I wish you continuous success in the future. Now I know why Elliott's calls them 'Amazing'!"

"Well the taste speaks for itself. Wow! I just don't think I could get a better juice if I picked the stuff right off a tree!"

"I have found the blend of all natural fruit flavors deliciously rare."

"Please let this customer salute you on your great products.."

"...I can honestly say I think they are the best tasting juices on the market today."

"...Apple-Raspberry,..it was great! ... I plan on being a regular customer .."

"It truly is the best drink I have ever had."

"...far superior to all national and local brands available."

"Fabulous, delicious, rich, refreshing, healthy, satisfying and thirst quenching. I cannot say enough about it. Today was the first time I tried your orange mango juice cocktail."

"I am an avid water drinker and your Kiwi Lemon Lime Juice Cocktail is the only one that I've found that is as refreshing and thirst quenching."

"I have known Elliott's bottle caps to have inspired people. Sometimes I mail them to friends."

"A few months ago I came across a quote that I found to be very meaningful."

"I greatly enjoy your fruit juices and the quotations make it an even better product."

"...of all the natural products currently around, it is the best tasting."

"When I drink an Elliott's Amazing fruit drink, I feel great!"

"I love your pink grapefruit cocktail...you're giving Ocean Spray a run for their money."

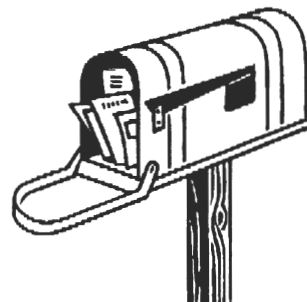
"I found this juice to be light and refreshing--full of the same rich flavor as biting into a fresh apple...I've begun working my way through the whole line of Elliott's Amazing juices."

"It's nice to know when you patronize a company, that they are concerned with your satisfaction."

"My child purchased your juice and told me how good your apple juice was...so we thought we'd let your company know."

"Sitting down to a number one tasting drink and having something inspiring to read along with it is a blast."

"I love those caps. Right now I have two canning jars filled with your bottle caps. I even used one in a term paper that was 40% of my grade."



**ELLIOTT'S AMAZING  
offers the widest selection of  
Fruit Juices & Juice Cocktails  
anywhere!**

**Apple Juice**

Our original product-still made from fresh pressed apple juice-not water & concentrate. Every bottle is made from over a pound and a half of fresh, juicy apples. This is the original juice produced since 1982.

**Orange Juice**

Pure unsweetned orange juice made with 100% Florida Seal orange juice concentrate. Blended for balanced acidity and smoothness.

**Pineapple Orange Banana Juice Blend**

A blend of 100% juices. A taste of the tropics. Less acidic than plain orange juice and ideal as a base for frozen rum drinks!

**White Grapefruit Juice (Unsweetened)**

Pure unsweetened Grapefruit juice. Naturally low in calories and sodium.

**Concord Grapeade**

A blend of deep concord grape juice and elderberry juice from concentrate. Very sweet and light.

**Cranberry Juice Cocktail**

Made from the highest quality domestic cranberry juice with a full days supply of vitamin C. Smooth and tangy!

**Apple Cherry Berry Cocktail**

A blend of apple juice, tart cherry juice and berry juices that's a favorite with adults and children. . Light and refreshing.

**Apple Cranberry Cocktail**

Sweet apple juice blended with tart cranberry juice is a favorite either as a breakfast drink or a beverage to enjoy at lunch or afternoon pick-up.

**Pink Grapefruit Cocktail**

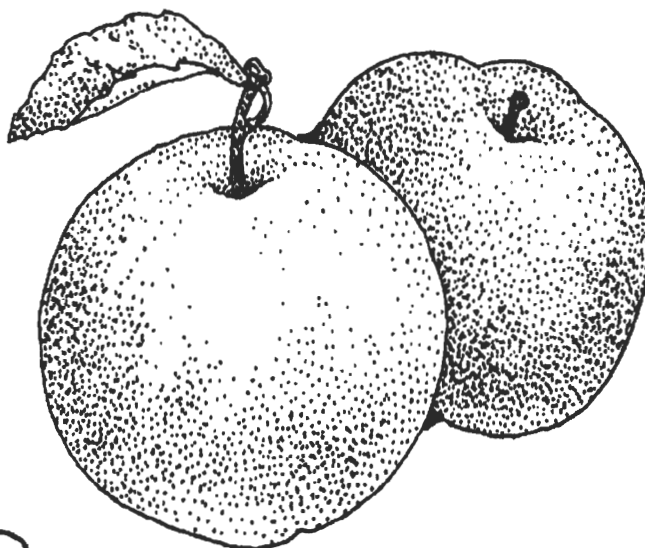
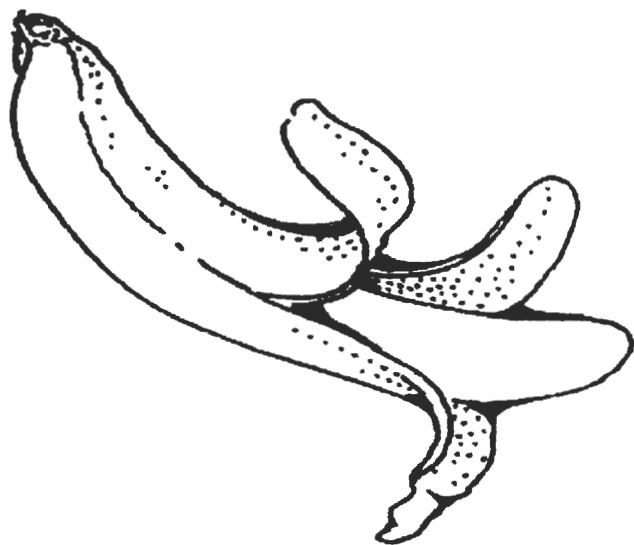
Deliciously tart but smooth tasting. Is a favorite with those who like the taste of grapefruit juice, but want something a little less tart and sweeter.

**Grape Boysenberry Cocktail**

Rare, exotic boysenberrt makes this cocktail very special. It's a gourmet grapeade. Try it.

**Grape Strawberry Cocktail**

A smooth refreshing blend of concord grape juice and strawberry juice truly delicious.



### **Tropical Orange Mango Cocktail**

A tangy blend of exotic mango, passionfruit nectars and orange juice.

### **Tropical Papaya Cocktail**

Juices from ripe red papayas blended with pineapple juice makes this another island fantasy drink. Goes very well with all kinds of foods.

### **Tropical Fruit Punch**

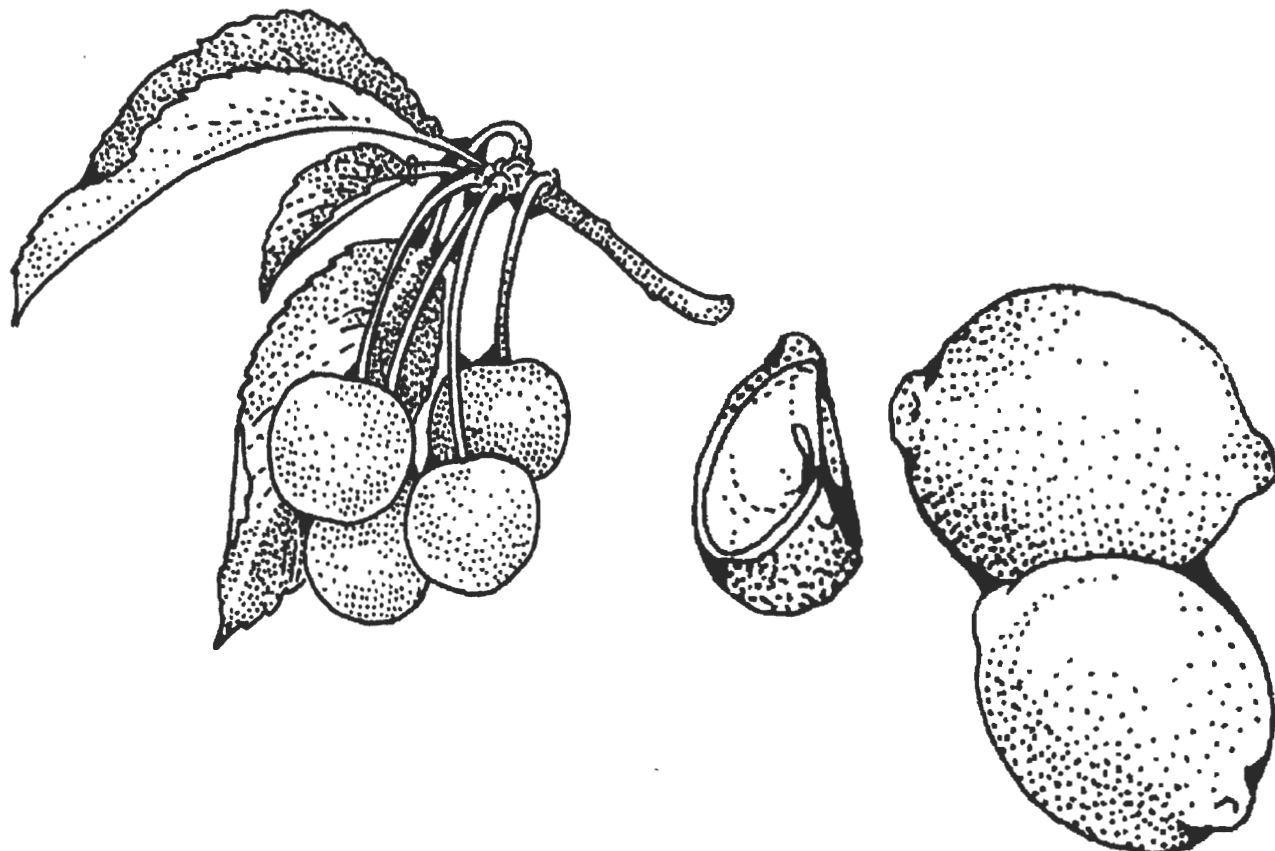
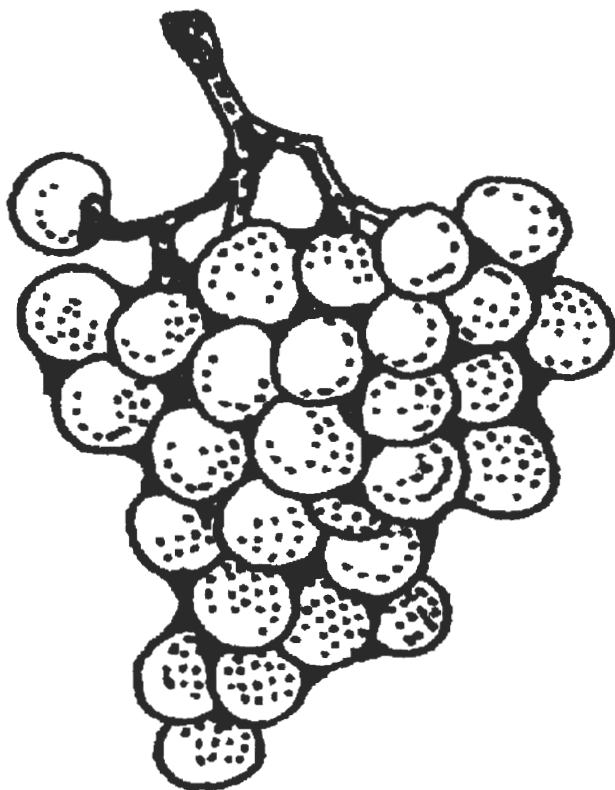
Our own recipe using apple, grape, pear, cherry and peach juice combined with pineapple juices and tropical flavors to make a tasty, refreshing fruit punch. Naturally red without the use of artificial coloring.

### **Pink Grapefruit Cocktail**

Refreshing and light, not too sweet. This cocktail is popular with breakfast, lunch, and snacks.

### **Old Fashioned Lemonade**

Tastes as good as homemade. Three times the amount of lemon juice than Snapple Lemonade.

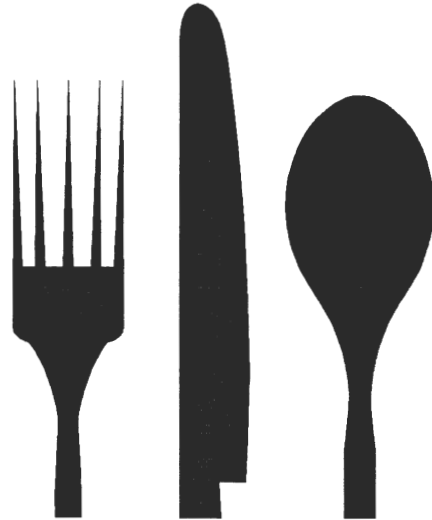


## **POTENTIAL OUTLETS WHERE ELLIOTT'S AMAZING JUICES SELL BEST**

*The best places to sell Elliott's Amazing juices and drinks are wherever people are consuming food or beverages on the spot or with take-out.*

**These are "cold bottle" outlets and there are many different types:**

- A. Deli's
- B. Mom & Pop grocery stores
- C. Pizza and sub shops
- D. C-stores and mini-marts
- E. Health food stores
- F. Gourmet take-out stores
- G. Street vendors: hot dog and other food carts
- H. Catering and lunch trucks
- I. Health spas, racquet ball clubs, gyms
- J. News stands-in office buildings
- K. Cafes and coffee shops
- L. Produce stores
- M. Gas Stations - selling candy and beverages only
- N. Bakeries and donut shops
- O. Chinese Food take-outs
- P. BBQ Take outs - Ribs, Chicken, Seafood etc.
- Q. Food courts in malls
- R. Ice cream parlors and custard stands.
- S. Non-alcoholic bars and night clubs.



### **Institutional Outlets**

- A. Food service operations in large companies
- B. High Schools
- C. Snack Bars in college student unions and dorms
- D. College Book Stores
- E. Museums
- F. Hotels: gift shops and in room bar service
- G. Refreshments for seminars and meetings - BANQUET MGR
- H. Morning coffee bar services
- I. Vending and catering companies
- J. Military Bases
- K. Commissary - "supermarket" for dependents
- L. PX's - convenience stores - cold beverages and snacks



# **Where & why Elliott's Amazing Juices & Drinks are consumed.**



More people are drinking juices and drinks and that's why new labeling regulations were passed and put into effect in May 1994. Juices are 100% juice and can be made either from *single strength* juice or reconstituted "*from concentrate*" juice, that is made from water and fruit juice concentrates but do not contain added sweeteners, coloring or other ingredients. All juice can be called "all natural" whether made from pressed "from the fruit juice" or made from fruit concentrate. **The difference is taste.**

If a beverage contains anything less than 100% juice, it must be labeled a juice drink, juice cocktail or fruit juice beverage. Drinks that do not contain any juice can not use the word "juice" but have to say "flavored drink" in type half the size of the fruit flavor. If it is artificially flavored it must say "artificially flavored." If the drink has coloring in it, natural or artificial, it must be disclosed in the ingredient listing. The percentage of juice must be disclosed prominently on the "nutrition facts panel" and all serving sizes for juice are stated in 8 fl.oz. portions so calories are stated in terms of an 8 oz. portion. (The calories in a 16 fl.oz. bottle are twice the calories stated on the nutrition panel.) Juice drinkers are not necessarily calorie conscious, but they are health conscious.

The most popular juice, measured by *total gallons consumed*, is orange juice and that's because a lot of orange juice is consumed at breakfast. The second most popular juice is apple and that's consumed at breakfast by adults who want a less acidic juice and children whose first drink, as infants, after milk is usually apple juice.

Take a look at a menu in a restaurant that serves breakfast. You'll see orange juice, apple juice, grapefruit juice, pineapple juice, cranberry cocktail, pink grapefruit, prune juice, tomato juice and V-8. These are the "breakfast juices".

In the same restaurant at dinner time, people will order cranberry cocktail, grape juice, tomato juice, but not the other juices. These are the "appetizer juices", but rarely will somebody order a bottle of juice before a dinner meal. They will buy a flavor to have with their meal. This is why you need to sell lemonades, teas, and the cocktails for *non-breakfast* consumption.

People who are drinking a juice drink, as a snack item, instead of a soda or coffee, drink other fruit flavors and are usually open to something “different”. They usually pick a juice flavor much the same way they pick a piece of fruit from a fruit bowl or from the refrigerator at home: Which fruits do they like to eat and what are they in the mood for? These are the “break or snack juices.” There is quite a difference in what men, women, children, teens, and even ethnic groups will consume as a “snack juice”, although many of the breakfast juices and appetizer juices may be selected for a snack juice.

More juice cocktails and juice drinks are being consumed with meals other than breakfast. There are certain flavors that compliment certain foods and some consumers choose a flavor based on what they like and what they think will “go with” the food they are eating. Some juice cocktails have a flavor that compliments tomato sauces. Others compliment spicy foods. Others seem to go better with beef hamburgers and steak sandwiches. Others seem to go better with salads, chicken, turkey, fish or tuna. Others enhance the flavors one enjoys when eating a cold cut sub or hoagie.

What juices & drinks people select often relate to what they grew up with at home, their level of education, sophistication in food (gourmet vs everyday stuff) and what’s available for them to choose from when deciding to have a juice. There are some “universal lunch” beverages such as cola, coffee, iced tea, lemonade and fruit punch. However, there are also some people who will drink a large 100% orange juice or apple juice with a sandwich. These are the “lunch-time drinks”.

There are some **Elliott’s Amazing** Juices & Drinks which can be used as mixers for alcoholic drinks. These “standards” are orange juice, grapefruit juice, and cranberry cocktail. There are many delicious drinks that can be made with Elliott’s Amazing Juices & Drinks and rum, tequilla, bourbon, vodka, gin, cordials and wines. Creative and sophisticated people will experiment with different combinations to make one they will be proud to call “their own house drink.” This assortment of juices and drinks can be sold to retail liquor stores, beverage managers at hotels, caterers and bars. Bars usually use quarts of juice which they serve right out of the glass bottle or pour into plastic bottles that are stored on a “speed rack” behind the bar, or small 6 oz. cans of juice that make one drink. This offers a great opportunity to sell 16 oz bottles of some of the tropical mixers that can be used to make 2 highly profitable “exotic tropical fruit drinks.” These are the “bar juices.”

**The point to remember is to think about who their customers are, how this particular business functions and why their customers come to this place.**

**By asking your customer, the business manager or owner about their business, you’ll be able to help them make a better selection of Elliott’s Amazing Juices and Drinks for their customers to insure sell through and repeat sales for both of you.**

# **The Right Assortment of Elliott's Amazing Juices & Drinks for the Right Type of Account**

## **Breakfast Trade**

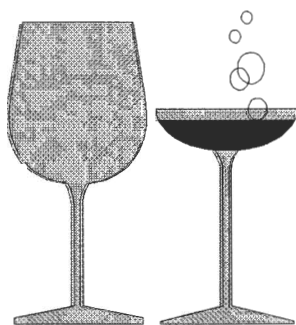
- Orange Juice
- Orange Mango Cktl
- Pin-Orange-Banana Juice Blend
- White Grapefruit Juice
- Apple Juice
- Apple Cranberry Cktl
- Cranberry Cktl
- Pink Grapefruit Cktl



## **Bar Mixers**

- Orange Juice
- White Grapefruit Juice
- Pink Grapefruit Juice Cktl
- Cranberry Cocktail
- Orange Mango Cktl
- Papaya Cktl
- Grape Strawberry
- Lemonade

Try several different flavors of juices with your favorite spirit and invent a new drink for yourself & guests!



## **Sandwiches & Meals**

- Lemonade
- Apple Juice
- Apple Cranberry Cktl
- Apple Cherry Berry Cktl
- Pink Grapefruit Cocktail
- Orange MangoCktl
- PapayaCocktail
- Lemonade
- Cranberry Cocktail
- Fruit Punch
- Grape Strawberry Cktl
- Grape Boysenberry Cktl
- Concord Grapeade
- Iced Tea



## **Snack & Work Break**

- Apple Juice
- Orange Juice
- Pine-Orange-Banana Juice Blend
- Apple Cranberry Cocktail
- Apple Cherry Berry Cktl
- Pink Grapefruit Cktl
- Orange Mango Cktl
- Papaya Cocktaill
- Lemonade
- Grapeade
- Grape Boysenberry



# ***How to Sell Elliott's Amazing Juices & Drinks to your existing customers.***

The brand name is **Elliott's Amazing** not Elliott's

- 11 This extra word helps your customer remember the Elliott's.  
People will ask you why it's amazing  
and this opens the conversation.



**Show them a bottle-not just see a picture.**

**Allow them to taste the product.**

Bring two flavors of cold bottles into the account along with some small (3oz) paper cups. Say the following: I have a new product I'd like you to taste. Would you like to try flavor X or flavor Y one first? Open that bottle up and pour about 1-2 oz into the cup. Pick the cup up and hand it to your customer. When they taste it, ask them how they liked it. If there are other family members there or employees who appear interested, offer to give them a taste. Ask how they liked it. The more positive responses you get, the easier it will be to close the sale.

**Allow them to hold the bottle and read the label.**

Hand the bottle to the customer so he or she can read the label as you make your presentation. Point out the juice content, the Amazing Facts on the label, and quotes under the caps.

**Tell them the following points of difference:**

- Elliott's Amazing is all natural.
- There is a wide selection of exciting flavors.
- It is a complete line of , no sugar added, pure juices. The juices are 100% pure juice and contain no added sweeteners.
- The juice cocktails have at least 3 times the juice content of other juice cocktails. Elliott's Amazing cocktails range from 15% to 40% juice.
- All of the juice cocktails are vitamin C enriched.
- People love the way they taste.

You should be prepared to give them some testimonials from retailers who sell the product.

You should pull out the sell sheet with all the flavors and ask what percentage of their business is breakfast, lunch, dinner meals or snacks. Then recommend as many different flavors as the total intro deal. If the intro deal is so many cases free with some many purchased, pick the number of cases they are buying and then give pairs of choices each of the free cases they get with the deal. Say the following: Would you like to try the (strawberry lemonade) or (pink grapefruit) as your choice for the free case?

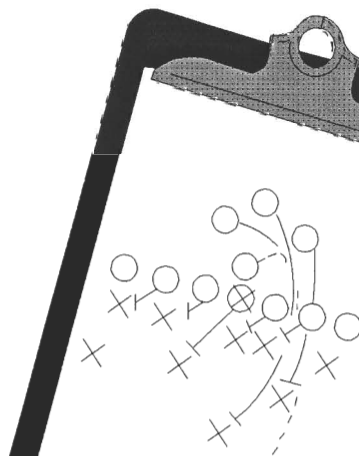
**Do not sell only apple, orange & grapefruit juice!**

Do not allow the customer to buy a “breakfast assortment” only and especially if they also do a big lunch business. You will not get any of the “meal juice” business. And don’t put lemonade and fruit punch in a place that does a breakfast business only. You will have a chance to sell in more facings of **Elliott’s Amazing Juices & Drinks** every time you see your customer.

If they want to try a few cases, do not let yourself become the commodity breakfast juice supplier by allowing the customer to select orange, apple, grapefruit and cranberry. You will be fighting to break out of this mind set. Try to get some of the more exotic “breakfast juices” into the account. Say: “Those flavors are good selections because they are the basics, but Elliott’s Amazing is a “specialty” juice line and we have some flavors that nobody else has such as pineapple orange banana, pineapple passionfruit , orange mango and grape apple blend. Why not try two or three of these flavors along with the basics?”

**Do not sell apple, apple and apple juice!**

While apple juice has been the flagship product of Elliott’s Amazing juice for 15 years, apple is just one of many flavors of juice and people are more open to trying different flavors. Apple is just a sliver on the rainbow of flavors in the Elliott’s Amazing line. Elliott’s Amazing is more than just apple great juice...we’ve got variety and quality.”



**“Plan your Work. . . Work Your Plan.”**

## **Know when to close by recognizing buying signals**

There's a time to talk, a time to listen and a time to close.  
Recognize the following buying signals and what to do after you recognize them.

### **Verbal "Positive" Buying Signals**

The customer asks such questions as, "Could I see that again...have another taste...would you go over that one more time...how soon can you deliver the order...what other flavors do you carry?"

He agrees with what you are saying.

He talks positively about what it would be like to sell or display what you are offering for sale.

He answers your questions easily and positively.

He wants more information.



### **Non Verbal "Positive" Buying Signals**

The customer leans slightly forward.

He makes more eye contact.

His eyes open up and twinkle or the pupils dilate.

He smiles and his brow is relaxed and open, rather than tight and drawn.

He nods in agreement with you.

His lips are relaxed and open and the palms of his hand are open towards you.

His legs are uncrossed, or crossed facing towards you.

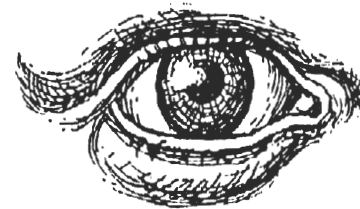
He rests his hand on his chin or cheek or rubs his hands together.

He handles or studies order forms or sales materials.

He unconsciously reaches for his check book, wallet or purse.

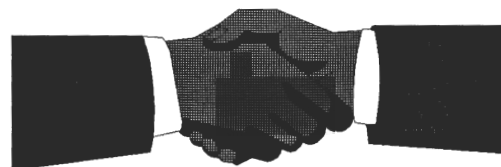
He makes calculations on paper or takes out a calculator.

He reaches for the sales contract or order form.



**Whenever you recognize that a customer is giving definite buying signals, that's your cue to do three things in the following order:**

- 1. Reinforce the buying signals**
- 2. Make it easy to buy**
- 3. Ask for the business.**
- 4. Say "Thank You".**



**You may not sell every customer a new product the first time.** Decision makers may not be in “the mood” or might be very busy or preoccupied with something else. They may say no, just to see how really sincere you are about the new product. *Do not be discouraged*, represent the product and the intro deal the next time you visit the account.

Be prepared. Be Patient. Your customer will buy once they feel the product will sell and they will make money. And remember your personal goal and the goal of the company.

## ***Persistence Pays!***

**Of those salespeople who ask for the order:**

**44% give up after one no,**

**22% give up after 2 no's,**

**14% give up after 3 no's,**

**12% give up after 4 no's.**



If you add up the above percentages you get 92% of all salespersons giving up without asking for the order the 5th time.

**Only 8% of all salespersons will ask for the order more than 4 times.**

**Sixty (60%) of all customers say “no” four times before saying “yes”.**

Eight (8%) of all salespersons are getting 60% of the business by being persistent enough to keep asking for the business.

Source: How to Win Customers and Keep Them for Life  
by: Michael Le Boeuf



## ***How to Handle Common Objections***

Handling objections is not debating. Do not debate with the customer! Use reflective listening skills to restate the customer's objection to make sure you understand what he is saying. Allow a customer to respond to your restatement of his objection. He may say "that's not what I said/mean" and then tell you the real objection which you can then address. Handle the objection then ask for the order!

Anticipate these objections and formulate an honest, straight forward response to have at the tip of your tongue. An objection doesn't mean they don't want to buy. It means you haven't answered all their questions and concerns.

***If you haven't sold yourself and the company first, selling a product is harder.***

### **Price:**

***Your price is too high.***

Compared to what other product? Are we talking about the same type of product? Is their quality the same as Elliott's Amazing? You tasted both yourself, haven't you? We have quantity discounts that can lower the cost to where you think it should be. Let me go over our mix 'n match deal/volume discount schedule.

***I only buy on deal.***

That's great because we have an introductory deal on Elliott's Amazing that I can offer you. We also run frequent promotions on this product so you can continue to save money.

***X brand is cheaper.***

X Brand is not the same product. Let's compare the quality of Elliott's Amazing with X brand. I think you'll agree that value is different than price. You've tasted both yourself? Which one tastes better to you?

Let me tell you about quantity pricing on Elliott's Amazing that makes the cost lower.

***My customers won't pay the extra price for your product***

Different customers value quality in different items. Look at the other items you sell. You have premium (ice cream, snack cakes, lunch meats etc). It's the same thing with Elliott's Amazing. It's the best juice and juice drink line you can sell.

***I am the only store open at 1AM. They buy what I have.***

Why not sell the best? You want to build your business reputation on both quality and convenience, don't you?

### **Space:**

***Where do I put it?***

Can I show you where you can put the eight flavors I'd like you to try?

***I don't have any more room in the cooler.***

Can I reset one of the shelves in this cooler?



## Saleability:

***I already have enough juices.***

But you don't have Elliott's Amazing. It's the best quality. It's a gourmet line.

***What if it doesn't move.***

Other stores in this area do great with the Elliott's Amazing line. XYZ Deli across the street buys 5 cases a week. Why wouldn't it sell here as well?

***I had Elliott's before and it didn't sell.***

The company has been in business since 1982. In the beginning they just had apple juice and some other salespeople just sold apple juice. The brand sells when there's a full selection available because people drink more than just apple juice. Elliott's has the widest variety of any juice & drink line.

More people know about Elliott's Amazing juices now than when you might have had it. There lots of other brands of fruit juices that don't have half the recognition as Elliott's Amazing. The packaging is all new with wide mouth, resealable bottles and new graphics.

***Juices don't sell in my store.***

Juices and juice cocktails sell everywhere now, because more people are drinking non-carbonated beverages. If you don't carry these products now, you're missing opportunities to sell these people a beverage and chances are they ask for a glass of water instead which doesn't make any money for you.

***I only sell soda and iced tea.***

Fruit juices & drinks are a growing segment of the beverage industry. Diet soda and regular soda are slowing up.

Yes, iced teas are very popular, but lots of people are buying fruit juices and drinks for breakfast, lunch, snacks and with evening meals.

You have lots of varieties of sandwiches and pizzas, don't you?

## Other Objections:

***The last salesperson never came around.***

I can't make excuses for someone not doing their job. I know I do mine and I am committed to giving my customers, in my area, the best possible service.

***I had bad product and no one took care of it.***

That's unfortunate, and it should have been taken care of. I wish I was your sales person then. Can I make it up to you now. Tell me about the problem and I'll write a credit against today's order. I have some bottles in my car. Let me replace those for you now.

## ***Creative Use of Point Of Purchase Doubles the Rate of Sell-through***

It's has been scientifically proven that POS put up, within the first three weeks of a new product being put into an account, will *double the rate of sell through* compared to stores where the new product is put in and no POS materials is used.

Elliott's Amazing has a full range of point of sale items, for various types of accounts, where many factors control the potential consumer's ability to learn about the availability of Elliott's Amazing juices and drinks in that account.

Be prepared! Have a variety of POS materials with you, including a roll of tape.

### **Customers can select beverages directly from cooler:**

- Static clings on door of cooler.
- Glide racks with Elliott's Amazing logo on them.
- Put glide rack decals on existing glide rack in cooler.
- Push/Pull decals on front door of store.
- Poster on side of cooler.
- Poster on back of cooler facing outside window of store.

### **Customer can see cooler, but can not select product themselves:**

- Poster by sandwich board behind counter.
- Sign mounted on easel sitting on order counter
- Sample bottles displayed at cash register

### **Customer is seated at table:**

- Elliott's Amazing Juices & Drinks logo printed on menu.
- Server wears Elliott's Amazing button.

### **Customer orders by phone:**

- Elliott's Amazing logo and flavor list printed on take-out menu.
- Bags printed with Elliott's Amazing logo
- Napkins printed with Elliott's Amazing logo
- Incentive for telephone order person to suggest Elliott's Amazing

### **Vending Cart or Lunch Truck:**

- Decal displayed on cart
- Poster taped on cart
- Permanent Logo decal
- Umbrella with Elliott's Amazing logo
- Decal on ice cooler/bin
- Tee shirt and hat worn by the vendor.

## ***How to Increase the Facings in an Account that is now selling Elliott's Amazing Juices & Drinks.***

Each account that you inherited on your route selling **Elliott's Amazing Juices & Drinks** offers as much opportunity for you to increase your earnings, as does the account you may have just opened up a few weeks ago with an introductory special.

Any new product takes a few weeks to take root in an account. Provided you help the retailer make the right selection of flavors appropriate for his type of trade and customer demographics, and there's plenty of appropriate point of sale telling potential juice buying customers that the account sells **Elliott's Amazing Juices & Drinks**. The product will start to move and you will be getting reorders on at least half of the flavors. Not all flavors move at the same speed.

It probably takes two to four weeks of nurturing the brand at a new placement. And with each passing week, the retailer gains more confidence about the product and more positive about carrying Elliott's Amazing Juices & Drinks in his store. You should try to ask the retailer if any of his customers have said anything about Elliott's Amazing since he started to carry it. Has he tried any more of the flavors himself and what did he think about it. This affirming action shows the retailer that you care about the success of the products he purchased and you also care about his personal opinion. This will assure that the decision maker, at your account, will give "protection" to the sprouting Elliott's Amazing brand, from competition until repeat sales from his customers allow the brand to *grow deep roots*. This process can be speeded up with *more point of sale* and secondary displays of the product, such as in ice bins, in salad bars, on top of the deli counter, use of table tents where there is waitress service, getting the brand name, or logo, printed on menus and take out menus. And getting the retailer to feature a combo meal deal that includes a bottle of Elliott's Amazing.

***You do not have to wait for a promotion to start "growing the brand" in each of the accounts on your route.*** Following the guideline for the selection of flavors appropriate for the type of trade and customer patronizing a particular account, start bringing in cups and a *cold* samples of other flavors of Elliott's Amazing and have your customer taste them. Say: "Here's another great Elliott's Amazing flavor I'd like to recommend. Taste this and let me know how you like it." If you walk into the account with two bottles, ask the retailer if he'd like to try A or B first. Ask how he liked it and do the same thing with the other flavor. Now ask for the order. Would you like to try a case of each?

*Now if there's a special being offered this week, you may be able to double the number of facings. Get the order for the flavors now being sold and then suggest four or five new flavors. Scout the customers cold box/cooler **first** to find a spot (even if it the competition's space) to put the expanded facings. This prepares you to handle the possible objection: "Where am I going to put it?"*

## It's Like Growing a Garden

Eventually, you'll have a full display of flavors of Elliott's Amazing Juices & Drinks which are appropriate to the account, so you won't be plagued by "We had Elliott's but it didn't move." Apple juice compared to the other 20 items in the line just isn't going to move in a place that sells hot, spicy ribs. Know why your customer's business is successful. Why does he do a good business? When does he do this business? Who are his customers? *The answers are different.* This information allows you to match product demographics with your accounts customer demographics. You become his "beverage consultant."

If a customer has a flavor that just isn't moving, swap it with another flavor and protect your shelf space. Don't let a competitor move in and steal your space by putting in any more facings of his product.



**Using samples of new flavors with each customer is like planting seeds in a garden. More facings build a stronger presence in the account, more consumers will try the product. Repeat sales will grow, word of mouth advertising will kick in and your weekly reorders will grow into an abundant harvest of extra commissions.**