

Tips for Selling Dogonfunny® Greeting Cards:

Thank you for buying Dogonfunny® greeting cards for your store! We want our cards to be a successful part of your business, so we have put together these few ideas that you and your employees can use to create interest and awareness for your new product!

Marketing:

1. Place the card rack in a prominent spot and mention this new addition to all of your customers. A simple sentence like – “When you get a chance, take a look at our new greeting cards- all the animals are rescues.” Will draw attention to the line. I do a number of shows where I meet the public directly and I can honestly tell you that once people stop to look at the cards, the cards sell themselves.
2. Put a card at the register as a “card of the week” selection. Once the customer sees one card, they may want to read more!
3. Use appropriate cards in any themed display that you have created. For example: If you have a special spa or grooming section, “The Bath” would be perfect. The “New Doggie” card is great for a “Gifts for the New Pet” section.
4. Keep the display neat and change the order of the cards often. Your customers will naturally notice the cards that are eye-level, so rearranging the stock keeps the rack looking fresh.

Selling Points:

1. Take time to look at the cards and read the captions. Then, if you have a favorite, you can point it out when you tell your customer about the new product. Your own enthusiasm about the cards will be your best and most genuine selling tool. I promise you that I never pressure people or over-do my suggestions – I just like people and have fun talking to them! I always ask them about their pets, and sometimes that causes me to show them a card, but this is not phony or overbearing.
2. Mention that the cards have a story on the back and explain that Dogonfunny® wants to promote animal adoption with stories and company donations. Customers are often in a hurry and they may not have noticed the sign that explains that our models are rescues, but when they hear this fact, they become quite interested.
3. They also don't always realize that the dogs are real and that many of them are really wearing the outfits! Even cards that look like drawings or paintings are actually photos.
4. If your customer is buying a gift, they may need a card, too! Ask.
5. If you advertise a sale, a special event, have a website or send out e-mail alerts, include an announcement about the cards. We can send you images to post on your site or to email – just let us know what you need: marlene@dogonfunny.com
6. Also, here are a few sentences that you are welcomed to use in your advertizing: *We now carry Dogonfunny® Greeting Cards! This exclusive line is created by using humorous photographs of rescued pets dressed in colorful and wonderfully silly outfits. The company also donates to animal charities with every sale.*
7. People always ask me if we have a particular breed – well, *yes* and *no*! We actually have many pure-bred dogs that are rescues, but the main qualification that we use to select our models is rescue. The breeds we have right now are: Beagle, Cockapoo, Lhasa Apso, Shih Tzu, Rottweiler, Westie, Greyhound, Dachshund, Pomeranian, Chihuahua, Yorkie, Blue Heeler & Marvelous MUTTS! (We have **one model that is not a rescue** – she is a Bichon, however, I still found a way to plug breed rescue with her story!)

Our Services to You:

1. If you deplete certain designs, but you are not ready to place a large re-order, you'll be happy to know that we have no minimum on reorders! We want you to have what you need at all times, so don't hesitate to contact us by email – you can just use the online form and I will call you!
2. If you buy holiday cards or a design that simply does not sell well, we will trade those cards for others. Contact us and we will help you with the exchange!

We know that many of the suggestions we have listed might be obvious to you, but perhaps not to your employees. People often hesitate to actually speak to customers because they worry about seeming to be too pushy or intrusive, a style that no one likes! But, any salesperson who takes a genuine interest in the customer by asking what they might be looking for and then by suggesting a few items that meet the customer's needs is considered helpful, friendly and caring, and the customer feels welcomed in your store.