

## Dropping the Catalogue

### Checklist

- ✓ Catalogues
- ✓ Distributor Call Sheets
- ✓ Pen
- ✓ Your Name Badge

### Optional extras...

- ✓ Clipboard
- ✓ Carry Bag/Trolley for catalogues
- ✓ A hat and sunscreen in summer or a raincoat in winter

Allow the catalogue to do the selling for you. If approached by a Householder while dropping catalogues, all you need to say is something like....

*“Hi, I’m just leaving a Homecare catalogue for you to have a look at. I’ll be back tomorrow afternoon to pick it up again, so if you leave it on your doorstep I’ll collect it then without disturbing you.”*

### Tips for Dropping Catalogues

1. It is better to deliver your catalogues in the morning and pick up in the afternoon, to give your customers the maximum time with the catalogue.
2. Try to not to leave a catalogue on the doormat, instead place it on the hinged side of the door to avoid the possibility of the householders stepping or slipping on it. Ideally it would be best for the catalogue to be placed on a table, chair or other prominent area in view but off the ground.
3. Try to leave a catalogue at **every** house, as each one is a potential customer.
4. Try to leave the catalogue at the door that seems to be the most used – shoes at the door is a good clue. For your safety however – it is important that you are always visible from the road.
5. Record details of every house on your Distributor Call Sheet, even if you haven’t dropped a catalogue. It will make your pick-up much quicker and easier.
6. Try to leave the catalogue for **1-3 days** maximum. Any more may be too long for someone who is not going to buy.