

# 7 Case-Histories and Sales Strategies to Increase Your Business... *Right Now!*

## STARBUCKS® COFFEE Helps Brew the Deal for TX Distributor

Bonnie Kohnert, K-Double-K Promotional Products, Bridgeport, TX has some clients who are extremely "brand" orientated. Knowing that, she showed them our new 1911 Pick-up Truck with Chocolate Covered Almonds and STARBUCKS® COFFEE. They were thrilled and immediately placed an order for 150 trucks! Maple Ridge Farms now includes STARBUCKS® COFFEE in a variety of new gifts. This ready-to-brew coffee is a great addition! Our catalog contains 6 gifts with STARBUCKS® COFFEE. 8 lower priced gifts can be found on our website. Simply go to [www.mapleridge.com](http://www.mapleridge.com) and do a "keyword search" using the word STARBUCKS. ❖



★ "Web Only" gifts  
online at [mapleridge.com](http://mapleridge.com)

Kit Includes  
12 Delicious  
Sample Packs!



Order your Tasting Sample Kit Today!  
Only \$30 plus shipping.

## A Distributor Who Writes Over 50 Food Gift Orders Every Year, Shared His Secret With Us.

"Here's how it's done. On every call I make from September through November, I bring along a small tasting sample of Chocolate Almonds, English Toffee or Jumbo Cashews. It doesn't make any difference whether we're talking about t-shirts, calendars, or desk accessories; I just open the package and set it on my client's desk. (On days when it's too hot, I make sure to use Jumbo Cashews.) Before long my client comments on how good they are. At that point, or just before I'm ready to leave, I explain how we can package this great-tasting food in a wooden box with their logo on it. I suggest that they try a few dozen this year, just for their very best customers. Then I explain that after they've seen the response they get, I know they'll use a

lot more next year. Sometimes I get an order right away. But if not, I leave the catalog, ask them to figure out exactly what they'll need, and tell them I'll be back next week to pick up their order."

"It really works, it's very economical (tasting samples of chocolate almonds cost less than \$3 each), and what's the worst thing that can happen? Even if my client doesn't order, he thinks I'm a nice guy for bringing in the delicious snacks."

Go ahead and try this technique yourself. Order your tasting samples today! (Unless you're afraid of having too much business!) Tasting samples are food only (no wood or foil gift boxes). ❖



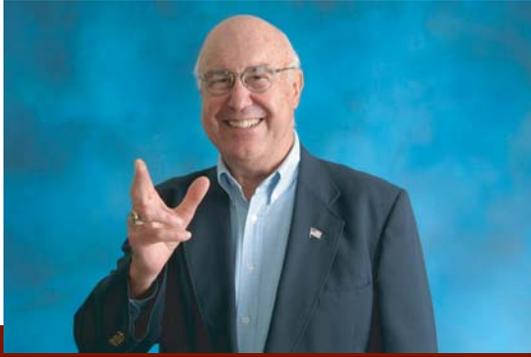
MAPLE RIDGE FARMS™  
America's Most Delicious Business Gifts™  
Est. 1979

# CASE HISTORY DIGEST

❖ Autumn 2007 ❖

Maple Ridge Farms  
ASI/68680 • SAGE: 57654 • UPIC: MAPLE

## Seminar Helps Distributor Write \$20,000 in New Food Gift Business!



After attending veteran distributor Don Edwards' seminar "How to Maximize Profits and Increase Customer Loyalty through Food Gift Sales", Judy and Neal Knofla of Sundog Promotions/Adventures in Advertising, East Hartland, CT, practiced a few of the sales techniques they had learned and wrote over \$25,000 in new business last fall. When one client, who had been ordering gifts from Harry & David for years, discovered that, in addition to a higher level of personal

service, they could have their logo imprinted on the gifts (at no charge!) they immediately switched to Maple Ridge Farms. Don Edwards continues to offer his seminars throughout the country. If you can't attend one in person, make sure to contact our customer service team and request a free copy of his DVD. Spend 18 minutes viewing it and begin increasing your lucrative food gift sales. **You can also view the video online at [www.howtosellfoodgifts.com](http://www.howtosellfoodgifts.com).** ❖

## Self Promo Samples Gain Orders for Distributor

Here's a technique so effective, yet so simple, that you may forget to use it as a tool to obtain orders.

Taking advantage of our Self Promotion Sample offer, a Minneapolis-area distributor selected our Fancy Cashews (K102) to use as a goodwill gift for customers. Instead of waiting until the end of the year, he sent the gifts the first week of October.

The product was such a big hit with recipients that a number of them called wanting to know if they still had

time to order similar items for the holidays. This distributor wrote four orders totaling \$5,500 as a result of the Maple Ridge Farms' self promo sample offer.

Your goals may be to say "thank you" and to enhance goodwill, but a few residual orders can brighten your year-end season as well. ❖



To discover this issue's very special self promo offer, visit [www.mapleridge.com/links/chd.pdf](http://www.mapleridge.com/links/chd.pdf)

## Sales Soar From \$0 to \$10,000!

Concetta McCombs of You Name It, We'll Logo It, Kansas City, knows the value of our Showroom Sample Kit. After setting it up in her showroom early last fall, her customers came through, saw the wide variety of elegantly packaged gifts, and they ordered...propelling her sales from \$0 to over \$10,000! "Everyone loved what they saw, especially the old fashioned wooden truck. ❖



**\$150 value for only \$50!**

Visit [www.mapleridge.com/links/ssk.pdf](http://www.mapleridge.com/links/ssk.pdf)

## Free Gift Cards With Every NEW Order!

\*Now through November 30



For details and redemption form go to [www.mapleridge.com/links/gc.pdf](http://www.mapleridge.com/links/gc.pdf)



## Hundreds of Distributors Link to our “End-User Friendly” website



When the clients of Notable Impressions, Stevens Point, WI, visit their website ([www.notableimpressions.com](http://www.notableimpressions.com)) it is immediately evident to them that Notable Impressions offers the most popular category of holiday business gifts... food gifts. Does your website do the same? If not, your clients may be spending thousands of dollars on food gifts somewhere else! Multiply that by a couple dozen clients and you're talking about serious lost profits! Do what hundreds of

distributors have done and include a food gift icon on your home page that links to our “distributor friendly website (many use our logo with the tag line “America’s Most Delicious Business Gifts”). Important! Please do not link to [www.mapleridge.com](http://www.mapleridge.com), link to [www.mrfcatalog.com](http://www.mrfcatalog.com) because [www.mapleridge.com](http://www.mapleridge.com) includes a distributor only section which [www.mrfcatalog.com](http://www.mrfcatalog.com) does not. If you have questions, please contact our customer service team. ❖

## Best Prospects for Food Gift Programs

While over 10,000 companies in nearly every industry purchase Maple Ridge Farms food gifts, our research has shown that companies from certain industries are better prospects than others. At Maple Ridge Farms, we reviewed over 20,000 orders placed during the last two years, and categorized them by SIC Code. The results were fascinating. Although we had orders from virtually every type of company, the ones listed here bought the most food. So, if you have clients in these industries, that would be a great place to start. While these are your best prospects and deserve special attention, it's important to remember that, statistically speaking, more than half of the companies with whom you do business, purchase food gifts from someone. ❖

**Why not let it be you!**

### Who Are The Best Prospects?

- Financial Services
  - \*Banks
  - \*Credit Unions
  - \*Investment Funds
  - \*Financial Planners
  - \*Brokers
  - \*Title Companies
- Service Companies
  - \*Home/Apartment Finders
  - \*Temporary Personnel Services
  - \*Cleaning Services
- Trade Contractors
  - \*Electrical
  - \*Plumbing
  - \*Heating & Air Conditioning
- Manufacturers
  - \*Healthcare Companies
  - \*Property Management
  - \*Transportation
    - \*Delivery Services
    - \*Ocean Freight
    - \*Air Freight
  - \*Accounting Firms
  - \*Hospitals
  - \*Law Firms



### Property Management Company Chooses Gifts for 300 Tenants

Not everyone would think of calling on the leasing agent for a commercial office building. But, a Chicago-area distributor did, and she uncovered some very profitable business. The property management company that manages a number of office buildings needed a holiday gift for each tenant. The budget was approximately \$75 per gift, and they needed over 300 items. It had to be something that could be shared by up to two dozen employees in each office. And because they were going to present these gifts personally, they wanted an item that came gift-wrapped. So the distributor suggested our #SF871 Grand Snowflake Tower (page 50) because it is so easily shared and comes in gift-wrapped boxes tied together with a foil-stamped ribbon. It was perfect, and the client placed the order. The distributor arranged to have Maple Ridge Farms ship the exact quantity to the manager at each office building for arrival in mid-December. The order went off without a hitch and the distributor had a very happy client! ❖

**TIP:** While property management companies are obvious prospects, check the Yellow Pages for the property management and commercial real estate companies in your area. If they do commercial leasing, they probably need gifts for every tenant!



**Quick Ship Items**  
online at [mapleridge.com](http://mapleridge.com)



## 7 Case-Histories and Sales Strategies to Increase Your Business... *Right Now!*

# CASE HISTORY DIGEST

*Case History Digest* is published by Maple Ridge Farms, Inc. (asi/68680) to provide distributors with ideas and information useful in marketing food products, programs and services.

If you have any case histories or sales ideas you'd like to share, please forward them to us for inclusion in upcoming issues.

Additional copies of *Case History Digest* for your sales force are available at no charge upon request.

- ❖ *STARBUCKS® COFFEE Helps Brew the Deal for TX Distributor*
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- ❖ *Self Promo Samples Gain Orders for Distributor*
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- ❖ *Hundreds of Distributors Link to our "End-User Friendly" Website*
- ❖ *Property Management Company Chooses Gifts for 300 Tenants*

### The Tools to Grow Your Business\$!

[www.mapleridge.com](http://www.mapleridge.com)

Search for Gifts by Price!  
Click here

Need It in a Hurry?  
Click here

Save With Web Only Specials!  
Click here

Marketing Tools  
Click here

- E-Flyers
- Free Virtual Samples
- Image Library
- E-Customer Service
- Case Histories
- Catalog Requests

Maple Ridge Farms is your source for the finest and freshest business gifts.

Shop by Category:

- Gift Boxes
- Gift Baskets
- Seasonal Treats
- Food Accessories
- Yachts
- Lead Crystal
- Wooden Collector's Items
- Meat & Cheese
- Other Gifts
- Home Style Cookies

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### Great Marketing Tools and Educational Opportunities on our New Website

Visit the distributor section of [www.mapleridge.com](http://www.mapleridge.com) (password: **benefit**) and discover an array of marketing tools including:

- Free Virtual Spec Samples
- Create your own PDF flyers with our "Flyer Assistant"
- Add your contact info to our "Stock PDF Flyers"
- Select images from our "Image Library"

In the Education Section you'll find:

- Don Edwards' Award Winning 18 minute video, "How to Maximize Profits and Increase Customer Loyalty through Food Gift Sales"
- Additional Case Histories

*Search for gifts by price and  
Find 75 "Web Only" gifts on the home page.*