

The Optimists' Guide to Selling Trees

A must-read for All Optimists and other volunteers

1. Have fun! Enjoy the experience and the customers will too.
2. Keep an eye out for customers. If you're cold, the Trailer is a great place to warm up. We have extra gloves and hot fluids to combat the cold so you can return to the great outdoors and help customers. Greeting and treating our customers like friends, as soon as they walk on the Tree Lot, is our top priority! Please do not stand by the trailer with your back turned to customers.
3. Greet customers when they come on the lot with a friendly "Hi, welcome!" rather than "Can I help you?"
4. If they say, "I'm just looking," say something like, "Great. We have several types of trees. Is there a price point you are looking for? Trees vary in price by type and size. We are all volunteers with the Optimist Club and the money we raise all goes to our projects and programs for kids. If I can be of help, just let me know."
5. Read the customer. If they want to look on their own, walk away but never be far off and follow-up/check in with them periodically. An "I'm just looking" can quickly turn into "Can I ask you some questions."
6. Don't get bogged down in details about the trees. They're really looking for the experience of a tree in their home rather than technical specifications. If they ask about what's best, you may ask subtle questions, for instance about how tall their ceiling is or whether the tree will go in a corner.
7. If they want to know if a tree is fresh, suggesting pulling gently on a needle. If it doesn't pull off, it's fresh.
8. Again, if they question the cost, say something like "We have a variety of trees and prices. What price range are you looking for?" Then help them find them. Douglas Firs are the lowest price option.
9. We offer 1" fresh cuts off the bottom of trees so they will more easily absorb water and stay fresher. A fresh-cut tree should go into water within the hour (otherwise sap builds up at the base). If that isn't possible, tell them to put it in a bucket of water in the garage overnight.
10. We sell tree stands, bottles of solution that goes into the water to help maintain freshness (but don't sell these to people with pets who could drink it and become ill!!) and bags that can be placed under the tree to catch needles and then used to cover the tree after Christmas.
11. We do NOT cut and set aside a tree until the person is able to pay. We WILL deliver (larger trees) under somet circumstances. We do NOT haggle over our prices or offer discounts (other than in special circumstances that **Tom Kramis authorizes**). We **DO** have to charge City and State Sales Tax. Members get their tree at 50% if they work 5 shifts.
12. Suggest if they have a moment, they can get their picture taken with our Santa (Sat. and Sun. only)
13. Offer candy canes from our candy cane tree. Kids love to take them themselves from the tree.
14. Have fun. Remember, people don't come to our lot because they are "just looking." They come to buy trees and we make the experience an enjoyable one.

Turn Over

Guidelines For Securing Xmas Tree to Car Top

For Vehicles With Roof Racks

- Strip off about 20 feet of twine. Double it. Place the tree on top of the vehicle with trunk bottom facing front of the vehicle. Tie slipknot on twine and slip over the tree trunk.
- Take the twine to the driver side of the car and wrap around roof rack side bar.
- Take the twine over to the passenger side and wrap around roof rack side bar.
- Take the twine back to the trunk of the tree and pull it tightly then wrap it around the trunk several times (the trunk should not move to either side). Take the twine back to the passenger side and once again go around the roof rack bar.
- Move to the back of the car. Take the twine over the tree and back to the driver's side and secure it to the roof rack at the back of the rack.
- Take the twine over the tree and to the backside of the passenger's side of the roof rack and tie it off to the roof rack side bar.

For Vehicles Without Roof Racks

- Place the tree on the roof with the trunk-facing front.
  Tie slipknot on twine and slip over the tree trunk.
- **Open the car doors.** Take the twine to the driver's side of the car and place it through the open door to the passenger side.
- Take the twine from the passenger side, up to the roof and pull tightly against the tree trunk.
- Wrap the twine around the trunk at least twice then take to the driver's side rear door (the trunk should not move to either side).
- Pull the twine through the open door on the driver's side and over to the rear door on the passenger side.
- Pull the twine tightly over the tree at the rear of the car ensuring that the tree will not slide on the roof.
- Pull the twine again through the rear door on the driver's side and out on the passenger side.
- Close both rear doors and take the twine back up to the trunk of the tree and tie it tightly to the trunk.

Do not tie twine to doorknobs or open windows! It is better for the occupants to put the twine through open doors than the open windows; otherwise you can't open the door! For trees in trunks, you can sometimes tie the twine around the license plate if there's no other place to secure the trunk lid.