

Using a Random Sample to Leave Harry & David in the Dust!



Harry & David[™]


MAPLE RIDGE FARMS[™]
America's Most Delicious Business Gifts[™]
CELEBRATING 30 YEARS

A San Francisco distributor had a client who was intending to place a rather large order for Harry and David's Classic Tower of Treats.

She explained to her client that she could provide gifts with far greater value and the client showed some interest. So she ordered a sample of Harry and David's Tower of Treats and a random sample of a similarly priced gift from Maple Ridge Farms. When the two gifts arrived she scheduled an appointment.

With her client watching, she opened the box from Harry and David. The client was surprised when she saw the appearance of the gift compared to what it looked like in the catalog. While the five pears were delicious, the rest of the food components were very disappointing. The box of mixed nuts contained a tiny "airline type" bag of nuts. The Moose Munch caramel corn only filled ½ the box, the cookies were pretty good, but the small box of chocolate truffles and small bag of chocolate covered cherries were extremely unimpressive.

Now it was time to open the carton from Maple Ridge Farms. The tower, while not quite as large as the one from Harry and David looked even richer in real life than it did in the catalog and the ribbon could be foil-stamped with the client's logo. Each tower box was filled to the brim with premium chocolates and fresh roasted nuts.

Together, the distributor and her client taste tested each component and when they finished, the distributor walked away with a very nice order!

Using a Spec Sample to Leave Hickory Farms in the Dust!



A Minneapolis-area distributor shared this case history with us -- His client was planning to order their holiday food gifts from Hickory Farms. They had selected a \$50 gift that included an imported cutting board with some small serving accessories. He needed a dramatic way to show them the difference between the mail-order company's gift and the gift he was proposing.

He ordered the gift they were considering from Hickory Farms and at the same time ordered a spec sample of the gift he was suggesting. When both gifts arrived he scheduled an appointment.

The client opened both gifts and sampled some of the cheese and sausage from both gifts. Upon closer inspection, the client noticed poor quality of the imported cutting board, especially compared to the Black Walnut and Hard Maple cutting board that was made in the USA. The clincher -- their logo was branded into the Walnut and Maple cutting board. It would be certain to generate goodwill throughout the year. For doing a little extra work, this distributor was awarded an order for 500 holiday food gifts for Maple Ridge Farms!

Using Free Set-ups & No Running Charges to Leave Mrs. Fields in the Dust!



Mrs. Fields.


MAPLE RIDGE FARMS™
America's Most Delicious Business Gifts™
CELEBRATING 30 YEARS

Our final case history revolves around a distributor who was competing with Mrs. Fields on an order for 150 boxes of cookies. The Mrs. Fields cookies were just as delicious as the ones from Maple Ridge Farms, so it would come down to service and price. Could this distributor compete?

A package containing one dozen cookies and brownies from Mrs. Fields was \$34.95. With a \$75 set-up charge and \$2 per piece running charge, the total came to \$5617.50. By comparison, a dozen cookies and brownies from Maple Ridge Farms was \$30.95 (c); for a total of \$4642.50.

The distributor saved the client over \$900 dollars on their holiday gift order from ordering their gifts with Maple Ridge Farms! That's over 17%! In addition, the distributor made the gift program into an easy and convenient process by handling all the details for her client.