

# Rotary Club of Aspen Duck Derby Sales Techniques

(Created by Bennett A. Bramson and Susan Gomes)

*Use this summary as a guide for exceeding your duck adoption goals!*

First and foremost, this is NOT about selling ducks, it is about your sense of perspective:

- Be proud about your Rotary membership and being part of the world's oldest service organization, founded in 1905 in Chicago, Illinois
- Believe firmly in the mission, goals, and outcomes of both the Ducky Derby and the Rotary Club of Aspen

Remember, don't view yourself as a duck sales person, **YOU ARE:**

- **Building** RELATIONSHIPS for the Rotary Club of Aspen
- **Giving** people an OPPORTUNITY to become a part of a longtime community event and tradition
- **Granting** buyers the gift of PHILANTHROPY
- **Presenting** an opportunity to become COMMUNITY partners with Rotary
- **Creating** a chance to build a better community in the Aspen area
- **Offering** people a chance to win \$10,000, possibly one million dollars and many other prizes
- **Joining** with citizens in putting "SERVICE ABOVE SELF"
- **Helping** to serve those less fortunate

**WHEN YOU SIGN UP** for shifts at the Ducky Derby Mall Booth or sell duck adoptions, you can:

- Engage the public with wit, banter, or personable conversation
- Share quality time with fellow Rotarians
- Meet wonderful residents and visitors
- Have fun sharing your insights with the people you encounter

## **SALES TOOLS**

- **Signs** – Read them, for they will tell you where the money goes.
- **Adoption Papers** - Read them and you will learn who sponsors our event and the rules that govern the event.
- **Educate** - Rotary does not retain any of the funds raised for this event. All of those who "work" the booth and 'sell' ducks are volunteers giving our time to support this wonderful effort. All the proceeds (after expenses) support our worthy Rotary projects. All of our expenses will be covered by our generous sponsors.
- **Perspective** - View those who pass the booth as guests and friends, not buyers. You are more likely to make valuable adoptions, because you will treat them with respect, consideration, and gratitude. Engage them with a SMILE and friendly conversation.
- **Say, "Thank You"** - When people do purchase or adopt, be effusive and generous with your thanks and gratitude! When people don't purchase, thank them for listening. Don't beat up on people who decline.
- **Merchandise** – We have wonderful souvenirs and can include them with adoptions in a package. Encourage people to adopt more than one duck and take advantage of the discounts.

*Your active participation and support is the key to our success – thank you!*

- **Souvenir Ducks** - These are to take home and **DO NOT** go into the race. The ducks in the race are "ADOPTED," not sold. We don't give out souvenir ducks when people lose them.
- **Stories** - Here's an example from Aspen: One little boy saw the booth, pointed and said, "Mom, we have to get our ducks from this man!" "That's so nice," Bennett responded, "why me?" "Because LAST year you sold us a winning duck," the little boy replied. "Our duck finished dead last and we won dinner at a restaurant." Use YOUR funny and interesting sales stories to engage new adopters and buyers. Since 2009, some Aspen winners have insisted on buying their ducks from Bennett, who sold them their 1<sup>st</sup> place duck. In 2015, Bennett sold the winning duck for the second time in five years, which was the ninth time in 11 years he has sold a prize winning duck.
- **Photo Albums** - Our photo albums are an excellent tool to show the Aspen derby Day and Race. Use these to your advantage...show the truck with the ducks, show the launch, show the ducks in the river, show pictures of the Festival, show the collection, show the guest bears at the race. People are intrigued by this amazing event. We will launch approximately 30,000 ducks into the Roaring Fork River. You can also show the Aspen Race online at: [www.duckyderby.com](http://www.duckyderby.com), and click on the Ducky Derby video on the right under Quick Links.
- **Fellow Rotarians** - Gather other tools of the trade and great ideas by talking to fellow Rotarians and others about their adoption hints and suggestions. Ask them to share their success stories and what works. Each person has their own style...find what works for them and build what works for you.
- **Ask** - You'd be surprised how easy it is, simply by ASKING!!! Most people who don't give to charity say no one ever asked. So, ask! The worst that can happen is they say, "No."
- **Don't** take rejection personally. They are not rejecting you...just an invaluable opportunity. It's their loss—not yours!

### **REMEMBER**

- Please, **NO HARD SELLS** - This is ALL good, clean, healthy, community-building, and fun. We don't want to turn people off with guilt, blame, anger, or abuse.
- Talk about the festival where we will have games, booths, prizes, food, activities, live music, Silent Auction, beer and wine garden, and of course our great race!
- Our sponsors should be recognized in your conversations. They deserve credit for their dedication and support.
- When people retort, "But, I won't be here," Remind them that they need **NOT** be present to win.
- If people refuse to purchase...thank them anyway!
- The Festival is Saturday, August 12, 2017.
- ENJOY being a part of a great club, a fantastic community, and just knowing that your efforts are having enormous impact by putting "Service Above Self!"

### **COMMON COURTESIES**

- Remember not to be competitive. Collaborate with your fellow Rotarians at the booth. Share and alternate adoptions. If we all sell, everyone WINS!
- **DON'T** leave your adoption papers at the booth after your shift. Those papers get put into the box and under the merchandise and you miss out on many great adoption possibilities. From now until Derby Day, think of your adoption papers like an American Express card - **DON'T LEAVE HOME WITHOUT THEM!**
- If you can't make a shift, find someone to take your shift. Make a call because someone is depending on you.
- Be on time - Rotarians are counting on you to be punctual when their shift is over.

Remind people of the famous Bramson slogan: "**You can't win it unless you're in it, and you can't have luck, unless you've got some ducks, to win the million bucks!**"

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