



# OLIVE

## AUTHENTIQUE

*Manual Written and Assembled in Canada*

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## Mission Statement

*“We are committed to using both the best quality ingredients available as well as practicing the most environmentally friendly techniques to create a superior Canadian product at a fair price.”*



## Table of Contents

Welcome Letter	5
Contract of Job Functions	6
Company History	7
Organizational Information	8
Product Distribution	9
Product Description	10
The 8 Olives	11
Sample Sales Call Planner	22
Sample Purchase Order	23
Time Management	24
Territory Management	25
Don't use the Spoiled Olives	26
Competition	28
Notes	29
Product Look Book	32
Sources	39

## Welcome Letter

New Sales Representative,

We are pleased to welcome you as the newest member of the Olive Authentique Sales Team. As a manufacturer there are many decisions the Olive Authentic Team must make including the choice of quality ingredients and the manufacturing process to name a few.

Olive Authentique is a company that is devoted to environmentally friendly products using the best quality ingredients. This philosophy also extends to our staff. We expect all the members of our team to be very knowledgeable of all the products lines as well as employ a level of customer service that is as second to none.

You are embarking on an exciting time in your career and the following sales manual will help you get started. Please read the entire sales manual, as you will be expected to apply this information right away. Use the Olive Authentique Sales Manual to guide you to success.

Always remember, the selling business is a listening business. Always listen to your clients and find out what they want so that you can easily close a sale; a buyer cannot say no once you've offered something they said they wanted.

Sincerely,

Pamela Caron, Ron Caron and Sons

## Contract of Job Functions

As a new Sales Representative for Olive Authentique, you will be responsible for representing the product line and getting our natural ingredients onto your buyer's store shelves.

Your main responsibility is to sell, but you will also have to complete various administrative tasks.

### Selling Responsibilities:

- Deliver strong benefit statements.
- Close Sales.
- Keep-up with after sales satisfaction to ensure existing buyers will make future purchases.
- Continuously be in pursuit of potential clients because 20% of existing clients will naturally diminish each year.
- Have product knowledge
- Be properly attired in a manner that reflects Olive Authentique

### Administration Responsibilities:

- Maintain up-to-date sales call planners.
- Report sales daily, and submit purchase orders.
- Ensure sample products are kept in presentable condition- never dirty or empty.
- Attend weekly staff meetings

*Please read through entire sales manual. Understand and apply all information provided to ensure your success with Olive Authentique.*

Employee Signature:

Sales Manager Signature:

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## Company History

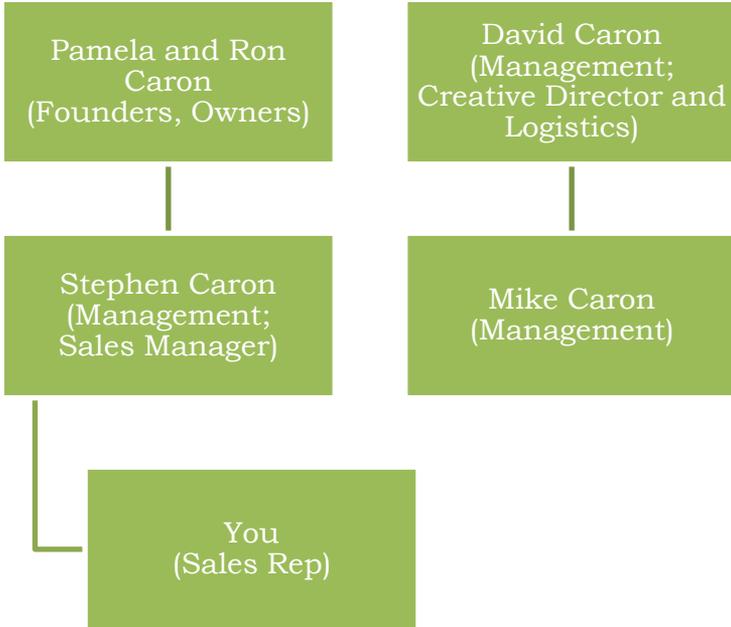
In the summer of 1999, Pamela Caron and a friend experimented with soap making at home. Six weeks later the two made a few small batches of unscented, pure, olive oil soaps.

After selling the soaps at a Christmas Bazaar, Pamela Caron realized there was a demand for the product. Pamela and her husband created a company called Bare Basic Soap. The soaps were being sold at small bazaars, flea markets and private events.

The line of products grew, and in 2010, Pamela Caron and her husband renamed the company Olive Authentique, which today employs the couple and their three sons.

Today Olive Authentique is a manufacturer that offers natural handmade products that are designed with youth and vitality in mind. All products are made by the family—handmade, and most importantly made in Canada.

## Organizational Information



## Product Distribution

Olive Authentique is proudly Canadian, and our product line can be found across Canada and online. The Olive Authentique website lists all current retailers and events where the products can be found. Your goal is to expand our retailers list in your territory.

The retailers that carry the Olive Authentique product line are mainly small independent artisan shops. Olive Authentique makes appearances at events and fairs across Canada for temporary periods of time.

The following image shows the areas of Canada that have Olive Authentique Products available in retailers.



## Product Description

Olive Authentique carries a variety of skin care products all made from natural ingredients. Some of our ingredients are pure plant essential oils, plant based oils and butters, organically grown herbs and botanical extracts, dead sea salt, clay and mud, sea kelp, beeswax and clays. All these ingredients are rich in minerals and vitamins that moisturize the skin leaving a smooth healthy glow look, improve and stimulate circulation and absorb excess dirt, oils and toxins from the skin.

Olive Authentique products consist of body care, facial care, hand & foot care, bath products, handcrafted soap, aromatherapy and room sprays for the home.

The ingredients of our premium bar of soap are selected carefully and combined with ingredients that are chosen by people with the skills needed in order to understand the natural benefits of each ingredient.

Olive Authentique skin care balms do not contain water; this allows for minimal packaging, concentrated formulas that are of good value with superior staying power. The non-water base also forms a barrier that helps to seal moisture in. Also, the balms do not contain parabens or 'natural' estrogen.

The current available products are detailed in the look book at the end of this manual.

## The 8 Olives

There are 8 steps to being a successful sales rep, and at Olive Authentique, these 8 steps are referred to as “The 8 Olives”.

Olive Authentique strives to use the highest quality olive oil which comes from the highest quality olives. Always remember that each of these steps is as important to being a successful part of our team as a single olive is to our products.

### 1. Preparation

This section of the 8 Olives will be lengthy, but it is the most important step. You must be prepared to successfully make a sale.

- Prepare yourself
  - Dress according to your company
  - Be able to take criticism
  - Rehearse your sales pitch
  - Always have 3 benefit statements
  - Know what type of seller you are
  - Know your strengths and weaknesses
  - Know your immediate goals
  - Be independent, a leader and/or an entrepreneur
  - Get up early to get ahead on starting the day
  - Be the image of your company
  - Believe in your company
- Research the global market
  - Know what is currently happening in the world
  - Be informed about everything – listen to the radio, watch TV, read magazines, etc
  - Use this information to break the ice when talking to the buyers

- Know your company
  - Know the mission statement of the company
  - Know who is the boss
  - Know all the divisions within the company
  - What is the image inside and outside of the company
  - Know the target market
  - Know the SWOT of the company
  - The goals and objectives of the company
- Know your Olives
  - What does your company sell
  - Target market
  - Branding of the products
  - What are the benefits, features and advantages of the product
  - The quality of the product
  - Know the costing of the product
  - Know the labeling and packaging
  - Know the minimum or maximum quantity you are allowed to sale
- Know the competition
  - Products and services – best seller and worst sellers
  - The mission statement and image of the company
  - Who sells and buys from them
  - The markdowns: if it's done, when it's done
  - Where they are situated
  - Their promotional strategies
  - Their floor space and how much of the space our product occupies
  - Their competitors

NOTE: Know the competition better than you know yourself!

- Know the buyer
  - When do they like to have business meetings
  - Their personality
  - What are their interests
  - How they like to be sold to
  - Culture and religion
  - Will they come to your showroom
  - What type of beverage do they like
- Know the store you are selling to
  - How many stores are there
  - Where are they situated
  - Do they pay on time
  - Where do they need the products delivered
  - What are their standard payment terms
  - How much floor space you have versus the competition
- Know the industry you are selling in
  - Who are the leaders
  - Where do trends come from
  - What will be the trends for the following season
  - What is driving the industry

These are all valid questions to ask yourself to help you become well-rounded and prepared. This step is ongoing and should be done all the time.

## 2. Prospecting

Prospecting is like picking the ripe olives to make the highest quality olive oil. The acre gone into picking the best ones will yield the best olive oil. The same goes for selecting future buyers.

A fact to remember before prospecting: 20% of your customer base will be gone at the end of the year. Therefore, you must always be prospecting!

Where to look for these ripe “olives”:

- Fashion week
- Trade shows
- Conferences
- Store openings
- Ask your current buyers for referrals
- Make cold calls (65% of referrals are closed and 10% of cold calls are closed)
- Boutiques in hotels
- Art Galleries
- Ask friends and family
- Ask inactive customers
- Fashion colleagues
- Marketing schools

REMEMBER:

- Never close a sale without asking for a referral. It is very easy and very effective. Word of mouth is one of the most powerful tools.

### 3. Pre-Approach and Approach

Once you have a good lead through prospecting, you may then prepare to approach the new client and then approach them for an appointment.

Things to consider:

- Compile information on potential customer
- Do a credit check on the company
- Qualify the prospect
- Prepare an initial benefit statement:  
FEATURES + ADVANTAGES = BENEFITS
- Prepare 3 fact finding questions – info you need to know about the buyer
- Prepare your sales message
- Prepare your request for an appointment – use a forced choice appointment so the buyer cannot turn you away.

## 4. Sales Presentation

Once the appointment has been made, it is time to go to the appointment and make a sale.

When waiting in the reception, be sure to build a relationship with the receptionist if there is one. The receptionist is the GATEKEEPER, and can influence the buyer to purchase from you or not. Be sure to arrive 10 to 15 minutes early; this will make you look punctual and give you time to speak with receptionist.

For the sales presentation step, make sure these 5 overlooked questions have been addressed.

1. Why are you making the sale?
2. Is the proposal short enough?
3. What questions can I expect?
4. How are the payments times?
5. Have I established clear lines of communication?

The sales presentation is where all your preparation is delivered to the buyer in order to generate the sale. Listen actively and not to talk down to the buyer. You want to let the buyer think they are in charge even when you are in charge of the situation. While listening, take notes of what the buyer is saying.

Observe buyer's office and take note of any clues to their hobbies, interests, or personal life. Use this to break the ice or build the relationship between you two.

The buyer may take you to one of two spots in their office. The first spot is the comfort-zone; this happens when the buyer does not want to buy, but wants to talk. The comfort-zone is a non-business area within their office. Use this as an opportunity to build a relationship with them. The second seat the buyer will take you to is the power-seat. This seat is located at their desk, directly in front of themselves. The power seat is an indicator that the buyer is interested in potentially buying, you may break the ice and begin business.

Bring sales tools, such as product samples and informational papers, look books or third person stories. These will improve the overall experience for the buyer.

Deliver a strong benefit statement to the buyer. Do not ramble and keep your sales pitch short.

## 5. Negotiation

This step is where your notes from actively listening come in handy. At this point the buyer may not be fully satisfied. If this happens and they are giving you reason why they can't buy, then you may go back to the notes you took to see what changes should and could be made. For example, they may want less quantities or different payment terms. These are objection—real reasons why the buyer cannot buy. These can be over come easily. It is important not to get defensive when the buyer objects to your product. If you take the time to listen to the buyer, they may tell you exactly what they want.

The buyer may also give a state of reason as to why they cannot buy. These reasons are not real reasons and cannot be justified (example: they have a headache). It is difficult to get a buyer to purchase when they are in that state of mind. You must empathize with them and then try to work around it. (Example: If they say they are satisfied with their current supplier, you may ask them what that supplier offers that you cannot.)

If the buyer is persistent on not buying from you, offer another meeting time with a forced choice.

If the buyer has agreed to the negotiated terms, then price may be discussed.

## 6. Price

Often this step is a second thought. If the sales rep has successfully delivered a strong benefit statement, then the buyer will think the product is worth whatever price the product is.

Never give your lowest price first because you cannot move it lower after that. Allow some room to play with your price.

Always give your buyer the cost price and a suggested retail price so that they may see what type of profits they will be looking at.

### Pricing at Olive Authentic (use to negotiate price with buyers)

Desirable cost price:	50% of Suggested Retail
Ideal cost price:	48% of Suggested Retail
Lowest cost price:	45% of Suggested Retail

Ex: For the Hand Balm (Suggested retail price) you would ask for \$6.00. If the buyer requests a lower price for a bulk purchase, then you could negotiate the price down as low as \$5.40.

## 7. Closing

There are 10 closes that are available to use. Depending on the buyer's personality, you would select the best fitting close. Once the buyer is giving signals that he is comfortable with buying the product, you may use a close from the list below.

The closes are:

1. The weighing close: *reason to buy vs. reason not to buy.*
2. Forced choice close: *commit to aspect around the sale (delivery date)*
3. Assumption close: *assume they are ready to buy*
4. Series of decision close: *guide company to decide whether or not to buy*
5. Go ahead and sell close: *all work is don't for buyer, so all they had to do was say yes and sign*
6. Do not delay close: *create advantage to buy now*
7. List of satisfied customers close: *Show the buyer that the product was a success elsewhere*
8. Objections close: *isolate and clear every objection buyer has*
9. Ask for order close: *simple ask them to write up an order*

The buyer has now signed the purchase order, and you have taken a step closer to being a successful sales rep.

## 8. After Sales Satisfaction

After sales satisfaction is to ensure your client is happy with their purchase. These activities can be small, but they build the relationship between you and the buyer.

Some activities you may offer their company are: staff product knowledge training, help merchandise their store, bring them a coffee, etc.

It is essential that you do after sales satisfaction rather than after sales services. After sales services focuses around the product solely, while after service satisfaction focuses around product AND building a relationship with the buyer.

The buyer will be more like to purchase from you in the future.

Sample Sales Call Planner

**OLIVE**  
AUTHENTIQUE

Buyer Company: **Royer Boutique**  
Buyer Name: **Mme. Royer (Louise)**  
Authority to buy?: **Yes**

Bill to:  
**Mme. Royer**  
**207 Ave. Laurier O.**  
**Montreal, QC, H2G 2T3**

Ship to:  
**Mme. Royer**  
**207 Ave. Laurier O.**  
**Montreal, QC, H2G 2T3**

Phone Numbers: **Work- (514) 245-6547**

Sales History: **August 25- PO#2542 \$50**  
**October 12- PO#4536 \$150**

Buyer Preferences: **Chai Tea Latte**  
**Visit beginning of week**

Company Info: **Artisan Shop**  
**No promotions necessary**  
**Unique pieces, hand crafted**  
**Enjoys purchasing hand balm**

Competiton: **IZZI: Less natural products**  
**Occupies shelf space beside OA**

## Sample Purchase Order



Purchase Order Number: **4536**

Bill to:  
**Mme. Royer**  
**207 Ave. Laurier O.**  
**Montreal, QC, H2G 2T3**

Ship to:  
**Mme. Royer**  
**207 Ave. Laurier O.**  
**Montreal, QC, H2G 2T3**

Order date: **October 12, 2011**  
Cancellation Date: **May 1, 2012**  
Delivery: **April 20 to April 30, 2012**

Terms of payment: **2/10, Net 30**

Item #	Description	Fragrance	Quantity	Cost	Total
<b>1256</b>	<b>Hand Balm</b>	<b>Lavender</b>	<b>10</b>	<b>\$6</b>	<b>\$60</b>
<b>1255</b>	<b>Hand Balm</b>	<b>Lavender</b>	<b>10</b>	<b>\$6</b>	<b>\$60</b>
<b>5254</b>	<b>Lip Balm</b>	<b>Mint</b>	<b>10</b>	<b>\$3</b>	<b>\$30</b>
Total:					<b>\$150</b>

Buyer Signature: \_\_\_\_\_

Sales Rep Signature: \_\_\_\_\_

## Time Management

Time is money and should be spent wisely. Each day has 86, 400 seconds; use them to their full potential. You would not throw out \$86,400—so why throw away valuable seconds?

The majority of your work time should be spent selling. Selling is the only way sales will be made and the only way commission can be made. Sell, sell, sell.

The idealistic situation would be to have the buyers come to the Olive Authentique showroom for 2-3 days of the week. This will allow you to save time that you would spend travelling. The remaining days of the week, you would go visit buyers and complete after sales satisfaction.

A breakdown of your day should look something like this:

Administrative tasks:	5% of day	24 minutes
Waiting/ Travelling:	10% of day	48 minutes
After Sales Satisfaction:	15% of day	72 minutes
Selling face-to-face:	60% of day	288 minutes
Telephone Calls:	10% of day	48 minutes

## Territory Management

Managing your territory smoothly will ensure that you are saving time. If you are visiting clients that are located anywhere and everywhere in your territory, then you will be wasting a lot of time travelling.

Scheduling the days and times your meetings with clients are on while looking at a map can help you save time. Scheduling visits to offices that are located closer together means there will be less time on the road and more sales made.

Your territory is Southern Quebec. The Montreal and surrounding areas must be the focus for your sales.

Your method of territory management will be the bulls-eye method. This method allows you, the sales rep, to have freedom in planning your own day and save time from the constant returning to the office after a meeting or two.

The bulls-eye method is visiting buyer's offices that fall in proximity to each other along a route that is opposite of the traffic flow.

## Don't Use the Spoiled Olives

Olive Authentique does not use spoiled olives and other spoiled ingredients because we have standards and our customers have standards. Only the finest ingredients are used in our processes.

Buyers also have standards, and they will not want to meet with you or buy from you if you are not up to their standards. Many sales reps make the same mistakes over and over again. These mistakes cost them their careers.

The following are pointers so that you can become successful. "A successful sale is a successful you".

- Do not be late.
- Do not bring all tools to one meeting, only choose the items that fit with your buyer.
- Do not talk business when in the comfort zone – build the relationship with the buyer
- Do not talk about yourself – The meeting should be all about the buyer!!!
- Do not allow distractions to interfere – bring buyer to our showroom to avoid distractions at their office.
- Do not come in with your emotions – Leave them outside
- Do not use unnecessary words – Like, basically, that's it, so, it, etc
- Do not close a sale without asking for a referral – 20% of clients are diminished each year
- Do not close a sale before the buyer gives you a signal that he/she is ready – read body language
- Do not offer after sales service – build a relationship with after sales satisfaction
- Do not ignore or be rude to the receptionist- they are the gatekeeper

The key element to being a successful sales rep is actively listening to the client.

The following are ten INEFFECTIVE listening habits. You will miss your chance at success if you make these mistakes.

1. Do not decide in advance that the buyer is not interested. This will set you up for failure because your body language and expression will not stimulate the buyer to make a purchase from you.
2. Do not focus on buyer's poor speaking delivery.
3. Do not become over-excited to state your point and cut off buyer.
4. Do not focus only on facts. You should not just think about getting an order; think about the buyer and make sure they are getting what they want and need so that you can build a relationship.
5. Do not outline everything; listen to the buyer and communicate with them.
6. Do not *pretend* to pay attention.
7. Do not allow for distractions to interfere.
8. Do not avoid difficult material such as a project or a buyer. Putting it off will add unneeded stress to your life.
9. Do not respond emotionally. Leave all emotions at the door.
10. Do not daydream. Train yourself to focus.

## Competition

### J.R. Watkins

- not 100% natural
- available at pharmaprix
- [www.jrwatkins.com](http://www.jrwatkins.com)

### IZZI

- shelf space next to Olive Authentique at Royer Boutique
- also started with soap making
- [www.izzi.ca](http://www.izzi.ca)







# LOOK BOOK

Hand Balm  
(Suggested Retail \$12.00)

Fragrances: Lavender  
Spa Blend (Lavender and Eucalyptus)  
Ginger and Lemongrass

Ingredients: Olea europaea (olive oil)  
Ricinus communis (castor oil)  
Butyrospermum parkii (shea butter)  
Beeswax  
Fragrance respective essential oil



## Body Balm (Suggested Retail \$16.00)

Fragrances: Lavender

Spa Blend (Lavender and Eucalyptus)

Ginger and Lemongrass

Ingredients: Cocos Nucifera (coconut oil)

Ricinus communis (castor oil)

Beeswax, Olea europaea (olive oil)

Theobroma cacao (cocoa butter)

Prunus Armeniaca (apricot kernel oil)

Fragrance respective essential oil



## Bath and Body Oil (Suggested Retail \$10.00)

Fragrances: Lavender  
Spa Blend (Lavender and Eucalyptus)  
Ginger and Lemongrass

Ingredients: Caprylic/Capric Triglyceride (coconut oil)  
Fragrance respective essential oil



## Olive Oil Soap Bar (Suggested Retail \$6.00)

Ingredients: Sodium olivate (saponified olive oil)  
Sodium castorate (saponified castor oil)  
Glycerin.



## Fragrance

Fragrances: Geranium  
Lavender  
Ginger and Lemongrass  
Spa Blend

Ingredients: Sodium olivate (saponified olive oil)  
Sodium castorate (saponified palm oil)  
Glycerin  
Fragrance respective essential oil  
Stryax benzoin (benzoin)



## Lip Balm (Suggested Retail \$6.00)

Fragrances: Peppermint

Ingredients: Cocos nucifera (coconut oil)  
Beeswax  
Theobroma cacao (cocoa butter)  
Olea europaea, (olive oil)  
Ricinus Communis (castor oil)  
Simmondsia Chinensis (jojoba oil)  
Mentha Piperata (peppermint essential oil)



Room Spray  
(Suggested Retail \$10.00)

Fragrances: Lavender  
Ginger and Lemongrass  
Spa Blend

Ingredients: Distilled water  
Alcohol  
Respective fragrance essential oils



## Sources

Photos and Logo has been taken from the Olive Authentique website:

- [www.oliveauthentique.com](http://www.oliveauthentique.com)

Company Information has been referenced from:

- <http://oliveauthentique.blogspot.com/2011/11/pamela-campbell.html>
- <http://oliveauthentique.blogspot.com/>
- <http://oliveauthentique.com/about-us/>

References to Catherine Heaton's class notes and lectures have been used for the 8 sales steps, time management, territory management, and the common errors.