



Selling Tips

Don't miss out on your share of a multi-billion dollar business. Tea has eclipsed coffee in popularity and continues to enjoy year over year growth. In 2014, tea sales in the US and Canada totaled \$10 Billion and \$2.5 Billion respectively with specialty teas significantly contributing to this growth.

For Tea's Sake™ offers an amazing business opportunity to grow your business with a consumable product that has universal appeal. To assist you in "savoring" the sales opportunity For Tea's Sake™ presents, we've compiled proven Selling Tips to help you in selling this new category.



- Engage your customers with a smile
- Make sure the display is organized and filled
- Offer a selection of different teas and drive incremental sales with accessories. *The easiest and most cost-effective way to achieve this is with any of our Master Floor Assortment programs (items 985258, 985254, 985256, 985257, 985259, 985260).*
- Make sure you are well versed with product knowledge
Learn about each of the blends in the "About Our Teas" Brochure
- Know the tea names and the types of tea
- Share the health benefits of the tea
- Use words like "Quality" and "Flavor" when describing the tea
- Share your personal experience with the teas and your favorite flavors
- Open the testers and let the customer smell the tea - Point out key and visible ingredients within the tea
- The best way to get customers engaged is to sample the tea (cold or hot)
- Bulk Teas available for order (items 985092, 985055, 985056, 985057, 985058, 985059)
- Offer your customers a Ready-2-Go Gifts by creating gift baskets with different teas and accessories
- Drive repeat business by creating a "Tea Club" program in your store - offer a Free Tea Tin or Tea Accessory after X-amount of tea purchases
- If space permits, set up a small Bistro Table and Chairs in your store for customers to sit and enjoy a complimentary cup of tea - be sure to position it next to your For Tea's Sake display to entice your customers to purchase after sampling

