

# Fuller Brush Super Star

Retailing Tips from Fuller Brush Independent Distributor

## Anthony Catina

Like many people, **Anthony Catina** had heard the Fuller Brush name, and he remembered his parents using Fuller products. But it wasn't until his wife reacquainted him with Fuller that he learned about the business opportunity and decided to become a Distributor. Over the years, Anthony has built a successful business selling Fuller Brush products.

Anthony doesn't carry a lot of products with him when he goes door-to-door. He says, "When I go out, I take the Electrostatic Sweeper. The Sweeper is the door-opener. It's the high-ticket item." If he can sell the Sweeper, it's comparable to selling 10-12 cans of furniture polish. Sometimes he will demo the Sweeper on the customer's front porch to show how well it works. When he is invited inside, he shows them the Master Catalog. Even if the customer does not order the Sweeper, they usually find something they want from the Master Catalog.

"In the winter, I do a lot of calling when I can't get outside. Sometimes I work until 8:00 at night because a lot

of people don't get home until after 5:00. I'll call and tell them, "I'm Tony, your Fuller Brush man, do you have a few minutes? Did you see anything in the book? And they will tell me over the phone what they want to order." Tony keeps a record of when he called each customer and what they ordered. "I try to call them every couple of weeks or so."

When the products come in, Anthony calls his customers to tell them he will be delivering their order the next day. If they won't be home, he asks them to just leave a check in the door for him. Doing business by phone this way makes it not unusual for a year or more to go by without seeing some of his customers in person!

Even though Anthony is a very talented salesman, he says working for himself takes self discipline. He admits that sometimes it is tempting to take the day off. "But, you've got to work at it every day. The more doors you knock on, the more people you see; the more people you see, the more products you sell! I am my own boss and when I take a day off, the business also takes a day off."



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Recruiting Tips from Fuller Brush Independent Distributor

## Joanne Rice

Who would have thought . . . that selling Girl Scout cookies and Christmas cards at 6 years of age . . . would lead to a lifetime of selling and recruiting!

I started when my youngest daughter was 8 years old, and now, she is 34 with a family of her own. I took her on interviews with me, since I couldn't afford a babysitter when I first started. Before Fuller Brush, I sold Avon, Sarah Coventry, Park Lane Jewelry, and even home alarm systems.

Then I saw an ad for Fuller Brush, which I had never heard of. When I went for the interview, I was required to sell for a few weeks to learn the products. I gained most of my product knowledge from the customers who had been using the products for years. Within 2 weeks, I was promoted to Manager and given a territory to work.

I averaged 6-8 interviews per day and spent 5-7 hours per day in the field prospecting and recruiting potential prospects who answered ads. I also asked friends who they might know who could use some extra money. I always left business cards with my tips at restaurants (which I still do today), and I left help wanted flyers in neighborhoods.

From 7-9 at night, I made phone calls for the next day's schedule, and I called the prospects I had recruited 2 days earlier. I

wanted to see that they had followed the program, which I had set up for them. I use this same process, now. Today, most of my recruiting is done from my home, where I still speak with Recruits from 7-9 each evening. I help them build their businesses by giving suggestions of...where, how and why!

I also ask if they have built their list of 10 people and how many have they contacted. Did they write any orders, if so, how many and how much and how does this compare to the goals we set with them?

In October, 2007, a friend and customer approached me about selling, and we got him started and set his goals. He followed the plan...when I called, he had already contacted 5 of the 10 people, and he always asked for referrals. He ended the month with \$725 in sales, which was \$125 more than his goal! His next objective is the build a downline to reach Director level. I told him to read the Business Manual and write down questions for me, so I could help him reach that goal.

Recruiting is no different than selling a can of window cleaner. If you believe in what you are selling, and have a positive attitude, people will pay attention to what you have to say. Most importantly, listen to what they say!



Joanne Rice

**Giving and Helping others is one of the Greatest Rewards we have in Life."**



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