

Color Craft Studios

1-800-638-9107

Certificate selling Tips

1. **Make a prospect list.** Relatives, neighbors, co-workers, church members-don't leave anyone out.
2. **Ask for help.** Ask every person who buys a certificate if they know someone else who might like to take advantage of this special.
3. **Be excited!** Let people know what they are donating the certificate money for. *(Be sure to tell everyone that purchases a certificate it will be more beneficial to the church if they show up to be photographed.)*
4. **Be sure to get 2 good telephone numbers** for the coordinator to contact your customer and set their appointment.

Most Asked questions by customer

1. **Can children be photographed alone on the family certificate special?**
For the certificate special, children must be photographed with parent/guardian. However, extra poses of children will be available to view and purchase.
2. **Can a single person purchase a certificate?**
Yes, if the single person is self-supporting and age 21 or older, they may be photographed alone as a family.
3. **Will extra portraits be available?**
Yes. A finished portrait selection will be returned at the viewing session usually within 10-17 days of photography.
4. **Can someone purchase more than 1 certificate?**
We can only photograph each family one time for the certificate special.

5. **What is the definition of a family?**

We define a family as:

- (1) Dad, Mom, and children
- (2) Married couple
- (3) Single parent and children
- (4) Engaged couples
- (5) Single person 21 or older and self-supporting.

6. **What is *not* defined as a family for the certificate special?**

Child or children alone, boyfriend/girlfriend, college students and group home residents are not considered self-supporting for the offer.

7. **I have grown children, can they photograph with us and then have their family on a certificate?**

Most definitely. They will have the same option to view additional portraits from their package also.

8. **We have widow/widowers in our church, can they purchase a certificate?**

Yes! We would not want to leave them out.

Please remember to completely fill out your envelope and return it along with the certificate booklet to your coordinator. It will be used to determine your incentive qualification.

**Thank you for your support!
Please call me with any questions.**

Coordinator: _____

Telephone: _____