



Account Manager Sales Steps

1. **Make appointment** with pastor- 20 minutes should be sufficient. It is important that it is the pastor, unless he clearly empowers someone else to make the decision for parish.
 - a. Face to face appointments are best, if possible.
 - b. Phone appointments can work – ask pastor to have computer with web access available.

2. **Find out the pastor's priorities.** Where is evangelization on his list of priorities?
 - a. How do they communicate now?
 - b. What are his views and openness to the role of technology in communicating and promoting our Catholic Faith?
 - c. Do they have any plans pertaining to the Year of Faith starting in October?

3. **Share our dynamic vision** and benefits of Parish WebStore – (see flyer)
 - a. Safe place for parishioners to shop – nothing opposed to our Catholic Faith.
 - b. Tremendous variety of great Catholic materials available to promote the Faith.
 - c. One location for over 30 vendors and growing quickly.
 - d. 12% commission to the parish for all sales.
 - e. Checks sent when commissions equal \$50.00.
 - f. etc

4. **Show pastor the site**, then **register the parish** – www.parishwebstore.com
 - a. Register the parish while you are with Father. If you are not with him, use the form. You will need webmaster contact info, parish EIN#.
 - b. Inform Father that his webmaster simply needs to add a link and a WebStore page to the website – very easy.
 - c. See **Registration Instructions** below.

5. **Set a 'launch' date.** Ask Father to check his calendar, along with the parish office manager, to make sure it is a good weekend for a promotion.
 - a. Ask if he will encourage parishioners to get a FREE copy of (*The Lamb's Supper* by Dr. Scott Hahn)

 - b. Discuss the "Initial Month" Plan (see PWS First Month Plan)
 - i. Explain how this can be a tool. (See Sales Addendum)
 - ii. Ask Father if he would be willing to personally recommend people check out the site by going to the parish website and clicking on



the link. It would be ideal if Father will endorse at least 3 times per year.

- c. Discuss ongoing promotion and the benefit to his parishioners, the simple setup, and the dedicated page.
 - d. Explain how Parish WebStore page on the parish website will be used to explain the benefits and feature timely products for Lent, Advent, Confirmation, etc. Show other parish's site.
6. **Ask Father to communicate his approval** to associate priests, the business manager, webmaster, office manager, DRE, Adult Faith Formation, and the rest of the staff.
- i. Have him introduce you if possible.
 - ii. It is **very important** that staff work with you knowing of the pastor's approval.

Ask permission to introduce yourself to the associate pastor priests. This is important as you will need their help in promoting this as well.

7. **Provide all promotional materials to the appropriate persons**, ideally for the whole first month.

Ongoing Duties of Account Managers

Ongoing promotion, much of which will be provided from Parish WebStore

- a. Provide bulletin announcements and pulpit announcements on an ongoing basis.
- b. Provide pastor and other priests with sample wording of what they might say. (See Sample Priest Announcement)
- c. Other to be determined.

Registration of a Parish or Other Organization

1. Go to PWS at www.ParishWebStore.com and the link [Parish & School Sign-Up](#)
Populate the necessary data (form has been created)
 - Click "Submit" and await registration acknowledgement email
2. Organization is registered by Parish WebStore and affiliate code is assigned. (ex. 10003). This may take up to ½ of a business day. (For questions contact xxxxxxxx@parishwebstore.com)



3. Email is automatically generated with information to access Parish WebStore. This provides access to:
 - a. Affiliate code link and jpg images of the Parish WebStore logo to be put on the parish/organization website.
 - b. Reports showing sales

Parish/School Preparation for Parish Webstore

- Need to place an image with a link on main landing page. Example:



- It is good to also place on various different ministry pages
- Need a Parish WebStore landing page on the parish site.
 - Example: See <http://www.holycross-batavia.org/store.php>

Provide Month 1 Kit

Sample Bulletin Announcement - Wks 1, 2, 3, 4

Sample Pulpit Announcement - Wks 1, 2, 3, 4

Sample Priest Announcement - Wks 1, 2, 4

Where is evangelization on your list of priorities? Who is responsible for that? What is your budget? What are you doing? What if we created a budget – funds?

Consider sharing the words of Pope John Paul II regarding the New Evangelization and Pope Benedict's words regarding use of digital media (see catalog).