



## Holiday Ham Sale “How-To”

Sellers, to learn about the ham, please read this page and the order form. You can then answer most customer questions. If needed, call Market Partners for more information. 616-240-6160

Produced by Winter Sausage Mfg of Eastpointe, Michigan, a leader in hams for the gift industry since 1973.

Hams are available in two styles:

**FIRE GLAZED:** Moist and tender, with a signature spice and sugar glaze. During production, the glaze is rubbed into the ham, then browned by flame to achieve a “sweet crust” all over. For the peak of flavor, serve at room temperature. (If you wish to heat it, directions are on the label.) It is the style sold by specialty ham stores. Fire Glazed ham is available one size, 7.5 to 9 lbs.

**TRADITIONAL:** The glaze packet of sugar and spice is in the box. Customer applies it, if desired. Mix with water, simmer, apply to the ham during oven warming. Preferred by people who make soup from the ham bone, as they can keep the glaze to a minimum. People allergic to cinnamon can remove their slices before the rest of the ham is glazed. It is versatile and delicious.

**BENEFITS:** The specialty ham store (Honey Baked) charges \$6.75 per pound! Customers save money buying from you. Spiral sliced ham is convenient to serve. Individually boxed... it is an excellent employee gift.

### ON-LINE SELLING.. A PRODUCTIVE SALES APPROACH:

Please go to our website: [www.hamlady.com](http://www.hamlady.com). Scroll to the bottom of the ham page and download the page called “ham facts for on-line selling”. Then, compose an email explaining why you are selling ham, with order due date, delivery date and your phone number. Attach the “ham facts” page and send to all your family’s acquaintances. Your customers can order via email reply or by phoning you. Write their order on your ham order form and turn it in to the sale coordinator. Follow up with your email customer to set a delivery time.

**BEGIN SELLING NOW.** Look at the list below and fill in names & numbers of businesses your family knows and supports. The owner may purchase hams for employee gifts, company buffet or personal use. When you phone or stop in to see the business owner, emphasize why you are raising money. Request the privilege of sending an email (see above). Based upon location, we can arrange direct delivery to the business. Call or email Nel Osterwald at [marketpartners@comcast.net](mailto:marketpartners@comcast.net) with the contact information and she will follow-up for you.

Builder _____	HVAC _____
Landscaper _____	Dentist _____
Family Doc _____	Orthodontist _____
Optometrist _____	Attorney _____
Finance Planner _____	Accountant _____
Insurer _____	Mechanic _____
Car Dealer _____	Other _____

**SHELF LIFE:** Customer may keep ham refrigerated up to 21 days, or freeze upon receiving for later enjoyment. (Freeze up to 3 months; thaw in the refrigerator 2-3 days.)

**TOTAL PRICE YOUR CUSTOMER OWES** is labeled on the box. If you collected a deposit, deduct it from the total on the label. You collect the balance due when you deliver the ham. Turn in the money you’ve collected right away.