

# Fair Trader's Handbook

## Welcome!

I am delighted you have decided to become one of our Fair Traders - a network of around 300 people throughout the UK playing a vital role in People Tree's mission of supporting some of the most vulnerable communities of the world through Fair Trade.

This handbook will answer some of your questions and guide you through the first stages of becoming a Fair Trader. It explains how to communicate with People Tree, provides advice on managing your Fair Trader account and guidance on setting up stalls and displaying products.

On behalf of all at People Tree, thank you for joining our team.

A handwritten signature in black ink, appearing to read 'Francesca Mangano', with a small dot at the end.

Francesca Mangano

Fair Trader Sales Manager

## How does People Tree work?

People Tree works on the principle that by paying a fair price for the products we buy, we can help poor communities work their way out of poverty.

People Tree operates in Britain and Japan and is affiliated to the Japanese NGO Global Village, founded in 1989 by Safia Minney.

Global Village campaigns on environmental, social justice and Fair Trade issues and works with People Tree to run **World Fair Trade Day** (celebrated every second Saturday of May) an international day of celebration and raising awareness of Fair Trade.

People Tree is an accredited member of the International Fair Trade Association (IFAT) and undertakes regular social reviews to improve its operations to the benefit of all stakeholders.

People Tree works with seventy fair trade producer partners in twenty developing countries to help marginalised people escape poverty, build sustainable livelihoods and develop their communities.

## What is a Fair Trader?

Fair Traders are voluntary representatives who help transform the lives of people we work with in developing countries by raising awareness and selling People Tree products. Many of our Fair Traders have been instrumental in influencing and encouraging many new customers to change their buying habits.

Fair Traders sell from the wide range of quality products in the People Tree catalogue. They may be individuals or part of groups, such as churches or schools. Some order stock to sell at regular stalls and special events, while others sell to colleagues, friends and family using the catalogue – many do both!

We mail two main catalogues a year: Spring/Summer and Autumn/Winter. You will receive an initial ten free copies of each catalogue. Fair Traders are encouraged to achieve first-year sales of about £500. This can be reached by selling to friends, family and colleagues, selling regularly in a stall or by taking part in three or four events a year.

## Who is there to help?

Your initial contact at People Tree will be me:

Francesca Mangano, Mail Order Manager

Telephone: 020 7739 9659

Fax: 020 7739 8492

Email: francesca.mangano@peopletree.co.uk

## Do I have my own account?

Every Fair Trader receives a personal People Tree customer number. You will:

- Have an initial credit limit of £500\*, which can be adjusted as your sales grow.
- Your first order must be paid upfront.
- Receive the following discounts on all your orders:

10% for each order over £200\*

15% for each order over £350\*

20% for each order over £500\*

- Receive an invoice shortly after receipt of your order showing your discounted prices. Payments are due 30 days after you placed your order.

We encourage you to review your account monthly. Remember the faster you pay your bill the more you help us supporting our producer partners.

- Receive regular statements of your account. If no transactions have taken place, no statement will be sent, unless there's an outstanding balance.

## How do I order?

By telephone: 020 7739 9659 (9.00am to 6.00pm weekdays)

By fax: 020 7739 8492

By email: francesca.mangano@peopletree.co.uk

By post: People Tree Ltd, Freepost LON 21472, London EC2B 2BD

(please make sure you include your Fair Trader number on your order form)

You can obtain an order form in Word or Excel format and receive information on special offers by email. Contact me by email at the address above to be added to the mailing list. This is the easiest, fastest and cheapest way to communicate – for you, for us and the planet!

## Placing your first order

To help you save time when ordering please give:

- Your Fair Trader account number
- Any special delivery instructions e.g. different delivery address, urgent delivery, specific delivery day (please specify if you require your order on a specific day)
- Product reference numbers (e.g. A209UB) followed by colour and size
- Quantity required of each product

\*Discount levels and credit limits may be subject to change

## Deliveries

Your first order is free of delivery charges. On all subsequent orders delivery is free if your order is over £150\* at catalogue price. Orders totalling less will incur a £4.50\* delivery charge.

We aim to deliver your order within 10 days.

Your order will be delivered by courier and a signature will be required on delivery. We can change the delivery address on request and have your order delivered to your workplace, a neighbour, etc. Give us the details when you place your order.

A packing list quoting the catalogue price will be sent with your order. We will invoice you a few days after delivery at the discounted price.

## Re-ordering

You should keep:

- A record of the products you have ordered and sold. This will help you to recognise which products you need to re-order.
- A copy of your invoices to which you can refer
- A record of lost sales when customers requested items which weren't available on your stall

## Discrepancies and returns

If your order is not entirely to your satisfaction, please contact me or send me an email explaining the problem (e.g. damaged goods, wrong items sent, or products missing) and I will correct the issue for you. Please contact us within 14 days of receiving your order.

## Payments

Invoices are due for payment within **30 days** of placing your order.

You can pay:

- By credit/debit card
- By cheque - please make payable to People Tree Ltd and quote your Fair Trader account number at the back. It will help us keep administration costs to a minimum if you send us a single cheque for each invoice rather than individual cheques from your customers.

Late and overdue payments – please contact me if you foresee any problems.

\*Free delivery limit and delivery charge may be subject to change

## Selling and promoting the People Tree range

**Selling from a stall:** If you are planning to sell regularly from a stall, for example in your church, you will need to:

- Look at the available space and how best to display the stock you have
- Select what stock you think will sell (contact me for advice on this) and have catalogues to hand to take orders
- Use neutral-coloured cloth to cover the table
- Have pens, order forms and petty cash available
- Allow plenty of time to set up and to clear up
- Try to keep a record of what you have sold - it helps when you come to reordering

If there is an opportunity to encourage someone else to start selling People Tree products, Fair Trader's application forms are available on request.

**Selling at bigger events:**

- Allow time for parking, unloading and set up
- Check the table space and allocation in advance
- Organise some helpers to carry boxes, set up stalls, help to sell, etc.
- Price products in advance. Use sticky labels or small swing tags for delicate textiles and jewellery
- Order stock suitable for the event
- Take along display materials, table covering, catalogues and rails (if necessary)
- Keep cash in a safe place - and have a float to get you started
- Publicise it beforehand!

Now that you've read through this guide, hopefully you feel well equipped to get started. If you have any questions please call me – I'm always willing to help. We want you to enjoy being a Fair Trader and we want you to be successful. So all of us at People Tree once again welcome you on board and say thanks for joining our team.

Best Wishes

A handwritten signature in black ink, appearing to read 'Francesca Mangano', with a small dot at the end.

Francesca Mangano

Fair Trader Sales Manager