

# YOUR GUIDE TO CANVASSING

## What does Door to Door Canvassing involve?

Although it can be intimidating, going door to door is probably the most effective way of canvassing as there is the opportunity to really sell your service. You select an area where there is potential for new business and simply go through each street, speaking to the occupants to find out if they would welcome a home delivery service. You might decide to target local businesses too as well as/ rather than residential as this can be particularly rewarding.

Below are some tips on how to prepare for and to action a successful door to door promotion during Home News Delivery Month.

## Before you start, consider the following:

- Offers – Can you add free delivery to the publisher offers? If so for how long?
- Benefits to the business- will this increase profit or at least lead to more customers. Do the costs in making the delivery outweigh the benefit?
- How will delivery be made or who will make the delivery?
- Effect on existing deliveries- Would this have an adverse effect on other deliveries that might have to be pushed back for example?
- Staff incentives – If using staff to canvass, what incentive can you give for orders gained or perhaps whoever gains the most orders?

## When to Canvass for HND month:

- Fill the gaps between existing deliveries
- Target streets with high value existing customers
- Local businesses such as hairdressers, coffee shops, hotels, dentists, surgeries and offices
- New houses/ flats
- Care Homes



# YOUR GUIDE TO CANVASSING PART 2 - DOOR TO DOOR



**continued:**

## **Staying safe:**

- Tell someone where you are operating or ensure staff make you aware and report back to you when done
- Provide some ID for yourself or staff (Business cards are ideal) in case challenged
- Respect 'No Soliciting' notices
- Wear bright clothing if out after dark

## **The call:**

Before you begin canvassing, know your message and goal clearly. Be polite and respectful. Introduce yourself and your purpose right away; memorise a simple script like, "Hi, I'm [name] with [retailer]. Today, I'm here to talk about our home delivery service." Dress professionally and comfortably. Bring HND Month flyers to show offers and to leave with the potential customer.

Ask open-ended questions to engage the resident such as, "What are your thoughts on supporting local businesses?" or "How often do you read a newspaper or magazine?"

Stay on topic and be concise but clear. Stay positive and focus on the benefits of your service. Respect the time and privacy of those who aren't interested—thank them and move on quickly.

## **Follow-Up:**

After each conversation, make a note of important points such as interest level, concerns, or follow-up requests. This helps in refining future efforts and ensures you capture important details like if a trial period was agreed, start date and of course, product(s).

## **Persistence:**

Going Door to Door is a numbers game and there will be more 'no's' than 'yes's'. Not every door will open, not every conversation will lead to immediate success, but every 'no' means you're a step closer to the next 'yes'! Plus, you may well have planted a seed that will bear fruit in the future; consistency over time leads to greater awareness and influence in the community.