



Low-tech Preorder Options

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What we're trying to accomplish with Pre-orders

- Let people know what you have available
- Provide an opportunity for them to let you know ahead of time (+pay you, optional)
- Have a way for you to keep all that straight.
- Not require a degree in computer engineering.

Why are you offering preordering?

- Public Health (diverting & speeding)
 - Small steps
- Customer preference
- Knowledge is (planning) power
- Encouraging commitment to purchase
- Potential Expanded Customer base

Regardless of where you are

- Think about starting/promoting an email list
- Start/promote social media
- Think hard about what your strongest networks are right now
- Prepare to try new things

My approach

- Examples—not “pure solutions”
 - Take pieces from the different approaches, try them out, make an approach that works for you
- Range of complexity
- Need to address:
 - Giving information
 - How to order/pay
 - You staying organized

Simple

Complex



Option 1—Paper, pencil, & phone

In this option, the customer would call you to place an order. You'll then record the person's order details and contact information, and communicate the pickup details. The person pays like you would normally handle payment in-person at time of pickup.

How do I?	Possible Solutions	Notes
Give my customers information about what I have for sale & how to reach me?	<ul style="list-style-type: none">-Business answering machine-Read list off to each caller-Phone tree-Flyers at market w/info-<u>START SOCIAL MEDIA</u>	You need to tell your customers how to reach you & what you have available at least <u>weekly</u> .
Collect payment?	Customers can pay at market like normal. They're just buying an assembled bag of goods.	If you aren't taking credit cards yet, this may be the time to think about starting.
Keep my orders organized?	The old fashioned way: paper and pencil (or computer if you prefer)	Be sure that you keep tabs on your inventory levels so you don't oversell!

Simple

Complex



Option 2—Prepay and computer record

Similar to option 1, the customer calls to place an order. You can create an excel spreadsheet or word document to record all orders for the week. You also add the option to **accept a credit card through a service like Square, Clover, or PayPal** or the customer can pay at pickup like normal.

How do I?	Possible Solutions	Notes
Give my customers information about what I have for sale & how to reach me?	<ul style="list-style-type: none">- All from Option 1- Multiple different kinds of social media posts-Ask other groups to share<u>-START AN EMAIL LIST</u>	You need to tell your customers how to reach you & what you have available at least <u>weekly</u> .
Collect payment?	Customers can pay at market like normal OR Prepay buying an assembled bag of goods.	Giving your customers flexibility is great, plus it's one extra way to limit contact.
Keep my orders organized?	Use what you feel most comfortable with, but computer files are easier to analyze later.	Be sure that you keep tabs on your inventory levels so you don't oversell!

Simple

Complex



Option 3—Google Form

Similar to option 1, the customer calls to place an order. You can create an excel spreadsheet or word document to record all orders for the week. You also add the option to accept a credit card through a service like Square, Clover, or PayPal or the customer can pay at pickup like normal.

How do I?	Possible Solutions	Notes
Give my customers information about what I have for sale & how to reach me?	-You'll be providing your customer a direct link -Still crucial to know how to access them to give them the link -At customer's convenience	Your form will still need at least <u>weekly maintenance</u> . Be sure you ask for enough information
Collect payment?	Customers can select how they prefer to pay (you can offer to call them for pre-pay credit cards)	You may want to include a message encouraging pre-pay for health reasons.
Keep my orders organized?	Forms will generate a nice spreadsheet of information.	<u>Forms will not solve inventory issues.</u> Be careful you don't oversell!

Simple

Complex



Option 4—Online Store

Similar to option 1, the customer calls to place an order. You can create an excel spreadsheet or word document to record all orders for the week. You also add the option to accept a credit card through a service like Square, Clover, or PayPal or the customer can pay at pickup like normal.

How do I?	Possible Solutions	Notes
Give my customers information about what I have for sale & how to reach me?	-Basic communication (providing the link) is still crucial <u>-Blend email, social media, and other previous methods</u>	You have more opportunities to communicate about your product (photos, descriptions, etc.) but also more work.
Collect payment?	Built-in payment acceptance for pre-pay.	Many stores will require pre-payment.
Keep my orders organized?	GREAT report outputs, centralized record keeping, etc.	You have some help on not overselling by noting available inventories.

Setting up a simple online store

https://www.uky.edu/ccd/onlinestore_webinarlinks

I'll now show you:

- An example Google Form
- How to create a Google Form
- Example results from our Form
- Sharing your product list
- Accepting online pre-orders over the phone

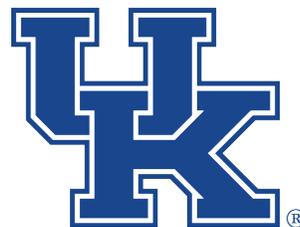
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Music: Scott Holmes, "Happy Days"
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