



Some Questions and Answers...

How do I start?

Put the display on your counter- that's it! We suggest keeping the product menu card in the holder on the display but you should keep your order forms safely behind the counter.

What do I do when a customer wants to order?

After they choose from the product menu card, we suggest having the customer fill out the order form.

Check it over for completeness. Add your store's phone number and the date in the upper right hand section of the form. Then simply fax the form to the number on the form. Or you can call it in.

What do I do with the white and yellow copies?

Fax the white one. Once they've paid, you could give it to them as a receipt. You should keep one copy of the order for your records.

How much should I charge the customer?

We've left some blank spots on the menu card where you can mark your own prices (use a sticker or a sharpie). We suggest the following retail prices: **\$11.95** for all the tags on the front side of the menu card- **Jewelry Tags, Frame Tags and Collar Tags**; **\$10.95** for the **Stainless, Brass and Plastic Tags** on the other side; **\$16.95** for **personalized Collars and Leashes**; **\$6.95** for any blank Collar when added to a tag order.

What's the Owner Alert option?

It's an extra service that customers can choose to add to their tag. If the box is checked "YES", then we will add our toll-free hotline number to the tag and will bill you an extra \$6.95. You should add \$9.95* to the retail price of their tag.

How long does it take to get the tag?

Once we get the order, we make the tag that night and send it by First Class US Mail the next day from Seattle. So, less than a week- most often, much less.

What if I messed up an order form?

Just toss it.

What is my wholesale cost?

We will bill you **\$6.95** per tag for all shown on the front of the menu card (**Jewelry Tags, Frame Tags and Collar Tags**). We will bill you **\$5.95** for any tags on the other side of the card (**Stainless, Brass and Plastic Tags**). We will bill you **\$12.95** per **personalized Collar or Leash** and **\$5.95** for a blank Collar added to a tag order.

Who pays for shipping?

We do- the wholesale costs above include everything.



How does the billing work?

We bill you monthly.

How can I pay my bill?

Send us a check or pay by phone using a credit card.



What if there is a problem with the order, a misprinted tag, an item not received?

Call us! We want to make sure that your customer is completely happy.

If we made a mistake, we'll rush a free replacement. If you or the customer made the mistake, we charge \$4.00 for a redo tag.

How can I order for myself?

Just submit the order as usual.

What if I need more order forms?

Call us when you're low or note it on an order when you fax it to us!

What if I need a replacement display or product menu card?

Call us and we'll send you a replacement!

What if my store or the customer has questions on the products?

Call us anytime and we'll help you with any question!

1-800-859-5898



"Hello-
May I
help you?"

A couple helpful tips:

Put something under the top white and yellow sheet to prevent writing from transferring to the next order form. You can tear the cardboard off the back of the order form pad and use that.

You should keep your copies of the order forms at least until you can compare them to your monthly billing statement.

*Only charge Owner Alert once if a customer orders more than one item.