

Overcoming Sales Objections & Frequently Asked Questions

As you run your fundraiser you will most likely run into the following objections. Use the responses below as a guide and have a higher chance of making the sale. Also listed are the most asked questions.

Most common objections:

Q: I could buy a tree for less money at one of the local tree lots.

A: When you purchase through our fundraiser not only do you help our organization you also receive a premium “nursery” quality product. Local tree lots and “Big Box” retailers offer a different standard of tree and don’t share the profit with our organization.

Q: We already have an artificial tree.

A: In that case maybe one of our beautiful wreath options would be better for you. Or you may want to participate in our “Trees for Troops” program. Not only would you be gifting a tree to a military family in need, but you would also be helping our organization.

Q: A family member is allergic to Christmas trees.

A: Luckily, we offer the Nordmann Fir which is great for people with allergies. Our wreaths are also perfect for the outside of your front door, so people inside won’t be impacted by allergens. Or you may want to participate in our “Trees for Troops” program.

Commonly asked questions:

Q: Where are the trees & wreaths from?

A: The trees are grown in the Pacific Northwest and come straight from sustainable tree farms in Pacific Northwest. The wreaths and greens are all “handmade” in the Pacific Northwest.

Q: What types of trees/wreaths do you offer.

A: We offer three tree varieties: Douglas Fir, Noble Fir, and Nordmann Fir. Greenery we offer a 24” Noble Fir Wreath, 24” Cross Wreath, 24” Swag and Cedar Garland.

Q: How do your trees differ from the trees on conventional lots?

A: Quality. Our trees are all premium “nursery quality” graded. Compared to retail lots and “big box” stores, there is no comparison.

Q: How fresh are the products?

A: Our trees are hand selected and tagged in our fields each year and harvested 72 hours before delivery. The wreaths and greens are all “handmade” and are of superior quality and freshness.

Q: Aren’t Christmas trees bad for the environment?

A: Our trees are grown on sustainable farms and are 100% recyclable. For every tree cut, 3 seedlings are planted in its place. This is unlike artificial trees that are environmentally harmful to make and dispose of.

Q: What if there is a problem with the product when I receive it?

A: Wood Mountain trees are 100% guaranteed for freshness and quality. If there is any problem with your Wood Mountain product, contact us immediately!

Q: What will your organization do with the profits?

A: We will use the money raised to help support (Insert Organization) to buy (Insert fundraising goal).