

FAST START MANUAL 2010



GET YOUR
BUSINESS MOVING
FAST

WELCOME



Welcome to the Kleeneze Franchise

Within your grasp is the ability to further all aspects of your future. It does not matter whether you are young or old, male or female. Your race, colour, creed, education, previous experience or financial situation is of no importance.

All you have to do is to follow the simple business building system that we have put in place, persevere and be consistent in your actions.

This book contains everything you need to know on moving the product and building your business

Unlike conventional business where the 'boss' jealously guards his techniques, you will find that your sponsors will give willingly and freely all that they know. Without exception, all your upline want you to succeed.

Finally, this is YOUR business and YOU take it where YOU want to. YOU make the decisions. In other words your future really is in your hands. As you read, make a note of anything you do not understand or which requires further explanation. This is where you 'start to go upline' for answers.

Eamon and Marie

From time to time Kleeneze run incentives for new people joining the business, ask the person who is showing you this business if there is an incentive running at the moment also find out how you can qualify for foreign trips and cars.

USEFUL INFORMATION

YOUR LINE OF SPONSORSHIP

NAME	PHONE	I.T.S NO	EMAIL
EAMON AND MARIE	044 9330826	117419	Info@wealthblitz.com

USEFUL PHONE NUMBERS

KLEENEZE SERVICE CENTRE	01 2482222
FAX ORDER NUMBER	0044 1254 237000
KLEENEZE WEB SITE	www.kleeneze.net
NIGHT LINEHEAD OFFICE	
LOCAL TRANSPORT DEPOT	
SUPPORT EMAIL LOOP	winningstart@getresponse.com
ORDER ONLINE SPONSORING AIDS	www.bidswebshop.co.uk
I.T.S SYSTEMS HEAD OFFICE	01 617 7120

ORDER DAYS BEFORE 9.15 PM

DELIVERY DAYS 72 HOURS

MONDAY	FOR	THURSDAY
TUESDAY	FOR	FRIDAY
WEDNESDAY	FOR	MONDAY
THURSDAY	FOR	TUESDAY
FRIDAY	FOR	WEDNESDAY
SATURDAY	FOR	WEDNESDAY

R.O.I LOAD CODE RA

N.I LOAD CODE BT

NEXT SHOW CASE EVENT

NIGHTLINE DEPOTS IRELAND

LIMERICK

Unit 5
Crosagalla Industrial Estate
Ballysimon Rd
Limerick

PH 061 400202

CORK

GB Business Park
Little Island
Cork

PH 021 2978129
021 2978128

WATERFORD

Crossroads Business Park
Cork Rd
Waterford

PH 051 595752

SLIGO

Unit 6
Rathedmond Industrial Estate
Rathedmond Rd
Sligo

PH 071 9159604

GALWAY

Unit 2
Deerpark Industrial Estate
Oranmore
Galway

PH 091 765100

DUBLIN

Unit 5, Mygan Park
Jamestown Rd
Finglas East
Dublin 11

PH 01 8835400

BELFAST

Nutts Corner Business Park
Dunrod Rd
Crumlin
Belfast BT29 4GB

PH 028 90825371

TRACK YOUR DELIVERY

ON

www.nightline-delivery.com

3 TYPES OF BUSINESS

There are 3 types Kleeneze business. You need to determine how much time you are prepared to commit to your business (use the weekly planner sheets in you pack) and you need to decide how much you wish to earn from your business. You are your own boss so you decide what you want but remember the more time you commit and the harder you work the more money you will make from this business.

SMALL BUSINESS	6 TO 12 HOURS PER WEEK
	€400 TO €1000 + PER MONTH
	IMMEDIATE INCOME

The small business model suits a person who wishes to make just an extra income. Incomes of €400 to €1000 + per month are easily achievable for about 6 to 12 hours per week simply distributing and collecting catalogues in their own local area.

MEDIUM BUSINESS	12 TO 20 HOURS PER WEEK
	€1,200 TO €4,000 + PER MONTH
	6 MONTHS TO 2 YEARS TO BUILD

The medium business model is the most popular. This plan is simply moving product and showing other people how to do the same. Incomes of €1200 to €4,000 + per month are attainable on a part time basis. Don't worry if you feel that you are not confident enough yet to show others this opportunity. If you follow our system and with the help and advice of the person that introduced you, your team will start to grow quickly.

BIG BUSINESS	20 HOURS PLUS PER WEEK
	€4,000 TO €10,000 + PER MONTH
	2 TO 5 YEARS TO BUILD

The big business model is for a person who after building a medium business decides to fire their boss and go full time. We advise people not to quit their full time job until they are making twice as much part time from their Kleeneze business as their full time job. It is very powerful when you can tell somebody that you earn more from your part time business than you do in your full time job. The reason most people go full time is so they can enjoy the lifestyle that the residual income can offer.

5 TIPS FOR SUCCESS

- 1 DETERMINE WHAT YOU WANT.**
- 2 DECIDE WHAT YOU ARE WILLING TO RESCHEDULE OR GIVE UP IN ORDER TO GET WHAT YOU WANT.**
- 3 ASSOCIATE WITH PEOPLE THAT WILL HELP YOU GET WHAT YOU WANT.**
- 4 HAVE A PLAN THAT WORKS; WORK YOUR PLAN.**
- 5 KEEP IN CONTACT WITH YOUR SPONSOR.**

HOW WE WORK

YOU EARN 20% +

POINTS	% SPV	€	% CAT PRICE
650	10%	€1,200	6%
1300	13%	€2,400	8%
2250	15%	€4,150	10%
3400	18%	€6,250	12%
5100	21%	€9,350	14%
7500	24%	€13,750	16%

You earn 20% of the catalogue price of an item (if a product costs €10 you earn €2). We work a 4 week sales period and if you move over €1200 of product in a 4 week sales period you start to qualify for bonuses on top of the 20%, in fact the more product you move the greater your bonus. See below for a simple example of somebody moving €1000 worth of product. Note they do not receive a bonus because they did not reach the €1200 threshold.

4 WEEKS SALES PERIOD

YOU
€1000

$$\begin{array}{rcl} \text{€1000 X 20\%} & = & \text{€ 200} \\ + \text{ BONUS 0\%} & = & \text{0} \\ & & \hline & & \text{€200} \end{array}$$

TOTAL ANNUAL INCOME €2,600

STEP 1 MAKE A BONUS

In this example you move €1200 of product and because you have crossed the threshold, you receive a 6% bonus on top the 20% you have already earned.

YOU
€1200

$€1200 \times 20\% = € 240$
 $+ \text{BONUS } 6\% = \frac{72}{€312}$

POINTS	% SPV	€	% CAT PRICE
650	10%	€1,200	6%
1300	13%	€2,400	8%
2250	15%	€4,150	10%
3400	18%	€6,250	12%
5100	21%	€9,350	14%
7500	24%	€13,750	16%

TOTAL ANNUAL INCOME €4,056

STEP 2 INTRODUCE A FRIEND

Moving the product yourself is not the only way to make money from this business, you can also make income by introducing others to the business (you get paid a percentage of the overall turnover).

YOU
€1400

PAT
€1000

$€1400 \times 20\% = € 280$
 $+ \text{BONUS}$
 $€2400 \times 8\% = \frac{192}{€472}$

POINTS	% SPV	€	% CAT PRICE
650	10%	€1,200	6%
1300	13%	€2,400	8%
2250	15%	€4,150	10%
3400	18%	€6,250	12%
5100	21%	€9,350	14%
7500	24%	€13,750	16%

TOTAL ANNUAL INCOME €6,136

STEP 3 START A TEAM

In this example you have introduced 4 people to your team, you earn a percentage of the over all turnover. Remember there is no limit to the amount of people that you can introduce and the bigger your team the more you earn.

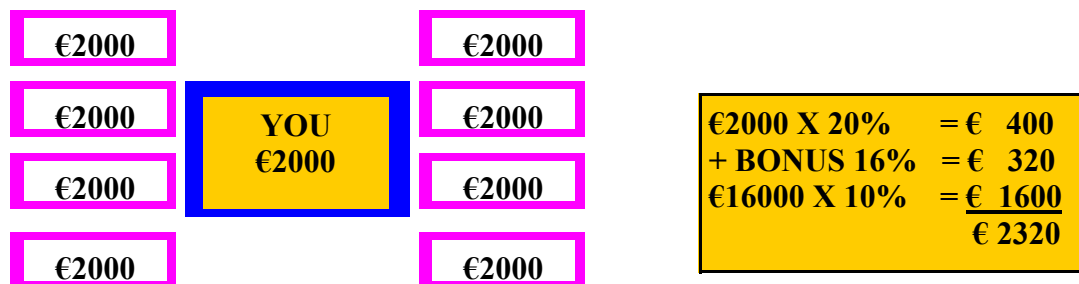


POINTS	% SPV	€	% CAT PRICE
650	10%	€1,200	6%
1300	13%	€2,400	8%
2250	15%	€4,150	10%
3400	18%	€6,250	12%
5100	21%	€9,350	14%
7500	24%	€13,750	16%

TOTAL ANNUAL INCOME €13,624

STEP 4 DEVELOP A TEAM

This is a simple example of you and 8 other people in your team with everybody moving €2000 worth of products in a 4 week sales period, you would earn €2,300.



POINTS	% SPV	€	% CAT PRICE
650	10%	€1,200	6%
1300	13%	€2,400	8%
2250	15%	€4,150	10%
3400	18%	€6,250	12%
5100	21%	€9,350	14%
7500	24%	€13,750	16%

TOTAL ANNUAL INCOME € 30,160

WORKING BY YOURSELF NO TEAM AT ALL

CATS PER DAY x 5 DAYS	CATS PER WEEK	SALES @ €3 AVERAGE	TOTAL SALES	20 % PROFIT	BONUS PROFIT	INCOME PER WEEK	INCOME PER PERIOD	ANNUAL INCOME
10	50	€150	€600	€120	NIL	€30	€120	€1,560
20	100	€300	€1200	€240	€72	€78	€312	€4,058
25	125	€375	€1500	€300	€90	€98	€390	€5,070
50	250	€750	€3000	€600	€240	€210	€840	€10,920
75	375	€1,125	€4,500	€900	€450	€338	€1,350	€17,550
100	500	€1,500	€6,000	€1,200	€600	€450	€1,800	€23,400
150	750	€2,250	€9,000	€1,800	€1,080	€720	€2,880	€37,440
200	1000	€3,000	€12,000	€2,400	€1,680	€1,020	€4,080	€53,040

**YOU EARN 20%
ON ALL ORDERS
YOU RECEIVE
YOURSELF**

+

BONUS POINT VALUE	€ VALUE ON CAT PRICE	% ON CAT PRICE
650	€1,200	6%
1300	€2,400	8%
2250	€4,150	10%
3400	€6,250	12%
5100	€9,350	14%
7500	€13,750	16%

◦ **AS YOU BUILD YOUR CUSTOMER BASE YOUR RETURN PER CAT WILL INCREASE**

RETAIL PLAN

When starting this business you need to set your self a retail plan (when and where you are going to distribute your catalogues) and when you are going to collect them. You can use the chart below to plan your drop and collection days and you use your catalogue round book to keep records of you catalogues and customers. Read the retail section of this manual.

	MON	TUES	WED	THURS	FRI	SAT	SUN
CATS OUT							
PICK UP							
CATS OUT							
PICK UP							

200 CATALOGUES PER WEEK. (TARGET €2,000+ IN ORDERS PER MONTH)

PUT YOUR NAME AND PHONE NUMBER ON EVERY CATALOGUE.

3 WAYS TO RETAIL

1. PRESENTATION.
2. LETTERBOX.
3. DEMONSTRATION.

KEEP A RECORD OF WHERE YOUR CATALOGUES ARE.

CHECK NAMES AND ADDRESSES ON YOUR ORDERS.

CALL ON EVERY HOUSE 3 TIMES.

2 X 2 X 2 PLAN.

PUT YOUR CATALOGUES OUT IMMEDIATLY
 COLLECT CATALOGUES AFTER 2 DAYS
 ORDER 2 DAYS LATER
 DELIVER 2 DAYS LATER

CALL ON CUSTOMERS EVERY 6 WEEKS.

YOU WILL LOSE 5% TO 10% ON EACH DROP.

USE CALL AGAIN NOTES AND DAY TICKETS.

BE PROFESSIONAL, ITS YOUR BUSINESS.

USE WANTED INCERTS

USE YOUR CATALOGUE ROUND BOOK



**CALL ON EVERY HOUSE
 DON'T PREJUDGE**

**For you online Retail and Admin Manual visit
www.wealthblitz.com/docs/Retail.pdf**

48 HOUR QUICK START

Your first 48 hours are vital. You need to get your business moving as fast as possible as you need to see results. Your sponsor (the person who introduced you) will help you get your business going but if you want to succeed you need to do these simple basic steps in the next 48 hours. Time here is important as we want you to see the amazing income and lifestyle potential of this business as quickly as possible and for you to recoup your initial investment within your first week.

Completed the Kleeneze registration form

Completed the ITS form

Joined the winning start email loop

Listened to your training CD

Filled out your weekly planner

Prepared your catalogues

Put out 200 catalogues minimum

Called your sponsor

Expanded your prospect list

Collected you catalogues

Attended a meeting

**FOLLOW OUR SIMPLE SYSTEM AND WATCH YOUR
INCOME EXPLODE**

RETAIL THE BASICS



SECTION 1

MAKE MONEY FROM DAY ONE

FREQUENTLY ASKED QUESTIONS

Can I just distribute catalogues and retail products or do I have to find other people for my team?

This is your business. You decide where you want to take it. If you just want to retail that is fine with us. You may ultimately change your mind. If you do, speak with your upline about a plan to team build.

Do I make money just by introducing people into the business?

No. When you introduce other distributors into Kleeneze you will get an over-riding bonus on the product sold by those people by way of volume profit, distributor bonus or executive bonus. You receive no payment for the introduction.

How do I learn about the products?

The best way is to use them yourself. All the products which we sell that you would normally use in your home should be bought from your own Kleeneze business. If you owned a Ford car dealership you would not go and buy a Toyota would you? (don't forget your discount)

Can I build a team of distributors without retailing myself?

Theoretically you can. In practice you need to learn the business from the ground up. Networking is a duplication business and your team members will do what you do - not what you tell them.

How should I divide my time between retailing and sponsoring?

You must learn how to retail, so for the first four weeks concentrate on achieving the highest possible retail turnover. After that you should split your time say 50:50 between retailing and sponsoring.

I am a trained salesperson, so I won't need to attend meetings will I?

Yes you will. Networking is very different to traditional commerce. Although your sales techniques will be very useful, you will need to learn our systems and put yourself in a position to teach your downline.

Can I employ people to distribute the catalogues?

No. Everyone who delivers or collects catalogues or product **MUST** be a registered Kleeneze distributor.

Am I committed to any regular payments or other outlay?

No. There is no commitment to purchase any stock, books, tapes, or other training materials. You may, of course, do so if you wish. There will be some overhead expenses as with any business. The only significant one will be replacement catalogues and this expense will reduce progressively to almost nil when you have formed your customer base. Later, you may wish to invest in sponsoring activities. This is a matter of choice.

PREPARE TO RETAIL

1. Label each and every catalogue with your name and phone number and/or address. This is a requirement not an option.
2. Place your label on the top copy of the customer order forms, (or use a rubber stamp)
3. Insert your wanted flyer.
4. Pack your catalogues into the plastic bags. Put the day wanted flyer to the front so that it is immediately visible. The customer order form should be visible too. It is essential that every pack is assembled the same way. On collection, you will then know at a glance whether it has been looked at or not.
5. Plan where you are going to put the catalogues.
6. Prepare a round book. You **MUST** know where your catalogues are!
7. Leave the catalogue with the customer no longer than two days. Longer dwell times result in more lost books.

BUILD A CUSTOMER BASE

This is one of the most important things a distributor needs to aim for from day one. It will pay huge dividends in the future.

Use the system that is in place for recording your routes. As you deliver and collect your catalogues, use a round book to note when and where you delivered them. Make a note of which customers order, don't order, don't want a catalogue, or have not looked at it.

After completing 2 or 3 rounds you will know where to deliver, just by looking at your round books.

You will find as you service your customer base, the order value will go up. You will spend less time to deliver and pick up catalogues as you will be going to fewer houses for the same or better order value.

Some important tips

Keep your routes local, out the door and turn left or right.

Don't flitter (e.g. jump from area to area).

Don't worry about other distributors, ***let them worry about you.***

Aim for a minimum 600 customer base.

Always dress casual/smart.

Always be polite, willing to help and listen and don't forget to say please and thank you.

SMILE, people will smile back at you if you smile at them.

TIPS FOR CATALOGUE DISTRIBUTION

Let's dispel a few myths -

“Big expensive houses will be the best” - **WRONG!**

“Untidy, scruffy houses will not buy” - **WRONG!**

“Shopkeepers will not be interested” - **WRONG!**

“Big offices and businesses will not buy” - **WRONG!**

“Pensioners will not buy” - **WRONG!**

**EVERYBODY IS
A POTENTIAL
CUSTOMER**

When you are new, there are a few places where you need to be aware of pitfalls.

1. Shared accommodation.

Beware of houses divided into apartments. If there is one letter box and more than one bell or name on the door, there is a higher risk of catalogue loss. You can knock and present in these circumstances.

2. Student accommodation.

Single bedroom dwellings known to be occupied by young males have a higher risk of catalogue loss. Similar places occupied by females are ok.

3. Blocks of flats.

When you know what you are doing, blocks of flats can return really high order levels. So heed this: If doors are approached via a stairwell there will be no windows and you will not know which flats are vacant. If the flats have serviced corridors, the cleaners will come and sweep away your catalogues. There may be entry difficulties as many flats have entry phones. So - make a friend of the caretaker - find out which flats are empty, how to gain access and arrange with the cleaners to leave your catalogues on the doorsteps. Now you can distribute to the flats without ever getting wet!

LETTERBOX OR PRESENT?

LETTER BOXING.

This is the term used for blanket covering of an area, putting a catalogue in every Letterbox.

The advantages are: Distribution is quick. Every householder gets a chance to look. Delivery can be done any time of day.

The disadvantages are: Some catalogues are lost. The dog may eat them. Some people bin all unsolicited mail. Children will cut them up. The house may be unoccupied, or the residents on extended holiday. There is no initial contact with the customer. Collection is slower.

PRESENTATION.

This is the term used for offering the catalogues at the door.

The advantages are: Immediate contact with customer and tell the customer that you are reliable, you *will* be back, and to arrange a place to leave the catalogue outside. Collection is quicker. If a customer accepts the catalogue you will get it back.

The disadvantages are: Delivery takes much longer. Some will refuse on principle - (but might have ordered if you had Letterboxed) Can only be done when people are at home.

So, which do you do? We suggest that you try both methods and monitor the results. It will take two or three rounds to establish an answer.

PARTY PLAN

Many Kleeneze distributors use party plan as a method for moving product (ask your upline Gold for more details or details can be found on the support website)

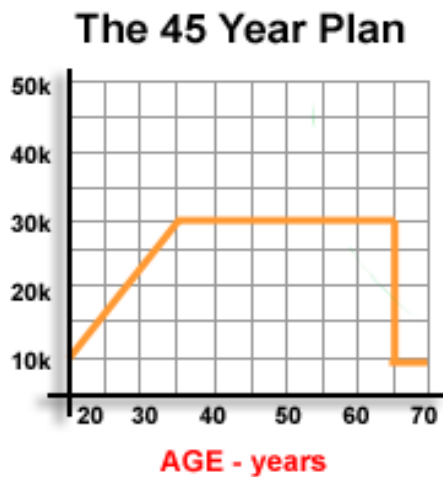
CATALOGUE DELIVERY TIPS

1. On your first visit to an area put a catalogue in every house unless it appears unoccupied.
2. Put the catalogue in the Letterbox not on the doorstep.
3. Leave the gate as you found it - open or closed.
4. Do not trample on grass or garden. Respect your customers' property.
5. Complete your round book as you go. Later you will forget the detail.
6. If you see another distributors books - ignore them..
7. Do not touch other catalogues e.g. Avon or Betterwear. A good tip though: If you see another catalogue which contains an order you will know that house is a buyer! They will give you an order at some stage.

CATALOGUE COLLECTION TIPS

1. Call on the day you stated. Show reliability straight away.
2. If the catalogue is not on step - knock the door! Show the occupier a package so they can see what you are collecting.
3. If they ask to keep the catalogue for a few days you should agree to that and ask for their phone number. Tell them you will phone for their order on. Retrieve the catalogue on delivery of order.
4. Check before leaving premises that if there is an order, the address section has been completed.
5. If no one is at home put a 'sorry to have missed you' note in the letterbox. Complete your round book as you progress.
6. Call back later for any stragglers, sometimes the best orders you get are from stragglers.
7. Make every effort to collect **all** of your catalogues.
8. You may wish to consider acknowledging an order with a thank you note - possibly stating the delivery date.
9. **DO NOT COLLECT ANOTHER DISTRIBUTORS BOOKS.** This is theft. If a customer asks you to take away someone else's book - refuse politely. If you do pick up a book by mistake put it back where you found it - **do not** deliver it to the owner. Do not in any circumstances contact another distributor who is not in your line. Talk to your upline gold if you have a challenge with another distributor.

BUSINESS BUILDING



SECTION 2

YOUR PLAN FOR SUCCESS

BUSINESS BUILDING SYSTEM

Our system is based on you retailing a minimum of €2,000 per period ,sponsoring 3 people and helping them to sponsor 3 and duplicating the system through out your team (you can retail more if you wish but a minimum of €2,000 in need for you to get the full advantage from working this system). Firstly I am going to show you how the system works and the income that can be generated at each stage.

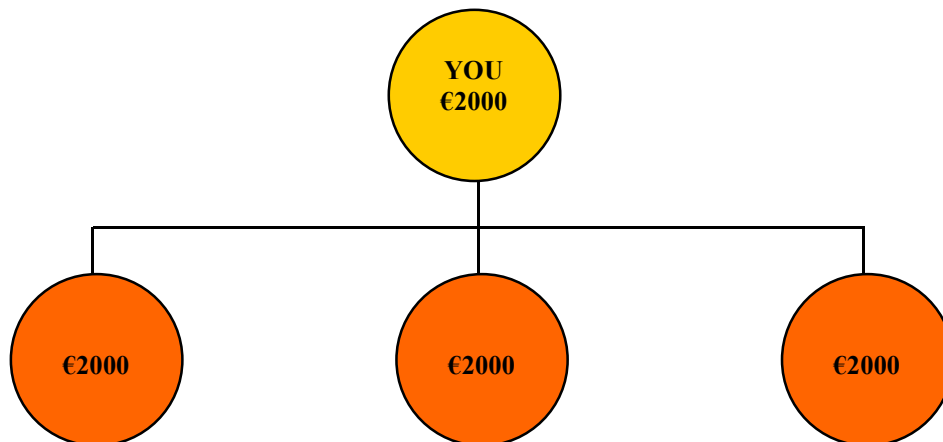
YOU EARN 20% +	POINTS	% SPV	€	% CAT PRICE
	650	10%	€1,200	6%
	1300	13%	€2,400	8%
	2250	15%	€4,150	10%
	3400	18%	€6,250	12%
	5100	21%	€9,350	14%
	7500	24%	€13,750	16%

STAGE 1 YOUR PERSONAL RETAIL.



$$\begin{array}{r}
 \text{€ 2,000} \quad \times 20\% = \text{€400} \\
 + \text{BONUS} \quad \times 6\% = \text{€120} \\
 \hline
 \text{€520}
 \end{array}$$

STAGE 2 SPONSOR 3 PEOPLE



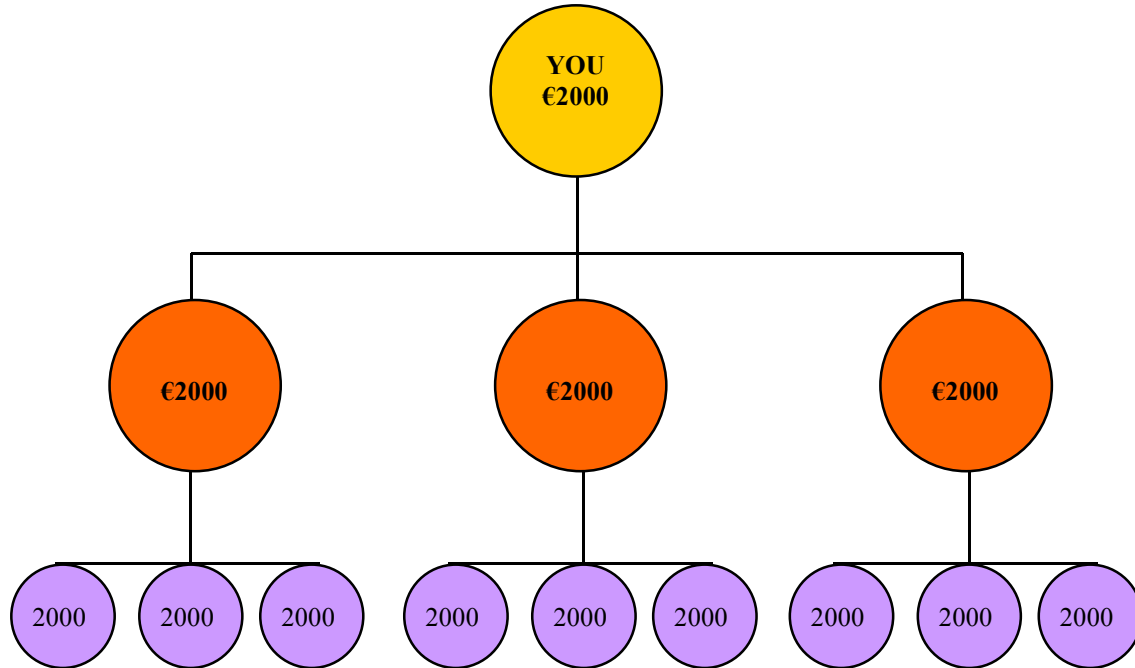
$$\begin{array}{r}
 \text{€ 2,000} \quad \times 20\% = \text{€400} \\
 \text{€ 2,000} \quad \times 12\% = \text{€240} \\
 \text{€ 6,000} \quad \times 6\% = \text{€360} \\
 \hline
 \text{€1,000}
 \end{array}$$

By introducing 3 other people who each do the minimum of €2,000 each your income increases to €1,000 per period. This is because you have now reached the 12% bonus level (remember you are still only doing the same amount of retail but because you have shared the opportunity the company now reward you for the extra business that you have generated).

**WHO DO YOU KNOW THAT WOULD BE INTERESTED IN EARNING
AN EXTRA €500 TO €1,000 PER MONTH PART TIME?**

STAGE 3 HELP 3 TO GET 3

The next stage is to help the 3 people that you introduced to find 3 people each (the quickest way to do this is to work their prospect list). You can also get them to start generating leads using Shop Ads, Cards and Flyers. The quicker you start to help these people to get their first 3 people the faster your business will grow and the faster these people will cement into your team. When people have people in their team they stay with the business. It is important that you only work with people that are producing the sales and are actively looking for people to join their business.



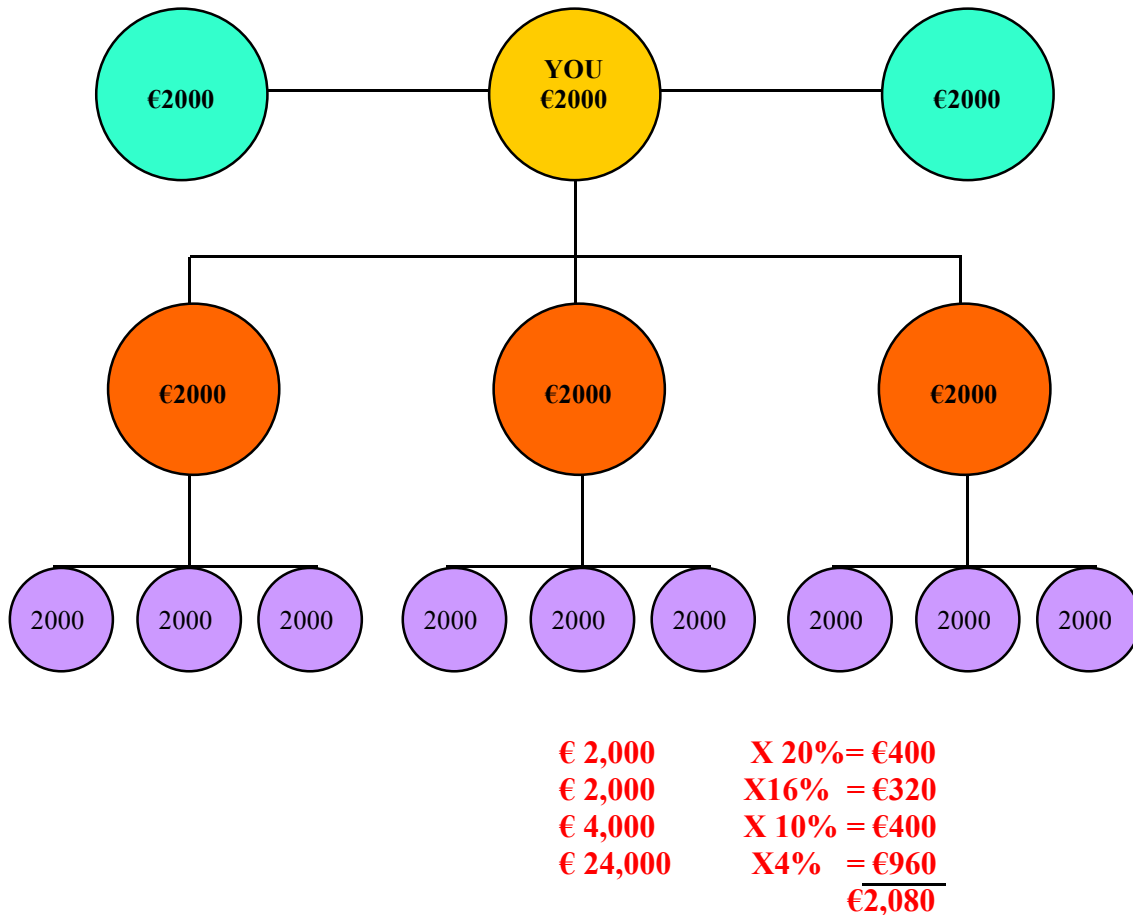
€ 2,000	X 20% = €400
€ 2,000	X 16% = €320
€ 24,000	X 4% = €960
	<u>€1,680</u>

**WALK WITH THE WALKERS
TALK WITH THE TALKERS
BUT ONLY
WORK WITH THE WORKERS**

**REMEMBER YOU ARE ONLY LOOKING FOR 3 PEOPLE TO
WORK AND BUILD A TEAM WITH.**

STAGE 4 INTRODUCE 2 MORE PEOPLE

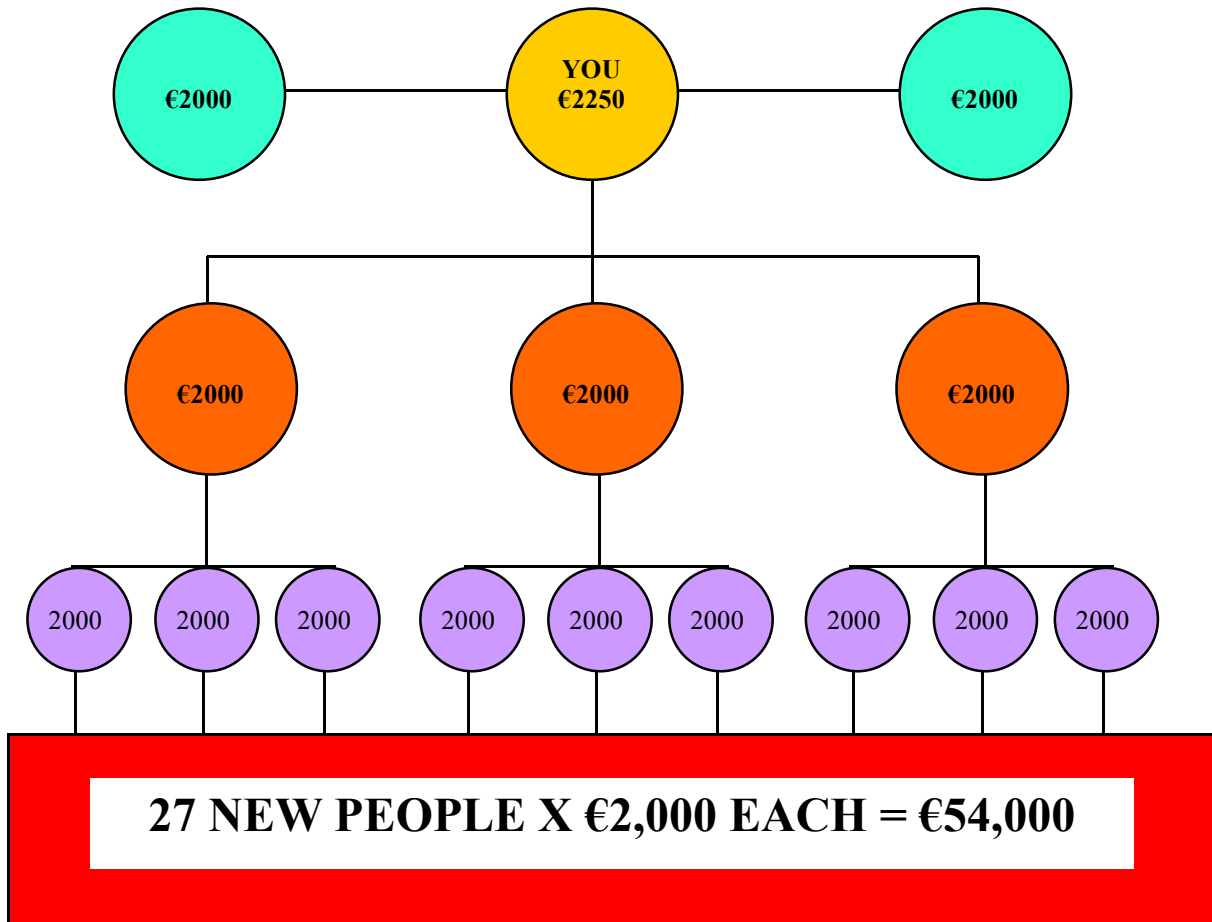
At this stage you need to introduce 2 more people to balance your business and cement your qualifying level (once your business starts to grow and you start to promote out Gold Distributors you need to maintain the 18% in your own PSG). Your sponsor will explain this in greater detail. When you get 5 active people in your frontline you will then qualify for the 5 wide training meetings which are held every month.



**DO YOU KNOW 3 PEOPLE THAT
WOULD BE INTERESTED IN EARNING
AN EXTRA €500 TO €2,000+ PER
MONTH PART TIME?**

STAGE 5 DUPLICATE THE BUSINESS BUILDING SYSTEM

After getting the business to 5 qualifying distributors 5 you now need to help the others in your team to get 3 people each (the rest of this manual is on how to find and sponsor people into your business). It is important that your team knows and works the system in this manual and it is important that they all have a copy of it. On the next page you there is a chart for you to fill in your new peoples names and to keep track of your business.



€ 2,250	X 20%	= €450
€ 2,250	X 12%	= €270
€ 4,000	X 6%	= €240
€ 78,000	X 4.5%	= <u>€3,510</u>
		€4,470

As you can see from the above example, simply sponsor 3 and teach and help them to do the same and duplicate this system downline and your business will explode. Who do you know that could use an extra €500 to €5,000 per month part time. Use the prospecting cards to get them interested or just simply pick up the phone and call them.(you sponsor will help you)

HOW WE FIND PEOPLE

- Prospect List (People we know)
- 3 Foot Rule (People we meet)
- Wanted Flyers (Put them in your Catalogues)
- Flyers
- Business Cards
- Shop Adverts
- Car Signs
- News Paper Adverts
- Advertising Pool
- Wear a Badge
- Satisfied Customers
- Other Peoples Adverts
- Referrals
- Looking for Income Texts
- Internet Leads (www.bigadvertising.co.uk)
- Bills and Pre Paid Envelopes

All the tools that you need to build this business
Can be ordered from
www.bidswebshop.co.uk

SIMPLE SUCCESS SYSTEM

DISTRIBUTION

PLACE 200 CATALOGUES PER WEEK MINIMUM.
TARGET €2000 + IN ORDERS PER MONTH
SEND AN EMAIL TO winningstart@getresponse.com

CONTACT LIST

LIST OF PEOPLE YOU KNOW
3 FOOT RULE (PEOPLE YOU MEET)

PROMOTE

CATALOGUE FLYERS
LEAFLETS
TALK TO YOUR CUSTOMERS
BUSINESS CARDS
NEWSPAPER ADS / ADVERT POOL
SHOP ADS
CAR STICKERS

SEND OUT

30 TO 50+ PACKS PER WEEK MINIMUM

CALL BACK

FOLLOW UP 24 / 48 HOURS LATER

USE THE SUPPORT SYSTEM

SIZZLES / MEETINGS / INTERACTIVE TRAINING SYSTEM / YOUR UPLINE

LASTLY

GET NEW PEOPLE STARTED AND SHOW THEM THE SYSTEM

RECORDING YOUR LEADS

As you receive names and addresses of prospects from any source, you will need to write them down.

A recommended method is shown below

In a hard backed notebook, rule out the pages as shown.

Each lead should be numbered (so you know exactly how many leads you are producing per week)

In the first column write the **name .address .phone number**.

The second column shows when you called them back and any other comments (type of info sent, why they answered the advert and personal notes about the prospect or to remind you of the conversation you had).

You need to follow up all information packs within 48 hours of sending them.

NO	NAME ADDRESS PHONE	COMMENTS
1	Ken Smith 54 Prospect Road Success Park Cork City 087 9635632 021 1122335	Called 12/10/06 Left message Called 13/12/06 Sent DVD Called 15/12/06 Wants to meet Looking to quit his job put in diary For meeting
2		
3		

When a prospect wants to meet or wants a call later in the week you transfers their name into your diary . Every night after you make your follow up calls you then go to your diary and follow up on your warmer prospects. (setting up any appointments of further info they might need).

FOR SENDING TO PROSPECTS:

You will need supplies of items on hand to make up information packs and to supply further details to interested parties.

Information booklets

Cover letter

Opportunity DVDs

Enterprize magazines

Pay line or bulk sales figures

Copy cheques, yours & upline

Press cuttings/Magazine articles/What the papers say.

INFORMATION PACKS

A basic information pack consists of an Information booklet plus a covering letter and possibly copies of cheques

You may wish to include other items from the above list.

Take care not to overload your packs .people are put off by too much information.

Supplies of all sponsoring aides can be obtained from you upline Gold Distributor at meetings or from BIDS www.bidswebshop.co.uk

WHEN A PROSPECT SAY YES!

You need to check the eligibility of the new prospective distributor.

- 1) Do they have the money to pay for the business kit and retail packs?
- 2) They need to have a bank account, photo and RSI number.
- 3) They need to be over 18.
- 4) If your prospect has been a distributor in the past, check with Kleeneze that they are now off the database and free to rejoin. Also check they left in good standing.

SPONSORING A NEW DISTRIBUTOR

WHAT YOU NEED TO BRING

1. A Registration kit
2. Catalogues
3. Catalogue pack made up
4. Fast start pack

ENSURE THAT A NEW DISTRIBUTOR HAS ALL THE TOOLS TO DO THE JOB

TIPS FOR WHEN YOU ARE SPONSORING A NEW DISTRIBUTOR

1. Always arrive 10 minutes early.
2. Get yourself organised.
3. Take the highest chair (it gives you more control)
4. Answer every question honestly.
5. Don't spend more than 45 minutes doing a signing.
6. Use the Fast Start Manual to show how the business works.
7. Fill out the weekly planner with your new distributor.
8. Get them started on the ITS and set up their mail box.
9. Start their prospect list with them.
10. Inform them on the next meeting.
11. Find out what they want from the business.

It is so important to start a new distributor right. The way a new distributor starts is the way they will continue and the way they will show others the business. It is far easier to do things right the first time than to spend time in the months to come trying to correct simple errors that should have never occurred in the first place.

FIND OUT WHY YOUR NEW PERSON IS JOINING THE BUSINESS

TRACKING YOUR BUSINESS

SECTION 3



It is vital for your success in this business that you track your business and your activities on a daily and weekly basis. The following section will provide you with all the tools you will need to do this. You will need to bring this manual with you every time you meet your sponsor or attend a meeting.

GOALS

It is vital that you take the time to fill out this section so you know exactly why you joined this business and set your targets for the future. You are now your own boss so you will need to be able to motivate yourself, unlike in a job there will be nobody their telling you what to do.

WHY DID YOU JOIN THE BUSINESS?

WHAT ARE YOUR GOALS?

SHORT TERM

MEDIUM TERM

LONG TERM

PROSPECT LIST

	NAME	ADDRESS	PHONE	COMMENTS
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				

HOW TO WORK YOUR PROSPECT LIST

1. Make a list of everybody you know.
2. Don't prejudge, just list everybody.
3. Contact them to let them know what you are doing.
4. Send them a catalogue and a DVD.
5. Call them to see what they think.
6. If it is not for them get referrals.
7. Get a catalogue and DVD off to the referrals.
8. Phone 2 days later to answer any questions.

TIPS

- USE YOUR ADDRESS BOOK**
- USE YOUR EMAIL ADDRESS BOOK**
- WHO WAS AT YOUR WEDDING**
- WHO DO YOU SOCIALISE WITH**

RETAIL TIME MANAGEMENT PLANNER

TIME	MON	TUE	WED	THUR	FRI	SAT	SUN
07.00							
08.00							
09.00							
10.00							
11.00							
12.00							
13.00							
14.00							
15.00							
16.00							
17.00							
18.00							
19.00							
20.00							
21.00							
22.00							
23.00							

CATALOGUE AND ACTIVITY MANAGEMENT

ACTIVITY	TIME	MON	TUE	WED	THUR	FRI	SAT	SUN

- DELIVER 200 CATALOGUES PER WEEK
- COLLECT 200 CATALOGUES PER WEEK
- TALK TO 10 PEOPLE THAT YOU KNOW PER WEEK
- DISTRIBUTE 1000 FLYERS PER WEEK
- PLACE 50 SHOP ADS PER WEEK
- DISTRIBUTE 1000 BUSINESS CARDS PER WEEK
- PLACE 2 LOCAL NEWSPAPER ADS PER WEEK
- MAKE UP INFO PACKS
- CLEAR YOUR VOICEMAIL
- MAKE FOLLOW UP CALLS
- MEET PROSPECTS
- ATTEND MEETINGS
- QUALITY FAMILY TIME
- PERSONAL TIME

Business Tracker

P1	Retail	Actual	Leads	Actual	Sign	Actual
Week 1	€500		30		1	
2	€500		30		1	
3	€500		30		1	
4	€500		30		1	
Total	€2000		120		4	

P2	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P3	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P4	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

Business Tracker

P5	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P6	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P7	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P8	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

Business Tracker

P9	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P10	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P11	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

P12	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

Business Tracker

P13	Retail	Actual	Leads	Actual	Sign	Actual
Week 1						
2						
3						
4						
Total						

USEFUL WEB SITES AND LOOPS

Ordering your advertising material

www.bidswebshop.co.uk

Celtic Warriors Blog

www.wealthblitz.blogspot.com

Gavin Scott Email loop

Send an email to gavinscott@virgin.net

Eamon and Marie loop

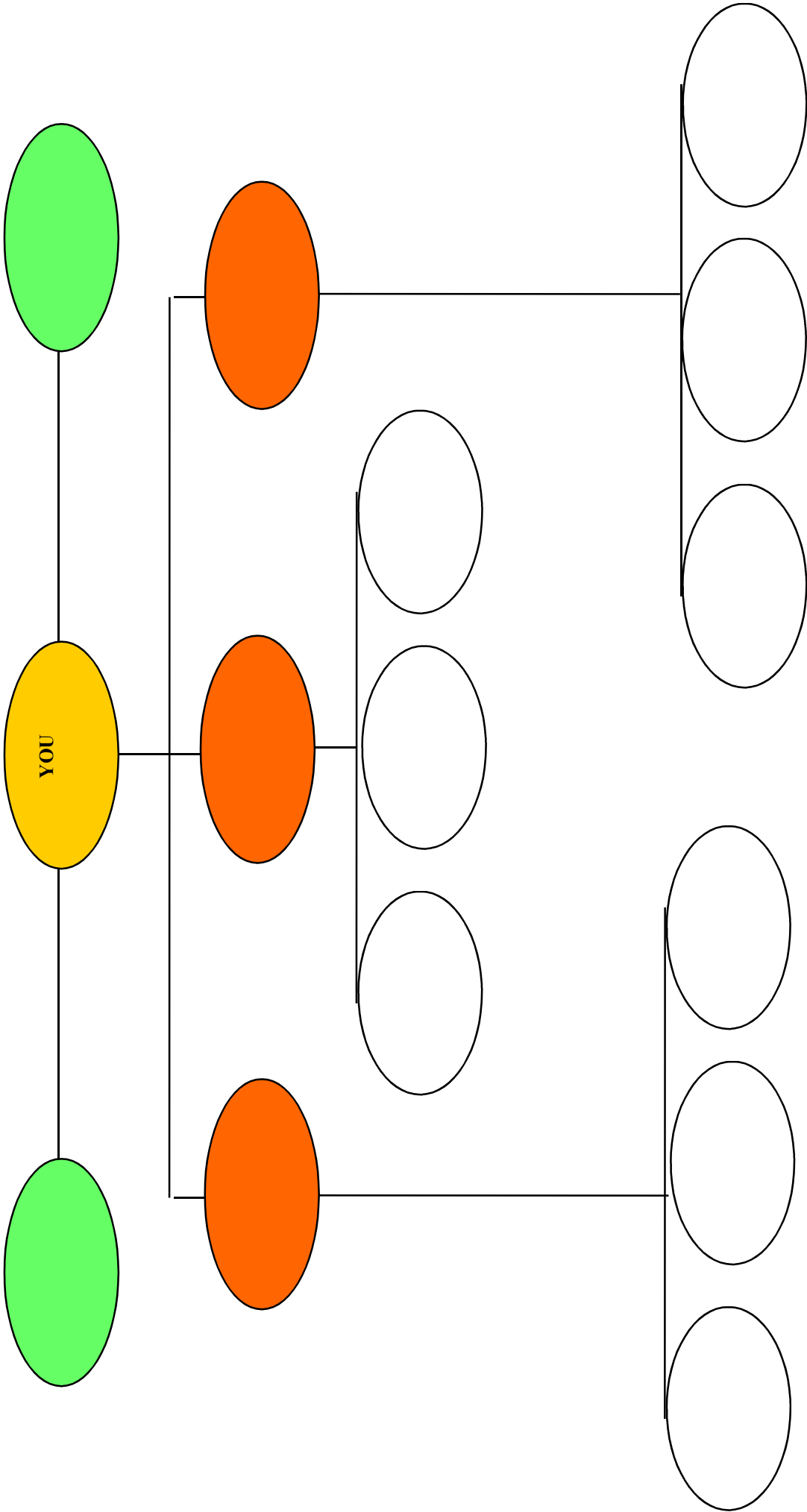
Send an email to winningstart@getresponse.com

Email Eamon and Marie

Info@wealthblitz.com

WHO DARES WINS

BUSINESS TRACKER



Fill in the names of people as they join your business. Start with your 3 frontline first (orange circles) and then with their frontline (the white circles) and then finish with the 2 more people that will bring you to 5 wide (the green circles)

BUSINESS CHECK LIST

What you do on a consistently an a daily basis is vital to your success in this business. Below is a list of things you need to do. Please check off each task as you do it and once again the best of luck in building your business.

- Completed your contact list
- Put up shop adverts
- Joined the winning start email loop
- Distributed your Flyers
- Put a car sticker on your car
- Distributed 200+ catalogues every week
- Used the wanted flyers in your catalogue
- Joined an ad pool
- Used the 3 foot rule
- Contacted your sponsor and attended a meeting
- Placed a newspaper advert
- Listen to the ITS every day

IS YOUR BUSINESS GROWING AS FAST AS YOU WISH?

CHECK THE FOLLOWING POINTERS AS A GUIDE TO SPEEDING UP PROGRESS

1. **ARE YOU ATTENDING MEETINGS?** OK so you have been to one or two. You may think that all you will hear is the same thing over and over. Maybe, but that is how you learned to talk. But in addition to learning the sales plan and the basic training by heart, you will be among successful people, be motivated, get new ideas.
2. **ARE YOU PROSPECTING?** This means talking to people (aim at 30 per week) about the business, get them curious and get them to the meetings or sign them up.
3. **ARE YOU LOOKING AFTER YOUR DOWNLINE?** This entails regular contact, encourage them to contact you, help them with their challenges, and teach them to retail and to sponsor.
4. **ARE YOU POSITIVE?** Tell yourself every day that this is the best opportunity that will ever come your way. Know that you will succeed. The only way you can fail is to quit.
5. **DO YOU HAVE A WRITTEN LIST OF PROSPECTS?** *EVERY* top notch networker has a written contact list. Do not prejudge .put every name on the list. Initially contact those you feel comfortable with, ask your sponsor to help with the ones you find difficult to speak to.
6. **ARE YOU SPONSORING?** Getting your network off the ground has been likened to bump starting a steamroller. Push, push, push at the start, but once it gets going there will be no stopping it.
7. **READ AND INWARDLY DIGEST THE 45 SECOND PRESENTATION (THE BASICS)**
The first four chapters are the most important for newcomers. This will take you 20 minutes to read. Surely you can find 20 minutes. See that your downline read these four chapters. As a brilliant background to the networking business as a whole, there is a CD by Jim Rohn in your Fast Start pack have you listened to it yet.
8. **DO YOU HAVE SOMETHING TO AIM AT?** The world champion rifleman is useless without a target. Set a number of short term targets and at least one medium-long term goal.
9. **DO YOU HELP YOUR DOWNLINE TO SPONSOR?** Go with him/her for the first four/five prospects. Ask your upline to attend if you want to show off someone who is succeeding.
10. **ARE YOU ADVERTISING?** You don't have to. But it is one way of generating leads. Consider joining an advertising pool.
11. **DO YOU SEEK REFERRALS?** The third party approach often works and is perhaps easier to place with a person who you are afraid to approach. Yes everyone, not just you, is initially afraid to make the approaches. This challenge evaporates as you progress through the business. (E.g. DO YOU KNOW ANYONE WHO WOULD LIKE TO EARN EXTRA MONEY?)
12. **YOU DO SOMETHING EVERYDAY TO ENHANCE YOUR BUSINESS?** Well, if not then do something .almost anything will do, but if you *do something every day*, your business will grow.
13. **WHEN DID YOU LAST PHONE YOUR SPONSOR?** Show your sponsor that you are interested!