

RETAIL THE BASICS



2010

**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.

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**

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 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							
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21.00							
22.00							
23.00							