Presenting Your Catalogues

Many people find much better results by 'presenting' their catalogues as opposed to simply 'letterboxing' them.

Letterboxing: Simply means dropping your catalogues through the letterbox and collecting it back one or two days later

Presenting: Simply means knocking the householder's door and giving them the catalogue personally by hand.

Presenting can be a really effective way of retailing, particularly if you have less than 200 catalogues to work with.

You can present your catalogues when you wish, however you will normally find on weekdays you will get more catalogues out per hour from 4.30pm onwards.

- In the day (weekdays) expect to present 10 – 15 catalogues per hour.
- In the evening (4.30 onwards) expect to present 15 – 20 catalogues per hour.

If you present in the daytime, try to target areas where you think there is likely to be a high percentage people in. (Young families, retired people etc).

Here is the best way most people have found to present their catalogues:

1. Be presentable - dress smart casual.
2. Knock and then stand back from the door.
3. Turn side on or at an angle to the householder, not face to face (as this can cause conflict).
4. Smile!
5. Simply turn to face them and *say "Hello, I'm sorry to bother you, we're delivering some Kleeneze catalogues in this area and we've been asked to knock to see if we can leave you one to look at overnight (or for a couple of days, etc) - would that be that OK?"*
6. If they say yes, hand over the catalogue pack and say *"That's great…"*
7. Point to the door step *"…If you can just leave it there on tomorrow morning (or whatever day you have indicated) … and I'll collect it without disturbing you."*

Don't pre judge who will & who won't take a catalogue….

…however, do bear in mind:

- Not everyone will take your catalogue – which is a **positive** thing *- as that gives you more catalogues to leave with those who will!*

- If they say they already have a regular distributor – double check with them that it isn't *'Betterware'* (it often is!)

You can mix & match i.e. letterbox & present (when householders are out).

Here is what most people find they receive in orders from **all** methods:

- ***Letterboxing:*** 80p - £1 per catalogue
- ***Letterboxing & Presenting:*** £1.50 - £2.00 per catalogue. (this can be a good option in the daytime)
- ***Presenting:*** £2.00 - £3.00 per catalogue.

Remember, it will take longer to present catalogues – but the rewards are much greater, catalogue losses are much less which of course leads to more profit for you.

Make sure you revisit the area to present your catalogues again in 4-6 weeks time (exclude the houses who did not want a catalogue when you presented there the first time). We recommend you visit the area 3 - 4 times before you just deal with those who have ordered from you previously.

We suggest you **still knock on the door** when revisiting. Anyone who has previously purchased from you before, simply hand the catalogue to them again, this time though, make sure you use their name. i.e. *"Hello **Mrs Smith**, nice to see you again, I'm just leaving you a Kleeneze catalogue etc…"*

Presenting 25 Catalogues Daily to Find New Customers

This example is based on an average of £2.50 per catalogue and a catalogue loss rate of 2%.

Present 25 catalogues per day, 5 days per week = **125 catalogues hand presented each week.**

Result: £312.50 each week – £1,250 each 4-week Kleeneze sales period.

You would lose around 3 catalogues per week (after 3 attempts to retrieve them).

You would receive an immediate Income **£258.45** Retail Profit (33% of SPV). Plus a Volume Profit Bonus of **£78.32** (10% of SPV).

Total 4 weekly earnings = £336.77 – *an annual income of £4,378*

Presenting 50 Catalogues Daily to Find New Customers

This example is based on an average of £2.50 per catalogue and a catalogue loss rate of 2%.

Present 50 catalogues per day, 5 days per week = **250 catalogues hand presented each week.**

Result: £625 each week – £2,500 each 4-week Kleeneze sales period.

You would lose around 5 catalogues per week (after 3 attempts to retrieve them).

You would receive an immediate Income **£516.91** Retail Profit (33% of SPV) Plus a Volume Profit Bonus of **£203.63** (13% of SPV).

Total 4 weekly earnings = £720.54 – a*n annual income of £9,367*

Presenting 100 Catalogues Daily to Find New Customers

This example is based on Kleeneze's average of £2.50 per catalogue and a catalogue loss rate of 2%.

Present 100 catalogues per day, 5 days per week = **500 catalogues hand presented each week.**

Result: £1,250 each week - £5,000 each 4-week Kleeneze sales period.

You would lose around 10 catalogues per week (after 3 attempts to retrieve them)

You would receive an immediate Income **£1,033.83** Retail Profit (33% of SPV) Plus a Volume Profit Bonus of **£563.90** (18% of SPV).

Total 4 weekly earnings = £1597.73 – *an annual income of £20,770*