Retailing Ready Reckoner

This guide has been produced to give you a guide to what your earnings should be each 4-week sales period.

Your results will naturally depend on the amount of effort you put in each week.

Experience has shown that over a period of time orders average out. Results tend to show a return from 'letterboxing' (simply posting through the door and collecting in a day or two) you can typically expect to see around £80 - £100 in orders from 100 catalogues, however if you personally present your catalogues (see document 'Presenting Your Catalogues') this typically brings in around £200 - £300 in orders from the same 100 catalogues.

The guide below will show you what your earnings will be from your own efforts… remember you can **greatly increase** these earnings if you decide to build a team.

Weekly Orders	Orders Placed in a 4-Week Sales Period	Retail Profit Per 4-Week Sales Period	Volume Profit (Paid 4-Weekly)	Total 4 Weekly Earnings
£100	£400	£82.70	**NONE**	£82.70
£200	£800	£165.33	£50.10	£215.43
£300	£1,200	£247.83	£75.10	£322.93
£400	£1,600	£330.66	£130.26	£460.92
£500	£2,000	£413.49	£162.89	£576.38
£600	£2,400	£495.99	£195.39	£691.38
£700	£2,800	£578.82	£263.10	£841.92
£800	£3,200	£661.65	£300.75	£962.40
£900	£3,600	£744.15	£338.25	£1,082.40
£1,000	£4,000	£826.98	£375.90	£1,202.88
£1,100	£4,400	£909.48	£496.08	£1,405.56
£1,200	£4,800	£992.31	£541.26	£1,533.57