



# Global Horizons - Getting Started Guide

## Welcome to Kleeneze!

We have designed this guide to help you get the most from your new Kleeneze business, we sincerely hope you find it useful and if you decide to build a team with Kleeneze, we recommend you give all team members a copy.

## Working Smart – Being Organised

Decide on the amount of orders you require each week to satisfy your income need and make sure that you always have enough catalogues to produce them; your sponsors (those who introduced you to Kleeneze) will be available to give you advice and help with your new business.

We recommend you work locally and systematically keeping your retailing as simple as possible. Customers like to order from someone local, you can offer a better service and you will be more productive. Keep good records of previous runs, customer orders, and Kleeneze paperwork for reference.

Remember that your catalogues only earn you money when they are in **other people** houses (not yours!).

## Making up Your Catalogues

We recommend you make all your catalogues up exactly the same way.

Make sure you always have your *Main Book* at the front of your pack and your order form between the catalogues. Ensure your order form has your sticker on it with your contact details.

Also ensure that you insert a 'Day Collection Ticket' on the back of the pack notifying customers when you will be returning to collect the catalogues.

Make sure that you have also put your sticker with your contact details on the back of the main catalogue.



We also recommend that you order an extra stock of 'snap bags' (the bags the catalogues go in) on your first order on code 082724 (£1.38 for 50) and carrier bags to deliver your products on code 044032 (£2.04 for 100)

You can find all the retailing slips you will need at our group support website [www.globalhorizons.co.uk](http://www.globalhorizons.co.uk) in the *Download Documents* section (if you are not online, ask your sponsor to print you off a master copy).

## Delivering Your Catalogues

You can either 'Letterbox' or 'Present' your catalogue packs.

## Firstly – Start With the People You Know

Simply start circulating a few catalogues to people you know (let them have the catalogues for no more than 24 – 48 hours), you won't find it long before you start receiving orders, it can also be a great idea if you know of

anyone who works in an office or a shop perhaps to ask them if they wouldn't mind taking a catalogue to work to see if anyone may be interested in ordering. Give them a few order forms plus a catalogue pack... you may be surprised - as you can often get £50 - £100+ in orders by doing this.

### What is 'Letterboxing'?

Letterboxing simply means dropping your catalogues through letterboxes and collecting back within 24 - 48 hours.

For most people we simply recommend that you use a **Tomorrow** day collection slip and endeavour to deliver and collect at catalogues daily from Monday to Friday, then post all available catalogues over a weekend with a **Monday** day collection ticket.

You can use slips that enable you to collect your catalogues after a couple of days of course, but by simply leaving your catalogues for 24 hours... you can deliver to many more houses over the course of a week – which should earn you more money of course.

There are alternate day collection tickets should these days not be suitable for your circumstances of course (see *Recommended Retail Plans* on page 4).



### What is 'Presenting'?

This simply means knocking on the householder's door and giving them the catalogue personally by hand.

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

We recommend you simply enquire at the house by saying *"Hello, 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 have a look at - would that be that OK?"*

If they say yes, just reply *"That's great, if you can just leave it on the doorstep tomorrow morning and I'll collect it without disturbing you."*

For More detailed information on presenting and collecting your catalogues please visit: [www.PresentYourCatalogues.co.uk](http://www.PresentYourCatalogues.co.uk) (see *Recommended Retail Plans* on page 4)

### The 4 x 4 Retailing System

Your aim should be to obtain a minimum of at least 20 new customers each week – then you will be building a customer base of those who will buy from you time and time again. The best way to do this is by following our **4 x 4 system**.



Simply put you deliver and collect your catalogues **4 times** to each area at **4 weekly intervals** – and then you just continue delivering to those **who have ordered from you** (or those who have asked you to leave a catalogue again) – and use your other catalogues to deliver to other areas and expand your business even further.

### Collecting Your Catalogues

When collecting, if your catalogue is not on the doorstep, **Always Knock on the Door**. If no one is in then post a *'Sorry I Missed you slip'*. Make a minimum of 2 further attempts to recover your catalogue - it can be a good idea to try at different times of the day, we recommend you try one evening if possible. This should get most of your catalogues back. Some still maybe 'stuck', keep a note of these and when you are delivering your customers

products in that area - try to collect them one further time.

The reason we suggest you make the catalogues up all the same way is so you will see immediately if people have looked through your pack when collecting it back, if you cannot see the order form we recommend you have a quick look through the pack before leaving the property to see if you can find it. The reason you do this is that some customers will forget to include their name and address on their order – which can be very frustrating if you find an order when you get home... as you won't know where to deliver it to!

When you collect a catalogue with an order, always leave a 'Thank You for Your Order' slip. As you have just started your Kleeneze business, we recommend that you don't specify a time and date for delivery yet – as this puts unnecessary pressure on you, simply use the slips that say you will be delivering within the next 10 – 14 days (as in the Retail slips pack). When you have been with Kleeneze a few weeks and you know when you will be delivering the products in that area, it can be a good idea to specify a time and date.

## Keeping Records

When you are delivering/collecting your catalogues take a small note book or pad with you and write a grid out similar to that listed below, or if you prefer adapt the *Retailing Book* that is in your kit...

ROAD	N°	IN	IN	IN	COMMENT
Field Rd	2	/			
	4	/			
	6	x	x	/	
	8	/			£12.95
	10	--			Empty
	12	x	/		
	14	/			
	16	/			
	18	/			
	20	x	/		
	22	x	x	x	Not Again
	24	/			£6.98
	1	x	/		
	3	--			Not Required
	5	x	/		
	7	/			
	13	/			
	15	/			
	17	x			
	19	/			Dog!
	21	--			Next Time
	23	/			
	25	/			£18.95

/ The catalogue has been collected  
 x The catalogue hasn't been collected. **Put through a 'Sorry I Missed You' slip**  
 -- Catalogue not delivered  
**Comment on reason why**

### Comments.

**Sold** - Do not deliver in case they lose the catalogue or move out. Deliver when re occupied.

**Empty** - The house is empty. Deliver when re occupied.

No form - You can't see the order form! If you find it later with an order and no address, you'll know where to deliver it.

£4.99 - *Excellent!* You've found a customer. **Placing the order value in the comments will be useful if you need to trace it later.**

**Dog** - If you know there is a dog you can pre warn yourself when collecting!

It is vital to keep clear records so that they are easily understood when you re visit the area in 4-weeks. Transfer these onto a *Customer Record Sheet* (you'll find these to download at our support site).

If someone says that they do not want a catalogue, always ask 'would you like one next time?' It may be that they are going away on holiday or something. If no, record as 'not again'.

As long as you are getting your catalogue back it is always worth going back again 4 times irrespective of the results, because you are constantly building up credibility and offering a service which people will recognise.

## Other Distributors

When you come across another distributor, do not assume all of the area is being covered. Persist with your local area and you will build your own credibility and customer loyalty. Feel free to inform your customers of how Kleeneze operate. Tell them that distributors are free to work where they like and that customers can order from whom they want to, you are local, and will return on a regular basis.

It is company policy to never take other distributors catalogues or contact other distributors to discuss areas.

## Delivering Orders

Put your customer order forms in order before you sort your delivery, and then make a list of where you have to go. You can then arrange your carrier bags in order in a large box.

Make sure that your order forms and consumable products have your sticker on them when you deliver the goods so that customers can contact you for queries and repeat orders.

Have plenty of change available, a bum bag or similar is very useful.



If a customer wishes to return a product, deal with it promptly, giving them the choice to order something else from the catalogue rather than just offering the refund. Your level of service will determine the size of your order next time.

## Why Build a Customer Base?

The main reason to build a customer base is so that after a period of time you can cut back on the blanket dropping and you can just be delivering to customers who want to receive your catalogue – most people find that they earn around £15 - £20 per hour when they are just delivering to customers.

When building a strong customer base you should be aiming for at least **20 new customers per week**, in just over 6 months you would have around 500 - 600 customers.

## Recommended Retail Plans

Retailing Success <b>Plan A</b>	Retailing Success <b>Plan B</b>
<p><b>Step 1.</b> <i>Hand present</i> at least <b>30 catalogues daily</b> (With a 'Tomorrow' slip) to collect back the next day. Do this 4 times between Monday and Friday. (2 - 3 hours per day)</p> <p><b>Step 2.</b> On Friday (or Saturday morning), change you day collection tickets and letterbox <b>all your catalogues</b> for collection on Monday.</p> <p><b>Step 3.</b> Collect back your catalogues and start again from step 1.</p>	<p><b>Step 1.</b> <i>Letterbox</i> at least <b>100 catalogues daily</b> (With a 'Tomorrow' slip) to collect back the next day. Do this 4 times between Monday and Friday. (2 - 3 hours per day)</p> <p><b>Step 2.</b> On Friday (or Saturday morning), change you day collection tickets and letterbox <b>all your catalogues</b> for collection on Monday.</p> <p><b>Step 3.</b> Collect back your catalogues and start again from step 1.</p>
<p><b>Recommended if you enjoy meeting people and can work early evening (4pm – 8pm) as you will get more people in.</b></p>	<p><b>Recommended if you cannot work early evening as you can <i>letterbox</i> your catalogues at any time of day.</b></p>

# Retailing Ready Reckoner

This guide has been produced to give you a guide to what your earnings will 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	<b>NONE</b>	<b>£82.70</b>
£200	£800	£165.33	£50.10	<b>£215.43</b>
£300	£1,200	£247.83	£75.10	<b>£322.93</b>
£400	£1,600	£330.66	£130.26	<b>£460.92</b>
£500	£2,000	£413.49	£162.89	<b>£576.38</b>
£600	£2,400	£495.99	£195.39	<b>£691.38</b>
£700	£2,800	£578.82	£263.10	<b>£841.92</b>
£800	£3,200	£661.65	£300.75	<b>£962.40</b>
£900	£3,600	£744.15	£338.25	<b>£1,082.40</b>
£1,000	£4,000	£826.98	£375.90	<b>£1,202.88</b>
£1,100	£4,400	£909.48	£496.08	<b>£1,405.56</b>
£1,200	£4,800	£992.31	£541.26	<b>£1,533.57</b>