

PURE ROMANCE

Down Under Wonders Team Meeting March 3rd 2013

TOPICS: ABN
TAXES
EXPOS
CROWD CONTROL
DEMO LENGTH
SHIPPING COSTS

ABN - This process is completed online and once obtained email corporate to give them your number.

TAXES - The ATO gives free advice on taxes. I will be going in to find out what we are required to do as business owners, when I have this info I will pass along. This may vary from state to state. If you have an accountant I recommend that you speak with them to find out what records they want you to keep. This is an important part of your business and you want to make sure you claim everything that you can & keeping good records will help you do this.

BRIDAL & OTHER EXPOS - These are a great way to obtain leads for parties & recruits. Make sure that you get corporate approval - COO - Events - Event Approval. If you haven't done an event you may want to team up with a consultant on your team and work it together, helps to have someone there for bathroom breaks! Check out your local newspapers etc to find women's events in your area.

Check with local bars & taverns for hosting a Ladies Nite. Make sure they have a room that can be closed to the public and can provide female staff. These can become quarterly events and are great for new party & recruit leads. Work with the PR person of the venue in ways of bringing the ladies out to the event. A suggestion is to have the staff of the venue to invite their friends, regular customers and they can be their own hostess within the ladies nite. Each of their invited guests would write the name of the person who invited them on their order form. Tally up the orders as you would for a regular party & contact the hostess to let her/him know what their party totaled. Guys can host but the same rules apply to who can attend, 18+ ladies only.

CROWD CONTROL - If you haven't yet, you will, have that one lady interrupting, being loud, being rude, bagging the products (& she has never even tried them), or the know it all...here are some suggestions on how to take back your party. Remember to always be professional & polite.

- ◆ Stop your demo & stop talking
- ◆ Stand close to her & continue talking
- ◆ Give your hostess "the look", let her deal with her obnoxious friend
- ◆ If you need to keep stopping, explain to the ladies that you want them to experience as many of the fabulous products as possible tonight but it is difficult for them to have the ultimate party experience if they can't hear you
- ◆ In your opening speech mention that you have a lot to cover, you want them to have a laugh but while you are talking if they would help you by keeping it to a dull roar this will help you get through everything you want to show them.

DEMO LENGTH - Your demo will last from about 1 to 1 1/2 hours. The risk you have if it goes any longer is the ladies needing to leave to let baby sitters go home.

You want to make sure you find out exactly what they have planned for the evening, male entertainers, hitting the bars, another demo, dinner plans. You don't want to get done with your demo to find out the limo just arrived to take them all out on the town. This is particularly important for hens nights.

SHIPPING COSTS - Order smart! COO - Orders - Additional Order Resources you will find a Courier Costs scale. If you are not going to tip the scales into the next bracket use the balance to order business supplies or stock when affordable for your budget.

- ◆ Having stock will help immensely with saving on shipping costs.
- ◆ Make sure each customer uses their own order form.
- ◆ Charge for the shipping even if you have the stock. Let them know that you paid for the product to get to you & it's convenient that they can take it home that night.
- ◆ I charge \$8 for shipping if they order one item, this is your business & what you charge is up to you, but I wouldn't recommend that you go below \$8 or you will be out of pocket.
- ◆ If they purchase from the store the shipping & handling is added to the price on the shelf so they pay one way or the other

If you have any questions about the topics discussed please contact me.

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Make it a great day!!!