

# **10 STEPS**

## **Scripts Manual**



By using a generic script that everyone can learn, memorize and follow, you will set a pattern of duplication in your team that will guarantee more success from more people that will produce more results faster! Scripts promote a confidence that people would otherwise lack. Using our scripts will perform wonders for you and your team the second you start using them consistently.

## **TELEPHONE CALL TRAINING**

### Scripts and Support

(Always work closely with your upline Gold Distributor)

- 1) PROCEDURE FOR DEALING WITH LEADS/ENQUIRIES
- 2) FOLLOW UP CALLS - prospects
- 3) ASKING QUESTIONS - prospects
- 4) TELEPHONE - ONLINE APPOINTMENT
- 5) ONLINE REGISTRATION
- 6) GETTING NEW TEAM MEMBERS STARTED – (posting or presenting)
- 7) COACHING – YOUR TEAM



## **1. Procedure for dealing with leads/enquiries**

Email the video using standard draft and also send standard text

### **Standard Email:**

Subject: Work from home application

Hello (*name*)

We have received your application to work from home. We are currently expanding in all areas of the UK and Ireland.

We are looking for two types of people for part time and full time positions:

Firstly, we help people earn an **immediate income of £300 - £500 per month part time working 10-15 hours per week.**

We are also looking for **more ambitious** people to train to become team leaders and team co-ordinators **typically earning one thousand pound plus per month part time.**

Our top earning team co-ordinators earn in excess **of 100K per annum.**

**Please watch the video all the way to the end then reply to this email.**

Go to [www.ourvideo.biz](http://www.ourvideo.biz) to view our 15 minute video presentation.

Regards

Name

Tel:

### **Standard Text:**

Hi (*name*) you responded to an advert regarding working from home. We have emailed you a 15 minute video. You will need to watch the video all the way through to the end. Then reply to our email to go to the next stage for more detailed information. Thank you (*Name*). PS. Should the email not be delivered visit [www.ourvideo.biz](http://www.ourvideo.biz)



## **2. Scripts - follow up calls**

Follow up your leads in this order:

SCHEDULED appointments and SCHEDULED follow up calls take precedence over all other calls and then you should call:

- 1) Prospects who email you back after watching the video
- 2) Follow Ups
- 3) Follow ups – where you have left messages / texted / emailed

### **Scenario 1 – Email received back from the prospect saying interested!**

1. Hi, can I speak to Mary Please? Hi Mary, my name is ..... you recently responded to an advert about earning extra income working from home.

Thanks for your email (Name....) - I just need to ask you a couple of questions. Is now a convenient time to speak?

2. Great ( name ) what was it that interested you most in the video?

**Ask follow up questions and LISTEN CAREFULLY to identify their problems  
Mouth closed – ears open!!! – write the answers down in your lead book**

### **Scenario 2 – Prospect has not watched the video**

1. Hi, can I speak to Mary Please? Hi Mary, my name is ..... you recently responded to an advert about earning extra income working from home. Is it a convenient time to speak?

It was just a courtesy call really to check if you received the email with the information about what we have available and if you have any questions?

(They say they have not looked yet)

2. Oh that's ok - when do you think you will have an opportunity to look?

3. That's great ( name ) - as soon as you've watched it please email me back so that we can continue with your application.



### **Scenario 3 – Prospect has not watched the video but starts to ask questions.**

1. Hi, can I speak to Mary please? Hi Mary, my name is ..... you recently responded to an advert about earning extra income working from home. Is it a convenient time to speak?

It was just a courtesy call really to check if you've received the email with the information we sent you about what we have available and if you have any questions.

(They say they have not looked yet but ask what it is all about)

2. I'm really sorry (name), I am very limited with time right now and just ringing to check people have received the information. The email we've sent you includes a link to a brief video which shows you exactly what's involved. By the time you've watched it you'll know whether it's something for you or not.

So if you would like to have a look and then just email me back as soon as possible so we can continue with your application.

### **Scenario 4 – Prospect has watched the video and is interested**

Hi, can I speak to Mary Please? Hi Mary, my name is ..... you recently responded to an advert about earning extra income working from home. Is it a convenient time to speak?

It was just a courtesy call really to check if you've received the email with the information about what we have available and if you have any questions?

**If YES** - That's great. Did you get a chance to watch the video all the way through?

What was it that interested you most in the video?

Can I just ask you; was there anything in particular that made you respond to our advert?

What's your current situation? (Job – drive – age – marital status) what level of income are you looking for? Do you have 10-15 hours a week to spare?

***Ask follow up questions and LISTEN CAREFULLY to identify their problems  
Mouth closed – ears open!!! Take notes..***

***They will give you their reasons why they're likely to join.***



Ok, the next step is to go through it with you in more detail – it will take around 30 minutes and I need you to be by a computer with internet access. I've got a slot now or I can fit you in for half an hour this evening or tomorrow (within 24-48 hours max) which would you prefer? **Book the appointment.**

### **Scenario 5 – Prospect has watched the video and is NOT interested**

Hi, can I speak to [Mary] please? Hi [Mary], my name is ..... you recently responded to an advert about earning extra income working from home. Is it a convenient time to speak?

It was just a courtesy call really to check if you've received the email with the information about what we have available and if you have any questions?

#### **Not interested**

That's ok just for my records [Mary] what is it that put you off?

**Answer objections as best as possible to hopefully change the prospects perspective etc. (remember objections are opportunities)**

Ok well that's fine. I am however looking for people up and down the country so although it's not for you, do you know of anybody that could use an extra £100 per week?

If NO – ok well if you do think of anybody I'd really appreciate it if you could forward the email I sent to you onto them. It could help someone you know,

Thanks

Bye

**NEXT!!!!!!!!!!!!**



### **3. Asking Questions**

We ask specific questions to find out how serious the prospect is about earning extra income. This also gets your prospect to talk and TELL YOU why they need to join your business. You'll build up a mental picture of your prospect - when and how they can run a Kleeneze business.

You're simply sorting through your prospects to find serious people who want to earn extra income rather than people who are just curious or lazy.

Asking questions also helps to build a rapport with your prospect. People like to talk about themselves and it makes it more likely that they will want to join your team.

**1) What made you respond to the advert?** – find out their reasons why?

If your prospect has a specific reason then they are more likely to be open to our opportunity.

**2) What do you do at the moment?**

You're finding out their current commitments and how much time they have available? If they're looking for something part time or full time. This may also be an indicator as to if they can afford the kit.

If they're unemployed you want to know how long they've been unemployed, if it's over 6 months are they really looking or just wasting your time. If under 6 months you can ask, what did they do before? Why did they finish that job? – Quite often redundancy. You could ask them if they have any other source of income?

**3) So how much are you looking for?** If they know a figure they're looking to earn then they're probably more serious about earning an extra income than if they don't know. This usually means they have a good reason and will be more open to our opportunity

**4) How many hours per week do you have available?** Here you're finding out what plan they can work. Also have they thought about it seriously?

**5) Have you got family commitments?** You are finding out if they have children to work around. You can ask how many? Are they at school? This gives you some idea as to when they can work their Kleeneze business.

### **BOOK TO READ:**

### **QUESTIONS ARE THE ANSWERS BY ALLAN PEASE**



## **4. Telephone Appointment**

Hello.....

Have you got your internet up and running ok? Great, so just to recap before I take you through the detail – How much were you looking to earn again? **LISTEN**

**Give them [www.yourappointment.biz](http://www.yourappointment.biz) whilst the page is loading briefly tell your story and explain that each page contains a short explanatory video which they can play later when they revisit this website.**

### **EXTRAORDINARY INCOMES**

Here you can see some people already in our team who are earning really good extra incomes. I've met all these people personally.

#### **TELL A SHORT STORY ABOUT ONE OF THEM**

Obviously it doesn't start with people earning over £1000 per month straightaway, what I'm going to do now is show you how Kleeneze works and how everybody gets started.

You can come back to this page later and play these video testimonials – they are only a couple of minutes long.

Ok if you would like to click [NEXT]

**BUILDING MONTH 1** [ for your reference remember this information "in the main" is on the screen]

This is how most people get started. What we recommend new distributors do is deliver a minimum of 300 catalogues per week. And the reason why we say 300 catalogues is that around 10% of people buy.

The best result we would expect a distributor to get from delivering 300 catalogues is 30 customers. But all we get them to aim for is 20 customers a week.

And the reason why we say 20 customers a week is that the average order value (the amount of money that people actually spend) is £12.50.

So when they have 20 customers spending an average of £12.50 that's £250 of orders for the week – and when the distributor does that consistently through a 4 week period that will produce around £1000 of orders.

£1000 of orders pays the distributor £269.





(It's important to point out that this is an example of someone working about 10 hours a week. But, this is certainly not a limit.)

So this is how everyone gets started, and this is exactly how I started when I joined Kleeneze. *In my first 4 weeks I earned £..... around my .....(job/kids etc. YOUR STORY)*

So if you'd like to click [NEXT] –

## **BUILDING MONTH 2**

This is an example which shows you the two sides of the Kleeneze Opportunity – I'm just going to explain why that's very important. Within Kleeneze there are only 10,000 distributors, what that means is wherever you are in the country we're only reaching 20% of the population on a regular basis. We're only really scratching the surface of people in the country receiving a Kleeneze catalogue. So we always need more distributors.

There are two ways of making money with us so when you put your catalogues out you will make money straight away, but if you help Kleeneze expand their business, by introducing other people into the programme, Kleeneze will pay you bonuses on the growth of the business.

So this is to show you how, with our training and support you can find some other people who want to make some extra money as well. Now there's lots of ways of doing this, the first thing we can do is to text or email our friends & family with a simple message that says;

*"Hi ..... Who do you know that maybe interested in earning £300-£500 per month in their spare time, please let me know?"* You'll then get people coming back to you saying "What is it? What's it all about?" Then all we do is send them the video that you looked at and then a couple of days later with my help we ask them what they thought of the video? And if they're interested, I will show them the business just like I'm showing you now.

We can also help you find other people: every catalogue we deliver advertises that we're looking for people who want to earn an extra income. Customers often join and we use different methods of advertising, things like shop window adverts, business cards, flyers and other low cost advertising.

So here you have yourself and 3 others with £1000 of orders each. This can be in month 2 or over a period of time, might be 3 weeks, might be 3 months, you do it at your own pace, but any help and support you need, we make sure you get it, we will help you to find just 3 people. How easy do you think it would be to find 3 people in the UK at the moment that needs an extra income? Pretty easy to imagine isn't it?

Now what that means to you is that you are the link, and because you're responsible for increasing Kleeneze's profit, Kleeneze now looks at your network as £4000 turnover



business so you get an extra bonus of £125 which increases your income from £269 to £394 – but you're still only looking after your 20 customers per week, how fantastic is that.

What difference would an extra £394 per month mean to you? (LISTEN) ok click [NEXT]

### **BUILDING MONTH X**

Using our 10 steps to Success training programme we can help you build an income of £1000 to £1500 a month within 3-6 months part time.

We will help you to build a team of 10 people on a part time basis. We work closely with you to make sure you get all the help and support you need.

So with you and 10 people in your team each doing £1000 of orders you would actually earn £1233 for 4 weeks working PART TIME. How would you feel with an extra £1233 per month? (LISTEN)

Now that's the team building side of Kleeneze, some people are really interested in doing this and others aren't it's entirely up to you. Our role is to make sure that you get all the help, training and support you need if you're interested in doing this, to make sure you become successful.

Now the other exciting benefit of having a team of people is that you achieve a royalty/residual income. Do you know what that is? Well simply it's getting paid over and over for work you've already done. You see the circles with your 10 people – let's say you decide to take the month off or unfortunately you break a leg or you have something else to attend to and you can't do your £1000 of orders yourself – ok because your team members still want to earn their extra income they won't stop or take a month off just because you have. So your team orders drop from £11000 to £10,000 because you haven't personally done anything that month. However Kleeneze will still pay you £877 into your bank for that month because you are still the link to the orders from the team. That's the royalty or residual income. So if you want to get busy with this side of the business and you treat it seriously the potential for increasing your income is huge. How do you feel about that?

Ok click to the next page

### **TYPICAL RETAIL PLAN**

This is a typical plan and this is how most people get started to earn an average £100 per week straight away. Here's you, and you deliver 200 catalogues on a Monday, pick them up the following day on the Tuesday and then redeliver another 200 on Wednesday. On the Thursday you pick up the catalogues you delivered on the Wednesday. Once you are regularly following the retail plan you will then deliver your goods on the Friday to your customers. That's about 12 hours a week, but it's worth



making the point in your 1<sup>st</sup> month it's more likely to be around 15 hours, as when you do anything for the 1<sup>st</sup> time, when you're new, it always takes a bit longer doesn't it?

Based on average order values this plan is designed to earn you £100 per week.

Now you will lose 5-10% of your catalogues. Everybody does when they first start. (*posting to empty house, thrown away, dogs etc.*) but this is just temporary.

Can you see at the bottom of the page where it says Rapid Start Bonuses this is a fantastic incentive to help new distributors. The company now gives up to an extra 125 catalogues to you in your first 4 weeks.

The way it works is each time you do £176 of orders they send you 25 catalogues up to a maximum of 5 times in your first 4 weeks. This more than covers the ones that you lose.

What do you think so far?

So that's the retail plan, that's how the business starts. You then work that system for at least 6 months, going back to the same streets every 4 weeks, until you eliminate those people that don't want or buy from your catalogue. You then only give the catalogues to the 10% of the people who buy. So in other words if you pick up your 20 customers a week and you look after those customers, then over 6 months you've got 400-500 people that will be your regular customers. Now if you go to the next page.

## **CUSTOMER BASE PLAN**

What happens now is that your income of £100 a week becomes very, very easy to achieve because instead of going to every house on the street - you just drop 100 catalogues on the Friday, only to the people who have previously ordered who you know are interested in buying from the catalogue.

You now pick those catalogues up on a Monday; deliver the orders on a Saturday so now you're only working about 7 hours a week. We know that 1 in 3 customers buy each time you leave a catalogue with them, so you'll now collect around £400 of orders from only 100 catalogues going to customers. But you're still earning the same money which is pretty fantastic I'm sure you'd agree? At this point you'll be earning around £15-20 per hour, which is fantastic.

So the work in Kleeneze is in getting to this stage of the business where you've got a customer base of 400-500 customers. In the beginning you've got to put out lots of catalogues to find the 10% of people that buy, but once you've found them as long as you look after them and you develop relationships with them, you'll build for yourself a rock solid income working only about 5 or 6 hours a week which is great wouldn't you agree? Have you any questions about this so far?

Now click to the next page.



## **HELP AND SUPPORT PAGE**

All the way through the appointment I have talked about giving you a 100% help and support and a key thing to remember is that we can only successfully grow and expand our own business by helping you to grow your business.

Most people join to make £300-£500 per month and those people are very important to us so we go to great lengths to make sure they get all the help and support they need.

So we give them the first 4 things on this page.

- 1) We put them on an automated email loop which gives them hints and tips and little efficiencies to help them make more money in their first month
- 2) Ezereach helpline – we broadcast training information out to the whole of the 10,000 distributor network everyday where you can learn from successful people up and down the country who pass on their experience of how to build your income.
- 3) Regular training webinars – most people who join Kleeneze have never run a business before so we train them in everything they need to know about running a successful business
- 4) We also point you in the direction of your local meeting where you can meet other successful people who will help and support you.

But if someone says to us that they want to make more than £500, let's say they want to make £1000, £1500 or £2000+ per month, that obviously requires more commitment from the distributor so we have a completely separate training programme called the 10 Steps Success System.

It's a properly structured course which includes a comprehensive training manual and monthly workshops where we train people in that system.

It's designed to get the Distributor to an income level of around £1500 part time within 6 months. Let's go to the next page.

***NOTE if your prospect has shown interest in teambuilding you can go into more detail.***

## **HOW TO GET STARTED**

**(Keep your posture, be confident)**

There are 3 ways of joining Kleeneze and I'm going to explain all 3.



## **Success Kit Option 1**

As we've already shown you, it's vitally important that you deliver at least 300 to 400 catalogues per week to make it work. To follow the simple plan I've shown you, you need at least 250 catalogues because as we've already said, you never get all 200 back, so you have a spare box, a top up box to top them back up to 200. So we recommend that you start with Success Kit Option 1 which gives you 250 catalogues and your own On line Shop and this will enable you to get off to a really good start and make £100 a week straight away.

This option has the benefit of paying by instalments as follows:

Your initial payment on registration is just £35, and then there are 3 further instalments of £35 at weeks 4, 8, & 12 which will be charged to the card you register with. The fantastic thing about this option is that you will be funding your final 3 instalments out of your trading profit.

Now lots of people ask me, why do I have to pay for the catalogues, and the reason why is;

Firstly, we don't want people to join half-heartedly.

Secondly, if we gave some people 250 catalogues for free, some people, if they looked out of the window and saw it was starting to rain, wouldn't even be bothered to go back for the catalogues. This would give Kleeneze a bad name, and spoil it for genuine hard working distributors.. So we don't want people like that to join our business. We are looking for good people who are serious about wanting to make a regular and reliable income, month in month out. If you're prepared to treat this business seriously we will give you 100% help and support every step of the way.

## **Option 2**

The Second option is our Success Kit option 2.

This Kit contains 250 of our 'Blanket Dropping Catalogues' which are a smaller catalogue featuring 72 pages of our best selling products. It still allows you to follow our recommended drop plan of 200 catalogues twice a week, with the extra box to 'top up'. You still get your fully functional online shop.

This option allows you to get started at the fantastic price of just £25, with 2 further payments charged to the card to register with of £25 at 4, and again at 8 weeks.

Whichever option you choose to get started, you can qualify for Kleeneze's '30 Day Challenge' whereby when you place orders to the value of £600 in the first 30 days from the date you register you will be rewarded with a further 250 Main catalogues free of charge!



That's basically all I wanted to cover with you today, are there any other questions?

**Now that I've told you all about our Kleeneze opportunity are you less or more interested?**

**So which of the options do you prefer?**

OPTION 1, Our Business Builder 250 kit? or

OPTION 2 Our Business Builder 50 Kit for knocking and presenting to householders?

**So what do you think - do you want to give it a go?**

**Yes** – Register online (see next page)

**Think about it** - agree a time within 48 hours to follow them up

**No** – Ok just for my records what is it that put you off? Ask for referrals

**Answer objections as best as possible to hopefully change the prospects perspective etc. (Remember, objections are opportunities – you have nothing to lose at all, so reach out further if you can!)**

Ok, well that's fine. I am however looking for people up and down the country so although it's not for you, do you know of anybody that could use an extra £100 per week?

If NO – ok well if you do think of anybody I'd really appreciate it if you could forward the email I sent to you onto them. It could help someone you know. Thanks.

**RETAIL INCOME PROJECTIONS – This is an optional page - to be used only to describe obtaining full time incomes from retail**

Everything in the right hand column is what you can earn within 4 weeks but if you look down the left hand column that shows you how many catalogues you would have to place consistently over 4 weeks to earn that income.

Everything before the second blue line is part time and everything after the second blue line is full time. Ok click [NEXT]

**VOLUME PROFIT/ ROYALTY BONUSES** – Optional page to be used when specific questions are asked about the larger incomes and bonuses.

Now the next page is just a simple illustration of how the bonuses work. You'll see that there's 2 columns, if you just look at the left hand column, we're going to go through this



fairly quickly, don't worry about the figures. Some people join Kleeneze to make £50 a week, and all you have to do to earn £50 a week is to get to £780 of orders that makes you £50 a week and you can do that on your own without introducing anyone else. Or you can go to the 2<sup>nd</sup> level which is £1560 and that'll pay you over £100 a week, and that's the plan I've just shown you. If you want to go beyond that and you're part time in the business, the easiest way to do that is to introduce other people into the business and when you get 10 people, like in the illustration I showed earlier, you'd be making £1000+ per month part time.

The 3<sup>rd</sup> level of income is the royalty or residual income, so to summarise, the first way to make money is by putting catalogues out to people's houses and you get paid by the orders you pick up. In simple terms the more catalogues you put out the more money you make. If you want to increase your income you can do that by expanding your team, by introducing other people, which is shown in the example and with 10-12 people you're looking at being around the top of this bonus chart making around £1000 a month.

As it says following our system it takes 2-5 years to develop a royalty income of £50,000 per year.

Now that's not a limit, there's lots of people in the business who earn far more than that but that's a realistic figure if you start the business and follow a 5 year plan on a consistent basis. Yes lots of people join just to make a bit of extra money but we always show people there's far more to the business than that. But like I said earlier if you just want to make £300-400 per month you'd be a very welcome member of our team and we'd give you as much help and support as you need to achieve whatever level of income you'd like. Now any questions about that?

OK, now click to the next page.



## **NEWS ARTICLES**

You should be on our News Articles page. You'll notice there are several news articles featured which give independent credibility to Kleeneze.

After we have finished the appointment you may like to come back to this page and view a few of them.

(Recommend any that are specifically relevant to your prospect)





## **5. Online Registration** – (guide available on Kleeneze Distributor Support Arena)

**“What do you think? Do you want to give it a go?” Or if calling back “What did you decide?”**

**YES**

That’s great news[ name ] Ok, the next step is to get you registered, we do this online. I’m sending your details to Kleeneze and that will generate an email with the online registration form which comes into your inbox. It’s a 7 step process.

HOW WILL YOU PAY FOR YOUR KIT – WITH A DEBIT OR CREDIT CARD? They tell you which.

Ok, I’ll register you now..... Log onto your Kleeneze account, go to Distributor Services and then to Register new account.

Let me just check your email address is correct. (Type in your distributor number and their email address and “register new account” and choose the suitable kit).

Make a note of their name and their distributor number.

So go to your email inbox and you will find the link to start. Refer to the online registration guide. Your new distributor should then complete the registration forms – whilst you are on the phone – which is effectively you talking them through the process.

There are some points you will need to cover during online registration:

- Trading Facility – You need to tick to request this. There is no charge for this facility unless you don’t pay your account on time! To ensure you get your trading facility, answer the 3 questions with No, No, Yes.
- Handling Charges – charges are not applicable initially for orders over £75
- You will need to have your bank details to hand, this is so that Kleeneze know where to pay your bonuses into, and also your National Insurance number.

At the Welcome & Congratulations page – your distributor is now registered

- Photo – upload a photo if possible if not available one must be sent within 28 days via email or post.

You then say.

Fantastic - Welcome to the team.



The Kit you've just ordered will arrive ..... (48 hours later from Kleeneze) and I will be sending you a "quick start retail pack" so let's book in your 1 hour Getting Started session. (*Book Getting Started session and put it in your diary*)

For the session you'll need to be by a computer. I will email you a document just before the session. Also can I just ask you – do you have a printer with paper and ink? (To be able to print off the "getting started pack")

You will also receive an email from Kleeneze with your internet password, keep this safe and I will also show you how to set up your online shop during our getting started session.

**(For Break Free's)** The key now is to help you get those initial £150 worth of orders in as quickly as possible so you get upgraded to the full trading facility. Although your catalogues won't arrive until [ ] you can still pass on the website to your Kleeneze online shop to people you know via email and text. We can set this up as soon as you have received an email from Kleeneze with your password. The email subject will be internet registration. Can you just check to see if this has arrived in your inbox yet? If no, can you look later today or tomorrow morning and let me know as soon as you receive it so we can set it up?

If there's any questions in the meantime don't hesitate to ring – I'm here to help.

I am looking forward to working with you.



## **6a. Getting Started Session (BB250)** (Allow 1 hour)

**PRIOR TO THE GETTING STARTED SESSION** you will need to do the following:

1. Email your new team member the 'New Distributor Getting Started Pack'. Make sure you send them the correct pack. There is one for posting distribution and another for HPRH. The email should say:

*Hello (New Distributor name), Welcome to the team. Here is your "Getting Started Pack". Where possible please print this out and have it to hand for the "Getting Started session"*

2. Set up their Ezereach mailbox and have their number/pin to hand.

3. Have open the 'New Distributor Getting Started Pack' blank Retail Plan Tracker to complete for them and then send by email after the session.

4. Make sure you have the New Team Member Checklist ready to complete as you go through the 'Getting Started' session. (You will find this in the Team Tracking documents section)

### **Make the call**

Hi .....

Are you ready for your Getting Started session – yes. Have you got your 'New Distributor Getting Started Pack' printed out or on screen in front of you? Great.

Just to explain what we're going to do today:

My role is to help you achieve whatever it is you're looking for from the business. Not just getting you started but for the lifetime of your business.

It's important to point out that I'm not your boss (you don't need another one of those...) I'm your sponsor and my job is to help you get what YOU want from the business. My job is to teach you the simple system of Kleeneze – which is a 4 step system. ANYBODY can learn those 4 steps. YOUR JOB is to learn and follow the system.

Are you ok with that [name]?

What I'm going to do today is go through the 4 steps with you, but just before that please remind me (NAME) exactly why you've joined Kleeneze?

Ok (NAME) tell me why that's important to you?  
(Listen until they've finished, don't butt in) Take notes

Ok (Name) How serious are you about that?  
(Listen until they've finished, don't butt in) Take notes



So on a scale of 1 – 10 how determined are you?  
(Listen until they've finished, don't butt in) Take notes

Ok, so if I understand you correctly you've joined Kleeneze because you (want, need.....) *feed back to them everything they have told you they need or want. (Their reasons why)*. Is that right (Name) ?

Great (Name) we can help you with that as long as you commit to following the first 3 Steps. Step 4 is optional. Is that ok with you?

**Go to Step 1 – Retail** (Posting) on page 2

[Remember this is you asking your new distributor to turn to this page in their getting started document that you have emailed to them]

**STRESS THE IMPORTANCE OF DELIVERING A MINIMUM OF 300/400 catalogues per week.**

Read through each point on page 2 and ask if they have questions after each section.

### **Delivering**

- 1) Play the Getting Started DVD whilst labelling & packing up your catalogues
- 2) Label order forms and main catalogues ONLY there is no need to put labels on seasonal catalogues
- 3) Talk through how to pack up catalogues - initially this will take a few hours
- 4) Deliver your first batch of catalogues
- 5) Keep good records. Use the Retailing/Route book to record the street names and house numbers. Additional "Route books" are available from Kleeneze on your order or from Barneys Printshop. (Their website is found at the back of this Getting Started pack).

### **Collecting**

- 1) Remember to take your "Sorry I missed you slips" – collect stragglers the same evening or the following day
- 2) Use the Retailing book to record catalogues collected and stragglers noting Lookers, Non Lookers and Customers.



## **Stragglers** (catalogues not got back YET!)

- 1) A catalogue is NOT LOST until you have been back 3 times to collect it
- 2) Go back a MINIMUM of 3 TIMES to collect a catalogue
- 3) Always post a “Sorry I missed you” slip
- 4) It’s likely that your straggler catalogues will contain orders.
- 5) Go back for you stragglers on THE SAME EVENING OR THE FOLLOWING DAY

### **Ok now turn to page 3**

The first plan that you see is a typical retail plan that people follow who want to earn £100 per week. But what we need to do now (Name) is to help you to create a plan for what YOU want to earn from the business. (use the Getting Started “Retail Plan Tracker” which should be open on your computer )

The easiest way to get organized is to block out all the time when you have other commitments and you’re NOT AVAILABLE to do Kleeneze. This will show you the time you have left to schedule in delivering and collecting your catalogues etc.

Creating their plan – you will be asking questions and filling in a weekly plan. At the same time you will be asking them to fill in the blank plan in their own Getting Started pack. You’re simply getting them to think about the parts of the retailing process and plan in the work of which you will have your copy of the same, which assists you in supporting them.

You will save the plan you have created and email it to them after the session (back up)

The plan will obviously depend on them – here are some key questions. The most important one is to find out when they are not available and you can then work with them to “slot in Kleeneze”

Main questions:

- So when do you work? Blank out that time
- What other weekly commitments do you have? Is that every week? Blank out
- When are you planning your first delivery of catalogues? (you will know the collecting day to add to the plan)

So you will be putting them out again on ..... (next day or day after)

Then you will have stragglers to collect 3 times on .... and ..... and ...

After 2-3 drops you will then be ready to place your first order on the Kleeneze website. The Kleeneze weeks run Friday to Thursday so get into the habit of putting out 300-400 books per week and placing 1 order in each week of the period.



Please don't send off your first order without first speaking to me. I will help you with your first order and this will also be a good time to have your weekly review.

We do a weekly review with all new distributors to make sure you're getting off to the best possible start.

After you've placed your first order the products will arrive 2 working days later. You should then deliver the products as quickly as possible to the customer.

### **Turn to page 4 - Things that will happen:**

1) By following our proven retail system of delivering 300/400 catalogues a week you will achieve the rapid start bonuses.

The way it works is each time you do £176 of orders they send you 25 catalogues up to a maximum of 5 times in your first 4 weeks. This more than covers the ones that you lose.

2) You may come across other distributors catalogues – carry on posting your catalogues regardless and follow the system of 400 catalogues out a week.

Different customers buy on different days.

There are no territories.

Most established distributors only service 300-400 customers per month therefore the majority of houses in any town will not be receiving a catalogue on a regular basis .

3) Don't listen to "Joe Public". NEVER take advice from members of the public, always follow the system and the advice of your sponsor/upline.

4) Ignore "We do not buy at the door" stickers. They do not apply to Kleeneze.

5) Expect good pick-ups, medium pick-ups and low pick-ups. It will balance out OVER THE MONTH. Focus on picking up 20 customers per week.

Tell a story from your own experience

6) You will need to develop your emotional strength because at some stage you will get frustrated, that's only natural. Tough times never last, tough people do. And don't hesitate to pick up the telephone to chat these things through – that's what we are here for!

Firstly you start at the **EXCITEMENT PHASE** – You will do everything it takes to become a success...

- You **KNOW** what you can do with this business
- You can **SEE** what you want from the business



**Next comes some FRUSTRATION** - everybody faces some frustration and disappointments, i.e. low pickups and bad weather, lost catalogues and maybe negative people - **Tell a story from our own experience**

By simply following our proven system and giving it time all doubts will be removed and success is inevitable. With our help and support we will make sure that you succeed – we'll be with you every step of the way. The most important thing to realize is that everyone goes through these frustrations when they first start.

Now turn to Page 5

After working YOUR plan and following the system for 6 months an income of £100 a week becomes very, very easy to achieve. Instead of going to every house on the street - you just drop 100 catalogues on the Friday, only to the people who have previously ordered who you know are interested in buying from the catalogue.

You pick those catalogues up on a Monday; deliver the orders on a Saturday or Sunday so now you're only working about 7 hours a week. We know that 1 in 3 customers buy and so you will now collect £400 of orders from only 100 catalogues going to customers. But you are earning fantastic money for very little time and effort.

You'll be earning around £15-20 per hour. So the real work in your Kleeneze business is in getting it to this stage where you've built a customer base of 400-500 customers. In the beginning you've got to put out lots of catalogues to find the 10% of people that buy, but once you've found them it's so easy and you have a rock solid income working only about 6 or 7 hours a week. Can you see how that would work?

## After 6 months - Customer base

<u>Mon</u>	Tues	Wed	Thurs	Fri	Sat	Sun
Collect 100 Catalogues  2 hours	Stragglers  ½ hour			Deliver 100 Catalogues  1½ hours	Deliver Orders  3 hours	

**Hours worked = 7 approx.**

**Total earned in month (4 weeks) = £461.14**

**£15 - £20+ per hour**



## Let's set up your online shop now.

The first thing we need to do is log onto [www.kleeneze.co.uk](http://www.kleeneze.co.uk) and change your password. To do this we need the initial password you were emailed from Kleeneze on the day you completed your registration. The subject of the email will be internet registration. If you find this and open up the attachment you will see there is your account number and password. Make a note of this and then go to [www.kleeneze.co.uk](http://www.kleeneze.co.uk) and click on Distributor login which is in the top right hand corner of the screen. Follow the instructions. Most people choose the email format of HTML. Once you've changed your password you can now go to [www.mykleeneze.com/\(their account no\)](http://www.mykleeneze.com/(their_account_no)) and I will talk you through setting up your online shop."





# How to set up your Kleeneze online shop



## Setting up your shop - in three easy steps

- 1 Log in to your [mykleeneze.com](http://mykleeneze.com) site, and click on the 'My Profile' tab
- 2 Drop down the 'Shop Status' menu and change to 'active'
- 3 Tick to accept the specific online shopping terms and conditions, and submit

**Your shop is now live!**

**If you haven't already activated your mykleeneze.com site, you'll need to do this first**

- 1 Go to [mykleeneze.com](http://mykleeneze.com)
- 2 Enter your distributor number and click on 'learn with me'
- 3 Log in using your DSA log in details



## Setting your retail areas

- Click the map icon adjacent to 'Local Area'
- To save you time, your registered address details are used to automatically establish your trading area (default 5 mile radius), but you are able to move your trading area by updating the details manually
- Check you're happy to deliver to the towns next to the ticked boxes (these are identified by the system using your selected trading area and trading radius)



**SAVE**



Your mykleeneze.com homepage will now have a 'Shop online with me' button in the bottom right hand corner.

**Your shop is now ready for your customers.**

**Why not visit your site and be your own customer? - that way you can fully understand your customers' online journey!**



## Online shopping

Your customers can access your online shop in two ways...

1. Via [www.mykleeneze.com](http://www.mykleeneze.com) - just by typing in your account number, and choosing 'Shop with me', customers will be directed straight to your shop.
2. Via your [mykleeneze.com](http://mykleeneze.com) home page – they simply click on the 'Shop online with me' button, and the shop will open with your Distributor details pre-populated... that way, they know they're shopping with you.

Customers simply browse your site and add products to their basket as they would on any other site – shopping either by category and subcategory, or using the search function (which works for keywords and item numbers).



Customers will be required to register and set a password before their order is submitted, their details will be stored within your site and saved. This means next time they shop they just need to type their password in.

Each time an order is submitted, the customer will receive an email of acknowledgment. You can also use the order processing system to let your customers know when you will deliver.



## Managing online orders



Each time a customer places an order via your online shop, you will automatically receive an email with a purchase summary.

To view your e-commerce orders, log in to your mykleeneze.com site and select 'Manage Orders' from the task bar.

All orders submitted via your shop will be detailed here (you will be notified by email each time an order is placed)

- 1 Click here to view all orders that have been received
- 2 Tick box(es) to highlight the order(s) you are actioning
- 3 You can review full details of order, customer details and location details
- 4 View any messages that you may have received from your customers
- 5 You can refresh page, search for an order or email the customer for further information
- 6 Returns – details of all return requests from customers
- 7 We recommend orders are accepted/rejected within 24 hours of receipt

## Processing online orders



When you accept an order online, you will be asked to confirm that you want the order to be automatically transferred to the ordering website to save you time. Currently you cannot delete any e-commerce orders from the ordering website – if you do need to delete an order, you will need to return to your mykleeneze.com site and delete the whole order.

- 1 Tick box(es) to highlight the order(s) you are actioning
- 2 You can refresh page, search for an order, or email the customer for further information or to update them on their order
- 3 Using these icons you can review details and status of each order
- 4 When your order is ready for delivery, select delivery date and a delivery confirmation email will be automatically sent to your customer
- 5 You can print individual receipts of the order to give to your customer
- 6 Only use when the order has been delivered and payment received, order is then removed from log
- 7 Only to be used if you are unable to fulfil order and deliver. You will be required to send an email with reason for cancellation
- 8 Access to view your orders on the Kleeneze ordering website

For more information, see the DSA operations section.

Kleeneze Limited, Express House, Clayton Business Park, Clayton to Mares, Accrington BB5 5JF



## STEP 2 - Ezereach - helpline

The Ezereach helpline is crucial to your success in the business. It's the main communication and training tool for new distributors.

You will get:

- Advice from successful people within Kleeneze
- Support & guidance
- Answerphone facility

It's really important to get into the habit of listening to it every day. Use a reminder (post it note by the phone/daily alarm in your mobile) to help you remember.

I've set it up for you and here's your Ezereach helpline number and pin. Write it in your 'Getting Started' pack.

Here are the details of how to access your Ezereach helpline

- 1) Dial your number .....
- 2) When you hear my voice "you have reached the mailbox of" press the star key \* to interrupt
- 3) You will be asked to enter your PIN which is - .....
- 4) Press 1 to listen to new messages - delete them when you've listened
- 5) Press 2 to send me a message - my Ezereach number is .....

I've already sent you a message can you please have a listen to it and then at the end of my message press 2 to send me a quick reply back. At the end of your message press the # (hash key) and then press 1 and you will hear "message sent".

The Ezereach helpline is YOUR training tool and your link to the Kleeneze network to receive current information about the business - PLEASE LISTEN TO IT DAILY. You can also communicate with me and others using the Ezereach system.



## STEP 3 – Learn the system

Ok (NAME) we've talked about your retail plan we've covered the Ezereach helpline – step 3 is just as important as Steps 1 & 2.

You said to me (Name) that you want to earn £\*\*\*\* per month. To do that you must follow Step 3 Learning the system which is to:

Check your emails daily – you need to opt in to the Rhino Group email loop (you will have received an email from [geoffandfiona@hotmail.com](mailto:geoffandfiona@hotmail.com)) and you'll start receiving messages in your first 28 days that will really help you to get off to a great start.

It's also really important and vital for your success to attend the following;

- Log into our fantastic monthly Team Talk Webinar on Tuesday of week 2  
9 – 9.30 pm The next one is on .....
- Attend your local training event (Nuts and Bolts if local) – *only a couple of hours once a month*
- Attend The Big 1 Success Seminar in Nottingham – twice yearly, Sunday 12 – 5pm

**YOUR NEXT EVENT IS: give date, time and location**

The dress code is business dress and you will also need to take a notebook and pen.

It's vital to “plug into” the support system that's in place, it's there simply to HELP YOU. It's an opportunity to be around other successful Kleeneze distributors which will really boost your confidence and knowledge so you can make even more money.

So are you happy to do this (NAME)?

We also recommend you subscribe to [kleenezehq](http://www.youtube.com/kleenezehq) on You Tube at [www.youtube.com/kleenezehq](http://www.youtube.com/kleenezehq) they have a fantastic channel filled with success stories and trainings to help distributors to get the very best out of the opportunity.

If you want to make a more serious income with Kleeneze then there is an advanced level of training and support which is our 10 Step Success System. This Programme is designed to help people to increase their income to over £1500 per month. Please just ask about this if you're interested in finding out more.



## Step 4 - Sharing the business - Optional

[By now you will have determined whether they are interested in team building straightaway or whether they're just looking to put out catalogues at the moment]

John you've made the decision to start building your Kleeneze business. As I explained earlier my role is to help you increase your earnings.

One way of doing this is to help you share the opportunity with other people. Obviously you thought Kleeneze was a good idea and you've decided to join. Are you on Facebook or any other social networking sites?

Yes / No

Great so how many friends do you think you've got on Facebook John?

[They say how many]

So out of \*\*\*\*\* contacts do you think 2 or 3 of them would like to earn an extra £50-£100 a week?

So John would you be happy for us to help you send some information to your contacts.

YES OR NO ANSWER

All we need to do is send all your friends a short message we use the following message

**“Hi this is .....(your name). Have a look at this 15 minute video at [www.ourvideo.biz](http://www.ourvideo.biz) I found it very exciting and I would love to know what you think?**

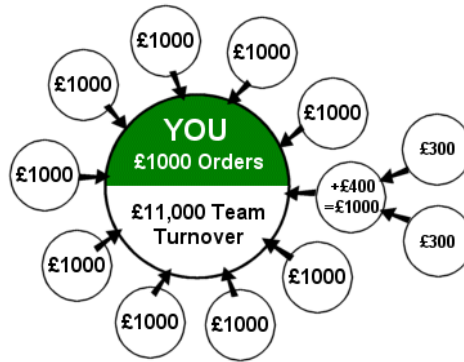
- 1) Text the message to everyone in your mobile phone**
- 2) Post the message to your Facebook/email contacts**

Telephone me as soon as you have sent your messages – we can then follow up your enquiries. Each time you receive a reply contact me.

It's really important to work closely with me should you wish to develop this side of the business.



The example here on page 8 shows your PART TIME income of £1233 with only 10 people in your team.



### So, to summarise:

John we've now completed the 3 (or 4) Steps of the Getting Started session. Can you see that we will help you to achieve your goals of (their goals/income)?

You said on a scale of 1-10 you were at level \*\* to achieve your goals.

**Step 1 So are you prepared to follow Step 1** of our system which is to deliver 300-400 catalogues per week for a minimum of 6 months?

**Step 2 Are you happy to listen to Ezereach** on a daily basis?

**Step 3 Are you willing to plug into our support system** by joining our TEAM TALK Webinars and attending the other meetings we have covered?

Do you have any questions on anything we've covered today?

The last thing you need to remember is that I'm here to help – it's really important you understand that this is a partnership – we'll work together every step of the way. You should ring me every few days to touch base.

What time of day is the most convenient time for us to speak? What's the latest time to call on an evening? Make a note of this

**So let's book our weekly review.** It will take 20-30 minutes this is the next stage of your learning process (book time/day – put it in you diary).

Great if you need anything in the meantime don't hesitate to call me other than that you should call me after delivering your first lot of catalogues.

Are you happy with that? I'll look forward to speaking to you then.





## 6B) Getting Started Session (BB50 – HPRH KIT) (Allow 1 hour)

**PRIOR TO THE GETTING STARTED SESSION** you will need to do the following:

1. Email your new team member the 'New Distributor Getting Started Pack'. Make sure you send them the correct pack. There is one for posting distribution and another for HPRH. The email should say

**Hello (New Distributor name) Welcome to the team. Here is your “Getting Started Pack”. Where possible please print this out and have it to hand for the “Getting Started session”**

2. Set up their Ezereach mailbox and have their number/pin to hand.

3. Have open the 'New Distributor Getting Started Pack' blank Retail Plan Tracker to complete for them and then send by email after the session

4. Make sure you have the New Team Member Checklist ready to complete as you go through the 'Getting Started' session. (You will find this in the Team Tracking documents section)

Hi .....

Are you ready for your getting started session – yes. Have you got your 'New Distributor Getting Started Pack' printed out or on screen in front of you? Great.

Just to explain what we're going to do today:

My role is to help you achieve whatever it is you're looking for from the business. Not just getting you started but for the lifetime of your business.

It's important to point out that I'm not your boss (you don't need another one of those...) I'm your sponsor and my job is to help you get what YOU want from the business. My job is to teach you the simple system of Kleeneze – which is a 4 step system. ANYBODY can learn those 4 steps. YOUR JOB is to learn and follow the system.

Are you ok with that [name]?

What I'm going to do today is go through the 4 steps with you, but just before that please remind me (NAME) exactly why you've joined Kleeneze?

Ok (NAME) tell me why that's important to you?  
(Listen until they've finished, don't butt in) Take notes

Ok (Name) How serious are you about that?  
(Listen until they've finished, don't butt in) Take notes



So on a scale of 1 – 10 how determined are you?  
(Listen until they've finished, don't butt in) Take notes

Ok, so if I understand you correctly you've joined Kleeneze because you (want, need.....) feed back to them everything they have told you they need or want. (Their reasons why). Is that right (Name) ?

Great (Name) we can help you with that as long as you commit to following the first 3 Steps. Step 4 is optional. Is that ok with you?

**Go to Step 1 - Retail – HPRH (Presenting) - on page 2**

**STRESS THE IMPORTANCE OF PRESENTING A MINIMUM OF 100/150 catalogues per week.**

**Read through each point on page 2 and ask if they have questions after each section.**

### **Presenting**

1. Label order forms and main catalogues ONLY there is no need to put labels on seasonal catalogues
2. Pack up catalogues – initially this will take about an hour.
3. Read the 'Presenting the easy way' two page document at the end of this pack
4. Present your first batch of catalogues
5. Use the Retailing route book to record who takes a book, who doesn't want a book and who wasn't in.

### **Collecting**

1. Collect your catalogues 24hrs after you presented them.
2. Take "Sorry I missed you slips" – collect stragglers the following day
3. Use the Retailing/Route book to record the orders, catalogues collected and stragglers –noting Lookers, Non Lookers and Customers.

### **Stragglers (catalogues not got back YET!)**

1. A catalogue is NOT LOST until you have been back 3 times to collect it
2. Always post a "sorry I missed you" slip



## The Facts

It's important you understand that at first you'll be a little nervous and that your results may not be fantastic? But like anything, with a little practice and consistent effort it's inevitable you'll get much better in quite a short space of time.

After a little practice you'll find that on average 1 out of every 3 people who answer the door will take your catalogue

For every 5 catalogues placed an average of 1 in 5 people will order

Therefore every 25 catalogues placed will result in an average of 5 customers. 25 catalogues could take up to 2 hours to do.

A minimum of 100 books a week will find you the 20 customers a week you need.

The average order per customer is £15.00

So that's an average of £300 of orders per week or £1200 of orders every 4 week period.

**Giving you a total income of £320 plus per 4 week period.**



## **PRESENTING THE EASY WAY**

Watch the short video which can be found at [www.presentyourcatalogues.co.uk](http://www.presentyourcatalogues.co.uk)

Many people find better results by “presenting” their catalogues as opposed to initially “blanket dropping” them.

**Blanket dropping:** Simply means putting catalogues through letterboxes and collecting the next day.

**Presenting:** simply means knocking on the householders door and giving them the catalogue personally by hand.

Presenting can be a really effective way of retailing particularly if you have fewer than 200 catalogues to start with.

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

- During the day (weekdays) expect to present 10-15 per hour
- In the evening (4.30pm onwards) expect to present 15-20 per hour

If you are presenting during the day, try to target areas where you think there is likely to be people at home (young families, retired people etc).

***The following actions have been found to be the most successful when presenting catalogues:***

1. Be presentable / dress smart/casual.
2. Knock and then stand back from the door.
3. Turn side on or at an angle from the customer, not face to face as this can cause conflict.
4. Smile.
5. Simply turn to face them and say “Hello, we are delivering some Kleeneze catalogues in this area and we have been asked to knock and see if we can leave you with one to look at overnight - would that be ok?”  
If they say yes, hand over the catalogue.
6. Point to the doorstep! “If you could just leave it there tomorrow I will collect it without disturbing you.

***Don't prejudge who will or won't take a catalogue.....however do bear in mind:***

- Not everyone will take your catalogue – this is a **positive** thing  
(leaving you with more catalogues for the real customers)
- If they say they already have a regular distributor- double check it isn't ‘*Bettaware*’  
(*it often is!*)

***Here are the average statistics people find using different methods from day one.***

- Blanket dropping: 80p - £1 per catalogue.
- Presenting: £2.50 - £3 per catalogue.



Remember it does take longer to present catalogues, however the immediate rewards can be greater, initial catalogue losses are significantly lower.

Make sure you re-visit the area to present your catalogues again in 4 weeks time (exclude those who refused first time). We recommend you visit the area 6 times before you just deal with previous customers.

We suggest you **still knock on the door** when revisiting. Anyone who has previously purchased, simply hand the catalogue to them, remember to use their name.

### **Presenting 40 catalogues daily**

This example is based on the Kleeneze average of £2.70 per catalogue presented and a catalogue loss of 2%

Present 40 per day, 5 days per week = 200 per week.

(most people find they can present around 20 per hour).

Result: £540 in orders per week which equals £2160 each 4 week Kleeneze sales period.

You would expect to lose 4 catalogues per week (after 3 attempts to retrieve them).

Immediate income **£446.61** retail profit (33% of SPV)

Plus a volume profit bonus **£175.94** (13% of SPV)

**Total 4 weekly earnings £622.55 (annualised income £8093).**



**Ok now turn to page 5** [remember this is you asking your new distributor to turn to this page in their 'Getting Started' document that you have emailed to them]

The first plan that you see is a typical retail plan that a lot of people follow if you want to earn £320 per Month. But what we need to do now (Name) is to create a plan for what YOU want to earn from the business. (use the 'Getting Started' pack weekly plan which should be open on your computer )

The easiest way do that is to get organized by blocking out all "the time" when you have other commitments and you're NOT AVAILABLE to do Kleeneze. This will show you the time you have left to present and collect your catalogues etc..

[Creating their plan] – you'll be asking questions and filling in a weekly plan. At the same time you will be asking them to fill in the blank plan in their own 'Getting Started' pack.

You will save the plan you have created and email it to them after the session.

The plan will obviously depend on them – here are some key questions. The most important starting point is to find out when they are not available and you can then work with them to slot in Kleeneze.

Main questions:

So when do you work? - *Blank out that time*

What other weekly commitments do you have? Is that every week? *Blank out*

When are you planning to present your first catalogues? (*you'll know the collecting day to add to the plan*)

So you'll be presenting them again on ..... (next day or day after)

Then you'll have stragglers to collect 3 times on .... and ..... and ...

After 3 to 4 drops you'll then be ready to place your first order on the Kleeneze website. The Kleeneze weeks run Friday to Thursday so get into the habit of presenting 100 to 150 books per week and placing 1 order in each week of the period.

Please don't send your first order without first speaking to me first as this is something we need to do together. This will also be a good time to have your weekly review. We always do a weekly review with all new distributors to make sure you're getting off to the best possible start.

After you've placed your first order the products will arrive 2 working days later. You should then deliver the products as quickly as possible to the customer.



## Turn to page 6 - Things that will happen:

1) By following our proven retail system of presenting 100/150 catalogues a week you will achieve the rapid start bonuses.

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- Most established distributors only service 300-400 customers per month therefore the majority of houses in any town will not be receiving a catalogue on a regular basis

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5) Expect good pick-ups, medium pick-ups and low pick-ups. It will balance out OVER THE MONTH. Focus on picking up 20 customers per week.

### Tell a story from your own experience

6) You'll need to develop your emotional strength because at some stage you will get frustrated, that's only natural. Tough times never last, tough people do. Don't hesitate to pick up the telephone to chat these things through, that's what we are here for.

Firstly you start at the **EXCITEMENT PHASE** – You'll do everything it takes to become a success...

- You **KNOW** what you can do with this business
- You can **SEE** what you want from the business

**Next comes some FRUSTRATION** - everybody faces some frustration and disappointments, i.e. low pick up, bad weather, lost catalogues and maybe negative people

### Tell a story from our own experience

By simply following our proven system and giving it time all doubts will be removed and success is inevitable. With our help and support we will make sure that you succeed –



we will be with you every step of the way. The most important thing to realize is that everyone goes through these frustrations at first without exception.

Now turn to page 7.

After working YOUR plan and following the system for 6 months an income of £100 a week becomes very, very easy to achieve. Instead of going to every house on the street - you just drop 100 catalogues on the Friday, only to the people who have previously ordered who you know are interested in buying from the catalogue.

You pick those catalogues up on a Monday, deliver the orders on a Saturday or Sunday so now you're only working about 6 - 7 hours a week. We know that 1 in 3 customers buy and so you will now collect £400 of orders from only 100 catalogues going to customers. But you are earning fantastic money for very little time and effort.

You'll be earning around £15-20 per hour. So the real work in your Kleeneze business is in getting to this stage where you've built a customer base of 400-500 customers. In the beginning you've got to put out lots of catalogues to find the 10% of people that buy but once you've found them it's so easy and you'll have a rock solid income working only about 6 or 7 hours a week. Can you see how that works?

## After 6 months - Customer base

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**£15 - £20+ per hour**





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- Support & guidance
- Answerphone facility

It's really important to get into the habit of listening to it every day. Use a reminder (post it note by the phone/daily alarm in your mobile) to help you remember.

I've set it up for you and here's your Ezereach helpline number and pin. Write it in your 'Getting Started' pack.

Here are the details of how to access your Ezereach helpline

- 1) Dial your number .....
- 2) When you hear my voice "you have reached the mailbox of" press the star key \* to interrupt
- 3) You will be asked to enter your PIN which is - .....
- 4) Press 1 to listen to new messages - delete them when you've listened
- 5) Press 2 to send me a message - my Ezereach number is .....

I've already sent you a message can you please have a listen to it and then at the end of my message press 2 to send me a quick reply back. At the end of your message press the # (hash key) and then press 1 and you will hear "message sent".

The Ezereach helpline is YOUR training tool and your link to the Kleeneze network to receive current information about the business - PLEASE LISTEN TO IT DAILY. You can also communicate with me and others using the Ezereach system.



## STEP 3 – Learn the system

Ok (NAME) we've talked about your retail plan we've covered the Ezereach helpline – step 3 is just as important as Steps 1 & 2.

You said to me (Name) that you want to earn £\*\*\*\* per month. To do that you must follow Step 3 Learning the system which is to:

Check your emails daily – you need to opt in to the Rhino Group email loop (you will have received an email from [geoffandfiona@hotmail.com](mailto:geoffandfiona@hotmail.com)) and you'll start receiving messages in your first 28 days that will really help you to get off to a great start.

It's also really important and vital for your success to attend the following;

- Log into our fantastic monthly Team Talk Webinar on Tuesday of week 2  
9 – 9.30 pm The next one is on .....
- Attend your local training event (Nuts and Bolts if local) – only a *couple of hours* once a month
- Attend The Big 1 Success Seminar in Nottingham – twice yearly, Sunday 12 – 5pm

**YOUR NEXT EVENT IS: give date, time and location**

The dress code is business dress and you will also need to take a notebook and pen.

It's vital to “plug into” the support system that's in place, it's there simply to HELP YOU. It's an opportunity to be around other successful Kleeneze distributors which will really boost your confidence and knowledge so you can make even more money.

So are you happy to do this (NAME)?

We also recommend you subscribe to kleenezehq on You Tube at [www.youtube.com/kleenezehq](http://www.youtube.com/kleenezehq) they have a fantastic channel filled with success stories and trainings to help distributors to get the very best out of the opportunity.

If you want to make a more serious income with Kleeneze then there is an advanced level of training and support which is our 10 Step Success System. This Programme is designed to help people to increase their income to over £1500 per month. Please just ask about this if you're interested in finding out more.



## **Step 4 - Sharing the business - Optional**

[By now you will have determined whether they are interested in team building straightaway or whether they're just looking to put out catalogues at the moment]

John you've made the decision to start building your Kleeneze business. As I explained earlier my role is to help you increase your earnings.

One way of doing this is to help you share the opportunity with other people. Obviously you thought Kleeneze was a good idea and you've decided to join. Are you on Facebook or any other social networking sites?

Yes / No

Great so how many friends do you think you've got on Facebook John?

[They say how many]

So out of \*\*\*\*\* contacts do you think 2 or 3 of them would like to earn an extra £50-£100 a week?

So John would you be happy for us to help you send some information to your contacts.

YES OR NO ANSWER

All we need to do is send all your friends a short message we use the following message

**“Hi this is .....(your name). Have a look at this 15 minute video at [www.ourvideo.biz](http://www.ourvideo.biz) I found it very exciting and I would love to know what you think?**

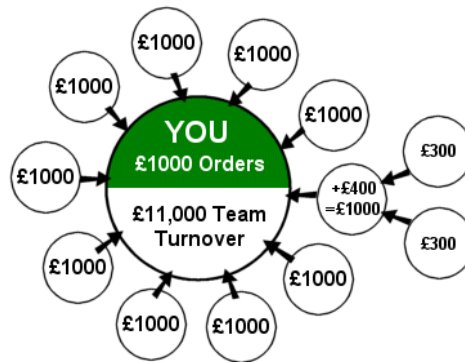
- 1) Text the message to everyone in your mobile phone**
- 2) Post the message to your Facebook/email contacts**

Telephone me as soon as you have sent your messages – we can then follow up your enquiries. Each time you receive a reply contact me.

It's really important to work closely with me should you wish to develop this side of the business.



The example here on page 10 shows your PART TIME income of £1233 with only 10 people in your team.



### So, to summarise:

John we've now completed the 3 (or 4) Steps of the Getting Started session. Can you see that we will help you to achieve your goals of (their goals/income)?

You said on a scale of 1-10 you were at level \*\* to achieve your goals.

**Step 1 So are you prepared to follow Step 1** of our system which is to deliver 300-400 catalogues per week for a minimum of 6 months?

**Step 2 Are you happy to listen to Ezereach** on a daily basis?

**Step 3 Are you willing to plug into our support system** by joining our TEAM TALK Webinars and attending the other meetings we have covered?

Do you have any questions on anything we've covered today?

The last thing you need to remember is that I'm here to help – it's really important you understand that this is a partnership – we'll work together every step of the way. You should ring me every few days to touch base.

What time of day is the most convenient time for us to speak? What's the latest time to call on an evening? Make a note of this

**So let's book our weekly review.** It will take 20-30 minutes this is the next stage of your learning process (book time/day – put it in you diary).

Great if you need anything in the meantime don't hesitate to call me other than that you should call me after presenting your first lot of catalogues.

Are you happy with that? I'll look forward to speaking to you then.



## 7) Coaching Script

The regular communication required with your new distributor will need to follow a structured format. Below are some areas you will need to discuss with your new team member:

### Retail

- Open questions
- Let them talk....
- And talk.....
- Then direct them! Re-visit their plan
- How many? (Books in/out)
- How many? Times (stragglers)
- How many? (Lost catalogues)
- Give them a fresh plan

Be pro-active with their plan

Speak to them frequently in the beginning.

Track their progress. Encourage, reassure. Make them believe they can achieve bonus.

Recalculate their number of drops/catalogues to the end of the period. Help them revise the plan.

### Ezereach

- Have you managed to find time to listen to your Ezereach helpline yet? (notice the language in the question)
- How are you finding the Ezereach helpline?
- What do you think about the messages on Ezereach?

#### **[If they haven't been doing so/not often]**

- Ok straight after this call – dial in, send me a quick text to let me know you've managed to get in ok!
- Put a reminder in your mobile phone to beep at you daily – when is a convenient time of day for you to listen in?
- It's as important as putting out your catalogues! The helpline is such a valuable tool you're really missing out by not ringing in, we don't want that as we want you to achieve your income requirements.



## **Learn the system**

- Firstly have their meeting in your diary and a reminder set for a few days before.
- Help people to attend – it's vital to their success and yours!
- Revisit their goals/seriousness (1-10) people spend more time off track than on!

## **Reassure – at the end of the call**

- Always leave your team member feeling glad that you called!
- You're doing "exactly" what you need to do
- Perfect – you're right on track
- It's working exactly how it should be, well done you, you're doing great.
- Just keep doing what you're doing... and YOU WILL be at .... (bonus level) – earning (.....) by the end of the month!!

## **USE THE ABOVE ON EVERY CALL**

As part of our 10 STEPS to Success System we will also coach you on how to respond effectively and efficiently to many different situations e.g. your new distributor went out and found catalogues from other agents in their area, what do you say? We have systemized responses for every given situation. This will be coached, practiced, and perfected in our 10 Steps webinars.

