

Getting YOUR Longaberger® business started

- Celebrate! - You've just joined a premier company with the mission statement of " <u>To Stimulate a Better Quality of Life</u> " and where the company motto is " <u>25% of everyday should be FUN!</u> "
- Believe in YOURSELF!
- Carry a Basket - EVERYWHERE! - have flyers & wishlists handy - WALK the TALK!
- Review contract & questions
- Contacts
▪ Me -
▪ Branch Leader -
▪ National Sales Leader-
- Create a Contact List of at least 40 names. See ideas attached - Vitally important as these names form the foundation of your customer base. Mail you're your new business Introduction letter
- Scheduling your first six Home Shows. Home Shows are key.
- Hostess Coaching - why it is important. Make it easy for your Hostess - mailing labels, etc - & STAY in TOUCH!)
- Mailings - Timely! - flyers; newsletters http://www.basketbuddies.com , etc
- Follow up - "Mail & Call or don't mail at all" - Just "DO-IT" "100 No's = 10 YES'S"
- Set up a separate checking account for business(establish now & send in w/ contract)
- Review the Success Start™ Program & set goals.
- Setting on-going Goals - Monthly & Yearly - what do you want from your business?
- Monthly Incentive Level - \$1,000/ Sales Credit - \$100 in product
o Review Sales Credit vs. Guest Sales Credit
- Develop Collector's Club Members! - Longaberger "COLLECTIBILITY"
- Shop With Me
- Mylongberger.com
▪ Tracking your shows & orders
▪ Ordering Business Supplies - Wishlists; Flyers, etc, - online
▪ Sample Orders - show vs. ordering samples - 25%, 40% - pros & cons
▪ Longaberger Leads
▪ Activity Statements
▪ Training
▪ Campaign Planning/Selling info/ideas
▪ Mytraining online
- Webexpress
▪ Adding customers
▪ Creating shows/customer orders (tax rates - zip code & county)
▪ Dates - "month-end"; "received-in"; 'postmark" & incentive dates - monthly, Branch & NSL
▪ Reports
▪ Shopping the Homestead Online & The Attic
- LB Communication:
▪ Notebook - read & re-read - Educate yourself in the product, become a Longaberger Expert!
▪ Your Success

- Associate Handbook - Guidelines & Ethics

- Branch & NSL Meetings

- Longaberger weekly email - sign up for at mylb.com

- Forms

- Consultant Order Form/Customer Service Orders

- Adjustment Form

- Repair Form

- Have a time plan - Longaberger planner

- Accepting Credit Cards - expands your business

- Personalized business supplies - business cards; checks; stamp

- Open Houses

- The Home Show (& don't forget your home!) Make it FUN, Be Enthusiastic! Use Imagination!

- Presentation ideas - do what works for you! Have Creative displays & show ideas. Review the body of a Home Show.

- Displays - Features; Core items; Collector's Club; Booking

- Product layering

- Have Creative & Attractive Hostess Packets ready to book shows (Wishlists; flyers; invites, order forms for outside orders, etc)

- Have Sponsoring Packets available for potential recruits - contract, business kit details, current incentives, etc

- THE - "BEE" - THE Best INVESTMENT in YOUR Business *REUNION* - Jul 31st-Aug 2nd,2005

- Awards -

- o Branch - \$15,000 - Basket

- o NSL - \$12,000 Bucci print \$25,000 - NSL Sales Excellence Basket

- o Sales Achiever - \$20,000 Company award Plaque/Lid

- Customer Service - Make it OUSTANDING - Make yours EXCELLENT!!!! LISTEN- Learn what is important to them. Product Knowledge

- Relationship building - Professionalism; Integrity

- Follow-thru - DAZZLE 'em with your service style!

- Bookkeeping - Get organized and stay organized

- Expanding you business

- Craft Fairs

- Chamber of Commerce

- Explore your community