

**Ambitionz**

# **Welcome Pack**



**2015**

# Welcome to Ambitionz

Hello. Welcome to Kleeneze and welcome to our team, Ambitionz. Whether you're looking for a few pounds a week to make ends meet or the kind of income you could once only ever dream about, it all starts here.

You've looked at what Kleeneze has to offer. You're wondering whether it will work and more important you're wondering whether you can do it and whether it will work for you.

Well here's our promise. If you're willing to tell us what you want, when you want it, and what time you have available, then we'll show you exactly what you have to do to get whatever it is you want.

We'll help put together a plan of action and show you how others before you have taken their first steps and now are earning the income you want.

How can we be so sure you will get what you want from the business. Well, we have a proven system that you can use that is used by everyone who is successful in the Kleeneze business. Put simply it is as follows:

- Earn money retailing the Kleeneze products
- Find others who want to do the same
- Show them how to earn an income retailing the products
- Show them how to find others who want to do the same

It sounds simple, and it is, but we didn't say it was easy.

When you first get started, as with anything else that's new, you'll find it takes time to get up to speed. Work at your own pace and you'll soon be up and running. We suggest that you start by getting your catalogues packed and placed with family, friends and around your local area.

Then as soon as you can:

- Attend Getting Started Induction / Sizzle
- Attend an Open Evening
- Attend a Training Workshop

This is where you start to learn your trade and the way the system works. Though, initially, you've been taught by the person who introduced you into the business, you learn almost everything you need to know working alongside them. In fact you may want to put more effort in than they do. No problem! Put in more effort, earn more! You may even have people in your team who want to earn more than you. No problem! They can.

Induction Courses, Open Evenings and Training Workshops are run every 2-4 weeks, (you'll find next dates at the end of this printout). Go along and you'll learn from new people who will tell you how they got to the first level in their first few weeks in the business. You learn from old hands who will tell you how you got started and how they worked their way to the top.

## THE TRACK .. GETTING STARTED FAST

'The Track' is the information you'll need to move forward and is made up of the information you have here, plus other training materials you've already had in your Starter Pack.

The Ambitionz System adds printouts of articles and presentations / how to's etc. You'll find these on our website [www.ambitionz.co.uk](http://www.ambitionz.co.uk) along with MP3s for you to listen, MP4s for you to watch and suggested reading materials.

The key .. and this is the real power of the system, is that you run at a pace that suits you. That may be slow to start but quicker as you begin to realise the power of the Kleeneze Business and what it can do for you.

# Getting Started

This training links in to [www.ambitionz.co.uk](http://www.ambitionz.co.uk) but read through the whole of this first, (shouldn't take too long). So starting here let's have a look at the areas you'll need to cover.

As we've said previously the business is simple and the following pages will outline the areas you need to understand to get your business up and running. Unlike the information supplied with your registration kit, this information has all been put together by Distributors like you who are actively building the business. We hope it's simple and clear, we know it's hands on. So let's start by having a look at the areas you'll need to go through. We call this ....

## THE TRACK .. A CLEAR PATH FOR YOU TO FOLLOW

'The Track' is the system we use to help people build successful businesses. When you begin you may have little or no experience in Retail or Network Marketing. No problem! You can **earn while you learn**. Even better you can ask your upline and their upline to train you and anyone you sponsor.

When you get onto 'The Track' you can be sure you have found the most efficient way to build your business. Here we'll outline the basic areas you'll need to consider. Attend the trainings put on by both Kleeneze and by 'Ambitionz' and you'll begin to see the bigger picture. Everyone learns at their own pace and the system ensures that no one is left behind. For now have a look at the following:

### Set Your Goals, Put together an Action Plan, Get Busy

Though the earning potential is unlimited, most people begin on a part-time basis and hope to earn a few pounds for a few hours work. On the other hand, some see the bigger picture right away and want to reach a full-time income as soon as they can. Either way you should get together with your upline to discuss:

- The income you want to achieve in your first 30 days, 90 days, (and beyond).
- Your resources, i.e. time available, people skills, telephone skills, organisational skills etc.
- You can then put together your action plan.

### Begin Your Retail

The best way to start your retail is to go through the 'Eze Retail' Training with your sponsor, (in person or online). They takes you through:

- Cataloguing .. From start to finish
- Getting started with 'Selling on Facebook'
- Keeping your account in order

You'll need to give it a bit of time to build up your customer base both online and offline and while you're getting started on this you'll have your 'Retail Story' which you can use as an 'infomercial' to tell to anyone who may be interested in making an extra income.

### Begin Your Teambuilding

Your sponsor will help you do this and it is described in more detail later but you should also have a look at 'Go Pro' by Eric Worre. There's a great deal of information within this short book, but briefly it will help you:

- Make a list of people who may be interested in making an extra income or more
- Include people who will know someone who may want an extra income
- Make contact with your 'Prospect' and ask them to look at the business
- Talk to those interested about the business
- Help those who are interested to get started

We will work closely with you to get this started. We use [www.info-for-you.co.uk](http://www.info-for-you.co.uk) or ask them to have a look at the Company DVD and give them a copy of the Company Information. By duplicating your efforts through others you can *leverage* your time and eventually through consistent, persistent effort build yourself an income and a lifestyle you may never have dreamt possible.

## THE TRACK .. RETAILING .. THE 'EZE WAY

Retailing Kleeneze products to a core of satisfied customers is the key to a successful business. You'll earn between 33% and 57% **mark up** on your personal retail, (equivalent to 21% and 37% of the retail price).

Use the products yourself and you'll be able to explain their use more effectively. You'll save on your household-cleaning budget by using Kleeneze products in place of the products you use now.

You'll soon realise that whatever you need to know, we already know, and that we are happy to help whenever you ask. Have a look through your kit and you find information on retail:

First let's have a look at look at the earning power of the catalogues:

When Posting catalogues, orders can be calculated by assuming £1 in orders per catalogue posted. In reality post 100 catalogues and you should find that you collect 10 orders with an average value of £10. So you've got £100 in orders from 100 books. 90 people didn't buy, but that's OK, some will in the future.

### KLEENEZE PERSONAL SALES .. READY RECKONER

Personal Retail / Period	Bonus Points (BP)	Volume Profit (VP)	Sales Plan Value (SPV)	33% Mark Up on SPV	% VP on SPV	Total 4 Weekly Income
£600	500		376	£124		<b>£124</b>
£1,000	833	10%	627	£206	£63	<b>£269</b>
£1,500	1250	10%	940	£310	£94	<b>£404</b>
£2,000	1667	13%	1,253	£412	£163	<b>£576</b>
£3,000	2500	15%	1,880	£620	£282	<b>£902</b>
£5,000	4167	18%	3,133	£1,034	£564	<b>£1,598</b>
£7,500	6250	21%	4,700	£1,551	£987	<b>£2,538</b>

Retail Profit, **(RP)**, is 33% of Sales Plan Value, **(SPV)**, which is £21.12 per £100 of Retail Sales, (so 21% of retail products you order, Kleeneze charge you around £79.00 so the extra £21.00 you collect from your customers is yours to keep).

Volume Profit, **(VP)**, is also paid on SPV and is calculated by multiplying Retail Sales by 0.6285 and then multiplying by % Volume Profit. (Sorry about the numbers but it's all due to taking off VAT and calculating Mark-Up and not Commission. And you'll find a ready reckoner in here to help you).

If you Place catalogues, (ie knocking doors and presenting to the householder), approximately 1 in 3 householders, (who answer the door), will take a catalogue from you. We find that 1 in 3 of the people who take a catalogue will order.

Retailing the 'Eze way is really simple. No selling skills are required as the catalogue does the selling for you. Decide how much you want to earn. With your sponsor, work out what sales you'll need to earn it and work out how many catalogues you'll need to put out and pick up. When you first start you'll get around £10 order for every 10 books you put out. Give it time to work and later you'll see this improve ... it really is that simple.

But .. there are a few things you need to look out for. After all, if you know the worst you can expect when you start working with Kleeneze, you will be better equipped to deal with the difficulties you may encounter.

We've all be through these problems and we've found solutions. You have the same choice we had when we started. You can give in to them or you can overcome them.

**You're going to drive 5 miles from your home** to a place you just **know** the products will sell well. **There's no need. You'll find that the products sell well EVERYWHERE including your own road, so start close to home and 'ripple' out from there a little further each day.**

**When you deliver your catalogues you may see others**, (perhaps Kleeneze Distributors or agents from other companies), so you plan to go elsewhere. **There's no need, you'll find that you will still get business. Established Distributors often only deliver to regular customers, which means that they may only deliver to a few houses in a particular street, leaving all the other homes without a catalogue.**

**It's too wet to work**, too hot to work, too cold to work, too foggy to work, etc. Well, the fact is that the weather is the same for everyone and if you develop good habits and if you're consistent and persistent you will reap the rewards.

**Some households don't leave the catalogues outside for collection.** Some even throw them out. The truth is that this happens to everyone, more often the first time because your customers don't know YOUR system. You train them by consistently calling back for your catalogues when you say you will. Keep going back and you'll find that these are often the ones who place an order.

**There are households that seem to find the wettest places to leave the catalogues so that they get wet and wrinkly**, (sometimes it rains and you've gone wet and wrinkly too)! Others shred the plastic bags you put your catalogues in. This is about the only overhead in the business. You'll need to replace the catalogues as you lose because they got wet, written on, eaten by dogs etc. Put away a little of your profit each week to cover this.

**You lose brochures because you forgot to write down where you left them** or written down which ones you've collected. We all did this because we were new in the business. Use the retail Organiser to keep accurate records.

**You've been chased by a dog, soaked through to your underwear, picked up 100 books and got one order for £5 and when you get home you realise the customer forgot to put their name and address on the order form.** Welcome to the wonderful world of Kleeneze. Now things can only improve.

## TEAMBUILDING

When you show the Business Plan to a prospect, it's important that you give them an idea of how the whole thing works. It is also important that you don't blind them with facts and figures in an attempt to show them how well you understand the plan. Not even an experienced Networker would understand all the mechanics of the Business on first look. However, after your prospect has become a Distributor it is important that they begin to understand the way the plan works so that they can optimise their income with a balance of personal retail, and building width versus depth, (we'll explain this later). So let's look at how it works.

## TEAMBUILDING INCOME

The table below will help. We're assuming that you and everyone in your team collect orders to the value of £1,000 each in a 4 week period. In practice some will do more and some will do less.

### KLEENEZE SALES PLAN .... READY RECKONER

Number In Team	Sales Per 4 Weeks	Sales Profit	Volume Profit	Volume Profit	Earnings 4 Weeks
You	£1,000	£206	10%	£83	£269
Plus 2	£3,000	£206	13%	£157	£363
Plus 5	£8,000	£206	18%	£364	£570
Plus 10	£11,000	£206	24%	£1,028	£1,234

GoldS Sponsored	Sales Per 4 Weeks	Gold Income	Royalty Income	Inc Per 4 Weeks	Earnings Per Year
1	£20,000	£1234	£310	£1544	£20,000
2	£30,000	£1234	£964	£2198	£30,000
5	£80,000	£1234	£2418	£3650	£50,000

- On your own for the four weeks you keep £206 cash in hand and £63 paid into your bank.
- When you sponsor two who do the same, they earn £206 cash in hand and also the £65 bonus, but now you've reached

the 15% VP level, so you keep £206 cash in hand plus £160 volume profit

- When you sponsor five who do the same you reach the 21% VP level, and your bonus increases again
- And when you've sponsored 10 you reach the 24% level .. You're a Gold Distributor.

Of course this assumes that they're all working, but it could be that you sponsored a few more who are doing little or nothing. It may also be that one or two in your team have already started to teambuild and may have one or more in their teams. One small, but very, very important, point. If you believe you've just earned money from other people's efforts you're heading in the wrong direction. You'll *earn*, your money by *helping others* make money. The more you help, the more you'll earn. And you won't be telling them *what to do*. You'll be showing them *what you do*.

## THE TRACK .. TEAM EVENTS

Ask any of the leading Distributors in the company about the importance of Team Events and you'll get the same answer from each of them ... 'Team Events are the key to a successful Kleeneze Business'. Without them there would be no business. No-one in the history of this industry has gone on to become financially free unless they attend meetings regularly. They are the key to the system.

Team Events can happen anywhere from a 'sizzle' with a couple of new distributors in your home or in a coffee shop, right through to our company's major annual conference with many thousands of distributors in attendance. Let's have a look at the main types of meeting:

### Sizzle Sessions

These can be used to introduce new people to meetings on a very local level. They can be held anywhere, but work best in your home or the home of your new distributor who has just started sponsoring. They should be structured as follows:

- 15-20 formal training
- 5-10 minutes as a notice board, to pass on dates, happenings, ideas etc.
- Devote the rest to reactive training, ie to meet the needs of the distributors in the sizzle.

The purpose is to get small groups of your team together to for education and motivation, and through constant repetition to get your message home. Used properly Sizzles will create momentum.

### Open Evenings / Trainings

These are your local events. Their prime uses are:

- To show guests the business. To let them see the bigger picture and meet others in the business and to upgrade new distributors who will get the chance to meet others both new and more experienced in the business. This will help them realise, *'they can do it too'*.
- To create team spirit, a sense of belonging to something bigger. This association helps them with their ups and downs. *'When you're down you need a meeting, when you're up the meeting needs you'*.

It goes without saying that if you're going to build a successful business then you're going to have to learn how to do it. The training will help you get an overview of the business and help you balance your effort. It will give you a chance to listen to many different distributors speaking on many different topics. Often hearing an important point for the third time, especially from someone you've not heard speak before, helps the point finally get home.

### Workshops / Action Courses

We cover the content of these events during the trainings. Simply put it's where you get down to the nitty-gritty of building your business. This is not a meeting to sit and stare, you'll be actively involved in the meeting as we find this is the best way to help you learn.

We'll cover all aspects of:

- Retail and running your account.
- Prospecting, approaching and presenting the plan.
- Helping new Distributors getting started.
- Self development .. The more you grow, the more you earn

Get as many of your team as you can to meetings as they're a great place for recognition, and recognition is one of the cornerstones of the business. Remember if you're not there, then your team won't be either.

When you attend your first meeting and see someone stand up front looking smart and confident, your first thought will be, *'I could never do that'*. However, we can assure you that as you begin to play first a small part, then a larger and larger part in the meetings, one day you'll find yourself speaking confidently to a large group of people. Yes you'll be nervous but it gets easier every time.

As we've said any successful distributor will tell you about the benefits of meetings. They'll tell you that none of us can do it on our own and the meetings mean you're never alone. Whether large or small, a successful meeting will only happen if we use them to help us build our businesses. We all need to take responsibility to both attend and promote the meetings to everyone in our group. We know they won't all turn up, (though picking them up guarantees their attendance). Get along to a meeting and find out how to build yourself a brighter future .. and get there *early!*

## THE TRACK .. RETAILING .. THE RETAIL PLANNER & CUSTOMER RECORD BOOK

Strange things happen when people start working with us. Because everything is new and they're not used to the routine they often believe they're doing more than they are

Then they look at the results they get and feel a little underwhelmed, when the truth is they've often done really well.

To overcome this, use the retail planner to keep tabs on when you're putting catalogues about and when you're picking them up. This way your sponsor can see what you're doing and they know if the results you're getting are not what we expect. And if this is the case we can usually show you what to do to put things right.

Here, also are a few notes to help you use the Record Book and help with your retail. Successful retail = successful record keeping. What we're talking about here is a system that is easy to use, easy to teach. But it only works if we all do the same thing

1. When you post or place catalogues put a tick against the house number as you post / place the catalogues. Write all houses in your book/notes if you don't catalogue make a note. (If it's raining use a separate 'street-notes' notebook but transfer to you Customer Record Book when you get home)
2. When you go back to collect you'll find some of the catalogues out on the door waiting for you. Pick them up and check for the order form. If there's no order just cross the tick. (over the coming months this will show you who is ordering and you can stop posting after 6 attempts).
3. When you pick the catalogues up and there's no order and you can see they haven't looked at you catalogues, cross the tick and put a little dot in the corner. After 3 attempts you can stop posting (though you may lose some very neat customers) ☺
4. When you pick up the catalogues and there is an order, make sure the address has been filled incorrectly. It's a real shame when you have a customer who is waiting for an order when you don't know who they are. Enter the name and telephone number in your Customer Record Book and use their names whenever possible. Cross the tick and put a circle around the whole thing to show you have an order.
5. If the catalogue is not outside waiting for you should knock, (or ring but if you don't hear the bell as it may not be working, so we knock as well). When the door is answered show them one of the catalogues as you would have posted it to them and say, 'Hello, just called for the Kleeneze catalogue. Have you finished with it', (they'll tell you if they want to keep it for another day). Thank them and tell them you'll call again in 4 weeks. At this point they may tell you they have placed an order but some don't mention that even when they have, either way check the order form for address if they have ordered .. If they're not at home use a 'Sorry I Missed You', slip (SIM), telling them when you'll call back. Then put a second little tick next to the first one to show you called back.
6. When you call back a second time, (we call it collecting our stragglers!), go through the same process from 1. This time if they're not at home put a SIM slip in saying you'll call back in 4 weeks. (They may be on holiday). Put a second small tick to show you called twice but still not got catalogue. When you go around again in 4 weeks put another SIM slip in saying you'll be back in 2 days. If you don't get your catalogue returned don't waste any more catalogues. Cross them off your list.
7. A small percentage of people will tell you they never had you catalogue or they can't find it, or their dog destroyed it. Say 'No Problem' and cross them off your list. Do Not waste any more of your time or your catalogues. There are so many potential customers out there waiting for you.
8. You may find that as you retail you come across empty houses (and some you don't realise are empty). If you put a catalogue through and later find it's empty, write MT in column but keep an eye for new occupants moving in. They are often a good source of new customers.
9. As you deliver and collect some people tell you they no longer need a catalogue. Thank them and put No Catalogue (NC), next to their address. One point to note is that men will tell you they don't want a book but their wives and partners do. So unless it's a man on his own, ignore him and post next time.  
☺ You can always say you forgot if he answers again.

Over a period of three to six months you'll start to see patterns appearing, ie regular customers, regular time wasters. And as we've said before. If someone hasn't looked at your catalogues after you've posted 3 times, even if they give you your catalogue back, miss them next time but try once more when the new catalogue come our (specially the January sales and Xmas catalogues). The same goes if you calling back 2 or 3 times and they don't order.

## And Finally ..

We're here to help you achieve the income you need. But we can only help you if you want us to.

When you first start working your Kleeneze business, it's all new and frankly can be quite confusing, (isn't any new job?). That's where we come in and it's why the company pays us for teambuilding.

The help and support has been described in this Welcome Pack but let's summarise it here:

- We'll explain the contents of the business kit when you get started
- We'll ask you what you want, when you want it and what time you have available
- We'll help you put together a plan using the right number of catalogues you'll need to start with
- We'll show you how to put your catalogues together
- We'll explain the different methods of retail .. placing, posting, online etc
- We'll call to make sure your first catalogue drop went OK
- We'll discuss what you should expect when you pick your catalogues up for the first time
- We'll go through the ordering process
- We'll tell you how to check your first delivery from the company
- We'll explain what to do if the delivery is not correct
- We'll explain how to prepare your products to make your first delivery
- We'll explain what to do if you have any returns
- We'll tell you how to make your first payment into your account
- We'll teach you how to balance your account each week .. it's really very simple
- We'll keep in touch for the first few weeks to make sure you understand how to run your account
- We'll review the whole retail process to make sure you're getting the results you should

We'll suggest that you attend a First Steps .. Getting Started Course, (see the forthcoming dates below), as soon as you can where the whole of the retail process is covered in more detail and where you'll meet some of the team (and hopefully have some fun).

When you're ready to build a team, (which can be from day #1), go on a Teambuilding Course. Find out about:

- Putting together a list of names you want to contact to see if they know anyone who may be interested in making extra income, (and these days who doesn't?).
- About other methods of generating leads, (and you can come with us to do it).
- Contacting these people. We use scripts which are very easy to follow.
- Going along on some presentations with your upline, where we will present the Kleeneze Opportunity
- How we make 'Follow-Up' calls to see who wants to start the business.
- Sitting with us while we get people started in your team, i.e. we go back to the top of the page ...
- When you're up and running we'll continue to liase with you to make sure you're getting the results you'd expect, i.e. activity vs. results
- We'll discuss your team growth and help you help those in your team achieve what they want
- We'll make sure you understand what resources are available to you for you and your team

As part of that support remember you've got:

- Your free Ambitionz information website [www.info-for-you.co.uk](http://www.info-for-you.co.uk)
- Your free Ambitionz resources website [www.ambitionz.co.uk](http://www.ambitionz.co.uk)

On top of this we have regular Training sessions. The next meetings are as follows:

- ✓ First Steps / Sizzle Sessions .. Talk to the person who introduced you for forthcoming dates
- ✓ First Steps .. Getting Started / First Steps .. Teambuilding .....
- ✓ Open Evenings .. Park Inn, Circle Way East, Cardiff, CF23 9XF .. 8.00-9.30 PM .....
- ✓ Workshop Trainings .. Graig Community Hall, Bassaleg, Newport .. 10.30-1.30 .....

Further anything else, call ..... on .....







# WEEKLY PLANNER

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8.00							
9.00							
10.00							
11.00							
12.00							
1.00							
2.00							
3.00							
4.00							
5.00							
6.00							
7.00							
8.00							
9.00							
10.00							

Use this planner to work out how you spend your time at present and then block out periods of time for retail and sponsoring. You can also use it to see how you have spent your time by writing in what you actually did.