

**Ambitionz**

# **Starting & Growing Your Kleeneze Business**



**2011**

# Starting and Growing your Kleeneze Business

Here is a transcript of the training DVD 'Starting and Growing Your Kleeneze Business'. The words spoken on the DVD are in *italic lettering* and the comments we've added are in normal type, (and sometimes in brackets). Watch the DVD first and use these notes to add to your knowledge.



*Hello, I'm Michael Khatkar and I'd like to take this opportunity to officially welcome you to Kleeneze. And congratulate you on joining one of the most powerful business opportunities available today.*

- ✓ *Kleeneze is 85 years old and a founder member of the direct selling association*
- ✓ *We're part of Findel Plc a FTSE 250 company with a turnover of £650 million a year.*
- ✓ *We're a network marketing company and part of an industry worth over \$100 billion a year.*
- ✓ *In the UK alone there are over 400,000 people running their own direct selling businesses accounting for sales in excess of £2 Billion a year.*

*Kleeneze is a way for ordinary people to work from home and build a substantial income without the normal costs associated with starting a business.*

*There are no set territories and so no upper limit to your income. What you earn depends on the time and effort you're willing to put into your business. You are your own boss; you can work at your own pace, full-time, part-time or spare-time.*

## Retail & Sponsoring

*There are two sides to your Kleeneze business.*

1. *Retail .. where you sell products direct to customers in their home using the Kleeneze catalogues and specialogues. This simple method bypasses the traditional retail outlets, and so the company pays you a % of the profits. In an uncertain economy this is a great way to supplement your income.*

*Kleeneze's catalogues contain hundreds of products people want, need and can afford. There are items for the home and garden, a health and beauty range, Cabouchon jewellery, and a catalogue of environmentally friendly products called 'Greeneze'*

*Home shopping is one of the fastest growing industries in the UK and it's estimated that by 2012 it will account for 1/3 of all retail sales.*

*You are in the right business at the right time.*

2. *Sponsor.. You can increase your income by introducing other people in to your business and building a team. This is called sponsoring and you get paid an additional bonus for all the work your team does. It's like a Royalty payment that a musician gets every time they sell their record.*

*The person who introduced you to the business is your sponsor. And when someone joins your team, you'll be their sponsor.*

*The exciting part of Network Marketing is when your team starts to sponsor and you get paid an additional bonus on their efforts too. You need to sponsor to grow your business. The more you sponsor, the more you earn.*

*When you join Kleeneze, you're in business for yourself but never by yourself. You will receive training and support from your sponsor who will guide you through what you need to do.*

There's also a team of dedicated staff in Kleeneze's Customer Service Centre who will be able to answer any questions you may have.

Our weekly *Entreprize Bulletin* contains essential information for you business, plus details on local meetings. Kleeneze also holds regular training events in the UK and the Republic of Ireland. These events attract thousands of Distributors and give you the chance to hear how some of the most successful people in the Network have achieved their success.

This Video will show you the basics of retailing and sponsoring, so you are well on your way to making money with Kleeneze.

## START Your Retail

So, what's involved in the retailing. Here's a simple overview of what you need to do. If you have any queries, there's more information in your quick starter guide.



- Pack your catalogues ready to deliver to your customers. Make sure your name and telephone number is on all catalogues and order forms.
- Then, post your catalogues in your local area. Plan your route and stick to it using your retail organiser, so you know exactly where your catalogues are, (use the Retail Organiser).
- (You could) introduce yourself to new customers to find out if they want to receive a catalogue, and let them know when you'll be back to collect it.
- Most Distributors collect their catalogues after a couple of days.
- Check for orders and check that address details are filled in correctly so that when you get home you know who has ordered what.
- Then you need to order the products from Kleeneze. Ordering on the internet is simple. Your sponsor will help you set up your account and show you how it works.
- If you need to fax or post your orders you'll find this information in the 'Quick Starter Guide'
- When you receive your order, check it against the picking note. Then separate your products into your customer orders, with a copy of the order form ready to deliver.
- Occasionally you may need to return products to Kleeneze. This procedure is clearly explained in the quick starter guide.
- Remember to take some change just in case the customer wants to pay by cash. For your customer's protection, we don't accept Credit card payments.
- Deposit all, (not all, just 79%) of the customers' cash and cheques into the bank using the Giro slip provided by Kleeneze, (and don't forget to order more on the website).
- Kleeneze will send you an invoice showing everything you've ordered and how much you need to pay. Most people will receive this by email.
- You can make credit card payments on the internet, using your own credit/debit card, or by calling Kleeneze's integrated voice response system (IVR)
- Offer a reliable customer service and in time you will establish a regular customer base and reap the rewards.

And that's it! Retailing really is a simple, proven way to earn money. Everything that you need to know, is in your business kit. You can speak to your sponsor, or you can call the Service Centre.

# SPONSORING Your Route To Financial Freedom

So, let's take a look at sponsoring.

Sponsoring is when you introduce people into your business and build a team of Distributors. That's what network Marketing is all about. When you sponsor someone into your team, Kleeneze will pay you an additional bonus for the work that they do.



Sponsoring can substantially increase your income. Take a look at these figures:

If you put out 250 catalogues per week you can earn £274, (actually £275), over a 4 week period. This is based on an average 1 in 10 catalogues giving a £10 order, that's £250 in orders a week, £1,000 over a 4 week period, earning £274. (This is explained more fully elsewhere).

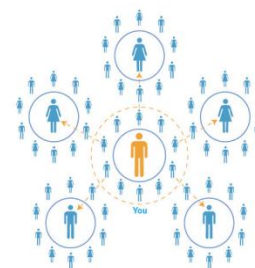
If over time you introduce 10 other people who do the same you will earn approximately £1,260 every 4 weeks and you will achieve 'Gold Distributor' status.

If you sponsor another 10 people and 5 of your team also become Gold Distributors you qualify as a 'Senior Executive Distributor', earning an estimated income over around £50,000 per year.

So you can see that it pays to start sponsoring as soon as possible.

So how do you do it?

There are a number of different ways of sponsoring people into your business, but the quickest, cheapest and most effective is to contact your 'Warm list'. This is a list of all the acquaintances you might have; your family, your friends, your work colleagues. In fact, anyone you know.

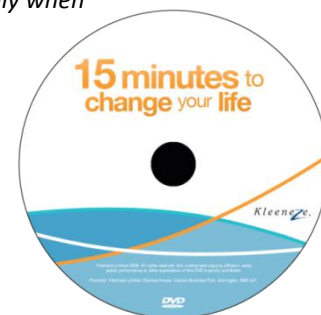


To help you create your warm list, you'll find a memory jogger in your business kit, (and in this Welcome Pack). When you work through the memory jogger, you'll be surprised to find that this list stretches in the 100's.

Some of the people around you will naturally be curious about what you're doing, especially when they see you're making money. All you have to do is show them the 'Opportunity Video', (DVD),

For people you see less often, you'll need to give them a call. Your sponsor will show you how to make these phone calls.

All you're doing is telling them about the business and then sending them an Opportunity DVD, (or quicker and cheaper, sending them to your Kleeneze Website.



Let's hear more from some successful Kleeneze Distributors:

**Rob:** One of the fastest ways to build this business is to contact your warm list. That's what I did in the beginning. I went 'Gold' within 6 weeks, I then went Bronze Executive within 6 months, (so I'd helped 2 people up to the Gold level). And all that was done by contacting my warm market. I simply rang my friends, family. If someone said no to me I simply said, well do you know anyone who's looking for some extra money. But I quite simply said to them, John, put the kettle on, I need to pop over and show you something.

**Jamie & Adele:** I'd just ring somebody up and say, Hi, it's Jamie, would you do me a big favour. I've just started a new business, or, I'm expanding my business at the moment. I'm going to send you a DVD. Would you have a look at it and see if there's anyone who might be interested.

So all you're doing is asking someone if they'll do you a favour, and people are more than willing to help out, certainly if it's someone they know.

*Jay: And the thing I found was that it's better just to send the information and phone them up and say, say, I've sent you something in the post. I'm in a rush right now. Have a look at it when you get it, and I'll give you a call in a couple of days.*

*Jamie & Adele: Sponsoring isn't about selling the business. It's just letting people know the Opportunity exists and letting them make the decision whether it's something they'd like to find out more about, or it's something they'd like to join.*

*Rob: A lot of my colleagues and friends were shipyard workers. I lived in a small coal mining village so they either worked at the pit or they had worked at the pit, or they worked in the shipyards. So they completely poo-pooed the idea at first. But I just stuck with it. I really believed that there were plenty of people out there who wanted to earn some extra money and I would find them, because there had to be people out there like me.*

*Jay: Approach everyone. Don't prejudge them. I thought I knew that these 4 or 5 people would do it. And they're the ones who said, Oh I'm not sure, I'll think about it. Whereas the ones I thought would never do it, they jumped aboard. So don't prejudge anyone. Approach them all. Give everyone the equal opportunity.*

*Jamie & Adele: Over the years, my sister has joined the business, my brother has joined the business and a very good friend of mine who was the best man at my wedding, who has always been very critical about the business, he joined, literally a couple of months ago too. So, friends and family, even the ones who were critical and weren't interested at the outset, have since joined the business, because people's circumstances change, and when they realise what Kleeneze's really all about, they'll come on board.*

*Jean & Mike: Every team has a system and you have got the support of your upline, (the person who sponsored you), who you just literally ring up and they will be more than happy to show you the system of sponsoring. As you start getting better if you do 10 face to face appointments and you should get one person to say yes. So that is the average. Speak to 10 people and you'll get a yes.*

*Rob: When I first started I was so excited. Here was a way for the first time in my life, I had come across a way where I could make some extra money and in fact I could make a lot of money, just by helping other people make money. I couldn't wait to tell people.*

*Michael: Contacting your warm list the best proven method of building your business. Once you have done this there are other methods of introducing other people into your team. For example*

***The 3Foot Rule:** Which is basically speaking to anybody who comes within 3' of you about the opportunity.*

*Rob: One of the easiest ways to build your business is what we refer to as the 3'rule. This is simply giving people some information. If you go into a shop. If you're talking to somebody.*

*Adele: When you're in the bank or the post office, in the queue, talk to the person in front or behind, or everybody if you want to.*

*Jay: So you're a walking advert as you're going through your normal daily life. You don't have to go out of your way to do it. You're already there.*

*Mike: The best way is to practise in your normal conversations with people and eventually you'll get enough courage to perhaps say, 'Actually I'm looking for people who want an extra income. Do you know anybody'? And just give them the card. Which is quite a simple way of doing it.*

*Jean: You're not asking them direct. You're just asking them to take your card and to pass it on to somebody who they think might want some extra income. So that way they're not feeling threatened in any way. You're just giving a card out. And the more cards you give out, the more numbers you're going to create and the more calls you're going to get. That's all there is.*

*Jay: I go from the point of 'help'. Hey, can you help me, we're looking for people who want an extra income. Would you know anyone? If that's your approach, that's not offensive. You're just asking for help. No-one's going to say, 'How dare you ask me for help', they don't. They'll either say yes or no. And that's fine.*

Jamie: The great thing about the 3' rule is that it doesn't take a lot of time. It's a case of, do what you normally do, go where you normally go, take your business with you, have business cards or information with you all the time to leave around the place or to hand out to people and that's how you can build the business on a 'shoestring of time'.

Adele: It's that personal contact with people. That face to face contact that makes it successful.

Rob: The AA man that came to start my Rolls Royce and the AA man who came to start my Hummer, I just 3' ruled them both and they're both Gold Distributors now. So it really does work. 2 out of 2 AA men.

Michael: Another popular method is advertising though Flyers & Business Cards but remember that littering is illegal so flyer responsibly.

Michael: Once you've sent someone an Opportunity DVD, you need to follow up with a phone call to see if they're interested in joining. Again, your sponsor will show you how to do that and give you all the information you need.

### **HANDLING OBJECTIONS (Frequently Asked Questions)**

Some people decide they're not interested in joining the business without fully understanding it. Here are some of the most common objections and how to answer them correctly:

***Kleeneze? I've heard that doesn't work ...*** 'Kleeneze works! It's people that don't. Obviously, this isn't a get rich quick scheme, you do have to put some time and effort into it. All Kleeneze Distributors are willing to show you proof of their incomes. And there are people who have been in Kleeneze for 50 years.

***I don't fancy walking the streets ...*** Well there's a lot more to Kleeneze than just the catalogue so you don't have to walk the streets. Some people just give the catalogue to their friends and family, neighbours or take them into work. But to be quite honest the biggest part of the income that you're going to develop from Kleeneze is on the team building side. Have you looked at that?

***No, I don't want pay for my catalogues, they should be free ...*** the thing about Kleeneze is that it is a business and not a job and with any business, before you can trade you have to buy tools. So it's no different from any other business. We buy our catalogues and then we can earn a substantial income. And most people find that they do recoup their income within the first 3-4 weeks, (or quicker), and make a profit.

***I can't, I'm on benefits ..*** Yes, a lot of people might think that. But the good thing is, is that there's a lot of help around and you can actually get out of the benefits trap, because you can make money from day 1 with Kleeneze.

***I've already got 3 distributors on my street ...*** The reality is that in every single town you've got more than one butchers, more than one florists and they're all doing business. Look at the fast food industry. You've got MacDonalds on the same corner as a Kentucky Fried Chicken, Pizza Hut, Burger King. It doesn't worry the fast food people. It doesn't worry Asda and Morrisons and Tesco's and Sainsburys, they build right next to each other. The reality is there's plenty of business out there for everyone.

We find that several Distributors will operate in the same area and they will still get orders and make a profit.

***It's too expensive to start ...*** Kleeneze offers a proven low cost start up with the backing of a much larger company. It's a little bit like a franchise, at a fraction of the cost and without the headaches you normally get with a franchise.

***I haven't got enough time ..*** Most people who join Kleeneze have actually got full time jobs and very busy lives and one of the reasons that they join Kleeneze is that they do actually want more time. And just by finding a little bit of time on a daily basis you can start to build a business and it just grows from there



Michael: Once you've sponsored someone into your team, it's your role to support them and train them, just like your sponsor did with you.

You're new team member or 'downline' will have their own warm list. You can help them to contact the people on this list.

As with every part of the Kleeneze business there is already a simple proven system in place that works. Your own sponsor can show you how to support and train your team.

The Kleeneze Sales plan gives you the chance to develop your income to the level that you want. You are independent and you work at your own pace, with no boss, no stress and no territory.

It's a chance to make new friends and make money in a friendly and supportive environment. So what are you waiting for?

Jamie: We're eternally grateful to the people who recommended the business to us and it's important, it's a great business so recommend it to as many people as you can

Jay: If I hadn't joined I'd probably be in a boring office job somewhere looking out the window, thinking, life's got to be better than this. Whereas with Kleeneze we've been able to go on the free trips, all around the world, 5 star luxury. It's been fantastic. With the freedom of time and an income that people would love to have.

Rob: My income last year with Kleeneze was over £300,000 and we live in a 7 bedroom farmhouse in 14 acres. My life is completely transformed. Everything about my life. I've been able to buy my mother a house for Mother's Day a few years ago. I bought her, her first ever brand new car for her 60<sup>th</sup> birthday. I could never have done these things without Kleeneze. It's been an amazing 14 years.

## So that's it .. That's all I need to know

Well ..... No!

Building your business is very simple. But it's not necessarily easy! You can learn enough to retail and introduce others into your business in a few short hours in a workshop. Then you spend the next 20 years fine tuning the way YOU build the business .. but when you sponsor someone new into your team you need to resist the temptation to show them how much YOU know. Let them get it at their own speed.

What you need to do is tell them what they need to know to retail and introduce others into their business. A good place for them to get this information is in a workshop. After that, your job is to reinforce that information day by day, week by week, a bite at a time.

Just like you did when you got started, they can 'Earn as you learn'. They can take it a step at a time, at their own pace and in a way that makes sense to them. And this is where 'The System' kicks in.

Most people only retain a few % of the information they receive, even a few days after they receive it. So let's say they retain 10% of what you tell them, (and that's considered high). You tell them everything they need to know but they only remember 10% of it.

When they introduce a team member, they pass on all they know (10% of what you told them) and within a couple of days their team member retains 1% of what you told their sponsor.

Don't panic! You can pass on 100% of the knowledge they'll need by using the Kleeneze Business Manual, Ambitionz Track Articles, Books titles, MP3s, DVD,s and Training Meeting Presentations (at which you need to take notes). All of this can be found through your sponsor can point you to the pages you'll need when you first get started.

In this way the message will be consistent. All you need to do is to go and look for it. Collect it. Keep it where you can find it, and learn it by putting it into practice. And pass it on at every opportunity. Used in conjunction with a suitable ring-binder, (small when you start but always growing), your manual will become a valuable resource as your business grows, and as you grow with it.