



British Basics

Welcome to the company and the opportunity to earn fantastic commissions / discounts from the extensive range we offer to both business and individual customers.

The following is a simple proven system designed to gather customers by delivering and collecting our catalogues in and around your local area. This is a strong guideline, however it is important you do what you can do in the time you have available.

You can use the catalogues anywhere with family, friends, work colleagues, local businesses etc

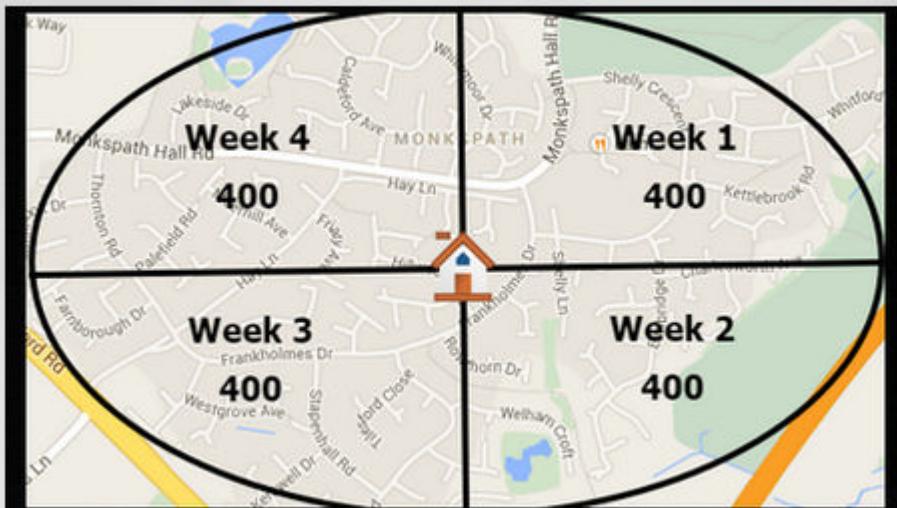
This business plan will pay you a sustainable and regular income, providing you are reliable and follow the system over an initial period of 12 weeks.

Having many years of data and industry expertise, we know the most effective system is working on a 4 week rota basis. So you deliver to new houses with every drop for 4 weeks. On week 5 you start at week 1 again. This ensures you provide a home shopping service 13 times per year.

All your retail stationery is provided from our business partner at very low cost and a starter pack is available as well as individual items you need as and when required.

A typical retail plan

| MON | TUES | WEDS | THUR | FRI | SAT | SUN |
|------------------------|---|---|---------------------------------|-----------------------------|------|------|
| Deliver 200 Catalogues | Collect Catalogues & Deliver 100 Catalogues | Collect Catalogues & Deliver 100 Catalogues | Collect Catalogues & Stragglers | Stragglers & Deliver Orders | FREE | FREE |
| 2 Hours | 3 Hours | 2 Hours | 2 Hours | 3 Hours | | |



Deliver and collect your catalogues as close to your house as possible.

Simply walk out of your front door and go left or right and pop a catalogue through each and every door.

Some home owners will have placed a 'we don't buy from callers at the door' sign in their window. These are not aimed at you. We do not sell at the door as our customers buy from the comfort of their armchair without any pressure. In fact you will find that a lot of your customers will have these signs.



Use Google maps to plan your route, try to work an area at a time using your house as the central point. Make sure you work in a methodical way to be as efficient as possible.

Delivering & Collecting (Ideally deliver a minimum 400 catalogues per week)

Delivering

Dress sensibly (weather, comfort, smart casual, footwear)

Stay local.

Use your route book and pencil to record where you deliver your catalogues

Deliver to every house

Door signs are not aimed at you.

Always be courteous and polite, smile and thank them.

Leave your catalogues in homes overnight (maximum 48 hours)

Collecting

You are likely to collect 60% of the books on your first collection

Remember to take "Sorry I missed you slips" to collect

"**stragglers**" the following day.

Update your route book with any numbers you don't get the catalogue back from.

Remember to put a slip through the door.

Always remove completed order forms from books and keep safe.

Occasionally customers forget to put their name and address on the order, checking the catalogue thoroughly immediately it is collected is "Best Practice."

Stragglers

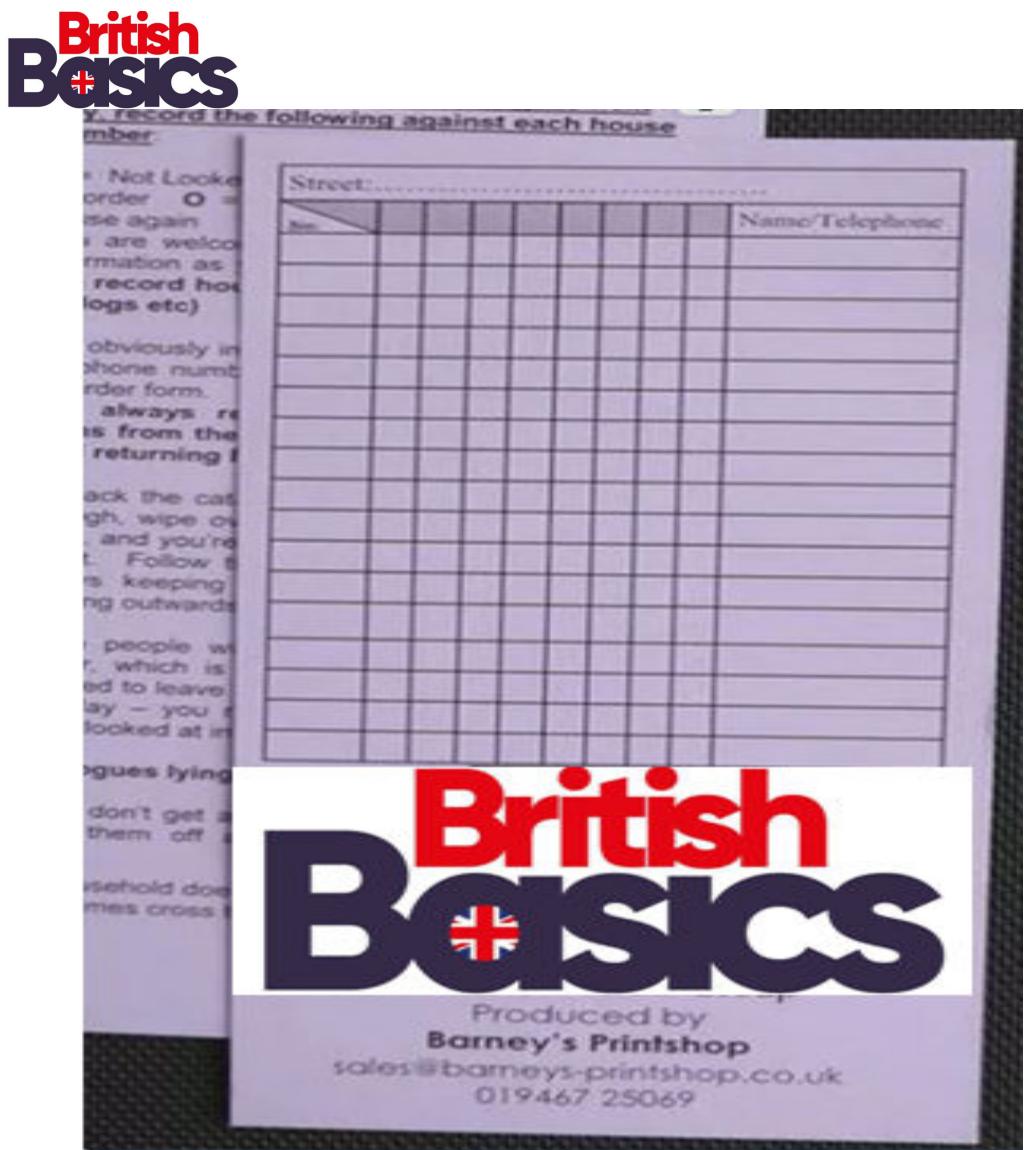
(Catalogues not got back YET!)

A catalogue is NOT LOST until you have been back at least 3 times to collect it, ideally on consecutive days, as they will sometimes include customer orders. (You may wish to knock on the third time)

Always post a "Sorry I missed you" slip every time you go back

Go back for stragglers THE FOLLOWING DAY then each day.

On your 4th visit back post a HOLIDAY SLIP with your phone number. Some of these catalogues will be returned later!



Keeping good records is vitally important. Accurate information in the beginning will pay you well into the future!

You record who has returned the catalogue, who has looked at it, who has ordered, who doesn't want another one etc.

Each week gets easier and once your first 4 weeks routes are completed you are then re-visiting the same areas so it gets easier still.

Your route book is designed to last for at least 3 times around. You deliver to the same houses every 4 weeks and after three times around you can remove the non-lookers. You can make a new route book with customers and lookers only.



Delivering your products

This is pay day

Smile, be prompt, have change available, use biodegradable bags for orders of multiple items, check customers addition on order forms (they do make mistakes)

Make a delivery list e.g.:

| name | address | Amount |
|-----------|--------------------|--------|
| Brenda | 10 Cook Close | £26 |
| Malcolm | 32 Grenfell Avenue | £14 |
| Mrs Johal | 4 Swarbrick street | £5 |

After your first 4 week cycle

You simply go back to where you started in your first week and repeat the same houses again.

This time it will be easier as you have already crossed off the troublesome houses and you will start to be recognised.

This is the start of you establishing your reliability.

Over time (once you have visited all the houses on your list that give you the book back 3 times) you can start to remove houses from your catalogue drops. Those who have not looked, told you not to deliver etc.

In your fourth, fifth and sixth drop you will only deliver catalogues to those who have looked at least once and of course your customers who have purchased from you.

Do not be tempted to short cut to this stage. Many people will place their first orders on your fifth and sixth drop.

Once you have completed your routes 6 times anyone who has not ordered is crossed off and you are left with a great customer base !



What to Expect, Hints & Tips & the Early Challenges

If you know the worst you can expect in the first few weeks of starting your customer gathering you will be well placed to deal with it.

When you deliver or collect you see other distributors (British Basics or other companies) and it puts you off! *TRUTH-* Ignore them all, stick to YOUR plan and you will still get business.

Persistent and consistent distributors are the ones who win through and remember customers choose who they buy from, not the other way round!

Different customers buy on different days.

There are no territories.

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

Don't listen to "Joe public". *NEVER* take advice from members of the public always follow the system.

Ignore "We do not buy at the door" stickers or signs. They do not apply to you. You are offering a home shopping delivery service not selling at the door.

Expect good customer pick-ups, medium pick-ups and low pickups. It will balance out.

Focus on accurately recording what happens to your catalogue at each house and you will soon be picking up 25 customers per week.

Develop your emotional strength. The system is designed to work best over a 12 to 16 week time frame (not 12 to 16 days!!)

You would prefer to drive 5 miles from home to a place where "you just know" the products will sell very well. *TRUTH:* the products sell everywhere including your own street, so start close to home and 'ripple' out each time.



The weather. We have changeable weather in the UK (sometimes within 5 minutes!) Whatever the conditions an excuse is available for not putting your catalogues out. *TRUTH*- develop good work habits and you will be a success.

People don't leave their catalogues out or they throw them away. *TRUTH*- of course this happens, mostly in your first month because your customers don't know your system. Provided you follow the collection guidelines you can expect to lose between 5% & 10% in your first four weeks, this is normal.

Once you visit your routes for the second and subsequent times this loss reduces dramatically as you do not leave a catalogue if you didn't get one back first time!!

Remember sometimes people need your catalogues for longer to make up that massive order!

Wet catalogues. These tend to be very wrinkly once dried over radiators etc... it is best to discard these! *TRUTH*- About the only overhead in this business is that from time to time you will need to replenish your stock of catalogues to ensure you have enough to generate the income you want. Put away a little of your weekly profit to cover this.

Shredded or scratched plastic bags. *TRUTH* When this happens replace immediately, it is your shop window after all!

You have a poor set of orders from a collection. *TRUTH* Remember the early days are about establishing the whereabouts of your customers. Just put out your catalogues again and by consistently doing this you will pick up the averages.

Play the numbers game, have some fun building your customer base and earn plenty of money!!