

## **All about being a Chocoholics Rep!**

### **When did you start in Australia ?**

Chocoholics Anonymous was founded by Megan Van Oirschot and Sue Muller in 2004. It's first reps started spreading the chocolatey word in Victoria, and over the following years the network has quickly grown to right across the country.

You can see our story on the "about us" page on the Chocoholics website.

### **Who owns Chocoholics Anonymous?**

Chocoholics Anonymous is a proudly 100% Australian owned business. Its head office is in Geelong, Victoria.

### **Where are your reps located?**

At this stage we have consultants in Victoria, NSW, Queensland, SA, WA and Tasmania. You can see an up to date list on our website under the "find a rep" page.

### **What does it cost to join?**

The kit that you purchase when you decide to become a rep costs \$199.00.

In the kit, you receive all the stationery you need such as order forms, invitations, envelopes, flyers, brochures, customer bags, and pens. You also get a name badge, tongs and a training manual.

As well as all this, you will also get 10 sample bags which will enable you to start your parties. As a bonus, you will also receive stock to sell at your first party. You can sell this stock immediately.

If you have a few parties lined up at the start within a few days of each other, you may need to order more samples etc on top of your kit to make sure you don't run out.

### **How does it all work?**

Once you have ordered your kit, we suggest you try and have 4 - 6 parties booked before your kit is sent to you.

At your party, you will allow the guests to sample approx 5 different chocolates. While they sample the products, you go through the catalogue with them and assist them with their ordering. You can elect to conduct the party to suit your own personality style. Whether that is by playing fun chocolate activities or simply using the products to demonstrate how good they are.

At the end of the party, you collect the orders and payment for those orders. We have a strict policy on people paying for their orders on the day. It is a nightmare in situations where guests overspend, not pay for the goods when they arrive and the party rep gets lugged with the stock. It is not a nice situation for the host or the rep and can cause quite a lot of stress.

We have been trialing our system of payment for over three years and our reps have had no problems from any of their hosts or their guests about the policy. In fact, the reps love how they only need to hand over the orders to the party host and not have to follow up with any payments.

Although some people may find it difficult to understand as the normal fashion of party plan is to order and pay later. Our experience shows that under this system some people either overspend or have no intention of paying for the goods. This can cause problems for people who overspend as it can hurt their family budget or a total lack of respect by people who have no intention of paying and no remorse when they cancel their orders.

Although guests may not spend as much in the beginning, they have told us that they appreciate the low prices for the products, are more likely to continue to attend chocoholics parties, and in most cases spend more at following parties because they save up for what they want to buy.

With credit card facilities, there will be minimal complaints about the paying policy.

You are able to have stock with you at your parties to sell on the night. History has shown us that when it comes to chocolate, people want to start eating it immediately. Therefore, our reps do take stock with them, and order top ups after the party to replenish their stock.

### **How do I pay for my orders?**

Once you have received the payments from the party, have given out as much stock as you can on the day, you will need to place an order with us for any products that you need to fill your orders.

You have a purchase order that you fill out and either fax or email to us.

As with your customers, we require payment up front for the orders you place with us. You will have received cash from the event and you use this money to purchase what you need. All credit card payments from the party are processed at head office and the total of these comes off your order amount.

Most of the reps choose to use a debit Visa card for their purchases. All banks have this facility, which enables you to draw on money that you have in the bank rather than use credit. So once they have a party, they deposit the money into the bank, place their order, we process the order immediately and you receive your order.

If you do not want to pay by this method, you can pay by direct debit into our account. This facility is just as effective but is a few days behind as we have to wait for the funds to clear before we can release the order. We also require you to send us a remittance advice to let us know that you have paid by this method.

### **How much do I earn?**

The purchase order is set out so that you can calculate your commission. You earn 30% commission.

Once you order what you need to fill the orders you have, the total at the end is multiplied by 30%. This is your commission that you have earned from the party.

Basically you are selling the products at full price and buying them from us at a 30% discount. The difference is your commission.

Most party sales to date have averaged around \$300.00. And most of our parties only take approx 2 hours to conduct.

### **Do I have to pay freight on my orders?**

You will have to pay a freight charge on your orders. The charge is calculated at 5% of your order. You offset this cost by charging a 5% handling fee to your customers. If you are in Northern Queensland, TAS or WA your freight cost is 10%.

You are required to have a Post Office box for all your deliveries. No orders are to be delivered to a home address. If you don't have a post office box, you are required to get one set up once you have paid for your kit.

If there is no post office box available for you in your area, you may get your orders delivered to a business address whereby someone will be there at all times during business hours to accept the delivery.

We do offer financial help with the cost of a post office box should you require it. Just ask our head office when you send in your kit order form.

### **How often are the deliveries?**

Your order is usually dispatched within 5 days of receiving the order. Due to the extensive range, some products may be out of stock, but will usually be back in stock within 2 weeks.

In heavy seasonal busy periods such as Easter or Christmas, the dispatch times may be longer.

Our customers are advised that their orders usually take 4 – 6 weeks for delivery.

### **Do I have to buy the samples that I use for the parties?**

Your only investment into the parties apart from your time is the samples and the stationery.

The sample bags are approx \$2.00 - \$3.00 each and cater for 10 – 15 guests.

Most reps use approx 4 - 6 bags per party.

The advantage of using the sample bags is that people get to try the product on the night and in most cases, purchase the ones they sample. There is also the benefit of the host not having to try too hard to find guests when there is free chocolate tasting!

It is because of this draw card that our reps tell us that it is not difficult to get party bookings.

### **Do I have to pay for stationery?**

You do have to pay for stationery that you require for your parties, but the cost is minimal as we can offer the stationery

You will be provided with 10 catalogues in your kit. When you require more catalogues you will need to purchase them. Reps generally ask all guests to hand back their catalogues and allow the host to keep one as an added bonus. If guests have access to email, you can email them a copy of the catalogue.

All stationery is listed on our purchase orders and displayed in our Rep Central Flyer.

### **Do I have to pay any fees, commissions or royalties to Chocoholics Anonymous?**

You do not have to pay any fees, commissions or royalties to us.

Our mission is purely to have a dynamic and fun sales force who love chocolate. We will do everything in our power to provide you with great products and give you the tools to earn yourself an income you will never get from a day job!

### **Do I get training?**

After you receive your kit, you are required to read your Training Manual to understand all the processes and procedures.

It is expected that your real learning will come from being "on the job". If you have sales experience then you may not find the situation very threatening. If this is your first time at sales then the parties may seem quite scary.

We can provide you with back up support and guide you through the paperwork and answer any questions you have via email or telephone. We have a dedicated support person to help you through the first steps of being a rep.

Our training program is currently being extended to include full training on where chocolate comes from, how it is made and the nutritional benefits of eating chocolate. Our parties won't be just fun but educational as well!!

### **What would be expected of you?**

As a Chocoholics rep, you would be expected to constantly seek party booking opportunities, promote the products to your network of contacts in a respectable manner, have a "will do" personality and strive to become a vital member of our team.

This role is suitable for people who are outgoing and confident. At the end of the day, it is a sales role and you will be expected to sell.

You will also be expected to know how to use a computer and be efficient in programs such as word, excel and email.

### **Is there a minimum each month I have to sell?**

There is no minimum sales figure that you have to achieve each month. We believe that the reps we have on our team and those who are attracted to our business are mature adults who are not likely to sit around and do nothing.

Everyone who joins a party plan team should understand that income does not appear from nowhere, you have to go out and earn it. The fact that we give you great products backed by great support should be enough to motivate yourself to conduct parties.

We do however, have a strong incentive program that will keep you motivated and we do make mention of our high achievers through our "royalty program", which is a bit of fun.

### **How many parties do I have to have each month?**

As with sales figures, we do not require you to conduct a minimum amount of parties per month, only if you are paying off your kit.

So that your town is not overrun with reps from the one company, we are very particular about who joins our team in order to protect their selling potential. You may have experienced what can happen when there are too many reps from one company in one town. It seems that there is a huge boom at one point in time but quickly fizzles out as too many people are pressured into buying the product.

## **What are my rewards?**

Apart from earning commission from your sales, you are also entitled to participate in our incentive programs.

This includes different value stock credits when you reach different sales targets. It is a great way to build up your stock holding and turn chocolate into dollars for your pocket!!

## **What are the hostess rewards?**

Our party hosts receive the left over sample chocolates at the end of the party to do with what they like. The fact that they do not need to cater for the party is a plus as well.

As a thank you from us, they also receive a gift - a box of our exclusive chocolates. This is for you to give to the host at the time of their party.

And if their total sales are over \$200 at their party, they can spend 10% of that total on whatever they like from the catalogue. We bear the cost of the chocolates and rewards.

For those hosts or customers that continually have parties or attend a lot of parties, they can participate in our Chocoholics Freak program. They will receive a silver Chocoholics keyring. This entitles them to a FREE bag of chocolates at every chocoholics party that they attend and purchase at. You can read more about this program on our "chocoholics freak" page on our website.

Most of our hosts are simply delighted to hold a Chocoholics party purely because they are fun, there is no pressure placed on their guests to spend a lot of money or be forced into holding their own parties.

## **Can I sell over Australia?**

You are able to sell to wherever you like. Keep in mind that you will be responsible to get the order to your customer. You may have to post it yourself, thereby you will need to charge your own freight cost. And you will need to be mindful of weather conditions as chocolate is very heat sensitive!!!

## **Do I have to recruit other reps?**

We do not ask any of our reps to recruit. As we have a strict policy on the type of people who join our business, we do not accept everyone.

It is common that our reps get asked about joining constantly, and we supply you with all the information you need to give to someone who asks to join. That person does need to go through an application process.

## **What if someone joins by my recommendation?**

We appreciate any new recruits that join because of your influence. We hope that all our reps speak highly of us which would encourage people to want to become reps.

We do not however, offer any incentives for you to recruit.

## **What am I not allowed to do?**

As a chocoholics rep, there are certainly a lot of things you can do but there is also some things that you cannot do.

None of our products are to be sold direct to retailers or over the internet by any means which are not approved by us.

We have a strict policy on fundraising, which allows you to offer the products as fundraising products, however, you must follow strict guidelines.

We also have a policy on selling stock at markets, fairs or in shopping centres. All these are possible but must be approved by us.

We ask that every one of our reps shows the upmost respect for other chocoholics reps, and we will not tolerate any bad behaviour such as an act of disrespect to another team member.

You are also not allowed to make claims or misrepresent the company or its products to any member of the public.

You are to behave in a manner at all times in conjunction with our policies.

We hold our business in a high respect and will be looking out for our team members constantly.

## **Are there any marketing tools?**

We do offer all our reps tools that they can use to help promote themselves in their communities. Included in our stationery are flyers you can use as well as press releases that you can send to your local newspapers.

We can also provide you with a number of print media that you can purchase such as car magnets, tshirts, tablecloths, aprons and banners.

We are constantly finding new ways of marketing our reps to get you more party bookings.

## **What about Christmas and Easter products?**

We have seasonal flyers that go out four times a year. These include Easter, Mother's Day, May Sale and Christmas.

We offer products that appeal to all ages in these flyers and our customers love to see what new creations we come up with through out the year.

In 2010, we are also launching our new Merchandising Flyer, which will allow you to sell a selection of Chocoholics merchandising products such as clothing, stationery, body products, home wares and more!!! It should be heaps of fun to see how well these products sell to our customers.

These products will also add more to your party sales so there will be even more ways to earn commission.

## **How do I get started?**

If you have decided that this is exactly what you are looking for, then we really urge you to ask around your friends and family to assess what reaction you get. It is a good idea to see if the people interested would actually commit to having a party rather than for them to just say it's a good idea.

It will take you a little while to get your business up and running with regular clients but if you stick with it and continue to work on it, it will happen.

With the launch of our new Online Shop in 2011, you will not only be able to earn income from your parties but all your customers who order online will earn you commission as well. YOU CAN'T BEAT THAT!!!!

So don't delay, fill in your application form now and get started in your new job.

**Apply now to become considered for a position as a chocoholic consultant**