



## **Welcome to Unique Kids Direct.**

As a Unique Kids Direct Consultant you have the opportunity to build your own business through a well established company with high quality products.

Unique Kids Direct allows you the flexibility to choose which sales methods suit you. These include party plan selling, to direct selling using catalogues, taking orders from workmates, friends, family and neighbours. Other forms of selling include selling through playgroups, mother's groups, kindergartens and childcare centres using the host rewards as the bonus for the participating group. The only restriction is that you cannot sell the products directly to retailers, at markets or fetes, or over the internet.

### **Party Plan**

Party plan is simply direct to customer sales. Party plan is becoming more popular as the convenience aspect becomes more appealing for many busy people. The process is simple, the Party Plan business consultant arranges for people to hold parties. These people are known as the hostesses. The hostesses invite people to their homes for a social get together whereby the consultant demonstrates and presents their items for sale – this is always done in a casual environment where the guests also enjoy conversation and refreshments. The guests are under no pressure to purchase and when the purchases are totalled the hostess is rewarded by the business with discounted products or services. The consultant earns a commission from the business based upon the total of sales per party.

### **Other Direct Selling Methods**

These include taking orders from friends, workmates, family and neighbours as well as distributing your catalogues and taking orders directly from the customers. Or you can conduct a catalogue party. Catalogue Parties are *not really* parties. They involve giving someone one of your catalogues along with some incentives for getting a certain amount of sales and/or bookings from friends, family and work mates. This could be a mother's group, sporting group, childcare or kindergarten.

Any orders that you generate will gain you a commission on the sale.

### **Advantages of Party Plan / Direct Selling to the Consultant**

- Low start up cost for a new business venture
- Flexible working schedule and hours as it is a mobile business
- Great way to meet new people, fun and interactive
- Flexibility to work in a relaxed environment
- You are the boss
- No limits on the amount of money that you could make – earn in proportion to your efforts
- No experience required
- One party / order generates the next
- Great way to build confidence and self esteem

## Unique Kids Direct Consultants

Unique Kids consultants work as independent consultants. As a result you are responsible for all expenses, taxes, superannuation and insurance. In order to pay your commission quickly and easily, it is advised that you have an ABN. You can apply for your free ABN online at the Australian Business Register at [www.abr.gov.au](http://www.abr.gov.au) (as a sole trader). It's simple, quick and easy. Once registered you will not have any tax withheld from your commission payments. Once you pay for your orders, we transfer the 20% commission and you get to keep the full amount. You can operate as a consultant without an ABN, however we are required to withhold 46.5% tax from your payments, which you can then claim back at tax time. This is why we advise our consultants to register for an ABN so you can be paid the full commission that you have worked for. If you have any questions about registering for an ABN, how it works, and what it means with your tax return you can call the Australia Tax Office business line on 132 866. They will be able to give you all the information that you need. All of the commission payments you receive as a consultant (for your ABN) is simply put through as income on your personal tax return.

## Starter Pack

All new consultants are required to purchase a starter pack of products. This includes everything needed to start your own business including a varied array of show products from the Unique Kids range, 10 catalogues, all paperwork, business card template and a consultant's manual.

The starter pack costs \$250 (RRP worth \$350.00).

You can add to and expand your starter pack at any time by purchasing additional products from the range at 30% off the retail price. Only one of each product can be purchased at this discounted price.

## Sales & Commission

The amount that you can earn as a consultant varies according to your level of sales that you generate each month. As a Unique Kids Direct consultant there are no minimum sales figures that you have to achieve and we do not require you to meet a certain quota of parties per month. Earn in proportion to your efforts.

There are three commission rates:

Sales	Commission Rate
\$0 - \$2000	20%
\$2001 - \$2,500	22%
\$2501 +	25%

## Orders

As a consultant you take your customer orders and then place them directly with us. This alleviates the need for you to carry any stock. We will then process the orders and all credit

card payments where required and pack and dispatch the orders according to your specifications.

A separate order form is to be completed by each customer with all the relevant details filled in. Orders can be sent directly to the hostess or to you to distribute.

### **Payment of Orders**

All orders are required to be paid for by the customer on the night of the party, or when their order is placed with you in the case of catalogue selling and before the total order is lodged by the consultant with Unique Kids. Payments can be made by credit card, cheque (made payable to Unique Kids) or cash. All credit card payments will be processed at head office, while cash and cheque payments are to be deposited into the nominated bank account by the consultant.

### **Processing & Delivery of Orders**

Orders can be delivered directly to the hostess or to the consultant to distribute. All orders will be sent together in a bulk shipment. A shipping surcharge of \$2.50 per customer order is charged to contribute towards the delivery costs. If a customer would like the order sent directly to their private address a postage fee of \$7.95 is charged.

If the products are in stock the orders will be dispatched within 7-10 days. Due to the extensive product range of Unique Kids, if any products are out of stock a back order will be created and dispatched as soon as the goods arrive back in stock, usually within two weeks. If the item is out of stock with the supplier the customer will be notified via the email address provided on the order form.

Please note that no orders will be dispatched unless paid for in full.

### **Payment of Commission**

Once the orders have been processed and dispatched your commission will be deposited directly into your nominated bank account. Bonus commissions are paid at the end of each month.

### **Catalogues & Order Forms**

All order forms, invitation templates and order cover sheets will be provided for you on a disk for printing. You will be provided with 10 catalogues in your starter kit. When you need more catalogues these can be purchased at a cost of \$3.00 each. Depending on the circumstances, you will most likely collect all the catalogues back at the end of each party, leaving one for the hostess if required. Any page updates to the catalogue will be printed and sent free of charge for the number of copies that you have in stock. Catalogue pages will be updated as new products and special offers become available and sent directly to the consultant to include in the catalogues.

It is important to note that all products in the catalogue can also be viewed at the Unique Kids website: [www.uniquekids.com.au](http://www.uniquekids.com.au)

### **Hostess Rewards**

The hostess receives 10% of all sales over \$250 to spend on products from Unique Kids range.

As a bonus if one or more parties are booked on the night the hostess will also receive an item of their choice for ½ price (the item selected can be up to the value of \$40).

A surprise gift for the hostess will also be sent with the delivery of orders.

### **Consultant Responsibilities**

As a Unique Kids Direct consultant you will be responsible for handling all aspects of presentation, sales and customer service in relation to the business Unique Kids Direct.

You will be responsible to the manager Fiona Gudmunson.

Your main responsibilities include:

- Booking parties
- Maintain and prepare stock for the parties
- Demonstrate and present products from the Unique Kids Direct range
- Prepare catalogue selling packs
- Sell products
- Take orders from customers and complete order forms
- Prepare weekly orders for the manager
- Make payments for all orders taken
- Maintain high levels of communication with the customers and party hostesses
- Abide by the terms and conditions

### **Contact Details**

Congratulations on selecting Unique Kids Direct as the start of your new business. We look forward to working with you. While you are in business for yourself, please remember that advice and assistance is only a phone call or email away. Please find below the contact details for your manager, who is only too happy to help.

Fiona Gudmunson

Manager – Unique Kids Direct / Unique Kids

Phone: (02) 9979 1125

Fax: (02) 9979 1164

Email: [fiona@uniquekids.com.au](mailto:fiona@uniquekids.com.au)

Website: [www.uniquekids.com.au](http://www.uniquekids.com.au) (for products and descriptions)

[www.uniquekidsdirect.com.au](http://www.uniquekidsdirect.com.au) (for consultant information)