



What's in Your Starter Kit?

Your company is unique - your product, services, compensation plan, and selling structure are one of a kind. Your business thrives because your representatives provide a personal touch when sharing their experiences about your products.

Though no two companies are alike, virtually every direct selling company has something in common: **the need to supply starter kits to new representatives to help them get their new home-based business up and running as quickly as possible.**

There is no single solution for creating an ideal kit, because every direct selling company is unique. But while the solutions are varied, our 20 years of experience have taught us the questions that you'll need to answer to create a strong kit remain the same.

- What will help our reps create sales income during the first 30 days?
- What will help our reps create residual income during the first 30 days?
- What will reinforce our reps' decision to work with us?
- What should our reps do first?
- What legal requirements must be met?

What will help our reps create sales income during the first 30 days? (Business Building Tools)

This is how you determine whether it's necessary to include product samples. Some companies provide one of every product, while others choose the most popular items; still others simply select products that are the most representative of the various lines.

What will help our reps create residual income during the first 30 days? (Prospecting and Recruiting Tools)

We've learned that while product sales are important in the first month, capitalizing on the new business owner's initial enthusiasm can create a recruiting cycle of success second to none.

So including your company's strongest recruiting materials is absolutely key-and if that recruiting piece includes third party credibility, so much the better.

What will reinforce our reps' decision to work with us? (Retention)

Representatives are at their most vulnerable as they are opening the kit for their new business. The best way to reassure them is to let your successful associates speak for

themselves: a disc, magazine or brochure with testimonies of your most successful associates will help establish belief in these new reps.

Make your Getting Started piece simple and appealing-and watch as more and more new reps begin to move forward in building their businesses.

What should our reps do first? (Training)

Whether it's a basic instruction sheet like those included in a computer box, or whether it's a 1-2-3 guide to getting started, this piece needs to be simple and to the point.

What legal requirements must be met?

The federal and state authorities you answer to will determine what content is necessary to meet any legal requirements.

This may include a policies and procedures manual, or even the rules governing how individuals may advertise their services.

Once you've answered those questions, you'll have the basis for a strong and effective kit.

Instead of talking to the wide variety of vendors it would take to create your kit-some of whom may have no experience with the direct selling industry you can work with a dedicated person at VideoPlus who will coordinate the project for you.

With VideoPlus every step in the process is carefully handled under one roof. You can outsource the production and delivery of your kit with confidence, knowing that we have the ability to expertly manage the entire process. And, because this is what we do, we can save you time and money.

Call us today at **800-752-2030** and talk to us about your goals, and let us help you develop an effective Starter Kit that will build confidence and determination in your associates.