

FM Cosmetics UK

Getting Started Training Manual

This handbook has been created to offer general guidance to help new FM Distributors get started. You may wish to check with your upline support to see if they provide a Team Specific Handbook

FM UK Website: www.fmcosmetics.co.uk

FM UK Telephone No. 0044 20 8998 3898

Order Telephone Nos. 0208 997 7696 or
0208 997 9289

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Welcome & Congratulations on joining FM Group!

FM is an exciting and fun opportunity that offers you the chance to achieve great personal and financial goals while helping others to achieve theirs and letting many enjoy great quality fragrances at bargain prices.

Remember back to when you started your first job, or when you were learning to drive, or even becoming a parent for the first time. Can you remember how you felt? Excited, hesitant, nervous, unsure, or just outright scared? For many starting with FM it can provoke the same feelings.

Starting something new pushes people to step outside their comfort zone, and that is when we learn and grow. I bet after a week or so in your new job, being a new driver and being a parent, things became easier, you could do it on auto pilot? Well it is the same with FM. Once you get some practice, you will get better and it will get easier.

Please don't be one of these people who have to learn everything about the company, products, the profit plan and industry (both the perfume industry and network marketing industry), before you can get started.

FM should be fun, simple and profitable. Remember enthusiasm beats knowledge on ice and often in FM high tech means low check. See two recent examples of new FM distributors.

Distributor X. Had never done anything like this before and had no local support. Within one week of getting started, she organised an open day at her house, invited over 30 people and within a few hours sold over 50 bottles of perfume, gathered around 20 new customers and made over £200.

Distributor Y. A very experienced and successful in doing this type of business. Started off full of great plans and intentions, checked every website about FM, spent every spare moment she had "learning" all about the company, profit plan, products etc., so she wouldn't feel stupid. Over a month into joining the business, she still hadn't placed an order or made any money.

The difference between the two, one took action and made things happen, one procrastinated and waited for things to happen.

What path will you take?

This booklet has been put together by experienced and successful FM leaders who between them have a wealth of prior experience within the direct sales, party-plan, catalogue distribution and network marketing industries. If you want to be successful do what successful people do!

FM offers so many, a great opportunity to change their lives for the better. Everyone starting this business has the same opportunity, access to the same company, the same product line, the same pay plan.

Why is it that some people are making £20,000 per month and some are making £0 per month?

The only variable is YOU. Don't look for excuses look for solutions!

We wish you every success in this new venture and look forward to meeting you one day.

Anita Sieniuc
UK Director

FM Nuts and Bolts

FM is a very simple business to do. We show people the opportunity and perfumes and they may decide to join our business or become a customer. There are a few things that cause a little confusion in the beginning and we will try to clarify them here.

Firstly, make sure you familiarise yourself with the company website www.fmcosmetics.co.uk

Go to the training section/downloads where you can download trainings/presentations etc. Check out the 'events' section so you can see if there are any meetings near you. The 'FM Café' area is more of an informal area for tips and hints. From the 'Account' details tab you can change your password.

Products – Fragrance

It is important to understand that we are trying to promote the FM brand, fragrance, quality and price so it is important that we use the correct language when introducing the fragrances.

All classic range perfume for ladies comes in 30ml bottles only. These are the samples with the **red** stickers. The RRP is £10.50 and the distributor cost is £7.00. As they contain 20% perfume oil they can be classed as "parfum" 29 points value per bottle.

All classic range fragrance for men come in 50ml bottles only. These are the samples with the **blue** stickers. The RRP is £10.50 and the distributor cost is £7.00. As they contain 16% oil they can be classed as "Eau de Parfum". 29 points value per bottle.

Luxury Fragrances come in either 50ml bottles which contain 20% (mainly ladies) and 100ml bottles EDP 16% oil. These are the samples with **gold** stickers. 40 points value per bottle.

The Extravagant Luxury Range These new beautifully packaged perfumes are priced at the distributor cost of £14.99 RRP £21.99 (57 points) for no's 294, 295, 296 and with FM297 costing £16.99 to the distributor with the RRP of £24.99 (65 points)

Ordering Products

You can order by phone or online. When you order FM products by phone please prepare your order first, have your ID number ready, noting down all the numbers and their quantity. It helps speed the process. It may also be worth calculating how many points you have accumulated.

Remember if you have ordered over 20 bottles you qualify for 5 free samples, so note down the sample you want if this applies.

Ordering Online. Go to www.fmcosmetics.co.uk and log into your back office. From the side menu bar and click on 'Online Shop' ^{NEW}

It can be a bit fiddly to use at first, but gets easier each time.

The products are split into categories. For Example: Ladies are based on size and range; Classic, Inspiration, Flowery, Fruit, and Luxury. If you cannot initially find the number you are looking for, just check the other ranges for example No 171 you will find under the Inspiration drop down. Ordering online automatically adds up your points. Remember to order free samples if you qualify. You can pay with debit/credit card, bank transfer or paypal.

If you place your order and you want to add any product to your existing order it is possible to but only within 15 minutes after you place the order.

You can also opt to use any accumulative bonus you may have, the amount of discount will be shown. Remember you can only be paid/use bonuses, if the FM office have received a signed, hard copy of your completed registration form.

Delivery

There is FREE delivery if you order more than 20 bottles of regular perfumes or products to the value of 580 points. 0-10 bottles or less than 318 points costs £5 for delivery. 11-20 bottles or less than 580 points costs £3 for delivery.

The biggest mistake new distributors make (I know from my own experience) is delaying ordering until they get enough to qualify for free delivery. This will slow the growth of your business. Don't let customers wait any more than 10 days or so for their order, even if you have to pay the full delivery cost. Remember customers using our products are walking adverts for you, and you will get more orders.

If you want to have your order next working day you have to order before 2pm Monday – Thursday only. If you order before 2 o'clock on Friday you will have your parcel on Monday. If you order after 2 o'clock on Friday, on Saturday, on Sunday and on Monday before 2 o'clock you will have your order on Tuesday.

You can opt to have your parcel delivered on Saturday however, this service costs an additional £8. All orders sent to Northern Ireland will be delivered within 2 working days.

If you place the order and you want to add any product to your existing order it is possible only within 15 minutes after you place the order.

After 15 minutes we will NOT add anything to the previous order. It is to avoid mistakes, delays etc.

Enrolling New Distributors

To register online, go to www.fmcosmetics.co.uk and click on the 'Hand-shake' icon that is labelled "Register online" at the bottom of the home page, under online tools.

The form opens up in another window. <http://uk2.fmgroupp.dega.com.pl/slyks-register/form.php>

You can send that address directly to your new distributor and they can complete the form.

Ensure you have given them your ID number and Full name that you registered with.

If you/they have completed the form correctly, when the send/submit button is pressed, a message should appear in GREEN along the top of the form telling you the form was sent. If this doesn't happen, hit the back button and re-check the form. (The problem usually lies with forgetting to put in the Country or forgetting to tick one of the boxes.)

Make sure the new distributor downloads the registration form and posts/faxes a hard copy to the UK Office. This has to be done within 30 days.

If you have registered distributors via the replicated website, it can take up to 24 hours for them to appear on your tree.

For off-line registrations you can also just get your new people to complete the hard copy forms, which you can either order from the sales aids or print off the form at the FM website and just

post/fax it to FM UK Cosmetics office. This process just takes a little longer, however there are still many people who do not feel comfortable with computers.

International Sponsoring : Please make sure you read the handbook for international sponsoring to the training area.

If new distributors have completed the registration process they will show up in Green on your tree and will stay green for 3 months. If their details are yellow, this means they haven't completed the process correctly and as the sponsor you need to find out why. Did they purchase the kit? Post/fax back the form.

Action Planning Session

1. Identify Support Team & Important Numbers

Fill in page 1 so you have access to the full support line available to help build your business.

2. Review your Perfume Kit.

Get familiar with the perfumes etc. Learn what the best sellers are and how to simply present them.

Top Sellers

Female Classic: 18, 32, 21, 05, 33, 171, 34, 10, 81, 101, 180

Female Luxury: 161, 291, 192, 286, 147, 284, 297, 296, 283, 295

Male Classic: 110, 64, 52, 56, 189, 54, 107, 68, 43, 209

Male Luxury: 199, 301, 198, 155, 154, 195, 300, 156

Top Tip! Many people find it useful to re-arrange the kit into ladies fragrances on one side, with the gents of the other side. Kids and Fruit get added to the gents side.

3. Order Necessary Tools

- Order business cards.
- Order prospecting tools – DVDs, info packs, website, flyers etc
- Print and have 5 copies of this manual available for you to give and train your new distributors with.

4. Aim to be in profit within the first 14 days.

This helps you build and believe in yourself, the products and the company. You will also be a walking advert for the product and make sure you get some testimonials from your happy customers.

If you have made money from this business regardless of the amount, you are now qualified to tell others how they can also make money, right?

5. Review the Profit Plan

Gain a working knowledge of how we are paid and how to maximize the return on your efforts within the compensation plan.