

**HOW TO GET STARTED BECOMING A SUCCESSFUL**

**LUVIT BLINDS (PTY) LTD DISTRIBUTION AGENT**

Want to become an agent, but don't know where to start, don't worry—we will assist and guide you. In fact, given the new economic reality of our time, more people than ever before would like to become financially independent, and perhaps work from home. Others have come to the conclusion that they would rather create work they love, constructed to fit with their own life goals. No matter what the motivation is to be your own boss or create an extra income, you can start now.

# Contents

Here are 8 Tips to Get You Started: ...............................................................................................................

1. Take a Stand for Yourself ...................................................................................................................
2. Ensure you relate to the blinds and interior Industry .........................................................................
3. Business Planning Improves Your Chances for Success.....................................................................
4. Know You’re Target Audience Before You Join. ................................................................................
5. Understand Your Personal Finances and Choose the amount you would like to earn extra per

month.........................................................................................................................................................

6. Equip your Business……………………………………………………………………………………………….……………………

7. Build a Support Network ...................................................................................................................

8. Sell By Creating Value ........................................................................................................................

9. Get the Word Out. .............................................................................................................................

How to make your profit? .............................................................................................................................

How do you place your order? ......................................................................................................................

**Here are 8 Tips to Get You Started:**

1. **Take a Stand for Yourself.**

If you are dissatisfied with your current circumstances, admit that no one can fix them except for you. It doesn't do any good to blame the economy, your boss, your spouse or your family. Change can only occur when you make a conscious decision to make it happen. (ONLY YOU can create your DESTINY!)

1. **Ensure you relate to the Blinds and Interior Industry.**

Give yourself permission to explore. Ensure you know your product, and that you believe in your product. If you are not too sure what the advantages or disadvantages are, then you can google for information.

*IF YOU KNOW YOUR PRODUCT – YOU WILL HAVE THE CONFIDENCE TO SELL THE PRODUCT*

*PURCHUSE/ORDER as much samples/switches as possible. Equip your home/office with the different blinds products – You will experience for yourself how effective and fantastic the product ranges can be.*

1. **Business Planning Improves Your Chances for Success.**

Most people don't plan, but Business Planning will help you by getting into the market faster. A business plan will help you gain clarity, focus and confidence. A plan does not need to be more than one page. As you write down your goals, strategies and action steps, your business becomes real.

Ask yourself the following questions:

- What am I building?

*Where do you want to be in 3-5 years from now?*

*What do I want to achieve?*

*e.g. you want to work independently for yourself Become a regional agent Start your own company etc.*

* + - Who will be my clientele:

*Family*

*Friends*

*Work Colleges*

*Interior companies*

*Estate agencies*

*Building contractors etc.*

* + - What is the promise I am making to my customers/clients and to myself?

*To deliver excellent service*

*To assist in their consultation needs*

*Quality products*

*Professional installations*

*Honesty*

*Loyalty*

*Best pricing*

-Business plan submission for agent approval in regions:

Full business plan (1 page) must be submitted towards Luvit Blinds (Pty) Ltd. Director/Owner

for review and approval.

Submission must be within 72 hours from receipt of the Luvit Blinds (Pty) Ltd

Introduction form.

* + - What are my objectives, strategies and action plans (steps) to achieve my goals?

*1. You need to know your product*

* + - * 1. *Take each product – study from the booklet / pricelist / supplier website*
        2. *Take each blind sample and google information and images about it*
        3. *Understand why? Luvit Blinds (PTY) Ltd*

*Been in operation successful since 2015*

*‘the satisfaction and goodwill of our valued customers is our most important asset’*

*2. Identify your clients*

* + - * 1. *1st start with your family/friends (this is a good learning curve by answering questions etc.)*
        2. *Then start telling your friends about the fantastic blind products*
        3. *After that you can start informing your work colleagues*
        4. *Start looking for public places.*
        5. *A strong asset – is building up a client database with all the information – Names, Surnames, address, email address and the contact details.*

*3. Maintain your clients*

* + - * 1. *Add an extra discount or special on 4 – 8 weeks old quotations or did they manage or can you assist with further information needed. Inform clients of product specials.*
        2. *Your strongest form of advertising is word of mouth, so keep your clients happy with good service. SA is a very impulsive market.*
        3. *Send regular mailers – new products and specials.*
        4. *If you get a referral from client – give them a referral fee discount or Luvit Blinds branded present*
        5. *Follow up new leads IMMEDIATELY, while the lead is hot.*

*4. Obtain new clients*

* + - * 1. *Offer incentives to current customers on referrals*
        2. *Use your personal face book profile to market*
        3. *Start to network during social events*
        4. *KEEP YOUR EXCISTING CLIENTS HAPPY – they will do 90% of your marketing*

1. *Adopt the “cash on order” method* 
   * + - 1. *Your client must pay 70% deposit when they want to proceed with your quotation.*
         2. *No matter if it’s family or friends – you can use the excuse – Head office procedures*
2. **Know You’re Target Audience Before You Join.**
3. **Understand Your Personal Finances** **and Choose the amount you would like to earn extra per month.**

As an entrepreneur, your personal life and business life are interconnected. You are likely to be your first--and possibly only-investor. Therefore, having a detailed understanding of your personal finances, and the ability to track them. If you do not set yourself a target / goal you will not achieve! Very simply you have to decide you would like to sell 20 blinds per month – so that you can benchmark yourself against it.

1. **Equip your business.**

Starting up your own Luvit Blinds (PTY) Ltd network in your region/area you need to equip yourself with the following:

* **Blind samples – Price on request**

Luvit Blinds (PTY) Ltd

First National Bank

Acc: 62559234564

Branch: 250655

Ref: Name and surname

* Basic hand tools and carry toolbox
* Impact concrete drill with 6mm concrete drill bits
* Normal drill machine
* Industrial Vacuum machine
* Level 300mm and 1200mm
* Distance meter (20m lazar distance meter)
* 20m extension cord
* 1,5m ladder
* 3m ladder
* Own marketing banners, business cards, adverts etc.

1. **Build a Support Network.**

You've made the internal commitment to your business. Now you need to cultivate a network of supporters, advisors. If you believe in your business, others will, too.

Network locally & via social networks. W*hen attending networking events*, ask others what they do and think about how you can help them. The key is to listen more than tout yourself. That can lead to potential extra business. For example, painting, décor, upholstery… etc.

*By becoming a generous leader*, you will be the first person that comes to mind when someone you've helped needs your service or hears of someone else who needs your service.

1. **Sell By Creating Value.**

Even though we purchase products every day, people don't want to be "sold." Focus on serving others. The more people you serve the more money you will make. When considering your customers or clients, ask yourself:

* 1. What can I give them?
  2. How can I make them successful in their own pursuits?
  3. This approach can help lead you to new ways to hone our product or service and deliver more value, which your customers will appreciate.

1. **Get the Word Out.**

Be willing to say who you are and what you do with conviction and without apology. Embrace and use the most effective online tools (Twitter, Facebook, YouTube, LinkedIn) available to broadcast your news. Use social networks as "pointer" sites; i.e., to point to anything you think will be of interest to your fans and followers.

Even though social networks are essential today (you must use them!), don't underestimate the power of other methods to get the word out: e.g., word-of-mouth marketing, public relations, blog posts, columns and articles, speeches, e-mail, newsletters.

If you take these steps, you'll be well on your way to becoming a great agent and your own boss.

**How to make your profit?**

* The difference between your retail price listed in the pricelists after supplier discount (35%) plus 15% VAT and your selling price is the profit you make on a blind.

Tip: Add 15% to the price list amount per blind

* Remember to add installation fee to each quote. That is also your profit. R90 – R110 per blind
* Option A: Luvit Blinds (PTY) Ltd will deduct 15% admin charges on each order or
* Option B: Luvit Blinds (PTY) Ltd agent annual royalty fee amount of R20 500,00.
* You will quote/invoice your client.
* Ensure the client pay Luvit Blinds (PTY) Ltd before you order, NO orders will proceed without deposit payment.
* After completion of each order and installation/delivery all outstanding fees to be settled asap in order for Luvit Blinds (PTY) Ltd to deposit profit (-15% agent admin fee) into your personal account.

**How does the rebate work?**

1. See the terms and condition attached/None Discloser Agreement (NDA)

**How do you place your order?**

1. You will receive an order form (Excel format) that you can complete with ALL relevant information needed to complete your blinds order successfully. You can email this to izette@luvitblinds.co.za
2. The quotation form will contain Luvit Blinds (PTY) Ltd banking details. Client can do an EFT and send proof of payment to u as agent. Once the proof of payment has been received the order will proceed.
3. Please note that manufacturing can take up to 8 - 10 working days. In some cases, longer if the material is out of stock and await shipment.
4. Delivery/courier cost is for your own account and Luvit Blinds (PTY) Ltd will take no responsibility in any courier negligence.
5. Courier Guy is a trusted courier company with minimal fees and do pick-up and deliveries for Luvit Blinds (PTY) Ltd clients/agents.
6. Luvit Blinds (PTY) Ltd will inform of complete orders and then courier can be arranged accordingly. Courier can collect blinds order from supplier address or alternatively pick-up at Luvit Blinds, Centurion. Please indicate option chosen clearly on order placed.

Yours Truly

Izette Selzer

Director/Owner   
WhatsApp only: 083 631 6332

Luvit Blinds (PTY) Ltd