



Unforgettable Scents

“Leading the Wise to Wealth”

Contact: 703-730-5809

Taking Orders

Make sure to get everyone's address, phone number and email address. Even if they do not want to host a party, always send a follow up letter. They may change their minds.

People pay UP FRONT! Just like Tupperware, Jewelry Parties and Home Interiors. You have to have the money to order the products.

Have your customers fill out a form, including their name, address, phone number and email address. You can create your own or buy triplicate forms and order books at Office Max. This way, you have their information, for future follow up, and a copy for your taxes.

Consider whether you want to factor in Shipping and Handling. Tupperware, Jewelry Companies and most other home party plans DO charge for shipping, so I recommend you do, too. People are used to this.

You need to keep your profit margins worth your time!

Let people know which fragrances you have on hand and can deliver RIGHT THEN! And, let them know you will be ordering the others. Remember to set a deadline for when orders are due, usually one week. Follow up with your hostess to get other orders.

Delivering Candles -

When you get the candles in - put your stickers in them, and include Candle of the Month Club information. Deliver the candles to the person directly. Another chance to get someone to host a party...offer free candles.

Tell them they can have a "book party" which means they can have their friends order candles from you without having a huge party. Just give the hostess a couple of order forms with the Candle of the Month information. You can make it easy or complicated. I think easy is the best.

Figuring Your Retail Price

This is YOUR business and you can set a price for your candles that works best in your area. Be competitive in the marketplace, but don't GIVE IT AWAY.

Also, retail pricing will vary location-to-location based on the health of the local economy, what sells for \$21.95 in an upscale community, might go for \$16.95 in a less affluent community.

Here is a "general rule" one retailer uses - she multiplies the "raw" wholesale cost by a factor of 2.03 to determine the lowest retail price. If that number is not a realistic retail price (too high) she tries to get my wholesale price down. The 2.03 factors in S&H and her overhead. Our "raw" price for a jar candle is \$9 x 2.03 is \$18.27 so in my mind \$18.95 is a very good price. And we don't have anywhere near the overhead my retail customer has. I would still factor in Shipping and Handling, personally.

Also, if you want to offer something lower priced, consider doing groupings of the Votives.

Votives - 1 for \$2.00, 2 for \$2.00, 3 for \$6.00, etc. Or, find a cute basket, figure in the cost of it and sell them that way.

Here is a cost structure used by one distributor, offering a discount for ordering multiple candles. This is also used for someone who orders direct from you and wants the candle shipped.

1 candle = \$18.95 (plus \$6.95 s/h)
2 candles = \$35.00 (plus \$9.95 s/h)
3 candles = \$51.00 (plus \$11.95 s/h)
4 candles = \$68.00 (plus \$14.95 s/h)

You could give them one free votive with every two candles purchased.

THANK YOU FOR CHOOSING UNFORGETTABLE SCENTS!

Website: www.Unforgettable-Scents.com

Fundraising Website: www.ProfitWithFundraising.com

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