

## GUIDE TO GETTING STARTED

Now that you have made the decision to become an Independent Regal Representative here are some quick tips to get you started on the road to success.

1. If you have purchased an activation kit and are looking for the fastest and easiest way to get everything you need to start out all at once, then you should order one of our larger kits. The kits include catalogues, consumer order forms, leave behind bags, static cling labels and automatically qualify you for a 15% discount. There are 2 kits available for you to choose from so you can start at your own pace. If you order the Deluxe kit you even get listed in our “Find a Rep” tool on our website and you receive a coupon for 100 Free Business cards.
2. Go on line to [www.regal.ca](http://www.regal.ca) sign in to your back office with your User ID and password. This area of the site is just for you and we have several great tabs that you can explore, a few being:
  - Supplies Tab - lists all the supplies that can help you get started and grow your business.
  - How Regal Works Tab - has everything you need to know to start selling Regal (earning plan, selling tips and more).
  - Download Forms - we supply lots of handy tips and forms that will make managing your Regal business a breeze (tax & rebate form, record of expenses and more).
  - Advertising Tools – we have designed several flyers, letters, and mailing programs that will arm you with everything to grow your Regal business
3. We have a very active Facebook site that has over 5200 reps from across the country interacting everyday. This is a great way to learn what other reps are doing to grow their business. If you already belong to Facebook, go to [www.regalgreetings.com/facebook](http://www.regalgreetings.com/facebook).
4. As an Independent Sales Representative, you are classified as an independent business and should notify you home and auto insurers about your business use to ensure that any home and/or auto related property, liability, or other claims arising from your business are indeed covered.
5. Set your goals. The easiest way to succeed is to set goals. Everyone has different goals. Having no goals is like sailing without a compass. A goal could be to earn enough to buy Christmas presents or to earn \$2500 to go on that trip down south. Make sure you review these monthly to keep yourself on track. To learn more read the Goal Setting Document in the Getting Started Tab in your back office.
6. Market your business. Make a list of family, friends and acquaintances and contact them. This will be your initial customer base. Let them know you are now selling Regal with a phone call, email or drop by with a catalogue for them to look at.
7. Get to the business of distributing your catalogues. Catalogues will be the most important part of your business. They are inexpensive to distribute and your best advertising tool. The best way to start getting orders is to put yourself out there with your catalogue. You can also send them to [www.regalcatalogue.ca](http://www.regalcatalogue.ca) to browse the catalogue online products. Send an email to everyone you know with a link in the message, or if you have your own web store you can direct them there.

We now personalize catalogues so that you can put your name and message right on the front of the catalogue. This ensures everyone will know who you are. Leaving your catalogue in a leave behind bag on your neighbour's door is an easy way to get started. Include a note with the date and time you will be back to pick up the order. Here are a couple more places you can drop off catalogues to help get your name and message out into the community. To see a full list visit "Proven Selling Tips" under "How Regal Works" in your back office.

- a. Your neighbourhood and surrounding area
  - b. Dentist office
  - c. Doctors office
  - d. Hairdresser/Aesthetician
  - e. Local train station
  - f. Local Bus station
  - g. Local Diners or Café's
  - h. Your Church
  - i. Child's daycare
  - j. Local Schools
  - k. Seniors Homes
  - l. Unaddressed Ad mail with an 8.5" x 11" flyer with your contact info to call for a free catalogue
  - m. Open Houses
  - n. Post flyers in grocery stores, post offices, or on mailboxes (check with local bylaws)
8. Send an email to everyone in your email address book. Let them know you are selling regal. Include the link to [www.regalcatalogue.ca](http://www.regalcatalogue.ca) so that they can go and browse the latest catalogue. This is a great inexpensive way to get to a lot of people quickly, or if you have your own web store you can direct them there.
9. Collect as many orders as you can and submit them all at once. You will save on shipping with larger orders versus having smaller individual orders. Be sure to track your customers- name, address, phone number, email, what they purchased and when. This will help you when you start distributing the next catalogue. Over time you will be able to understand each customers buying pattern and you will know what types of products they like and when they will be ready to buy. It is also important to monitor your web store for new customers and new orders placed.
10. Place your orders by logging into the rep section of [www.regal.ca](http://www.regal.ca). This is the most efficient way to enter orders 24 hours a day. You can also call our call centre at 1.800.565.3130 and speak to one of our eager Advisors.
11. Once your order is in, sort, bag and tag the orders for delivery. Don't forget to use this customer contact as a selling opportunity. Mention new products, a product of the week or do your own promotion on a product.

Start at the top and work your way down again! This time choose another area of your community, go back to places you hadn't heard from and follow up with your contact list again. The more you put yourself out there the more you will grow, learn and earn!

Don't forget to visit the various Training tabs on [www.regal.ca](http://www.regal.ca) to read more about starting, managing and growing your business. If you haven't signed up for our Facebook community visit

<http://www.facebook.com/group.php?gid=2373998986> and join today. You may also contact Sarah your Regal Coach – Ext. 287, [scroteau@regal.ca](mailto:scroteau@regal.ca)