

TRAINING FOR AGENTS OR TO BECOME A STOCKIST

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1. Information on the product.

The production range of Nature's Silhouette is a unique slimming concept that uses natural herbs, as the main ingredients, to detoxify the body and get rid of harmful toxins stored in the fat tissues.

Special techniques are used during the application of the cream to assure maximum results. Afterwards the client is loosely wrapped with a special medicinal wrapping, which assists with the absorption and penetration of the herbal cream and at the same time improves muscle toning. It is of utmost importance that the client's blood circulation should be maintained at all times. Clients are frequently measured to monitor the centimetre loss with each treatment. This is the reason why all potential therapists are trained intensively over two (2) days, during which practical experience is gained on at least ten (10) clients.

The production line consists of the following:

- **Chili Wrap:** To be applied by the therapist three times per week at the salon. This herbal lotion's active ingredient is **Capsicum** and the Greek meaning is 'to bite' The **Capsicum** generates heat, which changes fat in its solid form, to a liquid, and this process results in an easier manner of transporting fat (which is stored in layers of 'vertical chunks' in the tissue at this stage) into the blood circulation. This new form of fat is then changed into energy by the liver, and the toxins and waste are then efficiently excreted by the kidneys.
- **Medicinal Wrap.** This plastic wrap is loosely wrapped around the client's body after the application of the Chilli Wrap lotion. It increases the absorption and penetration of the lotion. Under no circumstances may the client sweat or suffer from inadequate blood circulation.
- **Chilli Curves** the clients themselves at home will apply this lotion, on the alternative days when the client does not come into the salon. The active ingredient in this substance is **Ivy Extract**, which removes cellulite and enhances the toning and firming of the body. The most important function of this lotion is to re-activate the **Capsicum** that has already been absorbed in the blood circulation.
- **Chili Boost Capsules.** These herbal capsules stabilize the metabolism of clients with a SLOW metabolism. It activates the metabolism by making the client hungrier on a frequent basis BUT it makes the client feel their fill quicker, which results in a healthier and more regular bowel movements.

The mentioned products are available individually or in combination kits to foresee in each client's need. The retail prices can be seen in the reflected columns.



Product	Contents	Price
New U Kit (For a client with a slow metabolism)	Chili Wrap Lotion Chili Curves Lotion Medicinal Wrap Roll Chili Boost Capsules	R1035.00
Lazy Crazy (Firming, toning and treatment of cellulite)	Chili Curves Lotion Chili Boost Capsules	R635.00
Go Green (Firming, toning, treatment of cellulite and weightloss)	Chili Curves Lotion Chili Boost Capsules Green Food (90 Servings)	R1050.00
Chili Curves	Chili Curves Lotion	R300.00
Chili Boost	80 Chili Boost Capsules	R335.00
Green Food	1.5 kg - 90 Servings	R450.00



Stockist Prices will be as follows:

- 1 – 4 Kits and other products – Retail less 15% discount.
- 5 – 9 Kits and other other products – Retail less 25% discount.
- 10+ Kits and other products – Retail less 30% discount

It is essential that all clients have a demonstration treatment at the salon before the client may purchase any package. Only then the therapist will be able to recommend a specific package for the client's needs. The cost for such a demonstration treatment is R200.00 The Chili Wrap lotion, along with the medical wrapping will then be labelled with the client's name and kept at the salon. The therapist is entitled to charge R120.00 per re-wrapping treatment from here onwards. (Three re-wrapping treatments per week totals R360.00 per client, which generates a labour cost for the therapist.)

2. Criteria for an agent

To be able to qualify for an agency of Nature Silhouette Chili Wrap any potential therapist has to meet the following requirements:

- The dress size of the potential therapist may not exceed a 38.
- An absolute professional and well-groomed appearance is essential. It entails, make-up, neat hair, and manicured nails.
- No jeans and sneakers are allowed when working as a therapist.
- Only persons that are business oriented, and see this, as full time occupation will be considered. This is no part time job.
- A minimum of R5000.00 stock order per month will be required to entitle a sole mandate in a radius of 5 kilometres. .
- No credit will be given on any stock orders.
- The selling price of the products may not be exceeded. Labouring charges may vary.
- The minimum of three (3) clients needs to be treated in an hour (sitting, standing, or lying down)

3. Costs for the opening of a new agency.

Due to the high standards that are required, enough available stock has to be on hand for the clients. There is a minimum opening stock that has to be purchased by

an agent. The potential agent will get a 25% discount on all opening stock. The minimum opening stock consists of the following:

- 5 New U Kits
- 1 Chili Wrap Lotion (for demonstration treatments)
- 1 Medicinal Wrap Roll (for demonstration treatments)

A summary of the costs is as follows:

Description	Cost	Notes
Training fee (Within a radius of 500km from Pretoria)	R3500.00	Cost per therapist to be trained.
Manuals	R350.00	Cost per therapist to be trained.
Opening Stock	R4286.25	Cost per therapist to be trained. 5 New U Kits 1 Chili Wrap Lotion (for demonstration treatments) 1 Medicinal Wrap Roll (for demonstration treatments)
Accommodation and meals for the trainer	Depending	The trainer is willing to be a guest at the house of the agent or could be accommodated in a guest house.
Demo treatments	R2000.00	Training is done on at least 10 clients. Although the potential agent will reclaim this amount directly from the clients at the training sessions, these costs are payable in advanced.
Kits sold during training	Depending	All kits that are sold during the training period have to be paid at the end of the training sessions. You will receive a 25% discount on these products. If you are going to give the products on credit to the client you will be liable to pay the amount in cash. No credit. Please note that your opening stock may NOT be sold during the training sessions.

If only one therapist is to be trained the cost will consist of R3850.00 for the training and stockist fee, R2000.00 for the treatments and R4286.25 for the opening order. The total will be R10 136.25.

4. Income Potential.

A kit lasts for 12 treatments and therefore it will cover treatment for 4 weeks. The only expenses will be the product that is used for the demonstration treatment. A client buys her kit beforehand. The agent will need the following for demonstration treatments:



Description	Price
1 Chili Wrap @	R320.00
1 Medicinal Wrap Roll @	R220.00
Total	R540.00
Less 25% discount	R135.00
Product cost for 12 demos	R405.00
Product cost per single demo	R33.75

The following scenarios show the estimated income per month based on the amount of clients.

5 Clients	
Profit on 5 Demo treatments @ (R200.00-R33.75=R166.25)	R831.25
Profit on 5 New U Kits (25% of R1035.00 X 5)	R1293.75
Re-wrap income for 5 clients three times per week @ R120.00	R7200.00
Income per month per 5 clients	R9325.005

10 Clients	
Profit on 10 Demo treatments @ (R200.00-R33.75=R166.25)	R1662.50
Profit on 10 New U Kits (25% of R1035.00 X 10)	R2587.50
Re-wrap income for 10 clients three times per week @ R120.00	R14400.00
Income per month per 10 clients	R18650.00

15 Clients	
Profit on 15 Demo treatments @ (R200.00-R33.75=R166.25)	R2493.75
Profit on 15 New U Kits (25% of R1035.00 X 15)	R3881.25
Re-wrap income for 15 clients three times per week @ R120.00	R21600.00
Income per month per 15 clients	R27975.00

20 Clients	
Profit on 20 Demo treatments @ (R200.00-R33.75=R166.25)	R3325.00
Profit on 20 New U Kits (25% of R1035.00 X 20)	R5175.00
Re-wrap income for 20 clients three times per week @ R120.00	R28800.00
Income per month per 20 clients	R37300.00

5. Training and preparation

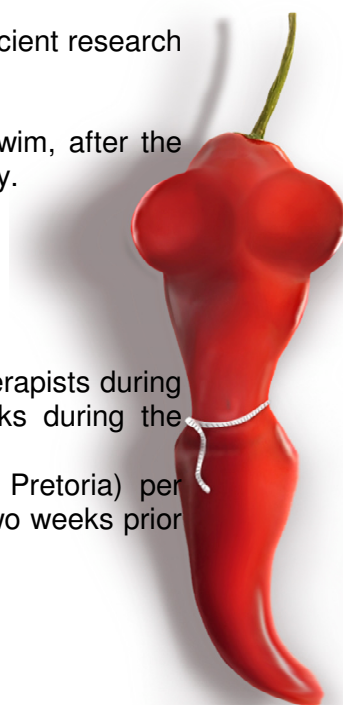
The training will be a very intensive two-day course, which will take place in your direct area. Therefore the instructor will travel to your salon. By doing it this way, direct marketing is developed and established for your agency.

The training will be practically done, thus demonstration treatment, on at least 10 clients. All information will be given in terms of, evaluation of the body, measurements, application of the lotion and wrapping, product info and advice to the clients. A practical as well as a theoretical examination will be done by the agent, of which the required passing rate is 85%, to qualify as an agent for Nature's Silhouette Chili Wrap.



The following preparation is required from a potential agent:

- Arrange the bookings of at least 10 clients per therapist that is to be trained.
- Every client needs to pay R200.00 up front for a demonstration treatment. If only one (1) therapist is going to be trained, these bookings should be done at least one (1) hour apart, over the period of two (2) days. If two (2) therapists are trained, the training will be done over a period of three (3) days, and if the ground space of the salon permits it, some of the bookings could be made with half an hour between bookings.
- The salon or space where your agency are going to be run from, have to be equipped with enough beds, easy and comfortable chairs, on which each client can relax for at least an hour after being wrapped. Please take note that some clients are very shy and would not like to be treated and wrapped in front of other clients. Therefore is advisable to separate the area where the actual treatment of measuring, application of lotion and wrapping take place, from the area where the clients relax. Blankets or gowns to cover the clients have to be available.
- The following information needs to be given to the clients:
 - A time limit of at least two (2) hours should be allowed for a demonstration treatment
 - Old underwear should be worn and a g-string is recommended.
 - No heavy exercise should be done during the treatment time because clients may not sweat.
 - No pregnant clients should be treated. There is not sufficient research done to tell the effect of **capsicum** on the fetus.
 - Clients have to be 15years of age or older.
 - Clients are not allowed to take a bath or shower or swim, after the treatment, for three (3) hours. There skin will burn terribly.
- Every therapist should have the following equipment at hand.
 - A permanent marker
 - A pair of scissors for the cutting of the wrapping
 - A measuring tape
 - A clipboard
- Boarding and meals for the trainer as well as meals for the therapists during the day. There is never enough time for formal lunch breaks during the training.
- A deposit of R10 136.25 (within a radius of 500km from Pretoria) per therapist to be trained in the following bank account, at least two weeks prior to the date of training:
J. C. Steenkamp, ABSA – Savings Account,
Account number: 909 514 9141, Branch code: 632005
This amount is for the following:
 - R2000.00 for the 10 demonstration treatments
 - R4286.25 for your opening stock
 - R350.00 for manuals
 - R3500.00 for training



“There are no losers, only a few stepping stones towards success!”

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