



Sea Girl Pearls™ Consultant Handbook

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**We recommend reading these parts ASAP as they are either time sensitive or important info to know before you start your business

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Note: all information contained in this document is subject to change without notice

Welcome to the Sea Girl Pearls™ Family

We are so happy to have you as part of our Sea Girl Pearls™ family!!!

In your kit you will find everything you need to get started on your amazing journey. Please note that kit contents are subject to change depending on what we have in stock, so your kit may vary slightly from what is shown/listed. Check out the quick start guides in your kit to get a jump start on your business while you make your way through the full guide book. Be sure to read your welcome email if you haven't done so yet!

We are so happy to have you be a part of our family.

Welcome!

Elizabeth Ann
CEO Sea Girl Pearls LLC

Ashley Ann
VP Sea Girl Pearls LLC

Stephanie Anne
Seabie & Customer Services SGP LLC

MISSION STATEMENT

Sea Girl Pearls™ strives to provide a reliable source of income to our employees and consultants (fondly referred to as Seabies) that is flexible enough to meet their unique needs and better their lives. Through them, we provide our customers with beautiful, quality jewelry at affordable prices. Our company is and will continue to strive to be debt free, providing security to our Seabies, customers, and employees. We provide the opportunity for a diverse group of people to become Seabies regardless of race, gender, disability, etc. We also help others by having a sponsored charity item each year. Through the hard work and loyalty of our Seabies, employees, and customers we are proud to be able to provide additional benefits to all through specials, bonuses, and trips for many years to come.

Getting Started

What to do while waiting for my kit?

- *Make sure you are registered in the cart or we won't be able to send your kit.
- *Join the Facebook groups and start learning- there are a lot of useful training videos and several documents to familiarize yourself with.
- *Introduce yourself to your sponsor and learn who your top line is
- *Familiarize yourself with the information in this guide!
- *Get planning your first party- your sponsor can help you with this.
- *Plan what you will do as a host rewards system, you can get ideas from fellow member of your team!
- *Pick a 'Company Name' for yourself
- *Create your social media page and a website if you want one- email both of these with your name to sgpsteph@gmail.com
- *Create business cards and/or flyers

How to plan your first party:

- *Create a guest list; put everyone on it that you can think of- you never know who might be interested or not!
 - your family/friends/coworkers, spouse's family/friends/coworkers, church or club members, neighbors, acquaintances, your kid's teachers, etc
- *Think about what you want to do for your first party- Facebook live? in home?
- *Start talking to people about it- contact people on your list and tell them about your new endeavor! Let them know you will be having a party soon, ask if they would be interested. Add them to your page if interested!
- *Watch parties! You can watch your sponsor or even ask other Seabies in the group if you can watch them; this gives you an idea of what to do for yours.
- *If you are nervous about your first party, ask your sponsor to help you out. Many times a sponsor will even be willing to watch and give you tips or help answer questions that you may not know the answers to yet.

Let Your Dreams Set Sail Program

- *Make sure you look into this program right away!! It starts as soon as you receive your kit!
- *These include everything from ordering certain amounts to having or booking parties.
- *There are three levels of this program (low, mid, and high tides).
- *You and your sponsor can receive rewards for having you complete the tides; so go to them for help if you need it!
- *See the program details on the facebook page or in with your kit.

Levels

Title	Total Sales [^]	# of Personally Sponsored Qualified Seabies	Maintenance Totals per Month ^{^^}	Other Info.
Guppie	Up to \$1499.99	0	0	-----
Oyster ^{^^^}	\$1500	0	0	Qualified status reached at this level
Sea Horse	\$1500	3	\$200	-----
Manta Ray	\$1500	5	\$200	You must give up any other direct sales companies at this level
Dolphin	\$1500	7	\$250	Founding captain level for the first 7 Seabies to reach this level
Sea Turtle	\$1500	10	\$350	-----
Starfish	\$1500	20	\$400	-----
Mermaid	\$1500	50	\$500	-----

^{^^} This is an average per month total (You can do a lot one month and less another so long as you average these maintenance amounts).

^{^^^}For those who do not wish to recruit there are additional levels of oyster. You may earn these levels as well as those listed above. See chart below for details.

Oyster Level	Total Sales [^]	Oyster Level	Total Sales [^]
Pearl	\$1500	Gold	\$45000
Crystal	\$7500	Ruby	\$60000
Bronze	\$15000	Platinum	\$75000
Silver	\$30000	Diamond	\$150000

[^]Does not include consultant supplies, kit, shipping, tax, or credits used for purchases.

Sponsoring New Seabies

*See the section on Seabie Minimums with downline for info on how not to lose your downline as well as how to earn commissions from them.

*We have 2 kits available; regardless of kit chosen there is a 25% cancellation fee if the new sign up cancels prior to their kit shipping. The rest of the refund will be given within 14 days. If a kit has shipped there is no refund.

*There is no switching sponsors, whoever someone puts down as their sponsor is who they will be put under. We will not change this so be sure they put the correct person down.

*If you sponsor a new Seabie you are expected to help them with questions and help to train them.

*See the section on compensation for how you are paid on your downline.

*You may not try to steal recruits from other consultants.

Compensation

*For first line recruits: 3% of their total sales^ will be credited to your store account.

*For second line recruits: 2% of their total sales^ will be credited to your store account.

*For third line recruits: 1% of their total sales^ will be credited to your store account.

*You are not paid past third line recruits.

*To receive credits from your downline's sales you must have a sales total^ of \$100 or more for the month.

*Credits for each month will be issued by the 15th of the next month.

*You get paid through the profits from your sales- you will earn 40-60% on average for each item.

Seabie Minimums

Without Downline

*You must place \$200 worth of orders per year (not including kit, Seabie supplies, shipping, tax, or items purchased with credit).

With Downline

*You must place \$200 worth of orders per 6 months (not including kit, Seabie supplies, shipping, tax, or items purchased with credit).

*If you do not keep up this requirement your downline will roll up to the Seabie above you and you will now be subject to the "without downline" rules for the next 6 months.

*To be paid commissions on your downline, you must place \$200 worth of orders in that month (not including kit, Seabie supplies, shipping, tax, or items purchased with credit).

Promotions

*To earn a promotion you need to have placed \$200 (not including kit, Seabie supplies, shipping, tax, or items purchased with credit) in the month you would promote; with the exception of oyster levels.

Who to Contact with Questions and Concerns

- *Ashley: pendant ideas, Let Your Dreams Set Sail questions, convention questions, trip earning questions (ashleyvpwithsgp@gmail.com)
- *Liz: only email if specifically instructed to do so
- *Steph: anything else (sgpsteph@gmail.com)
- *At this time there is no phone number to call, everything is through email.
- *Please avoid facebook messaging us as we prefer emails unless otherwise instructed.
- *It may take 2-3 days for you to hear back from us.
- *For general questions ask your upline first; if they don't have an answer ask the next up and so on. If you reach top line and they don't have an answer then home office can be contacted.

Websites/Online Sales and Facebook

Websites/Online Sales

- *Send your website or store link to sgpsteph@gmail.com.
- *You may only include SGP products.
- *Your business name must include "Sea Girl Pearls Seabie" or "Sea Girl Pearls Consultant"; this must be at the end of any name you choose.
- *You must keep this up to date- if you no longer have an item that is retired, a price changes, etc. You have 7 days from the announcement to make the change.
- *You may choose to exclude any products you want (although we do not encourage this as it limits your selling).
- *You can include retired items or grab bag items so long as they came from SGP.
- *The SGP logo must be present in some capacity on your site/store.
- *SGP photos may not be altered in any way; you may take your own pictures as long as you add the SGP logo to them.
- *You may not sell on buy/sell/trade groups (except the SGP one to fellow Seabies), eBay, Craigslist, etc. You also may not buy from these groups for the purpose of reselling to anyone. If purchasing for yourself we recommend (but do not require) that you let home office know so that it is not mistaken that you are purchasing to sell.

Facebook

- *Send your facebook page link to sgpsteph@gmail.com
- *You must allow any member of home office to join if requested.
- *No advertising any other products than your SGP items.
- *Your business name must include "Sea Girl Pearls Seabie" or "Sea Girl Pearls Consultant"; this must be at the end of any name you choose and should be part of your page name.
- *The SGP logo should appear on your page somewhere.
- *SGP photos may not be altered in any way; you may take your own pictures as long as you add the SGP logo to them.

Vendor Events, Fairs, Shows, Etc

- *The Sea Girl Pearls name must be included in your set up.
- *Your booth must be kept staffed at all times by an SGP Seabie; we do allow you to have a helper assisting you and they may watch the booth as long as you are still at the show and are primarily at the booth.
- *You may only display and sell SGP products- no other businesses may be included.
- *If you split a booth with someone there must be a clear distinction between SGP products and theirs; and under no circumstances can they be a company that sells jewelry or pearls. You may not assist the other person with sales.
- *No selling of your own "SGP items" (such as bags, bottles, etc) unless purchased from SGP as resalable items.
- *You cannot "repurpose" items to sell or giveaway (such as making candles, bath bombs, etc).
- *You may do in home parties as well, follow the same rules as for events.
- *You may not set up a permanent retail location. You can sell at a permanent retail location if it is a temporary set up only!
- *Only 1 SGP vendor spot may be set up at an event. If you are helping another consultant out you must be sharing a space. If you feel an event is large enough to warrant allowing more than one SGP space you must email Steph at home office for approval.

Pricing & Discounts

Pricing

- *You must price items according to our minimum advertised price (MAP).
- *You cannot charge above the MAP.
- *Loose pearls should be priced the same as a pearl in an oyster shell.
- *If you use the SGP facebook buy, sell, trade (BST) group you can only sell/buy for the exact consultant cost plus exact shipping.

Discounts

- *You may have items discounted at no more than 20% off; this also applies to trays/bulk deals. If there is a special going on for an item you may offer that instead.
- *Host rewards and game of chance prizes/rewards are the only exception to the 20% discount rule.
- *Wholesale prices cannot be offered to anyone outside of the SGP BST group.
- *Discounts must be a special thing that you do- you cannot always have things priced lower than MAP!

Pre-selling Products

Non-mounted items

- *We highly discourage the pre-selling of any items that you do not have in hand.
- *If you are going to pre-sell you may not exchange any money until you have the item ordered.
- *Keep in mind that sometimes things out of our control happen that may result in an item going out of stock or being unavailable. We do our best to avoid this but it is a risk you take by selling items you do not have in hand. It also results in long wait times for your customers.

Mounted Items

- *Mounted items are an exception to the exchange of money rule. You may take payment for your customer's mount order prior to placing it.
- *We expect that you order your customer's item within 3-4 days of any exchange of money.

Buy, Sell, Trade Rules

- *This is only allowed on the Sea Girl Pearls Buy, Sell, Trade group on facebook.
- *You should not be buying from people that are not current consultants in good standing with the company.
- *This group is only to be used for retired or out of stock pieces, or a specific shape or color of pearl!!!
- *This is done at your own risk- Sea Girl Pearls will not be responsible for resolving any disputes between consultants.
- *Charging for pieces must be at the price you paid for the item.
- *You can charge shipping fees to consultants but it must be exact shipping!
- *We expect that once an arrangement is made both parties are prompt with shipping and/or payment.
- *Trades do not have to be exactly equal as long as both parties agree to the trade.
- *We suggest keeping excellent records of your buy/sell/trades. This includes screenshots of your agreements, tracking numbers for items you ship, receipts of your shipping fees, etc.
- *Sea Girl Pearls reserves the right to reprimand in whatever way we see fit any consultant that does not follow these rules.

Fundraisers

- *We encourage fundraisers; if you use our fundraiser program they must be pre-approved. However, you may do fundraising for whoever you would like if not using the program with the exception of fundraising for yourself.
- *Sea Girl Pearls reserves the right to deny the support of any fundraiser (whether through our program or not) if we feel it may be detrimental to the company.
- *Any fundraiser order over 100 oysters and/or pendants may take an additional 2-3 weeks beyond our normal shipping time.

*See the fundraising guide for details on our fundraising program.

Shipping

- *Mounts will ship within 3 weeks of us receiving the completed order.
- *Partial mount orders will NOT be processed- they will wait for the rest of the order to arrive before we start work on them
- *Non-mounted item orders will ship within 2 weeks of being placed (with the exception of items that state otherwise, such as pre-orders)
- *Mixed orders should be avoided- please order mounts separately. If you mistakenly order mounts with non-mounted items, the entire order will be held until we receive the pearls, and the 3 week shipping will apply. Please note that this delay may result in items being out of stock if they are of limited availability.
- *Occasionally we will ship orders out together. In this case, we will not refund the shipping and handling fees. These cover much more than just the postage!

Giveaways, Raffles, and Games of Chance

Giveaways

- *A giveaway is defined as an item that you are giving away that you do not earn any money from the sale of tickets- they can be non-SGP related as long as they are not jewelry.
- *You can decide how customers earn tickets- this can be by placing a certain amount in orders or by completing a task (such as watch my live and earn a ticket), rules must be the same for everyone involved in the giveaway and you cannot sell the tickets outright. If a giveaway spans more than one party (for example a monthly giveaway from each party that month) the rules for earning tickets must be the same for everyone involved in that giveaway.
- *Giveaways must be limited to no more than \$100 retail value per item or \$25 for gift cards/certificates.
- *You may NOT win a giveaway from another Seabie that is intended for customers.

Raffles

- *A raffle is defined as an item that you are giving away that tickets are being sold for at a certain price.
- *Raffles are not allowed for Seabies themselves. You can do a raffle only in a couple of situations.
- *Events: If an event requires a donation and is then going to sell tickets for it to do a raffle this is allowed.
- *Charities: If a Seabie is doing a fundraiser for a charity they may do a raffle as long as the charity receives all proceeds, it is clearly stated what charity the raffle is for, and the Seabie cannot keep any of the proceeds- not even cost of the item (it must also be donated by the Seabie).

Game of Chance

- *This includes things like 'spin the wheel for a prize', 'plinko', etc.
- *To not have to follow the 'giveaway' rules, all winnings must be SGP products or promotions.
- *Be aware of your state guidelines as some do not allow these.
- *You can say "free entry with \$X purchase" if the purchase value is equal to the lowest customer cost of an item they can win.
- *For options to win such as percent off, bogo, etc type promotions you must allow free entry.
- *If your game includes winnings of both products and promotions it must have free entry.

Grab Bags

- *Home office reserves the right to deny any items being included in grab bags.
- *Items that cannot be included: any other direct sales items, any non-SGP jewelry, anything that promotes a different company (such as business cards), gift cards unless they are for a food/drink place and \$10 or less.

Use of SGP Logo and Photos

- *The SGP logo is available for your use on the facebook group in the files.
- *The logo may not be altered in any way except the following: sizing may be changed as long as proportions remain the same and you may color the logo however you'd like.
- *You may use the logo on whatever items you wish (as long as they are family-friendly) but cannot sell these items to customers or consultants.
- *If selling items with the logo on them (such as ordering for your team) you can only charge the exact cost of the item itself; the cost of adding the logo may not be included.
- *SGP images may be cropped, resized, or have a filter added; all other alterations are prohibited.
- *You may take your own photos of our products (again, as long as they are family friendly). SGP reserves the right to ask you to remove any photos that we feel are not appropriate.
- *The SGP logo must be included on any advertisements that you make for SGP products.

Out of Stock and Backorder Items

Out of Stock

- *If an item goes out of stock we will typically issue a credit to your account.
- *Credits are processed on Mondays; please don't message home office about where it will be until the next Tuesday.
- *We will not issue refunds in any way other than credits on your account!

Backorders

- *We do our best not to backorder anything.
- *If an item is expected to arrive soon we will backorder it. It will be labeled on your invoice as 'will ship later' and be sent as soon as it arrives.

Missing and Damaged Items

- *Fill out the appropriate form completely and wait for a response. We may or may not need the piece sent in to us.
- *Please do not email home office regarding these.
- *If an item was marked 'will ship later' it is not missing; it will be sent as soon as available.
- *You may choose credit or replace with next order- this is subject to home office approval and is simply asking which you prefer. In some cases we may not be able to honor your preference.
- *You have 2 weeks to report anything missing or damaged in your orders. Check everything carefully as we will not replace after that.
- *Link to damaged items form: <https://goo.gl/forms/Qn2sDkkGx4qBFPJF2>
- *Link to missing items form: <https://goo.gl/forms/WohdOOpwaP9xqNwp1>

Satisfaction Guarantee

- *Silver plated pendants have a 30 day guarantee against manufacturers defects.
- *Sterling silver pendants have a 90 day guarantee against manufacturers defects.
- *Chains come with a 30 day guarantee against manufacturers defects.
- *You must fill out a damaged items form within this time period.
- *All defects must be reported through a consultant, please do not have your customer's emailing us or sending things in to us themselves.
- *Mounted pearls are guaranteed for 1 year not to fall off as long as they are properly cared for.
- *There are care guides on the facebook group for you to print and include with customer orders.

Cross Promoting

- *You may not cross promote to other consultants or to customers.
- *You cannot add other consultants to events, invite them to parties, or recruit them to other companies. This applies whether you are part of the other company or not.
- *If you are part of another company you cannot promote it to your Sea Girl Pearls customers while selling SGP or on your SGP page/site.
- *You should not be sharing videos from other jewelry or pearl companies!

Termination, Resignation, Probation, & Reenrollment

Voluntary Resignation

*If you wish to no longer be a part of the company please send an email to sgpsteph@gmail.com stating that you wish to resign.

*You have 3 days to change your mind and come back with no repercussions, 7 days to come back but lose any downline you may have had, and after that you must wait 6 months before you can return. You must email sgpsteph@gmail.com if you change your mind in the first 7 days. You will skip straight to waiting at least 6 months to rejoin if you break any company policies in the 7 day waiting period.

*Any pending orders at the time of resignation may be cancelled and refunded (less a 25% cancellation fee) in the manner you paid within 14 days. Orders placed with credit are not subject to refunds. You may choose to receive your pending orders if you wish. You must choose either refund or fulfilling of orders- there will be no partial refunds/fulfillments.

*Credit on your account will NOT be refunded to you in any form. Your credits will not stay on your account if you decide to rejoin at a later date.

Probation

*You will be put on probation if you are breaking company policies. You will receive an email notifying you that you are breaking policies and will be told what changes you must make.

*You may or may not be put on probation before having a chance to fix things (this is at the discretion of home office). The probation period is 6 months.

*You will be closely monitored for any policy breaking and if it is determined that you are continuing to break policy you will be terminated.

*You will not promote or receive any awards while on probation.

*We reserve the right to refund any special orders you have ordered if we feel that you may be using them against company policy.

*We reserve the right to not allow you to purchase specials while on probation; this will be on a case by case basis.

Termination

*You will be terminated if you break policies while on probation.

*Home office reserves the right to terminate any individual without warning or probation at our discretion. This will be reserved for extreme circumstances where home office feels too much damage is being done to the company or that an individual is not capable or willing to change what they are doing.

*If you are terminated by home office you will not be allowed to reenroll at any time.

*Filing a chargeback or dispute against Sea Girl Pearls is automatic grounds for termination.

*Any pending orders at the time of termination will be cancelled and refunded (less a 25% cancellation fee) in the manner you paid within 14 days. Orders placed with store credit you may have earned or commissions are not subject to refunds.

*Credit on your account will NOT be refunded to you in any form.

Reenrollment

- *You are eligible for reenrollment after a 6 month waiting period from resigning.
- *You do not have to buy a new kit to reenroll, but you can if you want to.
- *You must email sgpsteph@gmail.com to reenroll if you do not want to buy a new kit.
- *You will start over at Guppie level but may not win awards again that you have received already during previous enrollments.

Terms and Conditions

As a consultant of Sea Girl Pearls you are not an employee of Sea Girl Pearls but an independent contractor. Sea Girl Pearls is not responsible for any expenses incurred by the consultant. For federal or state tax purposes you are not an employee of Sea Girl Pearls. Sea Girl Pearls is not responsible for withholding, and will not withhold or deduct from your bonuses and commissions, if any, FICA, or taxes of any kind. You are responsible for collecting and submitting your state sales tax per your state rules.

Payments to Sea Girl Pearls are via PayPal Pro processing. Any major credit card or a PayPal account can be used when ordering. Orders cannot be cancelled or refunded once placed, whether shipped or not. If you demand a refund or cancellation you will be put on probation or your account may be terminated without warning.

We expect consultants to represent the company in a manner that is considered family friendly when actively selling Sea Girl Pearls. Excessive profanity, nudity, drinking, smoking, etc that may be detrimental to the company is not allowed. If we feel you are not adhering to this you will receive a warning. Repeated incidents will result in termination from the company without compensation. You are expected to conduct yourself in a responsible and honest manner. False claims of consultant misconduct, missing items, damaged items, unknowingly switching customer pearls, fraudulent behavior, etc will result in termination. Sea Girl Pearls reserves the right to terminate anyone at any time if we feel that you are causing damage to the company and/or it's consultants.

You may not give pearl values to customers. There is a complex grading and valuing process that a certified pearl appraiser must go through to determine a realistic value.

Sea Girl Pearls expects all customers to be given excellent customer care. Orders should be hand delivered or shipped in a timely manner along with any host rewards, freebies, or bonuses promised. If it is reported to us that a product that was paid for is not being sent, or that the bonuses, freebies, or host rewards promised are not being followed through with, this is grounds for termination.

Our oysters are Akoya oysters with freshwater pearls put into them. We also offer Akoya saltwater pearl oysters. You must call our pearls cultured pearls!

As a Sea Girl Pearls consultant you and your household may not sell any other pearls or jewelry whether it be your own homemade jewelry or another company. If you or a member of your household is found to be doing this you will be terminated from the company.

This is an official document from Sea Girl Pearls. This document may be changed without notice by Sea Girl Pearls.

You will have to agree to the contents of this document on the Sea Girl Pearls cart prior to placing any more orders.