

SALES STRUCTURE FOR OLDE SOUTHERN CANDLEWORKS

We have designed this corporate structure to be a social/ network marketing business. I have a finance degree from Old Dominion University and have done my research into this type of business model. In many cases looking at companies I will not name but are easy enough to research there are multiple levels of leadership as in upwards of 8 people above you making a piece of your profits. I didn't like the idea of such a complex system so I've created the one you are about to join to be simple and concise. I appreciate everyone who wants to get involved. My goal is to keep you on the team permanently.

Once you join by buying one scent set of 10 sample fragrances you are on the team. We would like you to build a book of business through contacts at work and online as well as through friends and family. The whole purpose is to tell your story and use fragrance in your gathering place for people to have fun. As soon as you sell our candles then you will begin receiving 25% of total sales value on a bimonthly basis. You don't have to sell a minimum every month to maintain this percentage of pay. Our sellers that do the best right now currently have employment. This is not meant to replace a full time job. If you look at the statistics on part time marketing across multiple sectors the average income from this ranges between \$1,500 to \$5,000 per year. It's not a livelihood, but it can serve to give you some extra spending money for fun and on the weekends at the same time as giving you the confidence to be self motivated. I want us to all be successful together and grow as one organization, working with the public to enlighten them that there is a superior product out here!

Once you get your sales technique down and feel confident see if some of your friends would like to sell also. I have made this so simple that there are two levels of salespeople. You and anyone you refer to us. From the sales of everyone that you refer to our company you shall be paid 5% of their individual direct sales. They keep 5% of sales from anyone they refer to us. We want this company to be a product first company. I want everyone to feel like they are seeing as much of a profit as possible while still allowing for expansion through referral.

Sales techniques that differentiate are to tell your clients how they are 100% pure soy wax and how these candles are free of paraffin. We source the finest fragrances made in the United States. These candles are from a renewable resource. They come from soybeans, literally. There will never be a lack of supply for this product unlike paraffin that is removed from oil wells. We use 100% cotton wicks. Make sure your clients follow a list of instructions that when they first burn these candles they allow it to create a melt pool across the candle because it creates a memory in the wax. The next time before lighting trim the wicks to ¼ of an inch to prevent it from smoking. These candles get between 45 to 50 hours per candle if burned properly. Lighting for 2 to 3 hours gives the best time of usage. If you burn one all day it will get less life expectancy. The best way to sell one is to own one. They are incredible candles.