



Consultant Structure



April Nites Consultant Structure

What are the benefits of becoming an April Nites consultant?

1. April Nites consultants are self-employed and therefore have the flexibility to work their own hours.
2. An April Nites consultancy is a real business opportunity and has the potential, with a lot of hard work, to earn a lucrative full time income. Alternatively, you may wish to run an April Nites consultancy as a part time or second job to bring in extra income.
3. There are no caps on your earning potential. April Nites consultants purchase goods from April Nites at 30% off catalogue price.
4. It is fun! Being an April Nites consultant is never boring. You are constantly meeting new people and working in a party atmosphere which doesn't feel like work at all.
5. You can have your own business and at the same time receive ongoing training and support from Head Office.

How much will I earn?

On completing a party you will place an order with April Nites to fulfill your clients' orders. Cost of products will be at 30% off our Retail Price. Effectively this means you will earn 30% on non party orders and 23% on all party orders as the hostess reward must also be accounted for. Hostesses receive 10% of total party sales (including their own order) to spend on products of their choice.

Example of earnings on party sales:

Total Orders: \$1000

Hostess Reward: \$100

Total Orders to be placed with April Nites: \$1100

Cost to consultant based on 30% off retail price = \$770

Amount of money collected from party = \$1000

Therefore consultant makes a profit of \$230 on total party sales (23%)

Profit on party sales can end up being slightly higher than 23% as anything that the hostess orders over and above her hostess reward will net the consultant 30% of the difference. E.g. if the hostess receives \$100 to spend and orders another product for \$150, you will earn 30% of the \$50.

April Nites can make no guarantees on income as each party is different, however available data shows average party sales to be \$500, meaning earnings of \$115 before raffle takings. You will also boost your party income with our unique raffle. Raffle proceeds cover all costs of running a party e.g.



catalogues, brochures, game prizes etc. and often also generate extra income. Raffles bring in anywhere from \$30 to \$100.

The fantastic thing about working as an April Nites consultant is the ability to earn uncapped commission. So the more you sell the more you earn!

If you decide to grow your business by recruiting new consultants and becoming a Unit Manager, your earning potential is even higher, as Unit Manager's earn a percentage of their teams' sales.

How do I get paid?

You will receive your commission after each party. How you are paid will depend on the payment method selected by your customers. Below are two examples of how you can be paid:

Option 1

Total Party Sales:	\$500
Invoice from April Nites for cost of stock:	\$385
Consultant Commission on party:	\$115

Breakdown of payments

Credit Card Payments:	\$500
Cash:	\$0
April Nites to reimburse consultant	\$115
This will be deposited directly into your nominated bank account	

Option 2

Total Party Sales:	\$500
Invoice from April Nites for cost of stock:	\$385
Consultant Commission on party:	\$115

Breakdown of payments

Credit Card Payments:	\$200
Cash:	\$300
Consultants to pay April Nites	\$185
You can choose to pay this directly into the April Nites bank account or on your nominated credit card.	

In this scenario you will already have your commission in cash.

What expenses will I incur?

An April Nites consultancy is your own business and as such you will be responsible for all expenses. The start up kit provides you with enough catalogues, order forms, flyers and stationery to get you started with your first party but replenishing those supplies is at your own expense.

All stationery is sold to you at cost. April Nites makes no profit from any stationery/promotional material sold to our consultants.

Examples of expenses incurred in holding a party are:

Petrol	
Catalogues (10 per party)	\$0.80 each
Order Forms (10-12 per party)	\$0.20 each
Raffle tickets (1 book/10 parties)	\$0.20 per party
Postage of pre-party hostess pack	\$1.50
Bags (10 per party)	\$0.11 each
Hostess Envelopes	\$0.05 per party
Game prizes	\$5-6 per party (recouped in raffle)
Raffle prize pack	\$7.50 per party (recouped in raffle)

Other general/one off expenses:

Labels
Folders
Hangers
Rail
Game Items (e.g. balloons, cotton wool)
Business Cards (optional)

You may also have to purchase a hostess gift from April Nites. Hostesses are eligible for this gift if their parties generate sales of minimum \$350 and they generate two extra party bookings (the two party bookings should be within 2 months of the original party) or \$750 minimum sales for the Gold Hostess Gift. The Silver Hostess Gift is a choice of either a gorgeous lingerie set or a toy that retails at \$89.95 whilst the Gold Gift retails at \$119.95 again with a choice of toy or lingerie. These gifts will be set by April Nites and will change periodically to help encourage repeat bookings.

We also offer a Platinum Gift for hostesses with 3 party bookings and minimum \$750 in party sales (excluding their own order). This is the same as the Gold except hostesses may also get 30% off one item at the time of the third party. You will order the Platinum Hostess Gift on a separate order form and will stipulate the delivery address for the product. April Nites will post this product directly to the hostess. This will not cost you anything as

you are simply passing on your purchasing discount to the customer. Orders for Platinum Hostess Gifts should not be placed until payment has been received in full from the customer. They may pay by cash, credit card or direct deposit. In the event that the hostess pays you in cash, you will be invoiced for the item.

Hostesses only receive their gift after the second (or third for platinum gifts) party has gone ahead to avoid cancellations. You can purchase these gifts at a cost of \$20 for Silver and \$34 for Gold. These gifts are only available for purchase on eligible parties. It is your responsibility to remember to order the hostess gift with the orders for the second qualifying party.

As our raffles are so popular the cost of the hostess gift is generally covered by the raffle. However consultants agree that this is a worthwhile expense as it has generated two or three more business opportunities with the potential to bring in hundreds of dollars in commission and open up new lines of business.

How much time will I have to invest?

Each party will take approx. 1 ½ hours to complete. Pre party admin i.e. e-mailing hostesses, posting party pack should take approx. 15 mins. Post party ordering and payment may take approx. 15 mins. Allow a further hour for packaging and delivery of order (this may be less if you choose to post the order to the hostess), therefore, total time invested per party should be approx. 3 hours plus travel time.

April Nites suggests consultants aim to do two parties a week.

What are the benefits of recruiting more consultants?

If you recruit a new consultant April Nites will reward you with 50% off any catalogue item in recognition of the time that you have put in to guiding the new consultant. Once you have recruited 6 new consultants, have good personal bankings* of \$2000 a month and have 15 parties in your six-week line up you can be promoted to Unit Manager. Unit Managers earn a percentage of all their teams' bankings.

*Please Note: Bankings is the amount of orders placed with April Nites not total sales e.g. on a \$500 party, a consultant would bank \$385.

e.g.	Total Party Sales	\$1000
	Hostess Reward	\$100
	Cost of products to consultant	\$770
	Amount banked	\$770

What are the benefits of being a Unit Manager?

Financial Reward

Unit Manager's earn 5% override on their teams' bankings. If they exceed personal banking targets of \$2800 a month they will also receive a further 5% override on their personal bankings.

*E.g. If your team of six banks \$27,720 a month (equivalent of each consultant doing three parties a week with average party sales) you will receive an override of \$1386 on their sales. If you also achieve \$2800 of personal banking (equivalent of approx. 8 parties a month based on average party sales) you will receive a 5% override on the money you have banked.

If Unit Managers continue to do 3 parties a week personal bankings could reach \$4620 (based on average party sale data). This would be an override of \$231. You would also have earned \$1380 on your own sales plus earnings from the twelve raffles you will have held.

Six consultants is the minimum you can have in your team and so the above figures are based on you having only six consultants. There is no limit on how many consultants you can have in your team.

* Please Note: All of the above figures are an estimate only and are calculated based on average party sales of \$500.

Status

You are taking on a managerial role within the company.

Incentives/Prizes

The higher your position the greater the incentives and prizes that are offered for meeting targets. Unit Manager's who meet attainable sales goals can qualify to drive a company car.

What are a Unit Manager's responsibilities?

As a Unit Manager you will:

- Informally assess new recruits suitability for an April Nites consultancy (you may request assistance from Head Office in doing this)
- Assist new starts in obtaining their first few parties. Providing advice and suggestions.

- Ensure new starts sign all relevant start up documentation which needs to be returned to April Nites (once these documents have been received April Nites will order the demonstration kit)
- Share ideas on how to boost sales and party bookings with members of your team and new recruits.
- Ensure all members of your team have the training manual and be ready to answer any questions.
- Take new recruits along to one of your parties.
- Hold a weekly credit card phone in session.
- Call members of your team weekly to obtain sales figures and number of parties in line up.
- Arrange monthly Unit meetings.
- Arrange for cover of parties within your Unit if a particular consultant is unavailable.

Unit Managers will also be given monthly unit and personal banking targets. There are fantastic rewards on offer for those who exceed unit and personal targets.

Are there any further opportunities for advancement?

If Unit Managers maintain good personal banking figures, continue to recruit new members to their team, encourage promotions to Unit Managers and meet and exceed all targets they will have the opportunity to become Area Managers. Area Managers oversee teams of Unit Managers and achieve a percentage override on all bankings in their unit and all personal bankings.

How frequently are overrides paid to Unit Managers?

Overrides are paid based on a calendar month and are paid directly into your nominated bank account. If you are at any point turning over more than \$75,000 annually you must register for GST. Retail prices to customers cannot be changed to cover GST. The cost must be borne by the seller.

Do I have to purchase a demonstration kit?

April Nites consultants may purchase a demonstration kit at a cost of only \$400. Kits contain 18 items and have a retail value of approx. \$1300. This can also be split into three monthly payments or ten weekly payments of \$40.

You may add to your kit at any time or as new products become available by purchasing items at 30% off retail value. April Nites will also offer monthly kit specials.

Consultants are expected to keep their kit current. The larger the range you have available in your kit the more you will sell.

What if I decide to leave April Nites?

Advise April Nites in writing. Pass on any remaining parties or contacts to April Nites Head Office.

What training will I receive?

You will attend an informal training session with Head Office or the consultant who recruited you. At this time we will go through the running of your April Nites consultancy and all administrative processes. This may be done over the phone for consultants in regional areas.

If possible you will attend a party with one of our consultants to learn on the job.

On receiving your kit you will be talked through the products with either Head Office or the consultant who recruited you.

You will receive log in details for our consultant community, HotBox, this is where you will receive all the latest news and promotions from Head Office. The HotBox also contains a bank of training resources, articles and videos to help you grow your business that is being added to all the time. In addition it contains all the important documents that you will need to run your business and is place where you can connect with other consultants to share, advice, tips and information. It is your responsibility to regularly log into the HotBox and keep yourself informed.

You will also receive regular consultant newsletters, be invited to attend team meetings and skill building workshops.

Consultants will also have the opportunity to chat with other members of the team, share ideas and support each other via our social media pages, facebook and twitter.