

## KETTLWELL COLOURS

### Increase your income with a fabulous add-on service to your image business



*Provide a tangible add-on for your clients, increase your income, and get some free marketing into the bargain*

I met Melissa and John, who run Kettlewell Colours, at the TFIC conference in November 2005 and bought three tops there and then. I have since added to my own collection and wear them to work in. It's great to be able to support another small business run by such lovely people but I boost my income too as I also earn great commissions.

I just give a brochure to each of my personal clients, family and friends, pointing out their best colours and every single one has ordered at least one or more tops!

I love these tops! They are smart yet comfortable and look fabulous under a suit or with casual wear. They wash beautifully and are available in a range of colours specifically designed around both the seasonal and tonal methods of colour analysis:

- **Simply Smart** - 8 styles and 16 colours in a smart viscose for work and dressing up
- **Lifestyle** - 11 styles and 20 colours in a classy stretch cotton fabric for easy living
- **Natural** - 6 styles and 12 colours in 100% natural combed cotton
- **Active Sweatshirts** – 3 styles and 7 colours in 100% cotton, brushed on the inside
- **Soft & Layered** – 4 styles and 6 colours in 100% cotton single jersey

### Add to your income

#### Earn 25% commission on:

- every new customer that you introduce to Kettlewell
- what you buy for yourself
- repeat orders during any open days that you organise (arrange this with Kettlewell in advance to qualify)

### HOW?

**Order a sample pack** of 15 tops at 50% discount:  
(for specific details, go to the end of this document):

- Telephone Kettlewell Colours to register
- Choose the contents of your sample pack
- Remember to give all your clients a brochure and one for their friends too
- All your clients can order online with Kettlewell direct
- They have to mention your name before they can place an order

**I bought a sample pack at 50% discount and I earn 25% commission.** I received a nice cheque for over £200 in February for doing virtually nothing – all I do is hand out a brochure!

- Having these tops available for your clients to look at, feel, and try on definitely increases sales
- Kettlewell will send you as many brochures as you need

These tops are proving a massive hit with all my customers. A client, Sue, that I saw for the first time recently emailed me *“I've also ordered some tops for work from the catalogue - they're perfect for under a suit and nice shapes too.”*

This isn't anything like any other direct selling clothes' business that you may have come across:

- these tops are **timeless, classic pieces that will never go out of fashion**
- you don't have to get rid of this collection every 6 months and replace it with a brand new kit (saving lots of lovely pennies)
- the colours fit beautifully into whichever method of colour analysis you work with (seasonal and tonal), and include **universal colours** – Emerald Turquoise, Lavender, Kingfisher (teal), Vanilla for warm skins, and Soft White for everyone!
- you could have a rail with them on in your studio or take them to talks with you and just sell individual items
- you may choose to take your clients' orders and forward them to Kettlewell yourself
- or you can encourage your customers to buy direct from the company whenever they want to (telephone, post or online) so you **don't have to hold stock or take orders**
- your customer will be asked who has recommended them and you will then be eligible for a nice commission
- **Kettlewell deal with all returns and queries** directly with the customer so you don't have to!
- Kettlewell will place you on their database of image consultants and may be able to recommend you to their clients!



### Top-up samples

Twice yearly, you may buy further a Top Up Sample Pack at 50% discount to update your sample set – you choose exactly which tops you want!

Carol, who trained with me in Colour Analysis 3 years ago, says, *"Gave a consultation yesterday afternoon (took half a day's leave to do it) - lady loved her colours (Winter) and is ordering 3 Kettlewell tops - I purchased the sample kit a couple of weeks ago - they make my mouth water hanging there !!"*

## Additional products

You can also sell to your clients and earn 10% commission for yourself:

- A range of beautiful top-of-the-range Cocowai **pashmina stoles**, available in 32 colours
- A fabulous range of **hand-made necklaces** designed around the seasons.



## Help your client to 'see' her colours

You can also use these tops to show your ladies exactly what you're talking about when you're showing them their best colours:

*"I did a consultation yesterday, and when I was draping her, the lady could not see how her colours (Summer) suited her better than the other seasons, until she tried on some of my Kettlewell samples (I bought the whole sample kit). Then she said could see immediately how much nicer she looked in her own colours - so this is another benefit from having the sample tops."*

CR, Colour Consultant, UK

## More hints and tips

I've also set up a page for both you and your clients to visit on the website at <http://www.improvability.co.uk/toptips/kettlewell.html>, where you can use the hints and tips that I've suggested.

I hope that you have the same success as I'm having. If there's anything else I can help you with, you know where I am!

Warmest regards,

Kim  
Improvability

# Kettlewell

## COLOURS

### Consultant Commission

*If you think your clients would like to know about us, we can send you some catalogues to pass on to them. If they order as a result of your introduction, you can earn commission.*

#### To Qualify for Commission

- Purchase a sample pack of 15 tops @ 50% discount and receive 25% commission on client orders.

#### To Register

- Call 01460 282 917 or email: [info@kettlewellcolours.co.uk](mailto:info@kettlewellcolours.co.uk)
- Please advise your name, address, telephone, email.
- Who did you train with and how long have you been a consultant?
- What is your season or tonal direction?
- What is your style or clothing personality?

#### Initial Sample Pack

- Choose minimum 15 (non sale) tops in any colour/style/size (you can check stock availability on our website)
- 15 tops (or more if required) are sold to you at 50% discount.
- Post & Packing is charged at £3.95 (UK & C.I only - overseas will be quoted on request).
- 30 catalogues will be included in your sample pack – let us know if you require more or less.
- **No returns/exchanges/refunds offered for tops bought at 50% discount.**

#### Top Up Sample Pack

- Twice yearly you may buy further samples at 50% discount to update your sample set.
- You may buy as many or few as you wish, but we only offer the 50% discount on 2 orders per year per consultant.
- Post & Packing is charged at £3.95 (UK & C.I only - overseas will be quoted on request).
- 30 catalogues will be included with your top up samples – let us know if you require more or less.
- **No returns/exchanges/refunds offered for tops bought at 50% discount.**

#### Customer Orders

- To ensure that you receive your commission, please ask your client to give your name when ordering. We advise that you write your name on the order form inside catalogue.
- If your client orders directly with us she will be asked who recommended her. This is a mandatory field on our website.
- We will advise you of your clients' orders by email within 2 weeks.
- You may choose to take clients orders and forward to Kettlewell Colours. If ordering on the website, please write **'I am a consultant'** in the mandatory field asking if you have ordered before.

#### Commission Payments

- You will receive 25% commission on the order value (excl P&P and returns) for every new customer you introduce to us.
- You will receive 25% commission on all orders you place for yourself or clients (please indicate that you are a consultant and give your name).
- You will receive 25% commission for repeat orders during open days. Please advise date in advance.
- General repeat orders and orders from Kettlewell mailings will not carry commission.
- Pashmina stoles and necklaces are not included in the sample pack. 10% commission will be paid on these items.
- Commission cheques are paid once every quarter: April (orders up to end March), July (orders up to end June), October (orders up to end Sept), January (orders up to end Dec)