



# How to choose the right Party Plan Company

**BRIGHT BUGS  
ANSWERS THE  
COMMONLY  
ASKED  
QUESTIONS FOR  
YOU!**

### **1. What do you sell and what makes it unique in your local area?**

We offer a great range of high quality children's products, many with educational value. We are able to bring to our customers a vast number of popular selling products that are loved by children, teachers and parents alike offering a real alternative to the mainstream.

### **2. Who's your target audience? What type of customer?**

Customers who need to purchase gifts for children and/or would like to buy educational products to help assist a child's learning and development.

### **3. What is the cost to start? And what is included in that cost?**

The start up kit \$299.00 + freight RRP \$375.00, you will receive a great range of popular selling products plus catalogues, party plan manual, marketing tips on the products and templates eg order forms, invitations flyers, letters, advertisements etc.... plus ongoing personalised support.

### **4. What is the average party spend across the company - not just the top sellers?**

We are always trying to find ways to improve our business to maximize great sales. Sales can vary from state to state, area to area and depending on the amount of people attending plus the efforts of the sales consultant. The Bright Bugs catalogue is reviewed every 12 months plus we offer great hostess rewards and promotional offers to encourage higher sales.

### **5. What percentage commission do you make from your sales (as a starting consultant)? How does commission work for single orders?**

Sales commission is 20%. If a sales consultant reaches \$2500 in party sales in a calendar month, they will be paid an extra 5 % bonus commission for all the bookings held in that month = 25% commission. Minimum of \$250 in sales applies (per order / party booking) to receive 20% commission. Single orders under \$250 will still contribute to your sales figures each calendar month to help you achieve your 5% bonus. The 5% bonus will be calculated on all orders for that calendar month once the sales target is met.

**6. How often are commissions paid? How are commissions paid, can they be paid directly into a nominated bank accounts?**

The sales consultant sends us a commission slip via email once their order has been dispatched. Bright Bugs direct deposits the commission owing into the sales consultant nominated bank account.

**7. What is the company's minimum monthly quota?**

\$300 in sales within 3 consecutive months.

**8. Can I extend my starter kit with additional products?**

There is no limit on the amount of products you can buy to receive your 20-25% commission.

**9. Does your company offer catalogs that can be ordered from? Is there a charge?**

Sales Consultants receive six A4 catalogues in their starter kit. Additional catalogues can be ordered through Bright Bugs. We also have an online catalogue on our website for customers to view.

**10. Does the company offer your own website space to market and sell through? Is there a charge? Is there internet marketing training provided, is there a fee?**

A sales consultant business facebook page is encouraged under the Bright Bugs guidelines.

### **11. Does your company run similar to other party plan businesses?**

We have changed many things people do not like about “party plan” for our customers and sales consultants.

At Bright Bugs we offer:

No downline recruiting (no saturation of sales consultants in the one area)

Shorter presentations at bookings

Personalised ongoing support to our sales consultants

We like to use the term “mobile toy shop” as opposed to the word party plan as a more relaxed and informal approach

Direct deliveries to the host

Sales Consultant input to potential new products

We use an ordering system that automatically calculates all hostess rewards, commissions etc

Flat rate postage and handling fee for all customer orders Australia wide

No sales meetings, all correspondence via email

The catalogue is updated every 12 months with the starter kit products remaining the same

### **12. What incentives are offered; trips, cars, cash bonuses, conventions etc?**

Bright Bugs offer 5% additional bonus if monthly sales reach \$2500 in a calendar month.

### **13. How are products delivered - directly or do you have to run around making deliveries with the extra costs involved?**

All orders can be delivered direct to the host.

### **14. What are the customer and consultant shipping charges for supplies and orders? This can greatly vary between companies and seriously influence customer buying decisions and your commission income.**

Due to the weights of the products we sell, freight charges start from \$5.95 per customer order in most states however slightly higher for some states out of metro areas. Bright Bugs incur any additional freight costs if required. All deliveries include insurance and tracking.

**15. Do you have to purchase all of your own marketing materials? How much is the average spend on marketing materials? Is there a supplier list?**

The general items you will need to purchase are clipboards, pens, calculator, table cloth, and diary. You must have your own car, printer and computer with mircrosoft office installed including word and excel.

**16. How seasonal is the product? What is the realistic potential for year round income?**

There is always birthday presents that are purchased throughout the year plus Easter and Christmas presents. As we offer many educational products that are popular with parents and teachers, these type of products are bought also to help assist a child's learning and development.

**17. What is the unique selling point for the company? Is it a growing market demand or Is it a declining market or industry?**

The wooden toy range and educational games and puzzles are very popular with mothers, grandparents and teachers. Customers just love the unique range of fun educational toys. The great thing is we offer a real alternative to the mainstream shops.

**18. What is the education program like? What's included in the monthly programs and meetings; CD's, books, message boards, forums, newsletters?**

The Bright Bugs party plan manual covers everything you would need to know from the start during and beyond in party plan. Many tips and idea's to help you achieve great success in your business. It also includes sample presentations including marketing tips on the starter kit products to help you during your presentation. We also offer training tips throughout the year.

**19. What is the support community like, where do they meet online and offline? Use forums for specific party plan company recommendations.**

We offer ongoing support via email and phone. There is no need to travel to meetings and training courses, when you can do this from the comfort of your home. The great thing about email correspondence is you can always refer back to it and refresh your memory.

**20. Who pays for the hostess rewards? Are there products for instant gratification sales or promotional rewards such as for party bookings?**

Bright Bugs pay for all hostess rewards offered.

**21. Are you required to pay for any part of the hostess gifts or administration fees with your commission or direct payments? What's the impact on your commission income?**

Hostess Gifts and game prizes are available to purchase from Bright Bugs ranging from \$2.00 to \$3.50. Postage is free if sent with another order. No administration fees apply.

**22. What is the return policy for the company?**

Unless damaged or faulty, the item will be replaced and sent to the customer free of charge. All descriptions and product sizes are accurate in the Bright Bugs catalogue. Our wooden toys are "Australian Approved" with non toxic paints and are quality made. All returns need prior approval from Bright Bugs.

**23. What are the sales tax requirements?**

A sales consultant is responsible in paying there own income tax. If unsure it is advised to speak to your accountant.

**24. Does the company offer downline recruiting?**

We do not allow sales consultants to recruit other sales consultants (under them) due to the fact we like all our sales consultant spread out over the state to enable everyone to have the same fair opportunity to maximize their sales potential. However a sales consultant is not restricted to sell in the one area if they want to branch out.

**25. Does the company allow party plan consultants to sell product at local fairs, festivals, shows or events? Doing shows can increase direct sales and party bookings for you but some companies are not structured to allow for cash and carry sales.**

Bookings can be taken at markets, fairs etc...however as you don't have physical stock to sell on the day any orders placed need to go through the correct Bright Bugs ordering system.

**26. What happens if I need to take a little time off to have a baby or to go overseas and don't meet my sales target in 3 consecutive months?**

If there is a valid reason and we are informed prior to the sales consultant's absence, under these circumstances we are understanding and flexible.

**27. Does the company have a fundraising program facility?**

Yes, our products are great for kindergartens, childcare, playgroups and schools. However a different reward system applies for fundraisers.

**28. Do you sell online and/or via ebay and if so will this affect the interest in obtaining bookings /sales, as a sales representative for your company?**

The type of business we offer at Bright Bugs is only selling via in home demonstrations in conjunction with some catalogue sales. We also offer fundraisers for schools, kindergartens, playgroups etc. We forward any website inquiries relating to bookings and fundraisers onto our Bright Bugs sales consultants for there pursue. Our website is only set up to enable our customers to obtain information about the company, sales consultant information, promotional offers via bookings, general customer inquiries and to view the online Bright Bugs catalogue. We understand the importance of running a successful party plan business hence our sales consultants is always our main focus.

**29. What are the typical questions a consultant asks in the first three months - this can give you an idea about any quirky procedures.**

We ensure all procedures are put in place allowing our company to run smoothly and efficiently at all times. Our procedures are simple, explanatory and work effectively for all our Bright Bugs sales consultants.

**30. How many other consultants are working in your area - is it at or will soon be at saturation levels?**

In many cases we have seen saturated level of sales consultants in the one area from the one company. We understand that many larger companies offer downline recruiting, where sales consultants are allowed to recruit others. Companies therefore have no control in the areas where sales consultants are recruited.

Bright Bugs requires a pre-application form to be completed via the website if anyone is interested in becoming part of our growing team. Before we recruit a new sales consultant there is steps we go through with them to ensure they understand the position they will be undertaking and if it is suited to them. We also take into account the areas where our current sales consultants are located in.



*Thank you for taking an interest in Bright Bugs Australia and look forward in hearing from you soon.*

*Please ensure a pre-application form is completed and emailed to us to express your interest.*

*Email: [brightbugs@bigpond.com](mailto:brightbugs@bigpond.com)*

*[www.brightbugs.com.au](http://www.brightbugs.com.au)*