



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #86 **February-Spring 2010**

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Newsletter & email-only updates, subscribe free: www.FullerBrushDWT.com/news.htm

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. All New members receive a paper copy and welcome/getting started letter from me. You then receive it via email as a pdf link. Let me know if you prefer paper for subsequent newsletters. Thanks.

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS: Reach \$600.**

NOV:	DEBBIE BROADWATER (MD)	sponsor Louella Grindle (ME)
	KIMBERLY SMITH (MI)	sponsor Mark Behmlander (MI)
	c GOROTTI ODJEGBA (FL)	sponsor John Della Pietra (FL)
	h WILLIAM DAVIS (TN)	sponsor Terrie Routh (AR)
	p GARY HILL (CA)	sponsor Ron Carpenter (CA)
	pa JERI FENEIS (AZ)	sponsor Albert Preston (NV)
DEC:	HAZEL NELSON (IA)	sponsor Dewain Clausen (IA)
	w JAN CAVANAUGH (MS)	sponsor Wynn Distributing (AR)
JAN:	BREWER ALBRITON & CO (MD)	sponsor Hugh Brinsfield (MD)
	c LARRY LEE (NC)	sponsor Champion Supplies (NY)
	pal HERBERT HAMPTON (?)	sponsor Raymond Hampton (WA)
	pal DIANE FLICK (PA)	sponsor James Cordell (PA)

CODES: h = Supervising Director Mark Haynes' group w = Director Wynn Distributing's group
 z = Director Patty Zasloff's group (both also part of Mark's group) c = Supv Director Champion Supplies' group
 p = Executive Director Tom Peper's group or Director Janet Peper's group
 pa = Supv Director Al Preston's group (part of Tom's group) pal = Supv Director Paul Lehman's group (part of Al's group)
 path = Director Janet Hill's group (part of Paul's group)
 f = Director Alice Flander's group fs = Director Melody Schafer's group (part of Alice Flanders' group)

◆ **TOP SPONSORING LEADERS** (Sponsor at least 2 in one month, front-line or in depth, to be listed)

Nov-Jan:	h MARK HAYNES (NV) - 9	ROLAND RHOADES (ME) - 8
<i>Encourage</i>	h FRANTZ PIERRE (NY) - 8	p RON CARPENTER (CA) - 7
<i>the R205</i>	pa AL PRESTON (NV) - 7	CARRIE WILLIAMS (OH) - 5
<i>Gold Select</i>	fs MELODY SCHAFFER (OH) - 3	pal JAMES CORDELL (PA) - 3
<i>Business</i>	p TOM PEPPER (CA) - 3	TIM MONTEIL-DOUCETTE (CA) - 3
<i>Builders</i>	h WILLIAM DAVIS (TN) - 3	fs SHARON O'NEIL (OH) - 3
<i>Kit</i>	z PATTY ZASLOFF (FL) - 2	c ERIKA LIBBY (NY) - 2
	pal PAUL LEHMAN (CA) - 2	

To be included as a recruiter on my team, TELL me who you recruited. Thanks. I need to keep stressing the importance of recruiting successfully with our **Fuller Gold 2010 recruiting letter** that explains all the details. Just sending a couple Company flyers won't do it. We keep getting people who think they can continue buying kits. **ONE KIT per distributor**, so get the one you really want (as p5 of the recruiting letter says). There are more according to the listing of new distributors the company sends me (just names), but not only don't I know who they recruited, I don't even know who they are because their sponsor also didn't connect them with the Team, and some of the above recruits are also unknown, so if you know them please help get them connected. Thanks. **Remember** that if you join (or recruit someone) online at FullerBrushGetStarted.com, a paper application is superfluous and goes in the round file.

Congratulations to the new distributors starting right off meaning business. Gorotti Odjegba and Gary Hill reached Manager in their first or second month via personal sales.

◆ **TOP DWT SALES LEADERS:** Over \$300 monthly personal purchases/sales.

NOV:	palh JANET HILL (WA) - \$5237	p THOMAS PEPPER (CA) - \$4760
	z JENNIFER MOSCOSO (FL) - \$3440	pa ALBERT PRESTON (NV) - \$2484
	p RON CARPENTER (CA) - \$2400	p GORDON CARPENTER (AZ) - \$2012
	pal RAYMOND HAMPTON JR (WA) - \$1940	pal JAMES CORDELL (PA) - \$1790
	c JOHN DELLA PIETRA (FL) - \$1710	h MARK HAYNES (NV) - \$1465
	pal PAUL C LEHMAN (CA) - \$1333	c GOROTTI ODJEGBA (FL) - \$1256
	w LYNN McCRELESS (TX) - \$1172	p MICHELLE GUENTHER (TX) - \$839
	p MICHAEL IAN HILL (CA) - \$772	TINA ORR (PA) - \$645
	p GARY HILL (CA) - \$604	h WILLIAM DAVIS (TN) - \$594
	z CHRISTINE REINHART (FL) - \$558	fs MELODY SCHAFER (OH) - \$553
	z WILLIAM SCHARFF (FL) - \$553	c WILLIAM YODER (OH) - \$534
	w WYNN DISTRIBUTING (AR) - \$442	f ANDREA STALNECKER (PA) - \$427
	c MARIA BRITTIS (SC) - \$415	p JANET PEPPER (CA) - \$408
	z MARTHA JANE LAWSON (TN) - \$351	h LORETTA MATTO (PA) - \$340
DEC:	pa ALBERT PRESTON (NV) - \$5948	palh JANET HILL (WA) - \$4908
	p RON CARPENTER (CA) - \$4091	p MICHAEL IAN HILL (CA) - \$3072
	z JENNIFER MOSCOSO (FL) - \$2805	p THOMAS PEPPER (CA) - \$2770
	pal JAMES CORDELL (PA) - \$1838	pal PAUL C LEHMAN (CA) - \$1727
	p GORDON CARPENTER (AZ) - \$1299	pa DOROTHY ELLICOTT (CO) - \$1166
	h MARK HAYNES (NV) - \$1139	pal RAYMOND HAMPTON JR (WA) - \$941
	h RONALD BORGMAN (MO) - \$910	c MARIA BRITTIS (SC) - \$882
	p MICHELLE GUENTHER (TX) - \$657	c JOHN DELLA PIETRA (FL) - \$640
	z WILLIAM SCHARFF (FL) - \$593	w WYNN DISTRIBUTING (AR) - \$562
	z CHRISTINE REINHART (FL) - \$539	w LYNN McCRELESS (TX) - \$466
	CARRYE WILLIAMS (OH) - \$354	fs STEPHANIE BYRNE (NH) - \$327
	pal HERBERT HAMPTON (?) - \$321	SANDRA/SPENCER PARSONS (CA) - \$308
JAN:	pa ALBERT PRESTON (NV) - \$5261	p MICHAEL IAN HILL (CA) - \$4789
	palh JANET HILL (WA) - \$4412	z JENNIFER MOSCOSO (FL) - \$3405
	p RON CARPENTER (CA) - \$3088	p THOMAS PEPPER (CA) - \$2255
	pal JAMES CORDELL (PA) - \$1950	p GORDON CARPENTER (AZ) - \$1811
	h MARK HAYNES (NV) - \$1774	pal PAUL LEHMAN (CA) - \$896
	c MARIA BRITTIS (SC) - \$844	pa DOROTHY ELLICOTT (CO) - \$817
	c JOHN ELLER (NC) - \$704	z WILLIAM SCHARFF (FL) - \$673
	p MICHELLE GUENTHER (TX) - \$667	z CHRISTINE REINHART (FL) - \$645
	c GOROTTI ODJEGBA (FL) - \$535	TINA ORR (PA) - \$514
	SANDRA/SPENCER PARSONS (CA) - \$496	pal RAYMOND HAMPTON JR (WA) - \$452
	f TRUITT ANDRESS (NJ) - \$451	w HC STROUD (AR) - \$440
	pa PAM JONES (ID) - \$377	h WILLIAM DAVIS (TN) - \$371
	c JOSEPH LEOTTA (NJ) - \$312	w JENNIFER TELFORD (NY) - \$301

Distributors Call ☎ 1-800-732-1118 if you don't have a Literature Pack of current catalogs, Free on request.

IMPORTANT DATES: Feb 8: March Specials began; Feb 26 4PM CST: February Order Deadline; Mar 15: April Specials begin; Mar 31 4PM CST: March Order Deadline; Apr 15: May Specials begin; Apr 30 4PM CST: April Order Deadline; May 15: June & Summer Specials begin.

Dec 26 we announced that all new dealer recruiting and bonus promotions were extended to June 30 2010.

BACK TO BASICS.

Make Money Beginning on Day One.

I sometimes feel like I've run out of things to write about here. Then I talk with a new dealer or prospect and realize that some things bear repeating. Just because I wrote something in a newsletter ten years ago, doesn't mean you all have heard it. Richard Walton just rejoined Fuller Brush; he had sold Fuller back in the 1970s and made \$20,000/yr back then when a dollar was worth something. So he was looking mainly at starting off with the big sales like mega-churches joining and all their members buying products through them for their fundraising budget. There is nothing wrong with going after the 'big ones', but they take more time to cultivate and convince than an individual. I just got a restaurant chain as a customer because I am established and was able to give immediate confident answers and a better price in exchange for volume. I got lots of orders for the #100 Sweeper with the vinyl rotor from their restaurants during our Feb anniversary sale; I had told them that was the week to order and the regional manager passed the word. People can get discouraged thinking they may not get that big sale (or any sale) until a few months down the road. I reminded him to do what comes naturally. Tell people about Fuller, ask them when they last saw a Fuller dealer, and then say "guess what, you're looking at one now". Get some small sales (= experience and product familiarity) so that you will be more effective at those professional sales. You need to get comfortable talking with small customers and closing those sales first. One step at a time. That will also gain you a financial foothold if your main focus will be internet sales. Get to the Manager level with small sales so you'll be at a higher commission level with more flexibility for commercial sales.

Before I joined Fuller, I had tried for years to sell my neighbor Amway cleaning products, and she emphatically and rudely said 'NO, I'm not interested!' Right after I decided to join Fuller Brush, we both happened to be out in our yards. I mentioned to her that I was joining Fuller Brush. She exclaimed "Fuller Brush! I love their cleaning products! I haven't seen them in years!" Richard mentioned the same thing happened to him already; he mentioned it to his neighbor who asked for a catalog, and is now anxious for his kit to arrive. WHERE do you get local business from? Do NOT go out TRYING to sell. Say what? You are self-employed. This is not a job. That

means you are not only allowed, but you MUST enjoy what you are doing. Just let it happen. I certainly enjoy making much more money than I ever did at a job and still staying home whenever I want to. I take catalogs to every business office that I go to, heating oil companies, my credit union, utilities, insurance company, etc. Go pay your bills in person as an excuse to introduce yourself and drop off a catalog. Business people understand that one hand washes the other and if they buy from you, you'll continue buying from them. I find that people there buy for their home use because a salesman can no longer find them at home, and eventually the office manager will be sold enough on the products at their home, to order for the business also. It is important that you put them at ease immediately regarding taking up their time. They are busy at work. So I just say "I'd like to leave this month's specials catalog for you to look at *at your leisure*."

Even though Alfred Fuller's book was called "*A Foot in the Door*", your customers should know that you respect their time and do not use that pressure tactic of not leaving until they buy something. Your main profits will be from repeat sales and referrals for years to come, IF they like you. I keep track of every catalog I hand out or mail, and make a point of calling them before month-end with a 'no-pressure' message of 'Hi this is Roland with Fuller Brush just checking to see if you wanted anything from this month's specials.' More often than not they thank me for calling; they did see something they wanted and got busy and forgot to call me. If not, I say (in a pleasant un-disappointed voice), OK, thank you anyway, I'll drop off next month's catalog soon. They need to feel it is OK to say no, so that they won't feel pressured or guilty if they don't need anything, and will welcome you back. Always ask if they know anyone anywhere in the country who might be interested in a catalog. Many of my customers were the results of referrals from someone else. They referred people to me because they were comfortable with my sales approach, plus being able to talk about other things and have conversations. Many people feel insulated from the world and want more conversation in their lives. Be likeable. Mary Kay Ash once said "Pretend that every single person you meet has a sign around their neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life."

I also give out a free #051 veggie/handi brush with every order, or one of the other gift items we have.

Some people may disagree and say you have to push hard for the sale and keep suggesting products until they buy something. Well... I've been successful and consistent in Fuller Brush for 18 years. Remember, Superman was just a mild-mannered reporter.

Although my personal business showed no evidence of a recession, overall business was slightly down the past few months. But February recruiting in the first ten days have been flooding in. Fuller Brush emails you as the sponsor, with the contact info IF your dealers join online, so just fwd that email upline.

MAILINGS FROM FULLER BRUSH

Financially I do not need to do any sales myself anymore, but I still do to keep myself motivated. Take full advantage of the extra specials that Fuller mails you, like the January and February 104th Anniversary Sales, and the extra specials in December. If you haven't been getting those mailings, become an ACTIVE dealer (= sell \$35+ of products personal or internet) so their computer will see you when it prints out mailing labels of active dealers. The sales are also announced on the sales hotline, myfullerbiz and our training website. When I got the January Anniversary sale, I contacted all my customers who buy wetmops and Fuller 86 etc and ended up with my best personal sales month in a year or two (I'll just say over \$1000). The February Anniversary Sale also took me over \$1000 with sales of Workhorse Sweepers to some restaurants halfway across the country who found my website (Note: other than restaurants picking up messy food, I recommend the Electrostatic Sweeper for better performance, same size.) I still send customers downline too, but am dismayed at the number of times I find one of you in the same town as the customer, but you have never ordered or haven't ordered for months. No sense sending customers your way if you don't show an interest in even buying the products yourself. As of Feb 10 business, six team members including myself are over \$1000 in personal/internet sales.

Further training is in my 7 years of newsletters that I have on my newsletter webpage, and in our training manuals, available free to team members on our private training website. If your sponsor is a team member, s/he sent your name to me and you received the website address in my welcome letter and in every email-newsletter (unless s/he never added you to my team or you have me blocked as spam).

Take advantage and do not overlook our training materials. I constantly get comments like this one

from another new dealer who rejoined, Carrol Bucci in NH: "Hi Roland ... Just a quick note to tell you that I am frequenting the DWT website - wow - what an 'ocean' of good info and tips !! This is GREAT. I'm learning a lot of tips about the products that I didn't previously know, even though I was a Distributor before. I am gradually trying to re-establish my former customer base, and reach out to find new customers. My old customers are thrilled that I'm back in Fuller Brush! They missed the sale catalogs and the great products. I am thinking of running a small classified ad in our local weekly newspaper to promote Fuller products, and the business opportunity. I just found some sample 'verbage' in the Training Manual #1 at the DWT website. This is very helpful." Carrol also says she's 62 and when she was a baby, her father was a Fuller Brush Man!

Fuller provides the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) at **1-800-732-1132** (24hr Recording) so you don't miss the latest news, new product announcements and demos, contests, extra specials. Transcripts of the past Hotlines are on your MyFullerBiz.com back-office website.

Got suggestions or requests? Getting many requests for discontinued products? As I've said many times over the years, **KEEP TRACK** of people who ask for products we don't have, whether it is a discontinued product or a product being test marketed on TV. If it comes back into our product line, you'll have ready made sales. Many of our products do double-duty and you can give your customers suggestions for replacement products. Otherwise, tell the suggestion line recording 1-800-732-1122, the only place where requests are written down for management and kept track of.

SPECIAL DISTRIBUTOR BENEFITS: NEW PRODUCT DEMOS. New products always have introductory demo prices to distributors, one per dealer. Your discount also comes off those prices. Ask for any new products when you call your order in, or check for demos on myfullerbiz.

I've been busy the past few months going through everything on my computer, answering old emails and deleting thousands of them, deleting lots of old documents, and general computer cleanup preparing for a new Windows 7 computer. My old XP was pretty worn out and the last e-news refused to go out; hopefully it was just the old computer. Now I've been busy transferring everything into my new computer (with techie help), and finding programs and equipment that no longer works. Bought a new printer/copier/scanner, and upgraded to Office 2007 and will let you know on our Discussion Board what I think about it all, after the dust settles.