

# THE



Direct Sales  
Party Plan  
Opportunity

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## **Company and Product Driven**

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**Black Squirrel Primitives is family owned and operated  
Quality Products at affordable prices!  
75% of our products are manufactured in  
Spring Grove, Pennsylvania  
USA!**

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## **Hostess Rewards**

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**10% FREE (Company paid)  
50% off items  
Booking Reward's**

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## **Consultant's Income Opportunity**

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### **Consultant Commissions**

- **A Black Squirrel Primitive Consultant in training earns 20% on first \$1000 in commissionable sales**
  - **When a Black Squirrel Primitive Consultant in training sells \$1000 commissionable sales she/he becomes a qualified Consultant**
- **A qualified consultant will earn 25% on their first \$1500 in commissionable monthly sales plus 5% bonus for sales reaching \$1501-\$2499 each month**
- **Another 5% bonus for commissionable sales of \$2500 or more each month**
  - **Sponsoring Bonus**
    - **A consultant in training or a consultant receives 5% of the first \$1000 commissionable sales of anyone they personally sponsor into her/his team.**
    - **To earn sponsoring bonus, you the sponsor must personally sell \$500 Commissionable sales monthly**



## **Opportunity / Advantages**

**Small Investment to get started**  
**Generous Earnings**  
**Sponsoring bonus and override commissions**  
**Company paid hostess program**  
**No inventory (unless you want to)**  
**Sales tax handled by company**  
**Customer credit cards accepted**  
**Be the first 3% to join**

**The biggest advantage right now is there is no competition or very little in your area and It's filled with potential recruits who LOVE Primitive Décor!**

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### **Team building**

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**Team building has its many rewards**  
**You can make an additional income by building a team when it is right for you to become a team leader we have additional information ask your sponsor.**

**Take advantage BUILD IT BIG!!**

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## Timing of Black Squirrel Primitives

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What makes a network marketing Opportunity viable and that is most desirable? Here are a couple criteria's you should look for when choosing a company that's right for you.

1. **The company must have a product that is both unique and highly consumable.** Being unique means that you have an exclusive product that can only be purchased from your companies distributors. Having a product that is highly consumable means repeat sales there by guaranteeing customer loyalty versus a one time sale and having to locate new customers.
2. **It needs to be a GROUND FLOOR opportunity.** In order for the opportunity to qualify as a "Ground Floor opportunity" The number of existing distributors should be less than ½ to 1% in the country where this network company exists. In the United States ½ to 1% is equal to 1.5 million people. If there is less and is the company has less than 100,000 distributors then it is considered a " Once in a lifetime opportunity"

### Four stages of Growth In a network marketing company

1. **FOUNDATION.** This is the stage usually lasts approximately 6 months. This is when a company develops its products and marketing plan
2. **CONCENTRATION** this stage lasts from 2-4 years. This is when the distributor's network is started
3. **MOMENTUM** this is the stage that the company experiences phenomenal growth which can last 2-4 years. Both retail and distributorship's explodes in terms of expansion and growth. It is during this period that a company virtually sweeps the nation when a company's sales reach fifty million; they reach what is called critical mass. ( Sales go vertical, right off the graph)

Also approximately 2/3 of the company's growth of new distributor's occurring during this period.

Let's assume that you have built an organization (team) which is producing an override check to you of \$1000 a month. When a company reaches critical mass distributors automatically experience a ten-fold increase in their regular earnings, in other words \$1000 per month becomes \$10,000 per month. This is the reason for getting involved on the ground floor so you can experience the benefits of explosive growth!

4. **STABILITY** This period lasts the life of the company. A network marketing company that is dedicated to the success of its distributors will experience longevity. Thereby insuring that an active distributor will realize the earning and growth.

\*Harvard business school criteria

# **Timing of Black Squirrel Primitives**

- 1. Do you know that 3% of consultants join in the Formulation and Concentration stage?**
- 2. 97% JOIN AFTER THE FIRST \$50 MILLION HAS BEEN SOLD!**
- 3. Which stage would you like to join in?**

