



DOWNEAST WINNING TEAM®

NEWSLETTER



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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. Let me know if you prefer paper or email for subsequent newsletters. Thanks.

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

AUG:	SANDRA DANLEY (ME) – sponsor Roland Rhoades (ME)
	JOHN MAXEY SR (DE) – sponsor Roland Rhoades (ME)
	MARK PORTINCASA (MI) – sponsor Roland Rhoades (ME)
	fs BRIAN WILSON (CA) – sponsor Melody Schafer (OH)
	z REBEKKA SEBREE (IN) - sponsor Patty Zasloff (FL)
	w LYNN McCRELESS (TX) - sponsor Carl Willis (TX)
	p GORDON CARPENTER (AZ) - sponsor Ron Carpenter (CA)
	p SARAH BOKOR (WA) - sponsor Raymond Radzinski (MI)
	p LORENE GABRIEL (AZ) - sponsor Tom Peper (CA)
SEPT:	MIKE HALL (MN) – sponsor Roland Rhoades (ME)
	fs CHARLES MARTIN (IA) – sponsor Sharon O’Neil (OH)
	c JOHN DELLA PIETRA (FL) - sponsor Champion Supplies (NY)
	palh FR SALES INC (CO) – sponsor Janet Hill (WA)
OCT:	TIM MONTEIL-DOUCETTE (CA) – sponsor Roland Rhoades (ME)
	LEN LORTON (IL) - sponsor Steven Kleczewski (IL)
	LARRY LORTON (TN) – sponsor Len Lorton (IL)
	h LOUISE O’HANLON (NY) - sponsor Mark Haynes (NV)
	w HELPFULITEM (TX) - sponsor Wynn Distributing (AR)
	w KENNETH EAKINS (TX) - sponsor Lynn McCreless (TX)
	p MAX STEIN (FL) - sponsor Ron Carpenter (CA)

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)
 palh = 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)

Aug-Oct:	ROLAND RHOADES (ME) – 17	h FRANTZ PIERRE (NY) - 15
Encourage	p RON CARPENTER (CA) - 9	w TS99 INC (FL) - 7
the R205	h MARK HAYNES (NV) - 6	MARK PORTINCASA (MI) - 5
Gold Select	w WYNN DISTRIBUTING (AR) - 5	pal JAMES CORDELL (PA) - 5
Business	p TOM PEPER (CA) - 4	pal PAUL LEHMAN (CA) - 4
Builders	TIM MONTEIL-DOUCETTE (CA) - 3	z PATTY ZASLOFF (FL) - 3
Kit	pal RAYMOND HAMPTON (WA) - 3	palh MARGARET DEIBERT (PA) - 3
	h TERRIE ROUTH (AR) - 3	

There may be more. To be included as a recruiter on my team, TELL me who you recruited. Thanks.

Congratulations to the new distributors starting right off meaning business. These reached Manager in their first or second month via personal sales: John Della Pietra with \$3500+ his first 2 months, John Maxey Sr, Mike Hall, Mark Portincasa, Tim Monteil-Doucette, Larry Lorton, Lynn McCreless, and Kenneth Eakins.

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

AUG:	palh JANET HILL (WA) - \$4551	p RON CARPENTER (CA) - \$3102
	p THOMAS PEPPER (CA) - \$2970	z JENNIFER MOSCOSO (FL) - \$2506
	pal JAMES CORDELL (PA) - \$2497	pa ALBERT PRESTON (NV) - \$2432
	h MARK HAYNES (NV) - \$2307	p STEPHANIE THORNTON (CA) - \$2155
	p NANCY CAMUTO (CA) - \$2002	f ANDREA STALNECKER (PA) - \$1488
	p RAYMOND RADZINSKI (MI) - \$1358	pal PAUL LEHMAN (CA) - \$931
	c LOLA THOMPSON (VA) - \$785	MARK PORTINCASA (MI) - \$726
	TINA ORR (PA) - \$666	z CHRISTINE REINHART (FL) - \$657
	p MICHELLE GUENTHER (TX) - \$647	w WYNN DISTRIBUTING (AR) - \$496
	c JIM TURNER (IL) - \$492	w RAY BIRDWELL (OK) - \$440
	c MARIA BRITTIS (SC) - \$434	h RONALD BORGMAN (MO) - \$432
	h LORETTA MATTO (PA) - \$428	pal RAYMOND HAMPTON JR (WA) - \$427
	DOUGLAS MUTTON (MA) - \$427	JOHN MAXEY SR (DE) - \$425
	pa DOROTHY ELLICOTT (CO) - \$422	p MICHAEL IAN HILL (CA) - \$397
	w ANITA SIMMONS (TN) - \$383	w HC STROUD (AR) - \$379
	h LOUISE O'HANLON (NY) - \$365	w JAN CAVANAUGH (MS) - \$361
	p JANET PEPPER (CA) - \$360	c WILLIAM YODER (OH) - \$349
	palh FR SALES INC (CO) - \$342	p SUZANNE GRUBBE (CA) - \$322
	MIKE HALL (MN) - \$310	z PATTY ZASLOFF (FL) - \$300
SEPT:	palh JANET HILL (WA) - \$3483	p RON CARPENTER (CA) - \$3048
	pa ALBERT PRESTON (NV) - \$2775	h MARK HAYNES (NV) - \$2585
	pal JAMES CORDELL (PA) - \$2132	p NANCY CAMUTO (CA) - \$2067
	z JENNIFER MOSCOSO (FL) - \$1947	c JOHN DELLA PIETRA (FL) - \$1843
	p MICHELLE GUENTHER (TX) - \$1282	p THOMAS PEPPER (CA) - \$1189
	pal RAYMOND HAMPTON JR (WA) - \$1112	f ANDREA STALNECKER (PA) - \$781
	TINA ORR (PA) - \$739	pal PAUL LEHMAN (CA) - \$721
	BILL CALDEIRA (MA) - \$700	c MARIA BRITTIS (SC) - \$682
	BEVERLY ARP (IA) - \$583	w LYNN McCRELESS (TX) - \$553
	h RONALD BORGMAN (MO) - \$539	p RAYMOND RADZINSKI (MI) - \$443
	p JANET PEPPER (CA) - \$430	MITSUA HOLLEN (ND) - \$401
	z CHRISTINE REINHART (FL) - \$390	p MARY MARTIN (TX) - \$389
	w SHEILA PAINTER (LA) - \$374	h LORETTA MATTO (PA) - \$348
	pa DOROTHY ELLICOTT (CO) - \$338	p GORDON CARPENTER (AZ) - \$337
	w WYNN DISTRIBUTING (AR) - \$334	p STEPHANIE THORNTON (CA) - \$326
	JOHN MAXEY SR (DE) - \$324	z WILLIAM SCHARFF (FL) - \$308
	MIKE HALL (MN) - \$301	
OCT:	palh JANET HILL (WA) - \$3555	p THOMAS PEPPER (CA) - \$2909
	p RON CARPENTER (CA) - \$2772	z JENNIFER MOSCOSO (FL) - \$2590
	pal JAMES CORDELL (PA) - \$2046	pa ALBERT PRESTON (NV) - \$1884
	c JOHN DELLA PIETRA (FL) - \$1671	TINA ORR (PA) - \$1359
	h MARK HAYNES (NV) - \$1330	pal PAUL C LEHMAN (CA) - \$1188
	pal RAYMOND HAMPTON JR (WA) - \$1147	p GORDON CARPENTER (AZ) - \$875
	z CHRISTINE REINHART (FL) - \$851	h RONALD BORGMAN (MO) - \$835
	BEVERLY ARP (IA) - \$833	p MAX STEIN (FL) - \$697
	TIM MONTEIL-DOUCETTE (CA) - \$661	LARRY LORTON (TN) - \$651
	BERTHA SMITH (VA) - \$609	w KENNETH EAKINS (TX) - \$602
	z WILLIAM SCHARFF (FL) - \$576	w LYNN McCRELESS (TX) - \$558
	p MICHELLE GUENTHER (TX) - \$513	fs MELODY SCHAFER (OH) - \$510
	f ANDREA STALNECKER (PA) - \$509	p RAYMOND RADZINSKI (MI) - \$383
	p JANET PEPPER (CA) - \$382	h FRANTZ PIERRE (NY) - \$375
	JOHN MAXEY SR (DE) - \$367	w HC STROUD (AR) - \$363
	c DEBRA NOGGLE (AR) - \$349	w WYNN DISTRIBUTING (AR) - \$321

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

Repeat business is the key in Fuller Brush, so cultivate your new customer base. Many of you ask how to sell like our sales leaders every month. It doesn't matter whether you are selling in person, by mail, or via your website. What you need to do is to be yourself, a real person, someone not too pushy, but also someone obviously interested in and a believer in the products they sell, someone pleasant to talk to or correspond with, someone who cares about the customers' purchases and their satisfaction. Someone who offers service and answers questions. Contact your customers to make sure they are happy or if they have questions, and they will offer to buy more without you having to ask. I also have my kitties on my Fuller Brush website for a reason, it is something that many people find a common interest with me, and a connection so that they will be sure to continue business with me, and not just look for any old Fuller website next time. You really need to have read our DWT Training Manual #4 on Retailing & Mailorder sales for more specifics; I can't fit 20 pages into this newsletter, free on our DWT Training website. And educate your customers with our DWT product informational and testimonial flyers (see previous newsletters), making photocopies for those customers who may be interested. I turned each product page into a separate pdf on my website. Judge what to give people by the extent of their interest. CASH shows an interest to me. People join Fuller Brush with various goals. Some of our sales leaders are regulars, newbies, and long-time occasionals like Beverly Arp, a dealer since 1995, Mitsua Hollen, a dealer since 1998, and Bertha Smith, a dealer since 2000. Some people joined for part-time income, occasional sales, or wholesale access, and you'll notice that many have been around for nearly as long as my 18 years. Some have actually been around longer but quit and then rejoined our team later. And we also have the business builders starting right off with \$600+ in sales to make Manager their first month. They are getting right out there letting themselves be known in person and/or via the internet. Many will continue as sales leaders for years to come, like those who you see on the list every month. Others may lose focus and drift away if they don't get rich overnight. I kept my focus during tough times many years ago, and took to heart the recommendations in our DWT Manual 1 like not blaming others or the Company if everything doesn't go perfectly, like backorders. No "excuse-itis". At one point in the 1990s, our product line was under 100 products, and we still had backorders. It's a lot better now, and Fuller is actively trying to resolve the inventory problem of products, raw materials and outside suppliers. Nothing in life is perfect; you have to make your own perfection.

Followup with your fullerdirect internet customers with a newsy email. Do it by hand if you only have a few customers. My groupmail program from Infacta.com will insert fields like "Hello [insert name], thank you for your last order on [insert date]. I think Word & Excel will do the same. It is very important for them to know that YOU are the anonymous website that they order from, and make yourself known and liked so that they will continue ordering from YOUR website instead of just doing an internet search next time. Note that fullerdirect.com/your ID# will not save into peoples' favorites, so you need to give them another way to remember where to shop. Lots more details on our training website.

Some more common new dealer questions: [See August newsletter for others] Q. What is DWT again? A. That is the name of our Team of distributors and training organization, standing for Downeast Winning Team, begun when my team was mostly just in Maine where everything is called Downeast. It is now in all 50 states. Q. How can I get off to a fast start? A. Hold a Fuller Brush Home Party. Great for the holidays and year-round, and a great recruiting tool. See our DWT File Library for all the details that make it a very successful sales avenue for many people. Q. If we sell Stanley products, where are the catalogs? A. Even after giving an explanation in the last newsletter, I keep getting that question. Read the August newsletter and our DWT Discussion Board. Q. I get many questions about fundraisers. A. See BOTH of our Fundraising manuals. You can simply sell some products to them at a discount like a big home party, or they can join. If they join, it is exactly the same as joining as a distributor with all the same rights, I just call them a fundraising affiliate; no requirements. They join with any kit, recruit others, send members to their fullerdirect website. Nice and simple, but don't stress out if you can't convince people of the simple logic in it, either they do or they don't. The best way to convince others is to prove to them and yourself that there is a ready market for our products by *learning* what you are doing and DO it. Do your shopping through your own catalogs and encourage all your friends and acquaintances to shop Fuller. The more you sell, the more you earn, AND the higher discount you earn on your own purchases. Happy Holidays.

☺ Inside every older person is a younger person wondering, 'What the heck happened?' Amen to that.

The Company says the fastest Holiday sellers have been the blood pressure monitor, the door alarm, and the exfoliators. I've also sold many amber magnifiers, and the megaphone works great for rallies or calling the kids to supper. It's not a cheapo like some I've seen with weird voice quality. See previous newsletters.

SALES CONTEST. Fuller offers us many different incentives to make sure we have no sales slumps. November includes a sales contest, see the flyer in your lit packs or on your myfullerbiz website. Sell \$250 more than the average of your Sept & Oct personal sales, \$400 min, and earn free products. If Sept was zero and Oct was \$400, your average is \$200, so \$450 would get you the prize. If you have been qualifying as an active distributor with \$35+ product volume, this winter season is when Fuller sends us the most mailings about special offers. Remember that \$35 retail value is Fuller's minimum order size to be counted as active for mailings, less than that and the computer never sees you when they printout mailing labels. Some of the things Fuller has done in the past that we may see this year are special quantity offers in December, monthly catalogs previewed a month early at an additional 10% off for a week, and more sales contests like November. These incentives have worked so well in the past that we have even had "slow" Januarys beat out the Holiday months. Keep informed via the Company's Hotline or our DWT Announcements Board.

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. The extension of the October catalog through November 20 has really helped to increase business. I hope you all paid attention and also got your share of the sales of the limited-production-run bring-back of the much-missed discontinued #460 *Scalp Massaging Shampoo Brush* in October. As my email newsletters told you, my customers ordered even 30 and 36 of them each so they wouldn't be caught without them again. When you read this, the brush may or may not still be available. These customers discovered how useful the brushes were to them. ANY Fuller product can do the same. Back in the Depression, nobody had money, but the Fuller salesman still made a full-time living and put his kids through college, simply because he KNEW he was handling a superior product and he convinced his customers. There is much more product competition these days, but we can still find many people willing to listen to the benefits of quality USA products. Find people who already have proven that belief by buying premium thousand-dollar vacuum cleaners and the like. But as I've said before, don't pre-judge. I have loyal customers just barely scraping by, but they like Fuller products that get the job done right the first time and that don't need replacing every month.

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. Many expire Nov 30.

A Full-Time Income. I've always encouraged people to take advantage of all three income avenues in Fuller Brush. Some people do make full time incomes using any one of the income streams, but you can also get discouraged not running on all cylinders. It helps to get familiar with the products with personal direct sales. Even I still do that and come away with motivation from my customers' responses and testimonials, and I need to make sure I have the \$8000 personal group volume outside my Director groups to earn 54%. The second income stream is to get your business out of town. Heck, the whole state of Maine is only about a million people, and my town is about 10,000. But my mailorder/internet customers are spread out over all 50 states, and some of them join because they see the wide open market with no dealers near them. And third of course, is creating a network of distributors who will create additional volume to advance your commission level, which I did even in my former town of 20,000, and still kept finding new customers.

IMPORTANT DATES: Nov 13: December Specials began; Nov 20: October specials end; Nov 30 4PM CST: November Order Deadline; Dec 15: January Specials begin; Dec 31 4PM CST: Dec & Holiday offers end; Jan 15: February Specials begin; Jan 29 4PM CST: Jan Deadline; Feb 15: March Specials begin.