

# Smart Start

*Congratulations!*

*You have joined Australia's best and most successful children's educational direct-selling company!*



## The Learning Ladder

The Learning Ladder encourages you to open your new home-based business with a **BANG** by booking your first six Get Togethers within your first four weeks of receiving your Starter Kit.

We reward this effort by offering our very generous Smart Start Sales Incentive of a minimum of \$100 in **FREE** product per \$1,000 in sales, each month, within your first three full calendar months in the business.

Often when Advisors start their business they focus mainly on selling and not on building a team, yet it is the best time to start building your team as you are excited and enthusiastic and that's infectious!

Once you have three Advisors in your team, you can very quickly build to the next level of Sales Leader. (See the Company Overview for details.)

A Sales Leader is not only paid a **BONUS** on her team but the commission on her personal sales automatically goes up to **34.10%\*** from her first \$1,000 per month **plus a 3%** sales team bonus when her team maintains (see Career Plan for details).

*So let us help you build a team!*

\*This is based on monthly retail sales volume exclusive of GST.



# Smart Start

## Program

*The smart start program generously rewards personal sales during your first three full calendar months with The Learning Ladder, giving you an opportunity to enhance your Starter Kit with extra product for FREE!*

### Smart Start 1

Sell \$1,000 by the end of your first full calendar month after joining and receive **\$100 of FREE product.**

### Smart Start 2

Sell \$1,000 by the end of your second full calendar month after joining and receive **\$100 of FREE product.**

### Smart Start 3

Sell \$1,000 by the end of your third full calendar month after joining and receive **\$100 of FREE product.**



For every additional \$1,000 sold in any three of the Smart Start periods you will receive an **additional \$100** worth of product of your choice from the current catalogue.

For example: Sell \$2,000 in any of the Smart Start periods and receive \$200 of **FREE** product. Sell \$6,000 and receive \$600 of **FREE** product!

*There is NO LIMIT on how much FREE product you can earn in any of the Smart Starts!*



# Making The Learning Ladder Career Plan Work For You

## Understanding How You Earn Your Income

### Commission on Personal Sales for Sales Advisors

#### Monthly Sales (RV)

Monthly Sales (RV)	Commission
\$0 - \$999	19.80%*
\$1000 - \$1999	27.50%*
\$2000 - \$2999	28.60%*
\$3000 - \$3999	29.70%*
\$4000 - \$4999	30.80%*
\$5000+	31.90%*

\* Bonus commission: Advisors will earn Bonus Commission payments on their monthly retail sales volume exclusive of GST.

GST Payments: The Learning Ladder will make all GST payments to the Australian Taxation Office (ATO). As independent agents for the company you collect the GST from your customers and remit that, in full, to the company with your order payment.

Keep track of your personal sales to ensure you achieve your desired level of commission/income.

### Requirements to Qualify as a Sales Leader

- Must have a minimum of \$1000 RV in personal sales each month.
- Personally sponsor at least three (3) Sales Advisors.
- In two consecutive months, must have combined minimum monthly team sales of \$5000 RV, in which you must have at least two (2) active legs, that is in each leg must have one Sales Advisor with a minimum of \$500 RV in personal sales. (See Career Plan for further details.)

### Sponsoring Bonus for Sales Advisors & Sales Leaders

For every new Sales Advisor you sponsor you can receive **2%** commission on their monthly sales.

**The 2% extra commission will be paid when your sales and the sales of your sponsor each exceed \$500 RV in any month.**

This 2% is paid to you as part of your monthly bonus and gets paid by electronic transfer of funds into your bank account on the 15th day of the following month (or the next working day).

### Income Opportunities for Sales Leaders

To receive Sales Leader's Bonus Commission your team must 'Bonus Qualify' i.e. Personal Team Sales of \$5000 RV, in a month with the Sales Leader contributing at least \$1000 RV in personal sales to this total.

#### Commission on Personal Sales

Monthly Sales	Commission
\$0 - \$999	19.80%*
\$1000+	34.10%*

\* Bonus commission: Advisors will earn Bonus Commission payments on their monthly retail sales volume exclusive of GST.

#### Bonus Commission on Team Sales

Monthly Sales	Commission
Personal Team	3%

### How to Maintain Sales Leader Status

- A Sales Leader must have a minimum of \$1000 RV in personal sales each month.
- To maintain the status of Sales Leader your combined team sales must exceed \$5000 RV one month in every three (\$3500 RV in December only)
- In any month that the Sales Leader's personal team does not 'bonus qualify', the payment of Sales Leader bonuses will not apply.



## The Company

The Learning Ladder is a wholly owned Pearson Australia Group company. The Learning Ladder is Australia's largest, and most successful educational direct selling company. The Learning Ladder head office and warehouse are based in Melbourne, from where orders are shipped all over Australia. The Company supports new Sales Advisors by providing:

- A proven and rewarding Career Plan
- An exciting range of over 400 quality educational products
- Training and support from an experienced team of qualified Sales Leaders
- Regular Company training in major metropolitan areas
- National and overseas conferences
- Ongoing promotions and incentives to assist in building your business

## Product

The Learning Ladder combines award winning illustrated reference titles with exclusive educational toys, games and puzzles. Products are sourced from around the world and the range includes products from Dorling Kindersley, Penguin, Puffin, Pearson Education, Frederick Warne and Ladybird. This unique blend presents a range that has a wide appeal. A large segment of the book range is children's titles, starting with first concepts and growing to a myriad of titles to interest and inspire readers and learners of all ages.

## The Opportunity

The Learning Ladder offers you flexibility. You decide how you will run your business, how much effort you will invest and when you will do it. You set your own hours around your family's schedule and your priorities. Potential Learning Ladder customers are everywhere, including:

- Parents of toddlers and school age children
- Teachers
- Parents who home school their children
- Child care centres and preschools
- People who love books and educational toys
- People who don't have time to source great products for their family
- Friends, family, associates and acquaintances

There are a variety of marketing avenues:

- Get Togethers (group in home and office presentation)
- Child Care Centre demonstrations
- Preschool and kinder sales
- Fetes and community events
- One on one selling
- Fundraising activities
- Community service seminars
- Shows and expos

## Start Up Costs

To become a Learning Ladder Advisor requires an initial investment of one of the following:

- Home Business Starter Kit \$149. This will give you everything you need to get started. Including products and stationery to the approximate value of over \$450+.

OR

- Business Builder Starter Kit \$299. This will give you everything you need to launch your new business, including products and stationery valued at approximately over \$1000+.

To ensure your business gets off to the right start we ask you to book 6 'Get Togethers' in your first 4 weeks with The Learning Ladder. You may add to your kit at any time as our generous Kit Builder program enables you to buy products in the current range at 50% discount!

## Advisor Maintenance – Company Minimums

As a Learning Ladder Advisor there are no annual fees to pay. By just placing an order for \$300 or more at retail value, in at least one of three rolling months, you will ensure that your place as an 'active' Learning Ladder Sales Advisor is maintained. If you have not placed a \$300 RV order within three consecutive months, the company will send you a reminder letter in the fourth month to place an order, so that your agreement as a sales Advisor is not terminated. Whilst holding regular Customer Presentations, Get Togethers and Fundraisers is by far the easiest way to accumulate your sales, how you achieve this result is up to you.

## Company Support – Kit Builders

As a Learning Ladder Advisor you are entitled to order Kit Builders at 50% off the retail price in any one month when you have placed an order of at least \$500 retail value in that month. You can order up to \$250 retail value. You will only be able to order one of each product at the discount rate during an active catalogue period.

## Getting Started

To ensure your business gets off to the right start we ask you to book 6 'Get Togethers' in your first 4 weeks with Learning Ladder, and we will reward you generously with our Smart Start rewards when your sales and sponsoring are successful in your first three calendar months in the business.

The Learning Ladder is an established direct selling company that provides centralised support services to de-centralised Advisors. That means you are your own boss! Nobody tells you what to do or when to do it. You make all the decisions, with the support and advice of your sponsor, Upline Sales Leader, Regional Sales Manager and our office staff when required.

You are in business for yourself but not by yourself! Our Head Office and warehouse are in Melbourne and will provide the following services:

- Centralised order processing and stock handling
- A regular company newsletter
- Collateral support - flyers, posters and other printed material
- Regular incentives and promotions
- Ongoing product development and regular new releases
- A 'fix it' email for the quick fix of order or delivery problems
- Monthly computerised report summarising your team's sales activity
- Automated calculation of bonuses.

The company has regular and ongoing training meetings in all major city centres, as well as product launches and information nights.

## Bottom Line

The Learning Ladder offers you the opportunity to build a business that makes a difference. As a Learning Ladder Advisor, you'll offer products and great personalised service that can make a real difference in your life and the lives of others. You'll help parents instil the joy of learning in their children. You'll help children unlock the magic of their potential. You'll support educators in search of fresh avenues of instruction.

Best of all you can make a difference in the lives of those who matter most, your family, your friends and yourself. Whether part-time or full-time, The Learning Ladder offers you an excellent opportunity to expand your horizons. In short, The Learning Ladder provides the opportunity to have a profitable, home based business, with great incentives and opportunities for advancement that can give your family the better things in life, without stealing meaningful family time



# Smart Start

## Sponsoring Bonus

*From your very first month in the business you can achieve this stunning jewellery just by introducing a new person into your team who does Smart Start 1 within their first full calendar month.*

*What a Girl Wants!*

Introduce one new **Smart Start 1** Advisor within your first three full calendar months\* to receive a three strand sterling silver loop freshwater pearl **bracelet** with 15 shimmering pearls valued at **\$45**.

Introduce two new **Smart Start 1** Advisors within your first three full calendar months\* to receive the **bracelet and** a stunning set of lustrous freshwater pearl drop **earrings** with sterling silver hooks. Total value **\$120**.

Introduce three new **Smart Start 1** Advisors within your first three full calendar months\* and you will receive the **bracelet and the earrings and** a 46 cm double drop freshwater pearl **necklace** set on a sterling silver loop chain and clasp. Total value **\$250**.



*So don't wait – introduce a friend or customer to this fabulous business and into your team now, and be rewarded with What a Girl Wants! – glorious jewellery!*

\* If you sponsor in your third month your Advisor/s will have until the end of your fourth calendar month to Smart Start for you to earn this reward.



# Make a Life, Not Just a Living

At The Learning Ladder we are all about making a difference — a difference by helping Australian parents instil a love of learning in their children by creating a home learning environment where learning is easy, effective and fun. Our vision is for every Australian child to develop to his or her full potential. In working towards achieving this vision, we also make a difference:

- To our Customers; by making quality educational products available to them. Many of which are exclusive.
- To our Hostesses; by enabling them to earn free products, assisting them to build their home learning environment where their budget may not normally stretch.
- To our Sales Advisors; by providing the opportunity to operate their own Learning Ladder business. They not only get to have our products available in their home for their family, but of course, there's the income and international travel too!

What is special about The Learning Ladder is not only our products, but also the business that we offer. Our Advisors can proudly lay claim that they 'make a real difference' because each and every day they help people make a positive impact on the lives of their children.

*Our award winning products have been chosen by experienced educators to cover every stage of your child's development and interests.*

Full-time or part-time, weekdays or weekends, it's up to you. Family and career are no problem as flexibility and choice are the key.

Many people still seem to hold the outdated view that direct selling isn't for them. They believe it's too high-pressured; that they're not a sales person, or that they would be too embarrassed to get up in front of people and talk. The Learning

*For a very low start up investment you can have all the products you need to get started. Your Upline will train and coach you on how to be a success in three easy steps and by attending monthly company meetings you will build your knowledge and confidence.*

Ladder is about choice and education, not pressure. The Learning Ladder Advisors are people who are passionate about their products.

*"An estimated 630,000 people are involved at some level in direct selling in Australia, making the industry a substantial provider of incomes" — BRW magazine*

Often people never do or try things they'd like to experience because they are put off or daunted by the prospect of something new or different. However most of us would attempt much more if we were provided with a safety net. The Learning Ladder can provide just that.

*So come along and join us!*

Your Advisor is:

*"Direct selling is a \$1.2 billion a year industry in Australia today" — BRW magazine*

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