**1.1 PLACING ORDERS**

In this chapter, we’ll cover the ordering benefits you are eligible for as a Color Me Beautiful Consultant. We’ll also cover placing your initial order, the basics of placing an order, shipping and administrative fees, ordering options and how orders ship.

**Ordering Options**

You can order products for your clients or yourself through your Color Me Direct website, by fax, email, mail, and phone.

**Through Color Me Direct**. This is the best option for placing your orders.

* You can place orders yourself at any time day or night.
* You can easily identify out of stock items as you place orders as the system prevents you from ordering anything currently unavailable.
* You have up-to-date information on your order and have a record of items ordered.
* Your order will typically ship at least a day sooner than any other method.

The specifics for placing your order through Color Me Direct are explained later in this chapter.

Note: At this time International Consultants with a shipping address outside of the United States or Canada are unable to order products through Color Me Direct.

**By Fax**. Fax completed order to 1-800-232-5711. DO NOT send your order by mail as this will cause duplicate orders.

**By Email**. Email completed orders to consultantinfo@colorme.com. Order must include item numbers, product description, quantity, price, and extended total. It must also include the Consultant Order Form Cover Sheet and Order Summary.

**By Phone**. If you order by phone, follow these instructions.

* Follow the sequence of the Order Form and be prepared to give the Representative the item numbers, quantities and totals that include shipping and administrative fees.
* Call 1-800-635-0630 and press 6 between 8:30 AM and 5:00 PM EST Monday through Friday.

Note: you may NOT call back to change your order.

**By Mail**. Send completed Order Form, Cover Sheet and Order Summary to:

Color Me Beautiful, Inc.

Attn: Customer Service

7000 Infantry Ridge Road, Suite 200

Manassas, VA 20109

**How Orders Ship**

Orders will usually ship from our warehouse in two business days unless otherwise requested. This means if you place your order on Tuesday at noon, the order will usually leave our warehouse by Friday.

The actual delivery time is based on the shipping destination.

Consultant orders are shipped via UPS, therefore cannot be delivered to a Post Office (P.O.) Box. A street address is required for all shipments. *At Your Service* orders are the only exception and can be delivered to a P.O. Box as they are shipped through the US Postal Service.

**Processing Client Credit Cards**

You can accept Visa, MasterCard, American Express, and Discover Card payments from your clients. You can order a Credit Card Imprint (Item #102404) and Credit Card Slips (Item #102411) to imprint your customers’ credit cards or manually complete a Credit Card Summary (available on Inside) and fax to 1-800-232-5711 or mail to:

Color Me Beautiful, Inc.

Attn: Customer Service

7000 Infantry Ridge Road, Suite 200

Manassas, VA 20109

The Credit Card Summary form is designed for use when carrying inventory and you do not have the ability to accept credit cards on your own. Please note that use of this form does not guarantee the credit card will be approved for payment. We suggest that you call customer service with the credit card information to confirm approval prior to delivering the product to your client.

Note: 5% per order is assessed on all credit card reimbursement requests submitted. Checks are cut on Thursdays. Please allow up to two weeks for processing.

**Placing Beauty Hour Orders**

A Beauty Hour Order is defined as a combined order for at least 3 buying guests and $150 in sales, placed by a Consultant and shipped by the Company to your guests or to the host where you receive a commission on those purchases. A Beauty Hour Order includes outside orders collected prior to the Beauty Hour as well as orders taken at the event.

Note: A Consultant selling her own inventory at a Beauty Hour does *not* qualify for commissions as the profit is made by the Consultant at the time of the sale.

Note: *At Your Service* (AYS) orders are covered later in this chapter.

For your combined Beauty Hour and AYS orders, you’ll receive a monthly commission of either 30% or 40% of the combined orders as follows:

|  |  |
| --- | --- |
| **Retail Order** | **Commission** |
| <$1,000 | 30% |
| ≥$1,000 | 40% |

From time to time, Beauty Hour guests may receive a GWP provided by the Company. If so, it will be the same GWP as for AYS clients. The GWP will be automatically included in each buying guest’s order. There may be a minimum order requirement for your guest to receive a GWP.

**Determining Host Rewards**

Hosts receive a reward of free product of their choosing based on your Beauty Hour retail sales (of at least $150, having at least 3 buying guests) as follows:

**TOTAL SALES NUMBER OF BUYING GUESTS** **REWARD**

At least $150 At least 3 buying guests $22.50

At least $300 At least 3 buying guests $52.50

At least $500 At least 3 buying guests $100

If your Host buys a product, she is counted as a buying guest. The Host receives free product up to, but not more than, the amount of the reward.

**Ordering Host Gifts**

You are encouraged to give your Host a thank-you gift for hosting the Beauty Hour regardless of sales or number of buying guests.

While CMB pays for your Host’s free product for having at least 3 buying guests and at least $150 in sales, the Host Thank-You Gift is your responsibility and expense. These gifts can be GWPs, sales aids or Special Values purchased from CMB or you can purchase items from other retailers depending on your budget.

You may also use your free product award based on your total sales that meet the required minimum. You have up to 30 days to redeem your free product from previous month’s sales.

As a Consultant, you may order GWP’s and/or sales aids at any time without limitations on quantity. This is to give you a way to thank your Hosts. Use your Consultant Order Form to place your sales aids and GWP orders. Normal shipping fees apply.

Your Consultant orders may *not* be combined with your Beauty Hour orders. All testers ordered as a result of your Beauty Hour and/or AYS sales must be faxed or mailed in on a Consultant Order Form. Because normal shipping fees apply, you may want to stock up on your best selling products at the same time.

**Calculating Shipping Fees**

Remember, a Beauty Hour is defined as a combined order for at least 3 buying guests with sales of at least $150. Therefore, do not submit a Beauty Hour Host/Buying Guest Order Form for 2 or fewer buying guests, or if the combined order is less than $150. Instead, use your AYS Order Form and the regular AYS $5.95 shipping fee is charged to each buying guest. We frequently offer shipping specials, so be sure to know the current shipping charges each month.

If the combined order is for at least 3 buying guests, totals at least $150, and is shipped to the same address, guests enjoy a reduced shipping rate of $3.95 per buying guest. There is no minimum sales amount for the individual buying guests in order for them to receive the reduced shipping charge. If a buying guest’s order is being shipped to an address *other* than the central address, that buying guest is charged the regular AYS shipping fee of $5.95.

**Canceling an Order**

A buying guest may cancel her order up until the Beauty Hour combined orders are entered into the CMB system. At that point, the orders will have been processed, credit cards charged, the Host rewards processed, and the order in the process of being shipped. As is CMB’s policy, if a client wants to return merchandise that is not defective, it is the Consultant’s responsibility to give her client either an exchange or reimbursement. To review CMB’s policy on Damages and Returns, see Policies and Procedures, which can be downloaded from Inside.

**Ordering Through Color Me Direct**

**The Benefits of Color Me Direct**

You can process your Beauty Hour Order either through Color Me Direct, faxing or mail. It is highly recommended you process your order through Color Me Direct for the following reasons:

1. When processing through Color Me Direct, you'll know if there's a problem with a guest's credit card *immediately* and be able to solve the problem quickly.
2. Through Color Me Direct, your order will typically ship up to 2 days faster than orders faxed or mailed in because Customer Service is not involved.
3. With Color Me Direct, your clients can come back to your website for their favorite products time and time again.
4. For orders mailed and faxed in to Customer Service, there is a $5 Beauty Hour Administrative Fee to process Beauty Hour orders. There is *no* fee with Color Me Direct.

**Using the Beauty Hour Module**

* In your Back Office, click on Beauty Hour and then click on Host/Guest Manager to set up your Host.

* Select Create New and complete all fields on the form. Once complete, click Save Changes.
* On the Manage Your Party host screen, select Host, and then click Set Up Party.

Follow Steps 1-10

**Step 1:** Select type of party (Ship to Host or Consultant). You also have the option to select a booking reference.

**Step 2:** Select the Host of this party.

**Step 3:** Enter date and time of party.

**Step 4:** Enter the location where this party will be held.

**Step 5:** Select and personalized an E-Vite. If creating an e-vite, select Beauty Hour. If you are using the postcard invitations (through Vista Print) or doing a paper invite (see Inside under Selling and Marketing materials) and select No Invite/Paper Invite. When doing an e-vite, do not type Dar or Greetings.

We have the system designed to customize the Greeting to each person assigned to the Party. Write comments that will excite your guests about coming.

For example:

I am so excited to see you next Saturday. You will have your skin analyzed and your colors done while having fun with the girls. I look forward to seeing you. Make sure you bring your credit card.

Sincerely,

Angela

**Step 6:** Complete the setup! You will see a message that says "Your party has been successfully set up". You will see that the close date will automatically be set for one month after the actual party date. This will give you plenty of time to enter your orders and get assistance from Consultant Services if needed.

**Step 7:** Click Assign Guests, then Create New to enter your guest's information. Complete all fields and click Save Changes. Continue selecting Create New until all guests are entered. If new guests need to be added after your initial assigning of guests, click on Add New Guest and do a Quick Add. Once guests are assigned click Close to change screens. You are now ready to place orders for your guests.

**Step 8:** Click Beauty Hour and select Party Manager. Select and click on the Host's name, then click on Manage orders. Now place orders for each guest. Once each guest's order is complete, Select Consultant or Guest Pay, then click Save. For guest pay orders, you will be prompted to enter payment information for each order. For Consultant pay orders, you will enter all orders and pay for all orders at the end. In the payment field, be sure to select State from drop down menu.

**Step 9:** When you have entered payment for all orders associated with the party, under Order Entry click Complete. Click Process Batch to capture payment for all orders. You are now ready to process the Host order.

**Step 10:** Select the party # and then click on Host Order. Choose products for your Host and add items to cart. Once the Host order is complete, click on Close Party and the process is complete.

**Orders by Fax, Mail or Phone**

**Using the Beauty Hour Host/ Buying Guest Order Form**

When faxing or mailing in your Beauty Hour Order, you'll fill out a Beauty Hour Host/Buying Guest Order Form for each buying guest and for your Host. For each buying guest, fill in her payment information, shipping information, and products ordered.

**Your Host's Order**

Put your Host's purchased products, if any, and her redeemed free products on her Beauty Hour Host/Buying Guest Order Form. Start by listing all the free products. Remember, the free product must be equal to or less than her Beauty Hour Rewards. For example, if your Host is to receive $52.50 in free product and orders $51 in product, the remaining $1.50 is lost as it doesn't cover the retail value of additional products.

In the "Total" column put "HR for each product to be given as a Host Reward. Then, total the actual amount the host will be receiving after the last reward. In the example below, the total the Host is receiving is $50.00. Adjacent to the amount being given, list the Host Reward Earned, which, in this case, is $52.50.

On the following lines, enter any additional products the Host is *purchasing*. On the "Product Subtotal" line, total the order by adding up *only* the product being purchased.

Note: The Host does not pay a shipping fee when she's earned Host Rewards, even if she purchases products as a buying guest.

**Example of Host Order Form**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ITEM NO.** | **PRODUCT DESCRIPTION** | **QTY** | **PRICE ($)** | **TOTAL** |
| 22-04036 | Papaya Cleanser | 1 | 20.00 | HR |
| CMLS20 | Soft Plum LS | 1 | 15.00 | HR |
| 440148 | Sensitive Eyes Mascara | 1 | 16.50 | HR |
|  | HOST REWARD EARNED = $52.50 |  |  | 51.50 |
| 22-04041 | Papaya Toner | 1 | 20.00 | 20.00 |
| 449578 | Blue Grey ES | 1 | 13.50 | 13.50 |
| Product Subtotal | | | | 33.50 |

**Using the Beauty Hour Combined Order Form**

You must submit a Beauty Hour Combined Order Form with your Beauty Hour/Buying Guest Order Forms. This combined order form gives us relevant information on where to ship and gives us a way to be sure we have all the individual order forms accounted for. The Beauty Hour Combined Order Form can be downloaded from Inside under the Consultant/Kiosk/Salon Order Form link.

**Processing Policies and Fees**

Be sure to fill out the order forms completely and accurately. All guests' credit cards must have a signature and billing address. If an order is submitted without all information, incorrect, unreadable, or cannot be processed due to insufficient funds, you will be notified by email that there is a problem.

The order will be held until all issues are resolved. This will delay processing and shipping for combined orders as all orders are shipped together.

Beauty Hour orders may *not* be phoned in. For Beauty Hour orders faxed or mailed in, there is a $5 Beauty Hour Administrative Fee. Furthermore, you will be charged a $3.00 Administrative Fee if Customer Service has to contact you before your order can be processed due to missing, incorrect, or unreadable information.

The Company will not accept checks or cash from Buying Guests. Buying Guests can pay you by check or cash. In those instances, you then pay CMB with your credit card using a Beauty Hour/Buying Guest Order Form for any shortfall as a result of your receipt of cash or checks.

To avoid an issue at month-end, all Beauty Hour orders faxed and mailed in must be received and be able to be processed by the 25th of the month to qualify for credit for the current month. Beauty Hour orders faxed and mailed in that are received on the 26th or later, or received by the 25th but not able to be processed because of inaccurate information will be processed the next month.

For example: If an order is received the 23rd but, because of problems with the order, not processed until the 2nd of the following month, the order counts for the month in which it is processed.

**Placing *At Your Service* Orders**

You'll be placing *At Your Service* orders for one-on-one consultations and for group sales with less than $150 in sales or less than 3 client purchases.

If you have a personal Color Me Direct website, your clients can go directly to your website and enter their orders. You can place AYS order for your clients via fax, mail, or phone. Use the AYS Order Form that is on Inside under Consultant/Kiosk/Salon Order Forms.

The deadlines for getting your AYS orders counted for the current month are discussed below in "Crediting Orders for the Current Month".

If you're placing an AYS order through Color Me Direct, the system won't allow you to order items which are out of stock. For those faxing or mailing in orders, check for out-of-stock items by calling 1-800-635-0630, option 6, or check on Inside under Products and Ordering "Out of Stock".

We ship directly to your clients and there is a $5.95 shipping fee for each client's AYS order. We run shipping specials periodically that may reduce this fee. You are paid a 30% or 40% commission based on the chart outlined earlier in this chapter.

**Placing Inventory Orders**

By ordering inventory, you receive two benefits: 1.) a discount off the retail value and 2.)free products. Both of these benefits are based on the total retail value of each individual order as follows.

**DISCOUNT SCHEDULE**

|  |  |  |
| --- | --- | --- |
| **Retail Order** | **Discount %** | **Plus Free Product** |
| $0-99.99 | 25% | You can increase your profit by 10% or more. See chart below |
| $100-$299.99 | 35% |
| $300-$499.99 | 40% |
| $500 and above | 50% |

**FREE PRODUCT SCHEDULE**

|  |  |  |
| --- | --- | --- |
| **Retail Purchase** | **Free Product** | **Gross Profit** |
| $0-99.99 | $0 | **25%** |
| $100-299.99 | $0 | **35%** |
| $300-499.99 | $30 | **50%** |
| $500-999.99 | $50 | **60%** |
| $1000-1499.99 | $100 | **60%** |
| $1500-1999.99 | $150 | **60%** |
| $2000-$2999.99 | $200 | **60%** |
| $3000 and above | $300 | **60%** |

\*Gross Profit is defined as the difference between how much you receive (including free product) at retail value and how much you pay (after your discount) divided by the retail value of the amount you purchase. The gross profit shown is based on the lower retail purchase in each group.

**Crediting Orders for the Current Month**

All orders are posted/credited for the calendar month in which they are received and processed. For a phone order to count for the current month's volume, it must be received by 5:00 PM EST on the last business day of the month. For a fax order or one processed through Color Me Direct to count for the current month's volume, it must be received (process completed) no later than 11:59 PM EST on the last calendar day of the month.

Note: If a faxed order is received by the deadline but is declined or cannot be processed for any reason within one business day following the end of the month, it will be posted in the month the issue is resolved.

To avoid issues of this nature, it is recommended that you submit your orders 2-3 days prior to the last day of the month.

**Checking for Out of Stock Items**

Before placing your order (or if you're ordering for your clients), check for out of stock items by calling 1-800-635-0630, option 6, or check Inside under Products and Ordering "Out of Stock". The Company has over 1,300 products, Therefore, at any given time, some items will be temporarily out of stock.

**The Basics of Placing an Order**

Learning to place an order is simple when you follow these easy instructions. Look over the Basic Product Order Form as you read along.

**Determine Your Payment Method**

* We accept Visa, MasterCard, American Express and Discover Card. Indicate the credit card number with expiration date and the 3 (found on the signature strip of your Visa, MasterCard or Discover Card) or 4-digit (found beneath your account number on your American Express card) security code. We also require the name of the card holder, complete billing address with zip code, billing telephone number and signature. It is essential to provide the exact billing information on file with your card company or your purchase may be denied which, at minimum, would delay receipt of your order.
* For any order where the credit card is declined, whether expedited or not, you will be contacted. Your order cannot be entered until the declined issue is resolved. Please respond to voice messages from Customer Service as soon as possible.
* If paying by money order, cashier's check or personal check, indicate the check number and amount. Personal checks are accepted after TeleCheck approval.
* To avoid confusion, each order must be paid for with a separate payment.

For example: If you are paying for your order and the order for two people in your down line, there must be 3 separate checks/money orders/credit card transactions.

* Orders will not be accepted without full payment.

**Complete the Order Form**

View the Consultant Order Form Cover Sheet and the Order Summary available on Inside under Ordering.