

# The Longaberger® Company

Dec. 22, 2004

Dear Home Consultants,

Just when you thought all the gifts had been bought and wrapped, we have some very special business-building "gifts" of appreciation and value for your hostesses, your customers... and you. January is the perfect month to thank your hostesses and customers for all they mean to you and your business, and it's the perfect time for us to express our appreciation for all you do.

You won't have to wrap or deliver these gifts to hostesses and customers – just pick up the phone and make the calls. They're waiting to hear from you!



## **HOSTESSES: Appreciate them with beautiful free baskets!**

It's time... all your **October hostesses** with \$250+ home shows are already halfway toward earning the beautiful Hostess Appreciation Basket, valued at \$39. So now it's time to make sure they receive it by calling them to book their January show of just \$250 to receive the basket or \$500 to receive the basket, liner and protector (home consultants must enter proper item numbers on their "SHOST" line and these numbers are in your Jan. Notebook on page 30). They're looking forward to your call – we've sent your October hostesses a postcard to remind them of the Hostess

Appreciation offer!

## **NEW! Hostess Early Bird Special**

But we've added even more excitement for your January hostesses – even if they didn't have a show in October. From January 1-16 (orders postmarked by Jan. 18), we're having a **Hostess Early Bird Special**: ALL hostesses with \$350+ shows during the first two weeks of January will receive a free, retired Longaberger Basket valued at \$34 or more! (So your October hostesses now have the chance to earn TWO beautiful baskets!) To be clear, the Early Bird Special is an opportunity for ALL hostesses. Home consultants must enter the item number 18008 on their "SHOST" line to order this basket.

## **January hostess checklist**

Here's a checklist for booking your January shows:

- **Call October hostesses** first (they're expecting your call)
- **Call ALL your hostesses** to book the first two weeks in January
- **Call your best customers** – with the great January sale, it's easy to convert your customers into \$350 hostesses, and they'll love earning a free basket!

## **CUSTOMERS: Three Ways to Save in January**

You've seen the flyer and you already know this is one of the most exciting sales we've ever offered. Our January sale offers **three key ways your customers can save**:

- 1. Product combinations** – Customers love how our products work together since that gives them greater value for their purchase. In January, product combinations provide big savings - **\$15-\$44 off!**

***Suggest these JANUARY SALE combinations to your customers:***

- Cake Basket and Grandma Bonnie's Pie Plate - \$78 (save \$19)
- Set of Four Small Dessert Bowls and Small Dessert Bowl Caddy - \$79 (save \$19 – plus the caddy retires Feb. 28)
- Newspaper Basket and Wrought Iron Newspaper Stand - \$174 (save \$44 – plus the Newspaper Stand is retiring)

- 2. Basket, liner and protector sets** – Many customers love our traditional basket sets, and January savings on selected sets are **\$10-\$35**. Promotional savings have never been better!

# The Longaberger® Company

3. **Great price points on single items – many for \$39 and under!** For more information you can share with your customers, **print our new January Sale PDF** on myLongaberger.com, *Just for You*. **Suggest these JANUARY SALE single items to your customers:**

- TV Time Basket - \$33 (save \$6)
- Small Gatehouse Basket - \$33 (save \$6)
- Medium Berry Basket - \$29 (save \$5)
- Grandma Bonnie's Pie Plate - \$24 (save \$4)

## January sale checklist:

- **Tell customers about *Three Ways to Save*** (above)
- **Know your January sale products so well** you can suggest the right products or product combinations to your customers and help them get the most from their shopping
- **Turn your biggest customers into Early Bird hostesses** and let them reap rewards January 1-16!

## YOU: January is your month to start 2005 off right!

We've given you some great ways to reach your hostesses and your customers. **The January sale with *Three Ways to Save*** will boost your sales and can turn customers into hostesses – especially with the additional free basket offer for \$350+ hostesses. And don't forget the great Sweetheart Campaign and Collectors Club offers!

**Now we have something really special for you.** We've added **new rewards for your strong selling** this month. Our January incentive program has earning opportunities for everyone highlighting special new March feature baskets. Our January Sales Incentive is effective from Dec. 30 – Jan. 31 (received by Jan. 31). Following are the reward levels:

<b>January Only- Sales Incentive</b> <i>Effective Dec. 30-Jan. 31and received by Jan. 31</i>
<b>Sales credit of \$500-\$999 earns...</b> <ul style="list-style-type: none"><li>▪ At Home Garden Collection Blossoms™ Basket (March customer basket) and Protector <i>A \$61 value!</i></li></ul>
<b>Sales credit of \$1,000-\$1,499 earns...</b> <ul style="list-style-type: none"><li>▪ At Home Garden Collection Blooms™ Basket (March hostess basket) and Protector <i>A \$102 value!</i></li></ul> <i>Note: This is our all-day, everyday \$100 product incentive for January</i>
<b>Sales credit of \$1,500-\$2,499 earns...</b> <ul style="list-style-type: none"><li>▪ At Home Garden Collection Blooms Basket and Protector, AND</li><li>▪ At Home Garden Collection Blossoms Basket and Protector.</li></ul> <i>A \$163 value!</i>
<b>Sales credit of \$2,500-\$4,999 earns...</b> <ul style="list-style-type: none"><li>▪ At Home Garden Collection Blooms Basket and Protector, AND</li><li>▪ At Home Garden Collection Blossoms Basket and Protector, PLUS</li><li>▪ 25% commission <b>PLUS an additional 2% bonus on your personal January guest sales!</b></li></ul> <i>A \$163 value plus an additional 2% bonus*</i>
<b>Sales credit of \$5,000 and above earns...</b> <ul style="list-style-type: none"><li>▪ At Home Garden Collection Blooms Basket and Protector, AND</li><li>▪ At Home Garden Collection Blossoms Basket and Protector, PLUS</li><li>▪ 25% commission <b>PLUS an additional 5% bonus on your personal January guest sales!</b></li></ul> <i>A \$163 value plus an additional 5% bonus*</i>

*\* January Only – Sales Incentive bonuses will be paid via check after January month-end. The extra commission is not to be retained up-front when you submit orders. Please enter orders as usual.*

# The Longaberger® Company

Add it all up, and you'll see that January is your month to get 2005 off to a great start. All my very best wishes to you and your families this wonderful holiday season... **let's ring in the New Year with lots of home shows booked early in January.** The rewards will be yours!

Happy Holidays to You and Yours,

A handwritten signature in cursive script that reads "Andrea".

Andrea Walters Dowding  
Vice President of Sales