

# PARK

Valley Road, Birkenhead, CH41 7ED.

**Agent's Guide 2006**



***Your guide to running a successful Agency!***

# Orders

Welcome to this year's essential guide to running your Agency. This information is vital to help you throughout the year so please keep your Agent's Guide safe!



## HOW TO COLLECT YOUR ORDERS

1. Show your catalogues to your family, friends and colleagues and allow them to look through the full range of hampers, vouchers, toys, gifts and jewellery at their leisure before making their selections.
2. Having made their selections from the catalogue, please ensure that you and any customers complete a Customer Order Form either from the catalogue or one of the loose Order Forms provided, with their **full** name, address, **postcode** and **telephone number**. In the case of a customer who has ordered from you in the past, detach the address label from their new Payment Card and attach it to their Customer Order Form. Don't forget to include their telephone number and email address. **This information is needed to avoid any problems with deliveries and so you will receive your customer loyalty bonus (see page 8).**
3. If any new customers wish to place orders at any time during the year, or existing customers wish to add to theirs, we'll be pleased to take the extra orders and you'll be delighted with the **extra commission!**

## YOUR ORDER FORM EXPLAINED

On the back of each order form you'll find an easy to use guide on how to fill it in. It provides all the information you need to know including essential terms and conditions.

## HOW TO RECORD ORDERS

1. Enter all Customer Order Form details including the customer's name, order and payment details in the appropriate areas in your Customer Payment Record. We have provided space alongside each customer's name for you to record all order details, including jewellery.
2. Your Customer Payment Record is your record of all orders received throughout the year. You will automatically receive regular statements which summarise your payments, orders and commission. If you require a statement at any time during the year, call your Careline on **08457 678 933** (remembering to have your Agency and Team Number to hand) and we will be happy to send you an up-to-date statement of your account, free of charge. **You can also check your balance by calling the Automated Balance Enquiry Line on 0845 603 0502 (you'll need your 4 digit PIN number handy) or you can view your statement online at [www.getpark.co.uk](http://www.getpark.co.uk), any time.** All orders you send in to Park will be acknowledged to you in writing for you to check against your records.

## HOW TO ORDER

### 1. By Post

There is no need to wait until you have received orders from all your customers. Once you have collected a few Customer Order Forms complete one of the Order Summary Forms from your Agent's Pack and send it to us along with the completed Customer Order Forms, in the FREEPOST envelope provided.



### 2. By Telephone

You can call us with your orders on 0845 604 0350 – make sure you have your Agency and Team number handy as well as your customer's full address and postcode. All calls are charged at your local rate.

#### **September – February:**

8am – 8pm Monday to Friday

9am – 6pm Saturday

10am – 5pm Sunday

#### **March – August:**

9am – 5pm Monday to Friday



### 3. Online

You can browse the catalogue online and place your orders. Login to 'My Account' and register, then you can manage or view your account online at [www.getpark.co.uk](http://www.getpark.co.uk) anytime.



# Payments

## HOW TO COLLECT PAYMENTS

1. The earlier your customers begin to pay for their orders the easier it will be for them to spread the cost of their Christmas shopping, New Year celebrations and now even their holidays.
2. You should collect customer payments weekly and forward to Park fortnightly, unless prior arrangements have been made.
3. Should any of your customers wish to pay by cheque, these should be made payable to **Park Christmas Savings Club Limited** with your name and Agency number written on the reverse. We are happy to supply you with FREEPOST envelopes if you wish to post cheques direct to Park.
4. Your customers may complete their payments earlier by rounding up the payment amounts shown in the catalogue. By doing so they may find they can add to their orders later in the year.

## HOW TO RECORD PAYMENTS

1. After completing the Customer Order Record section of your Customer Payment Record, calculate each customer's weekly payment by dividing their total order value by the number of weeks remaining to 1st November (see your Customer Payment Record for more details). If you are ordering Thomas Cook or Love2travel Vouchers, divide the order by the number of weeks to the date you want to receive them (remember with most holidays, payment is required 12 weeks before the holiday date).
2. Each payment collected must be entered, dated and signed for by you, on each of your Customers' Payment Cards.
3. Each week the actual amounts collected from each customer must be entered alongside the customer's name, below the relevant week commencing date in your Customer Payment Record. Add together the actual amounts collected from all customers each week and enter the total at the foot of the page.
4. Adding together the totals collected in two successive weeks will give you the amount which should be forwarded to Park. If possible payments should be a **minimum of £25.00.**
5. By keeping track of your customers' payments you can help ensure they complete their payments on time.

# Payments

## HOW TO PAY

Payments should be forwarded to Park every two weeks or more frequently if required. Monthly payments may be accepted in certain circumstances by prior arrangement with Park or by Direct Debit. If for any reason you fail to make a fortnightly payment e.g. holidays etc. it is not necessary to make two separate payments to catch up, one payment of the total amount collected between payments is sufficient – excluding payments by Direct Debit. If possible payments should be a **minimum of £25.00**.

**Please be aware we cannot accept payments by cheque after 15th October by post or at your bank. If you need to make payments after this date, Customer Care are able to take debit card payments.**

- 1. By Post.** Send cheques made payable to Park Christmas Savings Club Ltd, with your Agency number, name and address written on the reverse of each one, with a completed Giro slip, direct to us. We have coded your Giro slips to ensure that we know when to send you a new payment book. We can send you as many FREEPOST envelopes as you require, just complete a stationery request form or ring the Careline. Please do not send cash – if necessary final payments can be sent by cash by using **Royal Mail's Special Delivery Service only**.
- 2. At your own Bank Branch.** Enter the date and amount of the payment, together with your name and Agency number on the Bank and Post Office Giro Slip and the receipt stub. Sign and present it, together with monies collected, to your own Bank Branch who will accept cheques. No fee will be payable by you – we pay the charges. If you pay at any other bank branch you may be charged a fee by that branch.
- 3. At the Post Office.** As above, but present only cash at any Post Office, the counter staff will not accept cheques. If you've been issued with a Post Office Payment Card use this instead of your Agency payment book – you will not be charged a fee.
- 4. Direct Debit.** Once you've made your first payment we can collect remaining payments by Direct Debit from your bank monthly. Please complete the Direct Debit mandate enclosed in your catalogue pack. Direct Debit payments commence on 1st December 2005. **If you paid by Direct Debit last year, we'll advise you of your new monthly payments once we've received your orders. There's no need to complete a new Direct Debit mandate but to take advantage of 12 monthly payments, please place your orders by 15th November 2005.** If you are a new Direct Debit payer, please place your order as early as possible in order to process your Direct Debit application. You can still place orders and pay by Direct Debit over fewer months - your first payments will be taken the first working day of the following month.
- 5. Online.** You can make payments online anytime. All you need to do is log in to 'My Account' and select the 'make a payment' option – you'll need to register your details the first time you use this facility.

**All payments must be completed by 1st November. Payments received after this date may cause deliveries to be delayed.**



# Deliveries

**Direct Delivery** – Most deliveries are made direct to Agents but there are a few exceptions including PC's, furniture and some toys. PC packages are delivered straight to customers because installation and basic training is provided. Upon request, certain other items can also be delivered to your customer but a charge of **£3.50** per item will apply (call the Careline for further details). Deliveries will be confirmed in October.

**Early Releases** – The delivery date of certain items may be brought forward once full payment has been received. \* These include; The High Street Gift Voucher, Thomas Cook Vouchers, Love2travel Vouchers, Jewellery and some electrical orders.

\*Subject to availability

**Money Back Guarantee** – If you're not completely satisfied with any of your purchases then please contact us within **seven days of delivery** for a replacement or your money back. All authorised goods for return and credit must be sent back to Head Office, Valley Road by 31st January 2007 to ensure your claim is processed. This does not affect your statutory rights.

**Manufacturer's Guarantee** – Certain items are covered by a manufacturer's guarantee, so if a fault develops please contact the Customer Careline. **If items are delivered by Comet, please contact them direct with any problems (see your delivery note for more information).**

**Special Delivery** – If you're forwarding vouchers or jewellery to your customers by post, always use Royal Mail's Special Delivery Service. The company cannot be held responsible for losses after delivery to you.

**Substitutions** – Every effort has been made to supply the exact item/product ordered (including any free gifts), however if it has been necessary to supply a substitute item, this will be of equal or greater value.

**Latest Specification** – Certain electrical items are often upgraded - we'll always supply you with the latest model available.

## **Please note:**

- All Fresh hampers can only be delivered to Agents on the mainland. Pick 'n' Mix hampers can only be ordered in combinations of three, then delivered direct to Agents.
- Always use Royal Mail's Special Delivery Service if you are sending valuable items to your customers through the post.

**Moving house?** If you're planning to move house, please make sure we know about it. Having incorrect address details will affect deliveries. Any changes after 1st November 2006 may result in delays.

**Full terms and conditions are available from our Careline on 08457 678 933 OR online at [www.getpark.co.uk](http://www.getpark.co.uk)**

# Statements

## A GUIDE TO YOUR STATEMENT



- 1 **Your Careline Number**  
Call the Careline for friendly help and advice about your statement.

2 **Summary account details**  
This area shows a full summary of your account.

DETAILS		£	For full details see section numbers shown below
Total Order		£721.93	2
Account Balance		£620.00	5
Balance Outstanding on 10 May 06		£721.93	
Start by 1st December 2005		£6.00	3
Plus Commission to Date		£4.00	4
Agency Bonus			

- 2 **Summary account details**  
This area shows a full summary of your account.

3 **Total order details**  
An itemised list of goods ordered including individual prices and total cost.

Ref No.	Item Description	Price	Quantity	Total Price
1018	Club & Ping membership (month)	£20.00	1	£20.00
1019	Yellow Sports Team	£40.00	1	£40.00
402	Agency Booking Fee	£20.00	1	£20.00
<b>Total Order</b>				<b>£100.00</b>

- 3 **Total order details**  
An itemised list of goods ordered including individual prices and total cost.

4 **Commission and bonus details**  
A breakdown of commission and bonuses earned to date.

Description	Amount
5.00% of turnover sales at £10.00	£5.00
5.00% of all new build & stock sales	£8.00
<b>Total Commission</b>	<b>£13.00</b>
Agency Bonus	
<b>Total Agency Bonus</b>	<b>£13.00</b>

- 4 **Commission and bonus details**  
A breakdown of commission and bonuses earned to date.

5 **Account transactions**  
Telling you full payments received and the date of your last payment - payments made to us within the last seven days may not be shown on your statement.

Date	Payment Made	Amount
31-Dec-06	Ref C/Paid	£620.00
<b>Total Payments Received</b>		<b>£620.00</b>

No payments made since 31st December

- 5 **Account transactions**  
Telling you full payments received and the date of your last payment - payments made to us within the last seven days may not be shown on your statement.

6 **Details of customer orders**  
An itemised list of goods ordered by your customers.

Customer Number & Name	Ref.	Item Description	Qty	Price	Total Value
1018	1018	Club & Ping membership (month)	1	£20.00	£20.00
1019	1019	Yellow Sports Team	1	£40.00	£40.00
402	402	Agency Booking Fee	1	£20.00	£20.00
<b>Total Order Value</b>				<b>£100.00</b>	<b>£100.00</b>

- 6 **Details of customer orders**  
An itemised list of goods ordered by your customers.

## ABOUT YOUR STATEMENT

- A full statement will be sent to you in January, March, May, July, September and October.
- You can request a statement at any time by calling the Careline.
- View and print an up-to-date statement online at [www.getpark.co.uk](http://www.getpark.co.uk), by logging in to 'My Account'.
- Please check your statement carefully - by making any amendments early in the year you may avoid delays to your deliveries or having to call the Careline during busy times of the year.
- Always remember to read the letter as from time to time we may need to tell you important information concerning your orders.
- For up-to-date information on your order value, amount paid, balance outstanding and commission details you can call the Automated Balance Enquiry Line on 0845 603 0502, 24 hours a day, seven days a week.

# Commission & Rewards

## 1. COMMISSION RATES 2006

As well as the best commission rates, with the **PARK** Reward Scheme you can **EARN EVEN MORE.**

## 2. CONTINUOUS SERVICE REWARD

For every continuous year of service as a Park Agent you will receive £1, to a maximum of £15.

## 3. NUMBER OF CUSTOMERS REWARD

For every customer you have you will receive a further £1, **WITH NO LIMIT!** Therefore the more customers you have, the more you earn!

## 4. PAYMENT

**4.1** You can choose to receive your commissions and rewards by cheque, payable in November 2006.

**4.2** You can choose to take all your commissions and rewards in High Street Gift Vouchers and **we will give you an extra 5% of their total.**

**4.3** You can leave the balance of the commission and rewards in your account and you use it against your 2007 order and **we will give you an extra 10% of the balance.**

## 5. COMMISSION EXAMPLE

£225 of Hampers @ 10% = £22.50

£180 of Drinks or Confectionery @ 5% = £9.00

£2,250 of High Street Gift Vouchers @ 4% = £90.00

**Total Commission = £121.50**

To get the customer rewards you deserve you must provide us with the full names and addresses of all of your customers when they place their orders.

**For Example,** if you have been a Park Agent for 9 years and have 10 customers you will receive a reward of £19.00 (as shown in the table). If you take this reward plus your commission of, for example £121.50, your total **will be £140.50**

If you take this in High Street Gift Vouchers you will receive **£148.00** in vouchers. However, if you leave the money in your account towards your 2007 order, **you will have £154.55**

### Commission rates on Hampers, Meat, Freezer, Fresh, Jewellery and Christmas

Sales between	£1.00 - £135.00	5p in every £1 of sales	To £135
Sales between	£135.01 - £450.00	10p in every £1 of sales	From £1 - £450
Sales between	£450.01 - £1,125.00	12.5p in every £1 of sales	From £1 - £1,125
Sales between	£1,125.01 - £1,800.00	15p in every £1 of sales	From £1 - £1,800
Sales between	£1,800.01 - £2,250.00	20p in every £1 of sales	From £1 - £2,250
Sales Over	£2,250.00	25p in every £1 of sales	From £1

Up to 25% commission on Hampers (pages 4-29), Meat (pages 30-43), Freezer (pages 44-51), Fresh (pages 52-53), Jewellery (pages 98-103) and Christmas (pages 122-129).

### Commission rates on Confectionery and Drinks

All Sales	5p in every £1 of sales
5% commission on Confectionery (pages 54-60) and Drinks (pages 61-69)	

### Commission rates on Electrical Goods

All Sales	
3% commission on all Electrical Goods (pages 70-77 and page138)	

### Commission rates on Other Ranges

All Sales	
10% commission on Instruments (pages 78-79), DVD's (pages 80-83), Furniture (page 85), Gifts (pages 86-95), Fragrances (pages 96-97), Collectables (pages 104-113), Toys (pages 114-119) and Bikes (pages 120-121).	

### Commission rates on The High Street Gift Voucher

Sales between	£1.00 - £675.00	NIL	
Sales between	£675.01 - £2,000.00	3p in every £1 of sales	From £1 - £2,000
Sales Over	£2,000.00	4p in every £1 of sales	From £1

Up to 4% commission on The High Street Gift Voucher (pages136-137)

### Commission rates on All Other Vouchers

Sales between	£1.00 - £675.00	NIL	
Sales Over	£675.00	2p in every £1 of sales	From £1

Up to 2% commission on All Other Vouchers (pages 131-135) and mixed HSGV / M&S Booklet (M&S content only) page 133

No. of Years	Reward	No. of customers	Reward
1	£1.00	1	£1.00
2	£2.00	2	£2.00
3	£3.00	3	£3.00
4	£4.00	4	£4.00
5	£5.00	5	£5.00
6	£6.00	6	£6.00
7	£7.00	7	£7.00
8	£8.00	8	£8.00
9	£9.00	9	£9.00
10	£10.00	10	£10.00
11	£11.00	11	£11.00
12	£12.00	12	£12.00
13	£13.00	13	£13.00
14	£14.00	14	£14.00
15	£15.00	15	£15.00
etc		etc	

$$\begin{array}{rcl}
 \pounds 9.00 & + & \pounds 10.00 \\
 & = & \pounds 19.00
 \end{array}$$