

AN INTRODUCTION TO TEAM SPIRITS



THE AGENCY WITH A DIFFERENCE

A Group of highly motivated Sales Consultants who take particular pride in the success of every Sales Promotion or Project.

We place great emphasis upon experience and proven sales ability – we work with only the best consultants and reject the rest! For this reason we particularly specialise in providing qualified personnel and experienced Sales Consultants to undertake important Promotions or new Product launches.

Our professional Sales Consultants can be relied upon to promote your company and it's products in just the manner that you would wish.

We would appreciate the opportunity to discuss your Promotional requirements and to submit our proposals for your consideration.

Ryta Carr
Managing Director

TEAM SPIRITS INTRODUCTION

OUR 'A' TEAM

MANAGING DIRECTOR – RYTA CARR has over 20 years experience of promotional sales largely in the Duty Free Industry noted for its demanding standards, high targets and arduous working conditions. She founded Team Spirits in 1994 bringing together many of her colleagues to form an elite sales promotion business which has never looked back! Team Spirits are now the major force in Duty Free promotional sales serving airports and ferries throughout the United Kingdom supported by the necessary underlying administrative base for further expansion into more conventional marketing areas.

She is now responsible for over seeing the companies development of its in store and related activities where she is determined to ensure that Team Spirits continue to provide a totally dependable yet personal sales promotion service.

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Ryta has considerable experience of and thoroughly understands your requirements. She possesses the determination, motivation and expertise to ensure your complete satisfaction with our services and look forward to any opportunity of working with you.

**THE TEAM SPIRITS APPROACH TO
MANAGEMENT**

TEAM SPIRITS – SALES PROMOTIONS WITH A DIFFERENCE!

**WE PROVIDE QUALITY CONSULTANTS FOR THE BEAUTY INDUSTRY
COVERING:**

- In store Sales Promotions
- Counter Sales
- Temporary replacement
- Beauty Therapy/Make up requirements
- Exhibitions and special events

WE ALSO PROVIDE EXPERIENCED CONSULTANTS FOR SALES OF:

- Luxury Leather Goods
- Fine Jewellery
- Designer Fashion Accessories
- Sunglasses
- Haircare and Hosiery

OUR OFFICE HOURS

24 hours a day, 7 days a week, 365 days a year!

OUR PHONE LINES ARE ALWAYS OPEN

We are never too busy to take your calls

At Team Spirits there is always someone to answer your call and deal with situations as they arise – providing you with personal attention and service whenever it is needed.

**WE BELIEVE THAT IN HOUSE – PROFESSIONAL TRAINING IS VITAL
TO PERFORMANCE!**

Team Spirit applicants are given our own special 2 day induction covering:

- In store procedures
 - Signing in
 - Security procedures
- Advanced selling skills
 - Link selling
 - Customer needs
 - Promotions
 - Terminology

- Cosmetic training
 - Skin analysis
 - Skincare routines
 - Make-up application
 - Manicure
- Fragrance training
 - Fragrance psychology
 - Fragrance History
 - Fragrance Concentrations
 - Fragrance layering

Team Spirit applicants then undergo appropriate work assessments.
ONLY THEN ARE THEY QUALIFIED AS MEMBERS and selected for further client in-house training.

THE TEAM CONCEPT

Team Spirits was created by drawing together into a group the best of the freelance Sales Consultants who found themselves placed under pressure to work only through existing Agencies.

We have maintained and developed this concept.

Great stress is made of the point that each consultant is a member of the Team whose success is dependent upon the combined and individual efforts and performance of its members. A strong sense of Team loyalty is thus encouraged which helps to ensure that each individual gives of their best and that any failing is quickly identified and remedied.

SELECTION

Unlike most other organisations Team Spirits rarely enrol Consultants through advertisements – almost every Team member has either been recommended or selected by an existing Team member! Equally, we do not seek out Agency workers although many applications are received from Agency “Temps” – many are rejected.

All Team Spirits Members are interviewed, references taken up and training undertaken before they are given their first booking.

PERFORMANCE ASSESSMENT

Team Members are continually monitored for their sales performance, professionalism, punctuality and appearance.

DRESS AND GROOMING REQUIREMENTS

A high standard of dress and appearance is necessary at all times. The code is as follows:-

For Women

1. Dress either
 - a) The agreed uniform as provided by the client or any specially agreed promotional uniform
 - b) If a uniform is not provided then the following is best worn:-
 - A plain black or navy blue suit or skirt.
 - Skirts should be of reasonable length i.e. knee length but no longer than mid calf.
 - A simple plain white blouse.

2. Hosiery Should always be worn and should be flesh coloured, must be unpatterned and no more than 30 denier.
3. Shoes Should be either black or navy blue court shoes, professional in style and in good repair. They must be of a closed in style, boots, platform shoes, sandals, mules, etc., must not be worn.
4. Jewellery Should be business-like and discreet. Earrings should be gold or pearl in design and no larger than 1 1/2 cm diameter. Multiple earrings, ankle chains, etc., etc. are not allowed.
5. Hair Should be well groomed and neat. Hair longer than shoulder length must be tied back. Hair accessories must be simple in style and in navy or black.
6. Make-up Should always be worn and should be light and fresh.
7. Nails Should be neatly manicured and nail polish unchipped and in a subtle shade.

For Men

1. Dress either a) The agreed uniform as provided by the client or specified promotional uniform.
b) If a uniform is not provided the following should be worn:-
A dark conservative suit in either black, navy blue or grey.
A white or cream shirt.
A discreet tie.
- 2- Shoes Should be black, professional in style and appearance, clean and in good repair. Boots or sport shoes must not be worn.
- 3- Hair Should be neat and well groomed
4. Earrings Preferably, should not be worn and excessive jewellery is not permitted.
5. Socks Socks must be a dark business colour.
6. Grooming All male members must be freshly shaved. Beards and moustaches must be kept neatly trimmed.

Please Note

All clothing should be in good condition and kept neat, clean and uncreased at all times.

Members arriving for duty inappropriately dressed are likely to be sent home by the Store management.

Repeated instances if inappropriate dress are likely to be treated as a disciplinary matter by Client management.

Personal Hygiene is essential and must be of the highest standard, open cuts must always be covered.

Only a fragrance from the house you are representing may be worn.

Appearance

An important element of the appearance that we project to clients and customers is given by our behaviour.

The following give a bad impression and are not acceptable:-

- Chewing
- Yawning visibly
- Lounging on a counter
- Grooming hair or touching up make up on the shop floor
- Poor posture
- Mobile phones
- Lengthy conversations with other staff

Always remember first impressions count! The customer usually see you before you see them.

DISCIPLINE AND COMMUNICATION

Team Leaders on major promotion are primarily responsible for ensuring standards of punctuality, appearance and behaviour. Regular Team Leader meetings and slightly less frequent social gatherings of all Team members are organised enabling members to know one another fostering confidence and strong Team morale which is so important to success in marketing.

WELFARE

Great importance is attached to the individual welfare and well-being of each Team member. Work in Sales Promotion attracts an interesting range of personalities and by it's nature differs from conventional employment – factors which occasionally give rise to personal problems which must be sympathetically handled if the Team Member is always to give of his or her best.

PERSONAL ATTENTION

The details of each order for Promotion Assistance, Counter Cover other work are personally assessed by the Managing Director and allocated to the best suited Team members available. Our knowledge of the special requirements of each order is vital to your success!

VALUE FOR MONEY

Importantly however we realise the need to provide best value – our charges over and above the payments made to our members are lower than those of any agency of comparable size or expertise because of our Team Structure. Varied rates can be negotiated for particular contracts subject to an appropriate over-rider to cover our administrative costs.

**THESE ARE JUST SOME EXAMPLES OF THE DIFFERENCES THAT ADD
UP TO SUCCESS –
IT COULD BE YOURS!**

MARKETING SOLUTIONS



HOW TEAM SPIRITS CAN ASSIST

PRACTICAL - HANDS ON EXPERIENCE OF ONE TO ONE SELLING

Because we have been engaged for many years in the day to day promotion and sale of Perfumery products and luxury goods to many men and women of differing nationalities, age and income groups we believe that we can make a significant contribution to your marketing team.

HOSPITALITY AND PERSONALITY

We have the personalities with poise, glamour and intelligence to guarantee the success of any Special Event coupled with the ability to sell your product and importantly enhance the image that you seek to present.

INNOVATIVE SUPPORT

We are prepared to consider and assist in the implementation of innovative sales ideas, many of our existing Team are willing to undertake contracts away from home or overseas. This initiative will match your exciting motivation.

IT TAKES ONE TO KNOW ONE!

Although we do not as a practice advertise for members, through our experience of promotion work we believe ourselves to be better qualified than many others to interview and assess potential new consultants should the need emerge to select temporary or other special sales or promotion consultants.

THE FRAGRANCE INDUSTRY

We have undertaken highly successful promotions for major perfume houses including Chanel, Guerlain, Dior, YSL, Estee Lauder, Hermes, Paco Rabanne, Givenchy to mention a few.....

WE KNOW WHAT IT TAKES!

A TYPICAL CASE HISTORY

1. We are approached to provide sales promotional assistance by a Perfume Company.
Because of our high profile in Duty Free Sales Promotion of Perfumery Products at Heathrow and other UK Airports, we have been approached by the majority of Perfume Houses to undertake work throughout the country.
2. Meetings are arranged to investigate precise requirements, sales targets, special incentives etc., and to provide advice on a wide range of matters – drawing upon our considerable experience of airport administration, exhibitions, competing promotions, the planning and management of successful promotions and our practical experience of face to face sales to the buying public.
Our concern is to ensure that Promotions are structured in such a manner as to achieve the best results possible and that our client is represented in the manner intended.
3. A promotion program is established which we will negotiate if required with the appropriate Shop Management to ensure precisely the best times, dates and locations for each particular product or range having regard to traffic flow, competing promotions, incentives etc.
4. We will then recommend consultants from our Team of over 200 sales consultants to undertake the program of promotions. We prefer to submit the list to our clients for their approval and if possible to then set up pre-Promotion meetings covering product knowledge and training, performance targets and any special aspects of the promotion. Where applicable our Team Leaders will be specifically briefed in order to maintain day to day control of each promotion.
Rosters are coordinated and circulated to all concerned and nearer the dates we often speak with again the consultants' involved to reconfirm timing and special instructions regarding presentation, sales methods and the like.
5. Site visits are made during the promotion and each consultant is regularly called after duty to report upon the days events and where requested provide sales figures. This liaison is vital to the success of a promotion since immediate action can be taken to rectify problems and provide encouragement where needed. Illness, transport problems and the like cannot always be avoided and the office is therefore manned on a 24 hour basis to ensure that if such problems occur that replacement staff are quickly provided.
6. Each Consultant is required to submit fee invoices countersigned by Shop Management which form the basis of our own Client Invoices – specimens of each are enclosed.
7. At the conclusion of each Promotion results are analysed and if possible reviewed with the client to ensure satisfaction.

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This illustrates a typical scenario – we would like to relate such a program to your specific needs in the UK and to discuss it's application to marketing abroad if of interest.

TERMS OF BUSINESS

1. All and any business undertaken by Team Spirits is transacted subject to these conditions.
2. The acceptance by or on behalf of the Client of the services of consultants supplied by Team Spirits shall be deemed acceptance of an agreement to these conditions.
3. The Client agrees to pay the charges advised at the time instructions are given. The Client agrees to verify and sign the consultant's timesheets each week. Signature of such timesheets by the Client constitutes acceptance that the services have been provided for the hours indicated on the timesheets and that such services have been satisfactory. Failure to sign the timesheet does not alter the Client's liability to pay for hours worked. VAT shall be charged in addition.
All amounts due shall be paid by the Client within 28 days of date of invoice and if not paid within that period the right is reserved to terminate without any prior notice any agreement and to charge interest at the rate of 5% above the Barclays Bank interest rate.
4. Whilst every effort is made by Team Spirits to give satisfaction to the Client by ensuring reasonable standards of skills, integrity and reliability from Consultants and further to provide them in accordance with the Assignment requirements, no liability will be accepted by Team Spirits for any loss, expense, damage or delay arising from any failure to provide any particular Consultant for all or part of the period of the Assignment or from the negligence, dishonesty, misconduct or lack of skill of such Consultants.
5. In the event that any Consultant introduced to the Client is appointed to undertake work in any capacity, either for the Client or any associates or subsidiaries, within the period of 12 months from the date of introduction, or alternatively if the Client introduces such personnel to any other person, firm or Company which results in an appointment to work in any capacity, then the Client shall pay to Team Spirits a fee comprising a one off payment of £500. In the event of any subsequent termination of such engagement, no refund or free replacement will be made by Team Spirits to the Client, as mutual suitability will have already been established.
6. Team Spirits will endeavour to ensure that Consultants supplied to the Client are satisfactory for the nature of work specified. Should the Client find such Consultants unsuitable and notified Team Spirits to this effect within 2 hours of the said Consultant commencing work, Team Spirits will, at its discretion, offer a substitute Consultant or waive all charges provided the Client has dispensed with the services of the said Consultant.
7. Consultants provided by Team Spirits are provided under contracts for services and are deemed to be under the direction and control of the Client from the time the Consultant reports to take up duties and for the duration of the Assignment. The Client agrees to be responsible for all acts, errors and omissions be they wilful, negligent or otherwise, as though the Consultant were on the payroll of the Client and the Client will in all respects comply with all statutes, by-laws, codes of practice and legal requirements to which the Client is ordinarily subject in respect of the Client's own staff, including in particular the provision of adequate Insurance cover for the Consultant during all Assignments.
8. The Client shall ensure that the provisions of the Health and Safety legislation and all other regulations, duties and obligations related to the nature or system of work are fully satisfied, whether directly or indirectly connected with the services provided by temporary personnel supplied by Team Spirits and indemnify Team Spirits against all liabilities, costs and expenses arising as a result of any breach of such obligations.
9. The client shall indemnify and keep indemnified Team Spirits against any cost, claims and liabilities incurred by Team Spirits arising out of the hiring of the Consultant by the Client.
10. No variation can be made to these terms without the written consent of a director of Team Spirits.