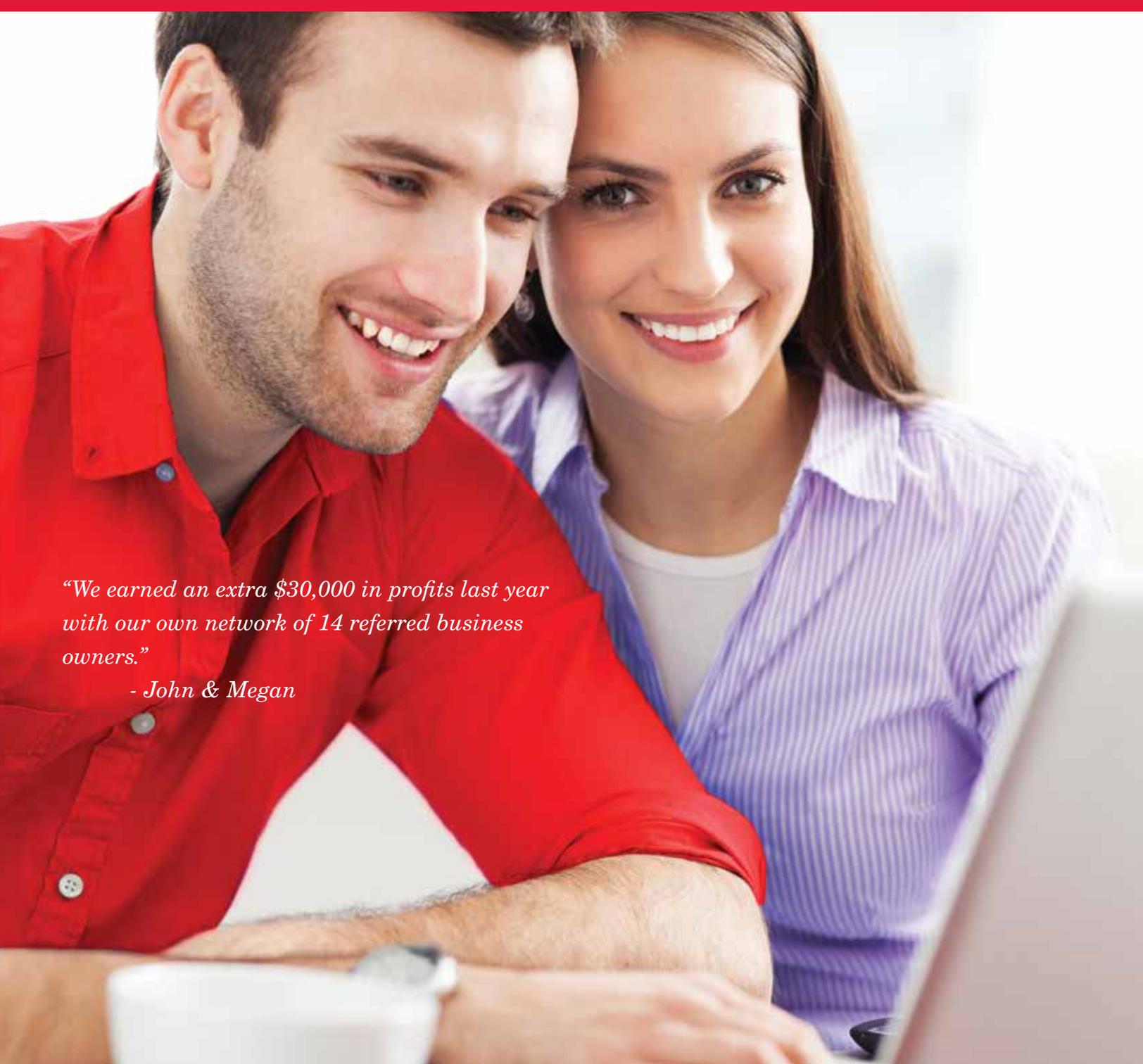




Business owner REFERRAL PROGRAM  
UNMATCHED IN THE INDUSTRY



*"We earned an extra \$30,000 in profits last year  
with our own network of 14 referred business  
owners."*

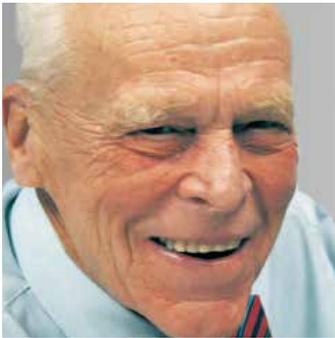
*- John & Megan*



profits & reputation beyond compare



## OUR ONE-OF-A-KIND Business owner REFERRAL PROGRAM IS UNMATCHED IN THE INDUSTRY



I've been a part of K&B since 1954, and one of the most rewarding parts of my career has been the development of our **one-of-a-kind Business owner Referral Program**. It is extremely rewarding for our business owners and represents almost half of K&B's total sales volume. We have many business owners who are making \$10,000, \$20,000, on up to \$60,000 a year from this lucrative and rewarding program.

**Richard E. Kaeser**, Chairman Emeritus - 1928-2011

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The Kaeser & Blair Business Owner Referral Program is a great opportunity to work smarter, not harder! I've seen many of our business owners take their earnings to the next level by referring others with this program. **With over \$1 million in overrides paid annually, it is one of the best reasons to become a K&B Business owner** – and refer others to do the same!

**Kurt R. Kaeser**, Owner/President and CEO

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**No other company in our industry has a program that compares to our Business owner Referral Program.** It's not for everybody... but if you're ambitious and recognize the profit potential of marketing promotional products together with a network of business owners - this is a highly lucrative program that can significantly increase your income and net worth. Sharing this program with others is an incredible opportunity for you to increase your income and help others achieve success.

**Christy Kaeser**, Owner/Director of Special Projects

## What is the purpose of the Kaeser & Blair Business owner Referral Program?

The purpose for the program is to provide active business owners the opportunity to profit by introducing new potential business ownerships to K&B. It's an opportunity for K&B to grow business with new business ownerships and a great way for business owners to earn profits by referring others to the company.

## How does the K&B Business owner Referral Program give me the opportunity to make even MORE MONEY?

The K&B Business Owner Referral Program is a way for you to leverage your talents in sales and networking by referring others to the K&B program – giving you the opportunity for UNLIMITED EARNING POTENTIAL.

As a business owner for K&B your income is limited to the amount of time and effort you spend on the business personally. When you refer others, the time and effort they spend earn you MORE MONEY!

The K&B Business Owner Referral Program is not multi-level network marketing. The program is offered to K&B sales achievers as an incentive to recruit and support other talented business owners and to provide an additional income stream. It is based ONLY on the override principle and the business owners in your network earn the same as always. The override expense is 100% funded by Kaeser & Blair! You must be an actively selling K&B business owner in good standing to receive override profits.

*You can double your business ownership earnings by recruiting 5 new referred business owners doing about the same volume as you do.*

## Benefits of the Business owner Referral Program benefit YOU!

- There is an unlimited profit potential – without additional personal sales! For example, if you recruit a competitor's sales person who is doing \$150,000 in annual sales, you will make about \$5,000 in overrides every year! It adds up to significant money because the more successful business owners you convert, or new business owners you find, the more you will make.
- You increase the equity in your business. Your business ownership becomes more valuable on the open market with each additional source of income.
- You can double your business ownership earnings by recruiting five new referred business owners doing about the same volume as you.



## How does the K&B Business owner Referral Program work?

In order to qualify for the Business Owner Referral Program, you must be an active K&B business owner in good standing. Business ownerships become inactive when 90 days pass without new orders entered in the system.

When you refer another business owner to K&B, they become part of your network of business owners. You receive an override of up to 20% of their profits, based only on their monthly earnings, not their sales volume. Overrides are calculated based on 20% of a 50/50 split of gross margin. If you have just three business owners in your network, and they have combined profits for a single month of \$1,250 your override would be \$250. If your three business owners earn \$10,000 each per year, your overrides would be \$6,000 for the year!

This business model gets more enticing and lucrative with more business owners. Let's say you refer 20 business owners and those business owners earn a total of \$175,000 over the year – your overrides would be \$35,000.

## What is the profile of a prospective successful Business owner?

Appearances can be deceiving, and there will always be exceptions, so we will attempt to identify the qualities and characteristics that are most commonly present in a top prospect.

The best quality to look for is experience.

Is there a competitor that has an extensive list of clients and always seems to be neck and neck with you in the race? He or she could be your greatest source of revenue, plus you'll be giving them the opportunity to turn their work into greater profits with Kaeser & Blair. A simple call and cup of coffee can get you started.

Successful K&B business owners are true entrepreneurs. Their #1 motivation is to make money; they have a burning desire to succeed and have a great work ethic. About 60% of K&B's business owners producing \$500,000 in annual sales are women. Plus, there are many husband and wife teams.

A promotional products consultant is a great part-time career for women with school age children, who like to network and want flexible work hours so they can work while their kids are in school. Many times they are seeking supplemental income to help pay for college tuition. K&B has many successful women working 15-20 hours per week making \$30,000 to \$50,000 per year or more.

Business professionals with sales experience are more qualified but not necessarily automatic successes. People who have been successful in insurance sales, marketing, any media sales, business services or advertising generally make good prospects for business owners.

A good prospect should be in a financial situation that will allow them enough time to develop a business ownership. An individual who has difficulty coming up with the \$85 deposit will probably not be a very good business owner prospect.

*Their #1 motivation is to make money; they have a burning desire to succeed and have a great work ethic.*

*Please Note: Broadcast advertising as well as any regional or national recruiting are not allowed. The K&B Business Owner Referral Program is a local / personal recruiting opportunity that is most effective when you work face to face with your prospect. Any activity that confuses the public between recruiting efforts of an authorized K&B business owner and that of the Corporation, is strictly forbidden. The incorporation of any form of the Kaeser & Blair name into a domain name or web site address is prohibited. Please review the official policies regarding the use of the Kaeser & Blair name and trade marks that can be found in the K&B Success Manual and on Kaeser Central.*



**THANK YOU  
BUSINESS  
OWNERS**  
YOU ARE THE  
**BEST IN THE  
INDUSTRY**

*Kaeser & Blair, Inc.  
Promotional Products & Advertising Specialties*



## Traditional Ways to Build Your Business owner Network

### Referrals

**WHAT IT IS:** Referrals are the names of prospects that have been provided to you by another person – either a client, an acquaintance, or a prospect. Referrals are the most efficient way of prospecting.

**TYPES OF REFERRALS:** (Start by listing possible referral sources):

- Cold – only provides name and phone number
- Cool – provides name, phone number, and information about the business challenge/pain the prospect has, and thoughts about their decision-making process
- Personal introduction – provides name and phone number and calls ahead to tell the person about you, your business, and the kind of work you've done with them
- Face to face introduction – better because the source accompanies you and adds his impact to the meeting

### Trade Shows and Exhibitions

**WHAT IT IS:** Booths and exhibits are set up in a large, open floor space in order to discuss business with prospects in an open forum. Usually multiple exhibits and a large number of attendees potentially generate lots of prospects. Also, consider community career fairs that reach out to people looking for a job or searching for a new career.

#### TESTIMONIAL

“ I was associated with another distributor for years and became part of the Kaeser & Blair family because of their Business Owner Referral Program. It has been a dream come true – I have 17 business owners that generate 29% of my annual income. I would not be making my \$100,000+ without these business owners. ”

Tom, Oregon





## Networking

**WHAT IT IS:** Leverage business and personal connections to build your business by networking. Successful networkers make it a habit to attend events in the community with the goal of meeting new people and nurturing existing relationships. It's a great way to increase visibility and build trust with other professionals who may be potential customers, or who may be able to help you by referring other prospects to you. Organizational and business events offer opportunities to interact in person to expand your circle of contacts – your network. Successful networkers often find some of their best clients using this strategy.

There are some groups that are formed strictly for sharing and generating leads, among these are LeTip and Business Network International (BNI).

Less formal networking also occurs at organizational events such as Chambers of Commerce, Boards of Trade, and business and professional associations.

## Secrets of successful networkers:

- Show interest in the other person first when engaging in conversation. Look for ways to bring value to the conversation without a pushy sales agenda. Ask questions about what kind of work they are doing currently. Ask how they chose their profession. Ask about hobbies or current events to uncover personal preferences and find common interests. This kind of interaction will allow you to discern how you may be able to bring value to them, either as a potential customer or as a potential business owner opportunity.
- Interestingly, the best listeners also tend to be perceived as more interesting and, as such, people want to be around them. Conversely, those who spend all their networking time talking about themselves tend to be seen as boring or self absorbed. Which would you rather be?
- Look for opportunities to connect others together at events – offer to make introductions to people you already know who may be mutually beneficial to both parties. If you do this in a thoughtful way, people will want to reciprocate by helping you connect with people they know who might be potential customers or business owners.
- It's a good idea to set personal goals for events you attend. It can become easy to spend your time at an event only talking to people you already know: your friends. Make it a point to balance your networking time between existing relationships and initiating conversations with people you don't know to grow your circle of connections. Look for opportunities to schedule follow up conversations with individuals who may be interested in learning more about your products and business owner opportunity, but avoid hard selling at networking events.
- Have your “elevator pitch” rehearsed and ready to share when people ask you what you do. Boil it down to as few words as possible. Depending on who you're talking to, you should be prepared to articulate what you do in 10 seconds or less. If they show interest, you can expand on that 10-second pitch with an expanded 30-second pitch. And if they continue to be interested, you should be prepared to go into more detail that can last up to a few minutes. Ultimately, try to reach a point in the conversation where you invite the person to meet after the event for a one-on-one discussion that goes into more detail.
- The best networkers are give-and-take conversationalists. Take turns talking with the other person. Don't dominate the conversation, but don't be dominated for too long either.
- List organizations that are potential networking groups in your community, and give several a try. You will discover that some events and organizations are more productive for you than others. Building your network is often a trial-and-error process. Don't give up!

*Try to give leads in order to receive leads.*

## Develop a Powerful Elevator Pitch to Connect with Prospective Business owners

**WHAT IT IS:** It is a brief, verbal “commercial” lasting no more than 30 seconds that creates interest, curiosity, and gets the attention of the prospect you are addressing. These first words are critical and will determine if the prospect wants to continue to engage in the conversation.

Before a prospect will invest the time talking with you, they need to understand “what’s in it for me.” It is important to answer that question quickly by focusing on the specific problems or challenges they face. Share with them how the business owner opportunity can be an effective solution and can offer well-defined outcomes they might experience by working with you.

### TACTICS:

- An effective 30-second commercial needs to focus on three important areas: the challenge, the solution, and the successful outcome you can help them achieve.
- The commercial needs to provide one or two relevant aspects of your product or service. Too much information and the prospect will tune out.

## Example of a 30-Second Commercial to Recruit Other Promotional Products Consultants

A big challenge facing promotional products consultants today is maximizing their profits while working 40 hours per week. Kaeser & Blair’s one-of-a-kind Business Owner Referral Program enables you to multiply your own sales efforts through others to significantly increase your income and net worth. The 20% overrides you receive on your referred business owner sales really add up. It’s easy to make an additional \$30,000 to \$50,000 with the business owners you recruit. It’s all about working smarter, not harder.

## Example of a 30-Second Commercial to Recruit Business owners who do not have a Job

Finding a great job today can be really tough – along with having a boss you like! As you may know, I am a promotional products consultant and I own my own business. I started my business for only \$85. Kaeser & Blair provided me with a business owner success kit along with samples, selling materials, and a fail-proof business plan. There is no inventory to buy, no delivery of products, plus they pay you when you place an order with them. The best part – if you have a good work ethic you can easily make \$30,000 to \$50,000 working 25 hours per week, or over \$100,000 if you work full time.

*Before a prospect will invest the time talking with you they need to understand “what’s in it for me.”*



## Build Your Business owner Network and Communicate with your Business owners through Social Media

Social media tools offer a no-cost opportunity to efficiently expand your reach when you combine them with traditional, in-person networking activities.

Developing your presence takes time and effort, but those who persevere and approach it with patience are rewarded with results.

Forgiving for beginners, social media allows you to adapt gradually by establishing yourself on one or two channels and adding others over time, as you become more familiar with how they work. Each channel offers unique opportunities to connect.

Think of social media like a big cocktail party – not a new megaphone. The best party guests are the ones who show an interest in others and LISTEN to what others have to say. Nobody likes a guest who just wants to talk about themselves at a party. Think of it this way and use these tools to listen first. Establish a rapport in the social media space and then carry it over into real life by picking up the phone and asking your new contact for the chance to meet in person.

Here are a handful of the most popular social networking channels, along with some tips on why and how you might consider using each to interact with your business owners and prospects.

## Blogs

**WHAT IT IS:** Coined from the phrase “web log,” a blog is an online journal. Initiate conversations and build an audience around topics you care about by writing and posting short articles.

**WHY SHOULD I USE IT?** A blog is a great tool for sharing helpful information with clients and prospects. If you publish good content, it builds your credibility and reinforces your position as an expert in your field.

### TACTICS FOR GETTING STARTED:

- Write articles about the industry and make observations on trends. Share tips and ideas for creative ways your products can be used. Share general business wisdom and insights you’ve learned through your professional experiences.
- Spotlight clients and their businesses. Share their success stories.
- Compose “Top 10” (or Top 5 or Top 6 etc.) lists where you spotlight favorite, popular, or unique ideas for various niche strategies. (Ex. “Top 10 promotional product ideas for your next golf outing,” “10 ways calendars work to promote your business”)
- Publish case studies and white papers on nationally recognized companies; identify best practices on how they use promotional products to market their business.
- Connect with prospects and colleagues by visiting their blogs and leaving relevant comments.
- Share ideas for how the products you sell can be used to promote a business.
- Share local community events in which you are involved.
- You can include an invitation to learn more about the Kaeser & Blair opportunity, but keep it discrete.

HERE’S AN EXAMPLE OF A DISCRETE MESSAGE ONE BUSINESS OWNER INCLUDES IN THE SIDEBAR OF THEIR BLOG:

“BUSINESS OPPORTUNITIES AVAILABLE: Wondering if the promotional industry might be for you? We can help get you started and coach you to success. Visit one of our most successful Kaeser & Blair business owners at <http://www.surgepromotions.com>. Like what you see? Contact Rob at: [rob@glessnerpromo.com](mailto:rob@glessnerpromo.com)”

## Twitter



**WHAT IT IS:** Also called “micro-blogging,” Twitter challenges users to communicate their thoughts, ideas, and information in short bursts of 280 characters at a time.

**WHY SHOULD I USE IT?** Among all the social media tools, Twitter offers the path of least resistance for connecting with like-minded individuals whom you might otherwise never have met. You can create awareness and maintain relevant connections that can evolve into leads, generate sales, and word of mouth.

### TACTICS FOR GETTING STARTED:

- Set up a robust profile that includes your name, a friendly photo of your face, an interesting bio that includes at least one or two keywords that speak to what you do as a Kaeser & Blair business owner, and be sure to include a link to your website or blog.
- Invite people to follow you by adding your Twitter handle to your business card, email signature, and include a link to your Twitter account on your blog, website, and other social media profiles.
- Follow people you already know including existing clients. Find them by searching your email address books using Twitter’s search tool.
- There are lots of ways to find new people to follow. Start by scanning the lists of people who also follow your early followers. Look for people with interesting bios who are tweeting interesting items regularly. Scan their tweet streams and look to see who they are talking to.
- Try to tweet four or five times per day in the beginning. Include a mix of replies and comments to others’ tweets, post relevant links to articles that would be helpful to the audience you are targeting, and occasionally insert posts that are humorous or inspirational. If you do this well, you can occasionally post modest informative tweets about your business activities.
- Search the Twitter stream for keywords to help you find like-minded individuals or prospects who are engaged in relevant conversations. (Ex. “lost my job,” “job search,” “golf outing”)

*Don’t always make it about you and your product or service. People don’t want to be sold to on Twitter. Make it about relationship building, and the sales will come.*

- Add yourself and find relevant individuals to follow by registering on Twitter user directories like twellow.com and wefollow.com. These tools allow you to search Twitter bios by geographic location (city, state) and keywords. (Ex. “entrepreneur,” “marketing,” “advertising”)
- Follow prominent players in your industry and community. Twitter gives you access to high profile individuals and thought leaders where you can learn, attract their attention, and increase your visibility. Mine the people who follow them to find new relevant follows.
- The Twitter feed is massive and moves very fast. To avoid feeling overwhelmed, don’t feel like you have to read every single “tweet!” Simplify, filter and pick who and what you want to track by sorting the people you follow into categories using the “lists” feature.

## Facebook



**WHAT IT IS:** The most personal of the social media channels, people use Facebook as a place to stay connected with friends and family. They spend time there talking to one another, posting news, photos, links to online content, and playing games. But they also have unique opportunities to express and share preferences with their connections by “liking” business pages for products and services and by engaging in conversations about them on those pages. This presents unprecedented opportunity for word-of-mouth to spread about your business with speed and ease.

**WHY SHOULD I USE IT?** People want to do business with people they like. You probably already generate a lot of business through personal relationships. Facebook allows your personal network to easily find and reach you, and makes it easy for them to share what you do with their connections who might need your services.

### TACTICS FOR GETTING STARTED:

- Set up a business page where your “fans” can “like” your business.
- Title your business page with the name of your independent business identity. (Ex. “Joe Smith Associates,” “P&P Promotional Products,” “Midwest Sales”)
- Don’t title your page “Kaeser & Blair.” You can share your business ownership affiliation with Kaeser & Blair on the “info” page.
- Having both a personal and business page allows you to separate your personal activities from your business activities. This respects your privacy and the privacy of others.
- It’s possible to share some of your business activities on a personal profile page, but setting up a business page is the most professional. It allows people who are genuinely interested to “opt-in” and easily share your news and information with their Facebook contacts.
- On the “info” tab of your personal page, include a link to your business website and your business Facebook page, and include a brief line or two about what you do professionally.
- Facebook also has a feature called “Sponsored Stories” that can be leveraged once your page develops an audience and fans are interacting regularly.
- Add free Facebook plug-ins to your website and blog so that visitors can “like” you on Facebook from there. To learn more, Google “how to use Facebook plug-ins.”

*If you’re not already on Facebook, first set up a personal profile page where individuals can “friend” you. Then set up a business page for your business and proceed with the tips suggested.*

## Ways to engage on your business Facebook page



- Consider adding “storefront” to your business page that features a sampling of your product line or rotating specials. There are a number of applications that allow you to do this.
- Consider adding a “careers” tab to your business page where you can post an invitation to contact you about the K&B business owner opportunity.
- Visit Facebook regularly – at least once or twice a day.
- Watch your friends’ updates on your personal page for comments about job searching and be ready to respond.
- Share a mix of relevant content that is informative, entertaining, and inspiring to your audience, but does not necessarily have anything to do with selling.
- Post updates to your business page regularly, and be ready to respond to comments promptly.
- Avoid posting too frequently. At least once a week and no more than twice a day is a good range.
- Create a publishing calendar for yourself. Use this to plan ahead and plot content ideas for your business page.
- On your business page, post links to stories that your audience cares about; ask questions, listen, and talk back when your fans leave comments on those posts.
- Create excitement by announcing new products and promotions.
- Share ideas about how to use your products effectively.
- Share photos and videos.
- Provide links to complimentary resources that would be helpful to your audience.

## Ways to engage on your personal Facebook page



- Visit Facebook regularly – at least once or twice a day.
- Watch your friends’ updates on your personal page for comments about job searching and be ready to respond.
- Share a mix of relevant content that is informative, entertaining, and inspiring to your audience, but does not necessarily have anything to do with selling.
- Post updates to your business page regularly and be ready to respond to comments promptly.
- Avoid posting too frequently. At least once a week and no more than twice a day is a good range.
- Reconnect using “[www.facebook.com/find-friends](http://www.facebook.com/find-friends)” to find old classmates and coworkers to expand your reach and find prospects.
- Share photos and videos.
- Expand your reach.
- Facebook offers inexpensive advertising opportunities that can be laser-targeted to reach users. You can choose keywords that narrow your audience to a specific geographic location, and can even target people by a specific age demographic, gender, hobby, or professional/personal interests.

## LinkedIn



**WHAT IT IS:** Often described as the “Facebook for business,” this tool offers you the chance to build a virtual rolodex.

**WHY SHOULD I USE IT?** LinkedIn doesn’t just keep track of your business connections, it reveals how individuals in your network are connected to one another as well as how you may be connected (through them) to prospects outside your network. It also offers highly targeted niche discussion groups where new relevant connections can be made.

### TACTICS FOR GETTING STARTED:

- Reinforce your business credibility by establishing a robust professional profile using searchable keywords to describe your areas of expertise.
- Position yourself as the owner of your own company and include your company name first. Then add “Independent Authorized Business owner” of Kaeser & Blair Inc. to your profile.
- Post periodic status updates on your profile to keep your connections current. Share recognition, industry news, and relevant information.
- Create awareness and establish yourself as a thought leader in your industry. Join discussion groups and periodically scan posted discussions looking for opportunities to make relevant comments that bring value to the conversation. Work to contribute without being “salesy.”
- Search for prospects within a geographic area and search profiles by keywords that indicate a certain kind of experience or expertise. (Ex. “outside sales,” “entrepreneur,” “advertising,” “promotional products,” “specialty products”)
- Once you identify relevant prospects using keywords, you can then determine if you have an existing connection that might help make an introduction.
- LinkedIn is less casual than Facebook. Updates and content you share should be professional and focused on business topics.

*Create awareness and establish yourself as a thought leader in your industry. Join discussion groups and periodically scan posted discussions looking for opportunities to make relevant comments that bring value to the conversation.*



Google+



**WHAT IT IS:** While relatively new compared to social media standards like Facebook, LinkedIn and Twitter, Google's own social network, Google+, continues to grow their slice of the social pie. Fully integrated with Google's menu of services, anyone with a Gmail account already has a Google+ account, whether they use it or not.

#### WHY SHOULD I USE IT?

- Connect and share content in a low impact way, similar to Twitter's model. It's okay to add individuals you don't know personally to your "circles," on Google+, which can serve as a softball icebreaker if done with purpose and not just randomly.
- The platform has a simpler, cleaner look and feel, compared to Facebook. It has attracted individuals who seek an alternative that has less noise.
- The audience has an edge when it comes to connecting the male population. Roughly 64% of users on Google+ are men. Approximately 58% of Facebook's audience is female.
- Because it's Google's own product, business profiles and content shared on Google+ likely carry some extra weight when it comes to visibility in search. Be sure to optimize your personal Google+ page with a robust, keyword-rich bio description. Then you can set up a separate Google+ company profile page for your business.
- The Google+ Hangouts is a favorite feature among regular users. It allows users to engage with their friends in group conversations and video stream. It allows real time photo sharing and face-to-face interaction via computer with webcam, iOS or Android products.

## Instagram



**WHAT IT IS:** This is a simple, clean photo-sharing tool that functions very similarly to Twitter and Facebook. Instagram combines Facebook's commenting and "liking" feature with Twitter's "following" and tagging features.

### WHY SHOULD I USE IT?

- This channel offers another chance to build your personal brand identity and increase visibility.
- Protocol for following people you don't know who share your interests or are potential prospects is perfectly acceptable very much the same way you would follow individuals on Twitter.
- Pictures stored on Instagram can be easily shared across other social media channels like Facebook and Twitter, but are also easily found by search engines like Google when tagged with keywords.
- Filter features allow users to add artistic flair to images.
- Adding relevant keywords and hashtags to each image description increases visibility.
- You can attract followers and follow other people on Instagram and engage by "liking" and making comments on each other's images.

## Flickr



**WHAT IT IS:** This is a photo-sharing tool that offers the opportunity to store a certain number of pictures for free. A pro account is very cost effective at about \$50.00 per year and offers unlimited use.

### WHY SHOULD I USE IT?

- Pictures stored on Flickr can be easily shared across other social media channels like Facebook and Twitter, but are also easily found by search engines like Google when tagged with keywords.
- Share "behind the scenes" images in your Flickr gallery that give followers a sense of being an insider. This builds trust and loyalty by sharing you as a person not just a business entity.
- Increase exposure for your products by storing pictures and tagging them with keyword descriptions. Be careful to stay objective when describing images and don't include "salesy" copy to ensure adherence to Flickr's terms of service.
- With permission, spotlight clients and share their successes.
- You can attract followers, follow other people on Flickr, and engage by making comments on each other's images.
- There are discussion groups on Flickr for every topic imaginable, where individuals can share and talk about relevant images.



*A picture is worth a thousand words, and when you attach appropriate descriptions and keywords to your images online, they become highly searchable – increasing your visibility to customers.*

## YouTube



**WHAT IT IS:** Don't ignore YouTube. This second largest search engine in the world, behind Google, is a powerful platform where users can upload and share video content. You don't have to be a professional videographer to leverage YouTube. Today, even mobile phones come equipped with video cameras that take surprisingly good quality footage. You can create short video clips, upload and store them on your own YouTube channel, directly from a smart phone. Videos are easy to share with your network of prospects and business owners across all social media channels, and they lend themselves to circulating virally when they contain content that is highly engaging, entertaining, or informative.

*Build a collection of "favorites" on your YouTube account to share clips other people have uploaded. Include best practices from colleagues, clips from manufacturers, clients, and other business partners.*

### WHY SHOULD I USE IT?

- Create clips that introduce you, your business, and interests.
- Spotlight products that are hot sellers and share events.
- Build a collection of "favorites" on your YouTube account to share clips other people have uploaded. Include best practices from colleagues, clips from manufacturers, clients, and other business partners.
- Record interviews with clients and experts in your network about relevant topics. Upload the videos to your channel to share with your network. This is a great way to give recognition, exposure, and generate goodwill in your networking relationships.
- Upload video clips from YouTube into your blog or website.
- Establish yourself as a thought leader by creating how-to videos on subjects that cover your area of expertise.
- Tag your clips with relevant keywords, give them clear titles, and include detailed descriptions so that search engines can find them. This is a critical step that can make a huge difference between videos that flounder in obscurity and those that are visible and productive.

These are just a few of the endless opportunities presented by social media to expand your network and build relationships. With that said, it can be overwhelming to take on all these tools at once. If you are new to social media marketing, know that it is possible to start with one or two of these channels and add to your social media toolbox over time as you become more comfortable.

Talk about social media when you attend meetings and events, and determine which channels your existing network seems to use most. Establish a presence with those tools first. Starting is half the battle, and slow and steady wins the race.



## What to discuss with a potential Business owner about the K&B Business owner Program

- Keep your presentation realistic and truthful. You're successful in this business. Tell them how it works for you and why you think they have what it takes.
- Don't forget to briefly tell them about the history, success, service, and support provided by Kaeser & Blair.
- Assure them this is not multi-level marketing. They really are in control of their income and the ability to make money is limited only by their effort and the hours in the day!
- Don't ask for an answer right away. Allow them to consider the opportunity and visit our web site for more information. Schedule a time in the near future for a follow-up call or to set up another meeting. They should not feel rushed or pressured and should be allowed to ask all the questions they need to make an informed decision.

If the first meeting goes well, you will want to provide your prospect with one of our informational packets that includes a prospectus, Best Buys Catalog, and application. When you order these from us, we send them to you with your account number pre-printed on the application. It is helpful to carry one with you when calling on a potential recruit. We can even send one directly to a recruit. Simply request an information package on [KaeserCentral.com](http://KaeserCentral.com). We will record their information as your referral in our database. However, when your recruits register to become a K&B Business owner, it is important they do so by referencing your account number on their application for you to receive overrides.

## Frequently Asked Questions

### 1. CAN BUSINESS OWNERS WHO ARE PART OF A K&B BUSINESS OWNER NETWORK REFER THEIR OWN BUSINESS OWNERS AND CREATE THEIR OWN BUSINESS OWNER NETWORK?

Yes. The original business owner does not profit from the new business owner, only the business owner that refers the new business owner is eligible for overrides. This is why the K&B Business Owner Program is not multi-level network marketing.

### 2. DO I ACT AS A SALES MANAGER OR A LIAISON BETWEEN K&B AND MY BUSINESS OWNER NETWORK?

No. Once they are registered as a K&B business owner, they submit orders to us and are paid the same way you are. We handle all the administrative functions for the business owners in your Network, including earning payouts, and we handle any problems with orders that may arise.

### 3. CAN I DESIGNATE A TERRITORY TO MY BUSINESS OWNERS?

No. K&B does not limit any business owner's territory, and your business owners, like you, are encouraged to GO FORTH AND SELL.

### 4. WHAT IF I DECIDE TO LEAVE THE PROMOTIONAL PRODUCTS BUSINESS?

You may choose to sell your business ownership, which could be valuable on the open market. We will honor the commitment we have with you and anyone whom you choose to sell your business ownership to in the future.

### 5. WHAT HAPPENS TO MY OVERRIDE TRANSACTIONS IF I BECOME INACTIVE?

K&B business owners actively selling two years or longer will have benchmarked their "activity" by past success. A significant decline in established sales (generally a decline exceeding 50%) or in the case of business owners with less than two years with K&B and no sales for 90 days, will be determined to be "inactive." Inactive business owners forfeit override benefits. Overrides will be reinstated 30 days after a business owner becomes active again.

### 6. WHEN ARE MY OVERRIDES PAID?

They are paid the first Wednesday of each month. You will receive an itemized list of every sale by each of the business owners in your network, and an override check or direct deposit in the amount of 20% based on a 50/50 gross margin split (less any charge backs) of their earnings.

## One-way to get a new business owner started with Kaeser & Blair... suggest they Test Us!

We recommend giving the recruit a Best Buys catalog, order form and application and invite him or her to put us through the paces before making a decision.

In situations where you believe the recruit to be exceptional, you might invite them to make a few calls with you. If you happen to make a sale, let your recruit write it up as their first order. If you make a large sale, keep it for yourself – the recruit will be impressed by the relative ease of the sale.

Remember that statistics for our industry show that two-thirds of the businesses you regularly call on will eventually place orders with you. This fact needs to be discussed with a prospective new business owner when making a call together. It will prevent any negative impact on the recruit if you happen not to write orders on a call.

Another helpful technique when talking with a potential new business owner is to suggest they test Kaeser & Blair by talking with some business contacts they may know personally. Encourage the recruit to ask about their use of promotional products: how they use them, whom they distribute to, etc. The recruit could mention they are thinking about entering the promotional products business and would like input on how they use promotional advertising. Suggest they show the Best Buys Catalog and ask if the products are priced competitively. Remind them to be prepared to write an order because the business contact may likely want to make a purchase!

## Questions?

Feel free to contact us – **we're here to help you make more money** and build the equity in your business. We will provide you with personal assistance and all the help you need to recruit top producers.

### **Kurt Kaeser**

*President, CEO*

800-642-9790 (Ext. 3503)

### **Bob Lewellen**

*Business Owner Relations Director*

800-642-9790 (Ext. 3505)

### **Gregg Emmer**

*Chief Marketing Officer*

800-642-9790 (Ext. 3507)

Or you can contact one of our Division Managers – they are available to help build your business owner referrals.

### **Mike Furrow**

*East of Mississippi River Manager*

800-642-9790 (Ext. 3902)

### **Pete Rygol**

*West of Mississippi River Manager*

800-642-9790 (Ext. 3904)

## TESTIMONIALS



“ *Kaeser & Blair has helped me achieve the American Dream of owning my own business and helped me provide an abundant lifestyle for my family. I was working for another distributor when I learned about the K&B Business Owner Referral Program. I was amazed at the earning potential that could result from merging the power of networking through the use of social media, so I decided to join Kaeser & Blair. In the first year I was able to easily find three new business owners and earn an additional \$6,000 in income – it’s my goal to duplicate this for each of the next 10 years.* ”

**Pete, Texas**



“ *When I compared Kaeser & Blair to other promotional products companies, I saw that one of the competitive advantages is their Business Owner Referral Program. I was attracted to K&B because I have only 40 hours per week of productive time available selling promotional products. I realized I could multiple my own sales efforts through others to achieve greater income. I have 16 business owners and I earned \$12,000 in overrides last year. I am working smarter, not harder, and I am enjoying spending more time with my family.* ”

**Janet, Georgia**



“ *My wife and I love selling promotional products and wanted to take our business to the next level and increase the net worth of our business. We worked for another company for over 10 years, but when we heard about the K&B Business Owner Referral Program we made the switch. We have 28 business owners accounting for over 38% of our income.* ”

**Michelle and Jim, Ohio**



profits & reputation beyond compare

### **New to Promotional Products Industry**

[www.Kaeser-Blair.com](http://www.Kaeser-Blair.com)  
800-642-0790

### **Current Industry Professionals**

[www.CompareKaeser.com](http://www.CompareKaeser.com)  
888-698-1684

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