

1995 WATKINS Convention Highlights

For those of you who didn't go to convention this year, you missed many spectacular events!

WATKINS HOME SHOW

Watkins has restructured the home party plan, focusing on the partnership between hostess and rep. Watkins got Dick Wright, an industry expert designer (20 yrs) to help realize Irwin Jacob's and Russ Hall's vision. The Watkins Home Show offers vast potential and customer appeal. Not only can your customers earn fabulous awards, but Watkins has created a training program for reps new to the home party plan.

The party plan has been renamed, "Watkins Home Show." The award incentives offers your business the opportunity to book many repeat parties each featuring the specialty store concept--different themes or line of products. Four different shows possible for *Home Care, *Nutrition, *Personal Care, and *Gourmet Foods! Also, don't forget that we can center themes around holidays or other ideas.

Some of the awards your customers can earn include 4 day/3 nights at Walt Disney World in Orlando, FL for a family of four--and this includes the airline tickets as well as transportation (car rental or complementary shuttle to and from the resort!

Or, your customers can choose the Branson, Missouri country music vacation: 3 days/ 2 nights accommodations, choice of 3 music shows, choice of attractions to visit, intermediate rental car! Also, they can choose from fabulous Florida "Sun & Fun" vacations in Orlando, Daytona Beach, St. Petersburg, or Cocoa Beach!

Or if they prefer other goodies, they can choose a bread machine, hand/stand mixer, microwave oven, 6-CD player, home stereo system, 35 mm camera, LEATHER travel bags, am/fm personal cassette player, or a cordless phone. Mind you, this isn't the entire listing of hostess awards. "Share the Magic," item #8729 details all the fabulous goodies your customers can earn. It will be available to order shortly.

For you, Watkins has devised a training video and a step-by-step workbook to help you with getting started in the Home Show area of the business. The workbook, "The 30-day Success Factor," fits classic size Franklin Planners. Also featured is 25 flash cards that detail Watkins products. They feature gorgeous pictures of products on the side that you show the group. On the other side is notes, etc., on how the product works, can be used, etc. Look for these items to be available by September.

I can't tell you just how fabulously professional all the new tools Watkins has created are! Order them when they become available. You won't be disappointed!

NU WATER MILLENNIUM Filtration System

Watkins has arranged exclusive distribution rights with Doulton, Inc. of England for the world's finest ceramic water filter! Like Watkins, Doulton, Inc. represents quality--140 years worth.

This new filter has a three-stage filtering system. The ultrafine ceramic filter removes rust and dirt; and it has pores small enough (0.5 microns) that traps bacteria and parasites. It features high density extruded carbon which significantly reduces chlorine, pesticides and other chemicals. It also has a heavy metal-removing compound that reduces lead.

"An Intruder Lurks..." item #8187, details the NuWater Millennium filter. This filter is so incredible that it has earned an EPA registration as a pesticide device (Reg. No. 67142-1). The ceramic filter can be removed and cleaned periodically with an abrasive pad.

The filtration system features a battery operated timer/alarm system that notifies the user when its insert needs to be replaced. I just installed the original NuWater under the counter filter system last week. But I am so impressed and convinced of the superiority of this new millennium system, that I am going to replace the older model shortly. Protect your family and loved ones from water-born diseases.

Watkins is also offering the filter under "Flex Pricing," which means that your income potential can grow considerably. More items will be available for commission--not net as before. The on the counter filter retails to the customer for \$279,

under the counter for \$299, and replacement filters for \$110. With flex pricing, you get a \$50 retail bonus when you sell a millennium filter system--and that's BEFORE the income plan kicks in. If you wanted to, you could offer customers considerable discounts on the filter systems. Look for more items to be offered with the "Flex Pricing" idea. Way to go Watkins!

Selling materials, EZ Pay, and filters will be available August 1.

E Z Pay

For high ticket items, such as the NuWater Millenium, Watkins is offering E Z Pay. E Z Pay is an interest-free financing plan where your customers can extend payments over 3 months. Isn't Watkins incredible?

FALL GIFT LINE

For the two glorious banquets we attended at convention '95, Watkins "Half Moon Bay" coffee was served. I am a coffee lover and I haven't tasted coffee that good in many decades! Half Moon Bay will be available in the fall gift line in the following recipes: Kenyan (true flavor, 100% Kenyan beans), 100% Colombian, and Supreme (choice, gourmet line). Each individually package of coffee makes app. 8-10 cups and, with the exception of Supreme, will cost appx 16 cents per cup. Supreme will cost appx 25 cents per cup. The coffee will come in a decorative crate. The coffee experts at convention mentioned that the coffee will stay fresh for 6-9 months.

Also, I had the opportunity to taste an incredible preserve that will be available for fall gift lines. The one I tasted was absolutely delicious! Raspberry and blueberry combination (forgot name, sorry)--look for them in the catalogs. They make fantastic gifts. I would add a doily around the top of the jar, tie it off with a pretty ribbon; it would make a nice gift. It is also suitable for gift baskets! Exquisite taste--order some for yourself!

SUCCESS BY DESIGN: 9-4-1 Prospecting Tools

Again Watkins excels to new heights! New prospecting tools for increasing your sponsoring has been developed. Complete with knock-your-socks off, sign-'em-up video and handouts!

With a Franklin planner, you'll ALWAYS have your Watkins business materials with you. Success by Design fits into the classic size of the planner. (To order a Franklin Quest catalog, call 1-800-983-1776.)

NEW REP KITS

Newly designed rep kits will be available August 1. Be sure to tell your new reps that they will be receiving a small package from Franklin Quest that is a blank month of inserts--it's included in the price of their kit. Training galore for the new reps. (The older kits, as I understand it, will be usable until November.)

VOICE-TEL

Watkins is offering Voice Messenger service--a way to pick-up business. Watkins Voice Messenger is a proprietary communications program from Voice-Tel, and is designed to help Watkins Independent Directors and Representatives get in touch and stay in touch with customers and their organization. With Voice-Messenger, you get a message center that sends and receives voice messages 24 hours a day. No equipment to buy. You get a private telephone number that can be accessed from any touch-tone phone, from anywhere in the world.

You can receive vital and timely information from your upline, downline and Watkins corporate personnel. "Watkins Voice-Messenger TM," item #8423 details this fabulous service.

PERSONAL BUSINESS ORGANIZER

Watkins, in conjunction with Franklin Quest, offered

OTHER NOTES

This was my first convention ever. I will never miss another convention again. There are training sessions, designed for self-improvement and business building, for folks to attend. I have learned more in those 3-4 days than I have during the past two years on my own. I've met and networked with some of the geniuses of this business. And, I've had the time of my life! Mr. Jacobs and Mr. Hall--my hat is off to you both!

No matter what happens, make it your goal to go to next year's convention, which will be in New Orleans! Meet me at convention next year!

"Watkins is not offering the opportunity of a lifetime, we're offering a lifetime of opportunities--"Russ Hall, COO, Watkins, Inc.

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