



How Much Can I Earn from Kaszazz “Make and Take” Demonstrations and Customer Workshops?

(8938 - v01)

Collecting product orders from home demonstrations, and both product orders *and* customer fees from Kaszazz customer workshops, are fun ways to earn an income. As with any business, a minimum level of activity is required in order to generate a good return on time invested. Kaszazz regularly surveys consultants in order to understand the levels of sales they are achieving, the time they are spending on their business and the actual costs they are incurring. We have put together a detailed spreadsheet that takes all this into account and generates an “hourly rate” showing the dollars earned for each hour spent on demonstrations and workshops.

A result based on average sales and costs is shown below and on the reverse side. All of the expenses and time spent are detailed, so you can compare your expenses and times with these. In general, if you increase your activity by running more demonstrations and workshops your hourly rate will improve significantly. And of course, if you can reduce your expenses and time spent below those shown, while retaining the same level of sales, your hourly rate will also improve!

Assumptions:

Demonstrations	
Demonstrations held per month	4
Average number of customers attending each demo	12
Average total sales per demo (\$)	600.00
Handling fee charged per customer (\$)	2.00
Duration of each demo including order taking time (hours)	1.5
Total set-up and pack-up time of each demo (hours)	0.5
Time to drive to and from each demo (total return trip time)	1.0
Time to drive to deliver demo order (total return trip time)	1.0
Percentage of delivery trips that are also demo or workshop trips (%)	70
Time spent at hosts house to deliver the demo order (minutes)	15.0
Kaszazz Workshops	
Workshops held per month	4
Average number of customers attending each workshop	5
Average price per customer to attend (\$)	22.00
Average total sales per workshop (\$)	300.00
Handling fee charged per customer	2.00
Average cost of materials consumed at the workshop (\$/customer)	5.00
Duration of each workshop (hours)	2.0
Average time to drive to deliver orders (total return trip time) (hours)	0.5
Percentage of delivery trips that are also demo or workshop trips (%)	50
Time to deliver workshop order (minutes)	15.0
Placing and Receiving Orders	
Number of orders sent to Kaszazz each month	2
Time to generate and place each order with Kaszazz (hours)	0.5
Time to unpack and check each order from Kaszazz (hours)	1.0

Assumptions (continued):

Email and Phone Time and Expenses	
Average number of phone calls per month	100
Average time per call (minutes)	5
Average cost per call (\$)	0.50
Vehicle Expenses	
Average petrol price (\$/litre)	1.20
Average petrol consumption (litres/100km)	12.0
Vehicle wear and tear and maintenance costs (\$/km)	0.15

Results (column 1):

Revenue (\$/month)	
Total demo sales	2,400.00
Total workshop sales	1,200.00
Total consultant orders (inc. GST)	3,600.00
Total consultant orders (exc. GST)	3,272.73
Commission retained (20%)	654.55
Bonus personal sales comm. (5%)	180.00
Total commission	834.55
Workshop fees	440.00
Demo handling fees	96.00
Workshop handling fees	40.00
Total revenue per month	1,410.55
Expenses (\$/month)	
Demo - catalogues	88.80
Demo - brown paper bags	36.00
Demo - customer order forms	12.00
Demo - host demo summary forms	0.97
Demo - wish lists	3.36
Workshop materials	100.00
Workshop - customer order forms	5.00
Workshop - brown paper bags	15.00
Workshop - wishlists	1.40
Kaszazz No Fuss Freight	61.02
Total vehicle expense	82.72
Phone calls	25.00
Total Expenses	431.27
Net income per month	979.27

Results (column 2):

Hours Worked (per month)	
Demos	14.20
Workshops	10.00
Phone	4.17
Email	2.00
Placing orders	1.00
Unpacking, checking and packing orders	2.00
Total hours worked per month	33.37
Hourly Earnings (\$/hr)	29.35

Under the assumptions shown, a consultant running just 1 Kaszazz demonstration and 1 Kaszazz customer workshop per week earns \$979.27 per month (net of all expenses) amounting to \$29.35 for each hour worked.

(Please note that these results are based on average data supplied by Kaszazz. Some consultants earn more than shown in the example above, and some earn less. Actual results achieved by individual consultants depend on how their business is run and cannot be guaranteed by Kaszazz.)

However the most exciting earnings are obtained by sharing the Kaszazz business opportunity with others and building your own team of consultants. You will then earn commission on the sales made by consultants in your downline up to 5 levels deep. Be sure to ask your recruiting consultant for details!