

# agents business guide



**FRAGRANCE BOUTIQUE®**

Importers of international fragrances directly from Grasse, France

## About Fragrance Boutique

# Fragrance Boutique is South Africa's No. 1 alternative fragrance choice to expensive brands and packaging

## → Quality

Our disruption strategy was simple, we created a product that incorporated exceptional quality with a price point that appeals to the mass market (LSM 3-10).

## → Innovation

Fragrance Boutique introduced reverse engineered fragrances to the fragrance industry, and so began the revolution. Reverse engineered fragrances are now an accepted brand alternative to expensive international brands and packaging.

## → Philosophy

Our entire business concept is based on a very simple philosophy, that one wears the perfume and not the designer bottles, branding, packaging and expensive advertising campaigns involved in the registered trademark industry.



## Our History

# Fragrance Boutique is a 23 year old, successfully run business.

- + Fragrance Boutique is a registered South African Trademark.
- + We have a strong empowerment programme. Our company policy is to empower and promote from within the company, offering staff the opportunity to work towards management positions.
- + All our componentry is sourced from local factories and fragrances are AAA Grade imported from Grasse, France.
- + Manufacturing and packaging of finished product is outsourced locally.
- + We have over 200 agents nationwide and growing.





### BASIC PRINCIPLES OF TRAINING

- The success of our brand is based on the effort of each and every sales consultant and their understanding of the product knowledge provided by FB head office. This information should equip all sales agents with the necessary tools required to be a competent sales agents.

“ To be a successful sales person is often determined by how well one listens and identifies the needs of your customer in conjunction with delivering the sales pitch effectively ”

### LET US BREAK DOWN THE SALES APPROACH

#### PHASE 1 - ENGAGE

- Always engage with your customer in a friendly and polite manner.
- Establish if they know the brand or have used one of our products before.
- Always provide your customer with your product flyer as this is a powerful marketing tool.

#### PHASE 2 - CONVERT/ EDUCATE

“All our Fragrances are inspired by top selling international fragrances, imported directly from Grasse, France. We believe that one wears the fragrance and not the designer packaging, branding and labels, saving you up to 80% on fragrances”.

- Suggest they test a fragrance of ours that they have previously worn or are familiar with, as this provides them a benchmark to compare quality.
- If we do not stock the fragrance they are looking for, visit [www.fragrantica.com](http://www.fragrantica.com) to find a similar fragrance that we do stock, for the customer to sample.

#### PHASE 3 - CLOSE

Take this opportunity to mention the brilliant quality of the product.

- FB offers only a PARFUM in the ladies range, which is the highest concentration of fragrance oil which guarantees the quality and value for money.
- The men's fragrances are only sold in an Eau de Toilette, which is the highest strength available to men.
- Mention prices and emphasise the value compared to similar fragrances available.



This sales pitch should be given to EVERY customer who visits one of our stores. This exact format should be followed EVERY time!

**DELIVERY OF SALES PITCH - TO BE REPEATED VERBATIM**

1. Fragrance Specialist - "Good day Sir/ Ma'am, I am your fragrance specialist!"
2. "Are you familiar with our FANTASTIC brand"
3. Customer – " No, I am not"
4. Fragrance Specialist – "Wonderful let me share the exciting concept of our business – it is VERY simple and is BASED on the IDEA that – WE WEAR FRAGRANCE & NOT DESIGNER BRANDING, PACKAGING & ADVERTISING! You should ONLY HAVE TO PAY for your fragrance!"
5. "All our fragrances are inspired by the latest international fragrances which we import directly from Grasse in France. They are then packaged under our Fragrance Boutique label, saving you up to as much as 80%."
6. "Regarding QUALITY, we only sell Parfum in our ladies range and EDT in the gents range - the most concentrated strength available and we can therefore GUARANTEE the quality of every bottle that leaves our stores."
7. "I am your fragrance specialist and will help you find a fragrance to fall in love with. The great news is – our unbelievable prices are 50ml ladies for R299 and gents 100ml for R299."
8. "Now for the most exciting part – please put our amazing product to the test, what is your favourite fragrance that you'd like to try?"
9. Customer – e.g.: "I wear Narcisso Rodriguez"
10. "Wonderful, our #195 smells just like Narcisso Rodriguez which you will recognise immediately!"
11. The fragrance should be liberally sprayed on the customer.
12. You can now go on to say, " Ma'am, isn't that fantastic, again the best part – IT DOES NOT HAVE TO COST YOU R1 000/R2 000, fragrance should be USED and ENJOYED"
13. You can now enquire if the customer would like to test any other fragrance in our range, or if needs be you can suggest fragrances the customer may like to test.
14. If the customers normally wears a fragrance we do not stock/ have available, you can use the genealogy or visit [www.fragrantica.com](http://www.fragrantica.com) to guide and suggest other fragrances for them to test.

**6 KEY POINTS TO REMEMBER**

1. CONCEPT
2. ORIGIN
3. QUALITY
4. PRICE
5. TEST
6. AFFIRM/ SELL



It is our mission to make sure that every customer feels as if they are our most important customer. This is achieved by making sure our agents are fragrance specialists and deliver exceptional customer service at all times.

### PRINCIPLES OF CUSTOMER SERVICE

NB: Always remember that a satisfied customer is the best form of advertising available

- The customer should always be greeted courteously.
- Fragrance Specialist to be neat in appearance.
- To be helpful and professional at all times.
- To educate and enlighten your customer.
- To record any complaints or compliments for future reference.
- To be well versed in product knowledge.
- To make sure you provide a unique and pleasurable fragrance shopping experience.

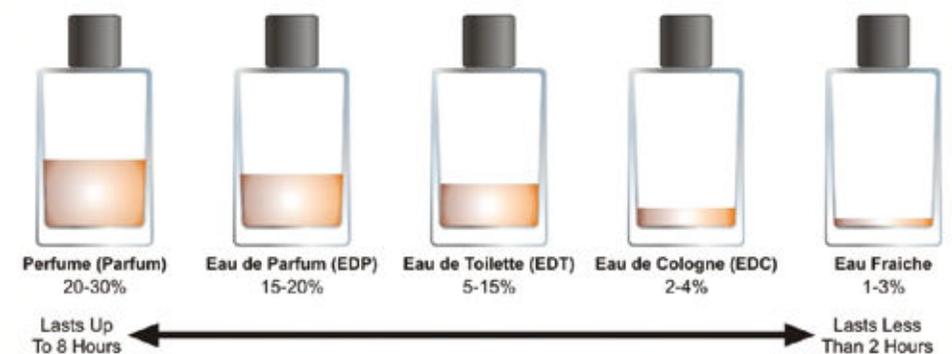
### PRODUCT KNOWLEDGE

It is of critical importance that one becomes completely familiar with all product knowledge provided, as your customers will expect you to be the expert in this field and will seek your guidance and knowledge when visiting your store. We suggest that one also takes every opportunity to continuously educate oneself and keep in touch with industry developments and trends.

Please SEE ENCYCLOPEDIA.



### Fragrance Concentration Guide



## Once the customer has decided to purchase, remember the following steps:

- + The product should be placed in a branded FB paper bag. Be sure to include the flyer with your contact number on, for future orders to be placed easily.
- + Record your customers details and make note of the order date and be sure to follow up within 4 weeks to ensure your customer places another order.
- + Ask your customer to share the link & fragrance flyer/ list with friends & family.
- + Always suggest fragrances as great gifting options from family, friends, teachers & colleagues.
- + A friendly smile is always remembered. Providing exceptional service through timeous response and continuous communication, guarantees future orders.

## National return policy

- + If your customer is not 100% satisfied with your product, please notify [info@fragranceboutique.co.za](mailto:info@fragranceboutique.co.za) within 24hrs and our team will assist.
- + Product must be returned within 7 days from receipt of product.
- + You must be in possession of the original receipt.
- + The packaging and bottle must have no signs of visible damage.
- + Any visible usage will require the discretion of Fragrance Boutique Head Office to assess replacement.



**BUY WITH  
CONFIDENCE**

**We stand firmly  
behind the quality  
of our product  
and offer you a full  
money back guarantee,  
t&c's apply.**



Fragrance Boutique will endeavor to ensure continuity of stock. In the unlikely event or for matters beyond our control, out of stock lines will be replenished as soon as reasonable possible. The nature of retail is such that there might be times that we await replenishment of stock due to unforeseeable delays in the supply chain.

## Agent ordering process and customer fulfilment:

### **Ordering Structures**

- Agents must log in online with username and password to place their order.
- Minimum order of R1000 to qualify for agent discount.
- Payment methods accepted: credit card, pay just now, cash deposit or bank transfer.
- All orders will be accompanied with an invoice.
- No order will be processed without receipt of full payment.
- All computer generated invoices will only be sent to the AGENT via their personal email address.
- The average lead time for delivery of orders is 2 - 4 working days, from date of order.
- All AGENTS will be notified via email of out of stock lines.
- Head Office can provide a tracking of each parcel If requested.
- AGENTS will be telephonically notified should there be any reason preventing timely deliveries,
- Once the parcel is received, the stock must be counted and deemed correct in accordance with the invoice in the box.

### **Stock Disputes (loss, theft or damage to the stock)**

- Head Office must be notified immediately from receipt of the delivered stock if loss, theft or damage to the stock is suspected.
- No claims will be entertained for any loss, theft or damage to the stock if not timeously reported.



We want customers to purchase with absolute confidence  
- we welcome any questions they may have

### COMMONLY ASKED QUESTIONS

#### Q. ARE THESE ORIGINAL PRODUCTS?

A. Yes, without question! All the products sold are original Fragrance Boutique products and are branded accordingly.

#### Q. HOW DO THE FRAGRANCE HOUSES ALLOW IT?

A. There is nothing for them to allow or not to allow. we do not try and sell our product on the pretense of copying/imitating registered brands or packaging. Hence our products being packaged generically with their corresponding numerical number and sold under our independent FB brand.

#### Q. WHY THE COLOUR DIFFERENCE?

A. Most colorants in all fragrances are usually patented (part of the so called unique appeal). A good example is that of the angel fragrance which is BLUE, one can well imagine that NO fragrance is naturally blue. All our products are in their natural base colour which may differ in colour from time to time as we add NO artificial colorants to our products.

#### Q. ARE THESE OIL BASED?

A. People seem to have the misconception that certain fragrances are oil based and others not. This is simply not true. All fragrances have an OIL as the BASE, the question is that of the quality of the OILS. All our fragrances are of the highest quality and guaranteed to last as long if not longer than any designer packaged product on the market.

#### Q. IS GENERIC ANOTHER WORD FOR A COPY?

A. Definitely NOT!!! As the words “copy or imitation” suggest, these products are often sold under the pretence that they may LOOK like and are PACKAGED almost identically to that of a registered trademark are usually very cheap but of VERY poor quality. This is known as “pirate marketing” in the industry. A generic on the other hand is a product of EQUAL QUALITY that is sold under our generic brand which is in it’s own right a licensed registered trademark.

#### Q. WHAT MAKES GRASSE THE “FRAGRANCE CAPITAL” OF THE WORLD?

A. Grasse is unofficially the fragrance capital of the world with over 100 registered factories manufacturing for may reputable registered international brands.



## Legal Disclaimer

### OPINION ON GENERIC USE OF FRAGRANCES

1. The Fragrance Boutique CC imports and blends fragrances according to certain chemical formulae and markets them as generic versions of distinctive branded fragrances.
2. When marketing its products, Fragrance Boutique does not copy the distinctive get-up of any of the known brands, nor does it use any of their relevant trade marks on the containers of products sold.
3. The relevant fragrances are sold in standard containers that are numbered for purposes of referring back to the fragrance that the customer requires a copy of.
4. This method of marketing and selling is similar to the generic medicine industry. For example, when buying an Augmaxcil antibiotic, a pharmacy's customer will know that it is a generic version of the very successful Augmentin product. Furthermore, these tablets have similar oval and bi-convex shapes, whereas the get-up of the fragrances sold by Fragrance Boutique show no similarity with those of which they are generic versions of. We are mentioning these tablets in particular because the proprietor of Augmentin unsuccessfully sued the proprietor of Augmaxcil for trade mark infringements.
5. When customers come in with a bottle of the original fragrance and ask Fragrance Boutique to fill it with the generic version thereof, it will also not compromise Fragrance Boutique as it thereby makes no representation that is harmful or unlawful of the original version.
6. Fragrance Boutique uses brochures on which it advertises its products and prices. At the back of these brochures reference is made in an information sheet to other branded fragrances under the heading "For your information only - South Africa's most asked for fragrances". This lists more than 220 fragrances for ladies and more than 130 fragrances for men. It therefore does not link the generic product to the original and the brochure contains no comparative references. However, because it is used for purpose of trade, it carries a potential for objections by the proprietors of the relevant branded fragrances mentioned.
7. Fragrance Boutique has traded openly and extensively in this manner for more than fourteen years. The business has grown from a small beginning to having licensees with premises in most of the large shopping centres throughout South Africa.
8. Fragrance Boutique's trade has always been on a bona fide basis and the manufacturers of known brands must have been aware of this use as the licensed premises of Fragrance Boutiques are to be found in prominent places in the relevant shopping centres and the brochures and other selling material are readily available and openly distributed.
9. During this period, Fragrance Boutique has only received one complaint from a manufacturer, namely Chanel Limited. This occurred at a stage when Fragrance Boutique decorated the walls of its premises with names of a few of the better known fragrance brands.
10. As a result of the complaint, this practice has been discontinued and Fragrance Boutique agreed as an amicable basis not to continue using the Chanel name in this manner on the explicit understanding that it would continue selling the Chanel generic equivalents. This also resulted in Fragrance Boutique not using the Chanel name on its brochure.

## Website Disclaimer

Name trademarks and copyrights are properties of their respective manufacturers and/or designers. The Generic Equivalent fragrances from Fragrance Boutique have no affiliation with the original manufacturers/ designers. Our interpretation of these fragrances were created through reverse engineering, and the purpose of this description is to give the customer an idea of scent character, not to mislead or confuse the customer. It is not intended to infringe on the manufacturers/ designer's name and valuable trademark. Please note that you will be purchasing an original Fragrance Boutique product. Any references to the original brand names by our Generic Equivalent products are made strictly for comparison.



## Contact List

### 1. Agent Contact

- Michelle  
michelle@fragranceboutique.co.za  
021 555 4718

### 2. New Agent Assistant

- Kashiefa  
kashiefa@fragranceboutique.co.za  
021 555 4718

### 3. Invoicing

- Michelle  
michelle@fragranceboutique.co.za  
021 555 4718

### 4. Factory Manager

- Maraweja  
maraweja@fragranceboutique.co.za  
021 555 4718

### 5. Sales Director

- Craig  
craig@fragranceboutique.co.za  
021 555 4718

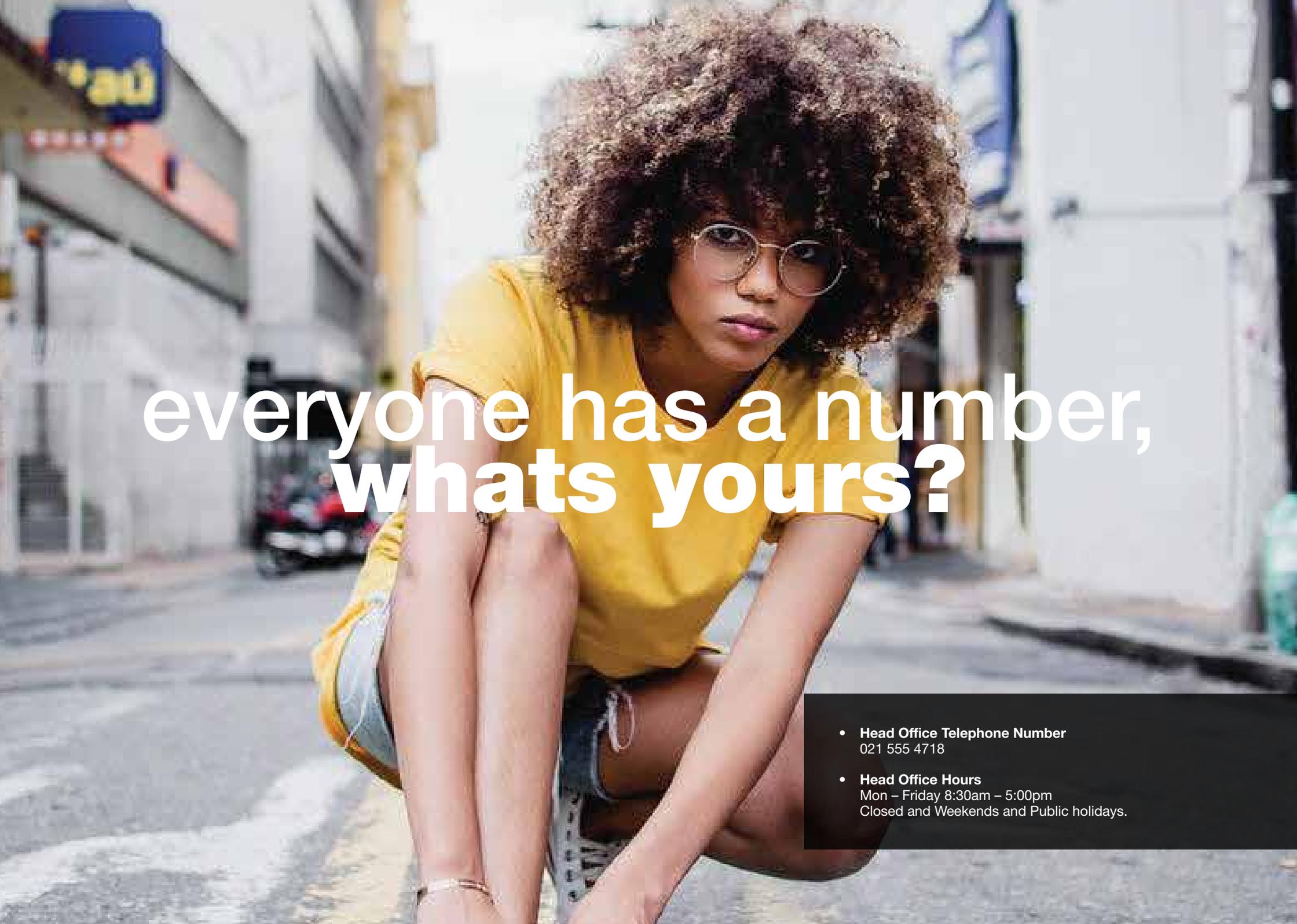
### 6. Marketing & Advertising

- Danelle  
danelle@fragranceboutique.co.za

### 7. Social Media

- Danelle  
danelle@fragranceboutique.co.za





everyone has a number,  
**whats yours?**

- **Head Office Telephone Number**  
021 555 4718
- **Head Office Hours**  
Mon – Friday 8:30am – 5:00pm  
Closed and Weekends and Public holidays.