

**FREQUENTLY
ASKED
QUESTIONS**



TEA CONNEXIONS

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1. Why should I consider starting a home-based business?

Every seven seconds a new home-based business is established: 12,300 new startups daily. According to the U.S. census bureau, 19.6 million Americans were working at home in 1999. This accounts for nearly 17% of the workforce. According to Frank Feather, global business futurist and author of *Future Consumer.Com*, this number is expected to reach 40% by 2010. If you are seriously thinking about starting your own home-based business, you are riding the wave of the future.

2. Why is this business better than others?

- There is already a large market for our products and that market is growing.
- This opportunity is flexible. Be as large or as small as you choose, create your own line and become your own CEO.
- You get real value for your investment with training and instant rebates on the purchase of products and services.
- You can defer much of the up front costs using our easy financing options.
- Our many other value-added services will help your business succeed.
- You never have to make a minimum monthly purchase or maintain a sales quota. Buy only what you need and can sell.
- All orders can be drop shipped, meaning you never have to carry any inventory.

3. What are the major differences between the memberships?

- Membership Cost
- Profit potential.
- Cost below wholesale.
- Value of Rebates and Credits.

4. Can I brand my own products?

We encourage you to create your own brand as part of your long-term marketing plan. Our products facilitate private labeling, allowing you to create your own labels or have us private label for you.

5. Why should I brand my own products?

According to the *Harvard Business Review*, entrepreneurs should strive to create their own brand. A brand name instills increased confidence in consumers. Confident consumers tend to be repeat customers. Since tea is a consumable, loyal customers ensure a lifetime of sales and profits.

6. Do I need a merchant account to accept credit cards online?

NO. Tea Connexions offers PayPal implementation with our turn key e-commerce solution. PayPal is FDIC insured and used by tens of millions of people throughout the world. An added benefit of using PayPal, is you can begin accepting all major credit cards plus e-checks immediately. Visitors to your online store can pay with credit card even if they are not registered users of PayPal.



7. Should I have a website?

Definitely. Intel Chairman Andrew Grove said of today's commerce, "every business will be an e-business...or it will not be in business." Business leaders Bill Gates of Microsoft, Jeff Bezos, founder of Amazon.com, and marketing guru Jay Conrad Levinson, author of *Guerrilla Marketing for the New Millennium*, all agree that success in this millennium will depend on how effectively the World Wide Web is utilized. We pave the way for you by setting up and maintaining the site, and updating it with new product lines. You need only promote your website by including its address in your marketing materials. Once your tea business is established and you have the trust and goodwill of your customers, your website will become a 24 hour order desk.

8. Why is the training manual online and only accessible through the Internet?

The business world and tea market are constantly changing. By posting the information inside a password-protected members-only area, we only have to e-mail you about updates. Online training enables you to access the information from any geographical location with an Internet connection. That means no matter where you are you can stay informed about the latest marketing news, tea trends and product introductions. Printing and updating training manuals can become very expensive. By using an online manual, we keep overhead costs down and pass those savings on to you.

9. Can you recommend a marketing system that will lead to success and help me get customers?

Yes -- permission marketing. According to Jay Conrad Levinson, author of *Guerrilla Marketing for the New Millennium* and Seth Godin, author of *Permission Marketing: Turning Strangers into Friends and Friends into Customers*, today's business success depends on your ability to gain permission to market to people. The online training manual expands on these concepts, explaining how permission marketing can convert customers into long-term profit centers.

10. How can the brochure *Tea...the beverage of choice* help my business?

Tea...the beverage of choice helps establish your permission marketing campaign. Not only does it contain valuable information about the health and other benefits of our products, it provides the ultimate enticement: a monthly draw for eleven gourmet teas beautifully packaged. Simply give the brochure to your potential customers and encourage them to enter the draw. The entry form is a tear-away so your customers keep the brochure for future reference. The form's purpose is two-fold. First, it opens the door for permission marketing and second, it teaches you about your potential customers' tea drinking habits, both critical for your campaign.

11. How should I market the products?

Since our products can be marketed through gift, health, and tea distribution channels, your marketing options are unlimited.

12. What kind of profits can I make?

Your profits are directly related to your marketing strategy and your membership option. Since your product cost is below wholesale, you will realize significant profits on the re-sale. Providing excellent customer service will create repeat customers, translating to repeat sales and repeat profits.



13. How can I profit from consumers' concerns about health?

According to the US Tea Council, the growth in the tea market has been fueled by consumers' demand for a nutritious alternative to soft drinks and coffee. Tea contains one-third the caffeine of coffee or cola. Tea's naturally occurring antioxidants and flavanoids aid in the prevention of heart disease and cancer. According to Harvard University Researchers, those who consumed one or more cups of black tea per day had more than a 40% less risk of having a heart attack compared to non-tea drinkers. So distributing tea will not only make you wealthy, it will positively impact your customers through better health and increased vitality.

14. Why are your teas better?

Most supermarket teas are made from the lowest grades known as "dust" or "fannings" (the smallest tea particles). These inferior blends are created from mass quantities of low grade teas bought from tea estates from many different tea-growing regions. These blends provide a consistent but mediocre flavor. Conversely, Tea Connexions specializes in Leaf Grade teas from India, the world's largest producer and exporter of tea. We import only superior teas, specializing in Darjeeling, the "Champagne of Teas." Ten years ago, no one would have dreamed that consumers would pay \$4.00 for a cup of specialty coffee. The US Tea Council tells us there is now a similar upsurge towards specialty teas. You can profit from this trend. You can be the supplier who satisfies growing market demand for specialty teas.

15. Can I sell other tea companies products?

Yes, absolutely. Many entrepreneurs use their Tea Connexions membership to get the knowledge and training necessary to get their tea business started. We understand that Tea Connexions may not have all the products your customers require. With this in mind, we encourage you to offer other products from other suppliers. In fact, if you need some assistance sourcing a specific product for a customer, we will even recommend suppliers. The bottom line, we want your tea business to be successful. Membership, in no way restricts your ability to market other tea products or accessories. As far as we are concerned, if you are successful, we are successful.

16. How can I profit from the gift industry?

Each of our unique containers are pre-packaged with the "champagne of teas." These gourmet teas, packaged in hand-crafted art, will be a popular gift choice.

17. Is there a yearly membership renewal fee?

There is a nominal annual renewal fee of \$250. Renewals are necessary because they help us determine which members are active and which are not.

18. Do you have a money back guarantee?

YES. Cancel within 30 days for a full refund. For details, refer to *Refund Policy*.

19. I have more questions, what should I do?

Call us toll free, 1-877-532-3832, and ask to speak with our Director of Sales, or the owner of the company, Sanjay Gupta. Alternatively, phone the owner on his direct line, 306-244-4199.

