

# **LION CONSUMER BRANDS**

**STANDARD  
AGENT**

**GUIDELINES**



# POLICIES AND PROCEDURES

The following procedures need to be adhered to operate as a Lion Consumer Brands Standard Distributor.

## 1. Agents

- a. As an Agent you will get a discount of 20% off the retail price.
- b. As an agent you will register under an approved Distributor. You will now need to buy a minimum of R300 worth of product each month directly from your Distributor in order to qualify as an Agent.
- c. You will get your stock from your local Distributor.
- d. Your Distributor will now train and coach you on your road to success

## 2. Sign up process

- a. A registration Form must be completed by all Agents and emailed or faxed to Lion Consumer Brands hereafter referred to as “**LCB**”
- b. Only once the Agent has registered and paid for their initial order will they be registered as an official Agent and receive a registration number. This registration number needs to be quoted on all orders and correspondence.

## 3. Poaching:

- a. Poaching of agents customers is strictly forbidden. If you find and agent or customer of another distributor or agent then please refer them back to their agent

or distributor. If they are not able to supply then you will need their permission to supply the agent and to notify LCB directly of the change.

#### **4. Selling price**

- a. Prices are subject to change at any time
- b. Agents are requested to sell all consumer products for no less than the suggested retail selling price (incl Vat). This will avoid undercutting price of fellow Distributors and continuous shrinking of Distributors profitability.

#### **5. Agents:**

- a. The Agent is a sales person who buys a minimum monthly quantity from the assigned Distributor in order to resell it to customers.

#### **6. Selling price**

- a. Prices are subject to change at any time

Agents are requested to sell all consumer products for no less than the suggested retail selling price (incl Vat).

#### **7. Sales Areas:**

- a. Agents are only allowed to sell to customers in allocated area of their Distributor. Please find out from your distributor what areas you are allowed to market in.

#### **8. Repacking of products:**

- a. You are allowed to repack or re brand our products without LCB written permission to do so.

#### **9. Advertising**

- a. You are welcome to use the internet to promote our products.
- b. Any public bill boards and websites, business cards, letter heads, using our brand names of our company or products you will need to get written permission from Lion Consumer brands. When in doubt you can just contact us to find out.
- c. You are not allowed to use or register our brands names in website domains example [www.biomaticproducts.co.za](http://www.biomaticproducts.co.za)



# STANDARD AGENT REGISTRATION FORM

ORGANISATION : \_\_\_\_\_

SURNAME : \_\_\_\_\_

FIRST NAMES : \_\_\_\_\_

I.D. NUMBER : \_\_\_\_\_ **Birthday** \_\_\_\_\_

PHYSICAL ADDRESS : \_\_\_\_\_

CITY \_\_\_\_\_ CODE \_\_\_\_\_

POSTAL ADDRESS : \_\_\_\_\_

CITY \_\_\_\_\_ CODE \_\_\_\_\_

TELEPHONE NUMBER : \_\_\_\_\_ H CELL NO: \_\_\_\_\_

TELEPHONE NUMBER : \_\_\_\_\_ W FAX NO: \_\_\_\_\_

EMAIL : \_\_\_\_\_

How did you come to hear about LCB direct? \_\_\_\_\_

Is your first order form and proof payment attached: Yes / No

I, the undersigned, hereby confirm and agree to abide by the rules, policies and procedures of LCB.

\_\_\_\_\_  
SIGNED BY STANDARD DISTRIBUTOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNED BY STANDARD AGENT

\_\_\_\_\_  
DATE

## OFFICE USE ONLY:

APPROVED BY: \_\_\_\_\_ STANDARD DISTRIBUTOR CODE: \_\_\_\_\_

AGENTS CODE: \_\_\_\_\_ DATE: \_\_\_\_\_

