



# THE LINK

**JANUARY 25, 2010**

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## The Momentum is Building. Spring into Action!

Dear Doncaster Consultants,

We have entered the Spring season with great energy, new customers discovering Doncaster's fabulous apparel, and sales that have exceeded expectations making the selling experience joyful and rewarding. Thank you for your contribution to the start of the season.



Laura Kendall

In the first two weeks of the season, one-third of our Doncaster agencies are already in business - welcoming customers to Spring. Won't you join them in bringing Doncaster to prospective clients?

The Doncaster advertising in the February issue of *Town & Country* magazine, already in homes and on newsstands, has generated great interest in our apparel. Coupled with the corporate mailing of the Spring catalog to your clients list and the launch of our new easy to navigate website, [www.doncaster.com](http://www.doncaster.com), the season is well underway with a bright outlook for sales success.

This issue of *The LINK* provides valuable information on the Spring product along with selling techniques and tips to build your Doncaster business by attracting current and prospective clients to your trunk show. We hope you find inspiration in this issue to embrace the Doncaster business opportunity this season and provide your clients with a fabulous wardrobing opportunity.

Warm regards,

Laura Kendall

## A Bit About Spring 2010

*Ellyn Cooley, Vice President Marketing*

The start of each new season brings with it great anticipation and excitement: will my clients come to the show; will they like the line; can I get new clients; and the list goes on.

While we can't control everything, we can control our attitude and our commitment to our business and reaching our personal goal. There is no "silver bullet" or sure way to instant success but, if you take the time to study your line, make your calls and have a few key points or added verbiage that you can use as you make those calls or begin the sale, you give your self an added advantage.

1. **COLOR** - There is a color for everyone, from surf to crimson and lemon to cornflower. The pallet says Spring has arrived and it is time to welcome the season with a fresh pop of color that will lift, not only your client's wardrobe, but her spirits as well. An added bonus is that all the colors work back to the always popular blacks or browns such as (M139BL57), Beyond the Sea, Tricia blouse which, as we know, she already has in her wardrobe. This is just another way you add value to your relationship with your client.
2. **Knits** - Never before have we had the excitement and detailing that you will find in the knitwear this season from the feminine Gold Rush Morgan cardigan and tank (M139KC/KT26); to the bold Spring Awakening The Abbey Suite cardigan and tank (M130KC/KT28); the underpinning Salma in IT List (M139BL59); to jackets including the Charm School Juliette jacket (M139KJ05), and everything in between. This season promises to offer at least one fabulous knit piece that will delight even your most discerning client.
3. **Jackets** - The foundation for every wardrobe begins with a great jacket; Stacy and Clinton attest to that every week on "What Not to Wear" and the Spring line has an abundance of jackets designed to meet the needs of every clients' lifestyle. Whether it be for a college graduation, The Riviera, Monaco jacket (M139JK03); a day in the office, Nile, Juliette jacket (M139JK53); or driving the car pool The Riviera, Marguerite jacket (M139JK07) you have the perfect jacket that will fill the bill.
4. **Buff** - Yes Buff, the runaway color in Spring '09, the perfect neutral that you all sold, and were begging for more, is back in the Miracle pant in Essentials. Not only is buff back but there are fashionable new items that work back to all of those pieces you sold last Spring. A few examples include from Nile the Taylor jacket (M139JK52); the Ashley Blouse (M139BL54) and the Callie Suite cardigan and knit tank (M139KC/KT48); from Gold Rush the Felicia blouse (M139BL22); and for a modern career look from Spring Awakening the Boca Suite knit jacket and tank (139KJ/KT48) in both silken white and snapdragon.

These are just a few of the pieces that will easily transition into your client's closet and wardrobe giving her a whole new look this season while maximizing her previous investment.



M139BL57



M130KC/KT28



M139KC/KT26



M139JK07



M139BL22

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M139BL31



M139CT63



M141BL08



M139BL12



A139HB01

5. **Architectural Details** - How important, and chic, it sounds when you relay to your client that **Doncaster Spring 2010 has architectural details that you generally find only in the very best designer lines.** These small details set the garment apart while maintaining a chic understated line. (Think of them like you might think of Botox -- you look great but no one can quite figure out what is different). Some examples are from The Riviera, the Menton jacket (M139JK01) and the Maxine sweaters (M139SW10 and M139KT10); from Treasured Secrets, the Eden blouse (M139BL31) and the Bevon skirt (M139SK30); and Tried and True, the Greenwich jacket (M139JK66)

6. **Items** - While many of your clients come to you for entire outfits, there are equally as many, if not more, clients and potential clients that are item shoppers. These are the women who look for individual items that work easily into their closets adding increased value to their existing wardrobes. The item buyer is often that more fashion forward client seeking that newest piece that says she understands what is happening in the fashion world.

This season you will find an abundance of these items that move freely from outfit to outfit, or are the perfect stand-alone piece.

First and foremost in this category is any leather and this season there is newness in color and styling from The Riviera, the Marguerite jacket (M139JK07); Gold Rush, the Arden jacket (M139JK2; Riviera Night the Channing coat (M139CT27; Tried and True, the Edie coat (M139CT63); and from IT the Jess jackets (M139JK73 and M140JK73) and the Meryl jacket (M139JK74. The list goes on and on.

7. **Blouses** - The demand for blouses continues to grow as our clients discover the versatility a great blouse offers. Having several new blouses in a wardrobe can liven up even the most mundane item. A blouse can create a chic and totally appropriate look for work that does not need a jacket, or it can take a favorite pair of jeans to a new level.

First and foremost is the required white blouse every season. This should be a staple in every woman's closet. Add to her closet a beautiful print such as Charm School's Evie (M139BL12) and then suggest a fashion piece like IT List's Penelope (M141BL08). No matter her lifestyle, there is a blouse for every client this Spring.

8. **Accessories** - This is a category that continued to see sales when apparel virtually stopped. A savvy shopper knows a great accessory can update any look, whether it be a fashion bag, such as Gold Rush's Python Print (A139HB01), Beyond the Sea's rhinestone and ribbon statement necklace (A139NK08), or an exceptional belt like Spring Awakening's wraparound cummerbund (A139BT03). Doncaster can compliment or complete any look with the perfect accessory

**Fashion is very important.**

**It is life enhancing and, like everything that gives pleasure, it is worth doing well.**

*Vivienne Westwood (1941 -) \* English Fashion Designer*

**The Power of Collaboration -  
The Power of Presence**

It all started with a networking lunch. **Sallie Ransom of Palm Garden, Florida** is always looking



**"A Strolling Customer Model"**

for ways to find new customers and grow her sales. One of her strategies was networking and while she had been attending many networking events the past two years it wasn't until this past summer that "I met the right kind of people and this great group of women, the

Executive Women's Organization of Palm Beach. It was definitely worth the effort and the wait to find these women," comments Sallie.

**One woman in particular, the owner of a high-end hair salon and spa, has been extremely instrumental in helping Sallie promote her business,** and Sallie has been equally valuable to her. They have established a friendship and also found several very rewarding ways to collaborate!

~ **Their first collaboration was showcasing Doncaster on a continual basis in the Hair Salon.** Sallie has a "Doncaster fashion vignette" in the Salon which she "refreshes" every two weeks. Whenever possible she will have items from the current collection. However, she will also use her own clothes and she has borrowed outfits from customers who are very willing to lend Sallie a few items to help her promote Doncaster.

This has been a win-win! The Doncaster vignette is an added attraction for the Salon/Spa's clientele and Sallie is reaching her ideal prospect and many of her current customers. It is also a source of new customers as you would imagine since she leaves brochures and calling cards.

~ Since this joint project has been so successful, and since these women are "true" go getters, when they were having a "lovely ladies' lunch" at Carmines, one of the most enjoyed and frequented upscale restaurants in the North Palm Beach area, they saw the opportunity for another collaboration - *and made it happen.*

On Saturday's from 11:30 - 2:30 pm Sallie and her colleague provide Carmine's with models who are Doncaster customers, superbly outfitted - on the trendy side - in Doncaster (compliments of Sallie). They are "coiffed", made up, manicured and pedicured to perfection by the Hair Salon. As Sallie puts it "She does head, nails, feet and toes and I provide whatever is needed in between."

The models however stroll from table to table, provide information about the outfits. They are thoroughly enjoyed and appreciated by the patrons and are excellent representatives of Doncaster. Unfortunately they can't put any tent cards on the tables but there is information at the reception area

For her third Saturday, unfortunately she could only find one customer to model. However what might have been a lemon turned out to be lemonade. Having only one model seemed to be of greater interest and encouraged more dialog with the patrons than several models. They kept asking "what are you going to wear next?" This was an eye-opener for Sallie and she will continue with only one or two models in the future.

**To date Sallie has gained two new customers as a result of her first three "Saturday Strolling" initiatives.** "We are in front of the right ladies in the perfect location and venue. I am confident that little by little it will build on itself. **If anyone would like details please call me**



**"Fashion Vignette at Hair Salon"**

**at 561-624-1724. I encourage every one to think about this type of event as a great way to promote your business and reach new customers."**



**Successful Sales Techniques  
Three Simple Steps  
Ginger Maynard, SVP, Training**

We have the opportunity to sell 24/7 with our marketing materials, catalog, and our website. When we build the relationship and become the trusted wardrobe advisor to our client, we have a full understanding of how our product will meet her needs. During the selling process we can build a true partnership with each customer and build loyalty.

How do we build this partnership? *Begin with these three simple steps.*

1. Ask the right questions and determine exactly what the client wants. Help her to make the right choices for her lifestyle, body type, and budget. The #1 opportunity for selling each client is during the appointment - **DO NOT STOP SELLING** until the client says STOP!

**1. "Take control" of the appointment from the minute she enters your showing place**

- Provide a verbal overview
- ASK QUESTIONS to review her needs and lifestyle and LISTEN to her answers and let her guide you to your starting point
- Choose a "Base Piece" to start the building process and build from there - it is FREE to try on
- Review how each piece changes the look for any occasion - stay with her during the entire try on process
- DO NOT STOP showing the benefits and features of each piece for her needs
- Ask her, WHAT DO YOU THINK?
- Ask for the sale - get creative with payment options and promote "shoppers charge"

**2. Sell additional items during the final fitting, delivery, or pick up for the current order with the customer. This is your second face to face time with her and a chance to truly build her trust and strengthen your partnership.**

- Set designated days for pick up and final fittings - have her order looking PERFECT - just like she remembers
- Plan ahead - determine items for each client that will be the perfect additions to her selections
- Talk through each piece during the "fit" process and remind her how the pieces work together and meet her needs. Offer specific suggestions for additional pieces that will extend her options for the item.
- Have all your "sales tools" available
  - > catalogs
  - > customer orders
  - > reference guide
  - > www.doncaster.com
- Set a goal of one to two add on pieces for each customer at her fitting



**3. The third KEY ELEMENT in building the partnership is to Let her shop her way.**

- Know her shopping patterns - twice a year, each season, monthly, or more often - and be her trusted advisor
- Call to follow up to check on how they are enjoying their past purchases and offer specials or incentives
- E-mail special incentives to every customer who missed the showing
- Send a gift certificate for their birthday or anniversary
- Use samples as a "selling tool"

**It is all about the relationship you have with the client.**

**You are her personal sales consultant.**

**You have unlimited times to help her make decisions and build her wardrobe.**

**Take advantage of each selling opportunity!**

***BREAKING NEWS!***  
**OPPORTUNITY IS CALLING!**  
[www.doncaster.com](http://www.doncaster.com)  
***"BETTER THAN EVER!"***

Doncaster has always taken great pride in, and been known for, a superior product and superior customer service for both clients and consultants. As we move into a new year **we are strengthening that commitment by offering a tool that can provide each of you a new opportunity for growing your client base and increasing your sales; this tool is the newly enhanced [www.doncaster.com](http://www.doncaster.com).**

As we all know and have personally experienced, the world is becoming more internet reliant. Women are deluged daily with fashion shopping opportunities on the internet and they are becoming more internet savvy. **When they think of using the internet to satisfy their wardrobe needs we want them (current or prospective customers) to think first of you and make Doncaster their first choice** when looking to fill their fashion "fixes" or wardrobe needs.

In order to achieve this it is more critical than ever that a client, or prospect, have the same superior shopping experience whether they elect to shop in a home or studio setting, though the catalog or on the Doncaster website.

To be certain that we are maximizing the Doncaster website as a business building tool for you, the website was thoroughly reviewed, with input from a panel of your peers, from across the nation regarding its capabilities and ease of use. Enhancements were identified and the improvement process is now complete.

**We are very excited to announce  
 that an enhanced [www.doncaster.com](http://www.doncaster.com) website is now operational.**

Here are the FACTS about the enhancements and why we can say with confidence that [www.doncaster.com](http://www.doncaster.com) is *"Better than Ever"* and an invaluable tool to help you grow your business.

- Any perceived barrier in the Doncaster web shopping experience has been removed.
- Any current client that places an order through the website, will be automatically linked to her consultant and all commissions, points and bonuses will apply to the sale.
- Every consultant will be issued by the Company and will be notified by email by January 31, 2010, her own individual website address - called her URL. (If you have questions please contact your DSL).
- Every time one of your clients purchases on line you will receive an email notification.
- You will now be able to reach out to prospects simply by providing your personalized URL address which will link your client specifically.

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**BREAKING NEWS!**  
**OPPORTUNITY IS CALLING!**  
[www.doncaster.com](http://www.doncaster.com)  
***"BETTER THAN EVER!"***

- If you have given your URL to someone that is not your client currently, when she purchases and if she has given your URL, you will receive commission on the net shipments and the shipments will count toward bonus and for points.
- When a women makes a purchase on the website and doesn't identify a consultant as her wardrobe advisor, the Company will search every identifier in the system to make sure she does not have a current consultant.
- If no match is found then she will be asked if she would like to be connected with a consultant in her area.
- If a new client chooses not to work with a consultant she will be designated as a Doncaster "corporate client" and will be able to purchase directly from Doncaster.
- However, the consultants in the Districts of "corporate clients" will share in a portion of the commissions in the form of seasonal bonuses once certain requirements are met.
- Without question, your current clients will find using [www.Doncaster.com](http://www.Doncaster.com) much more user friendly and easier to navigate, particularly when checking out.
- Prospective clients will find the Doncaster website comparable to other major retail sites.
- The more you distribute your URL, the more opportunities you have to remind current clients of this purchasing option 24/7, find new clients and to grow your sales.

**FINAL FACT**

**The website is waiting to help you build your business. Go to the "Better than Ever" [www.doncaster.com](http://www.doncaster.com) and experience for yourself all the enhancements and opportunities for customer and sales growth.**

**If you have questions or need more information please contact your District Sales Leader.**

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*If at First You Don't Succeed, Try, Try Again!*  
*Suzanne Sanchez of Woodland, CA*, a very successful District Sales Leader and consultant, shared this email exchange with her team, and her successful outcome, of pursuing with great grace and persistence, a reluctant client for an appointment. This is a terrific example of appropriate and respectful perseverance.

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*Good morning District 75!*

*Just like you, I am calling and emailing for appointments. And just like you, I hate rejection. Please review some recent correspondence I had with a very good client. Remember, at this stage we are "selling" the appointment, not the clothes. Each of you has your own individual style. Whether you use humor or sincerity, just don't take the first "no" as the final outcome.*

**# 1 Email**

Hi Cara,  
**YOU MUST COME!**

Our new designer is amazing and prices are oh so friendly! I am just soooooo excited about this line!!!! Young, modern and fresh! I am showing 1/18-1/26.

What day Cara is good for you?

All my best, Suzanne

**# 2 Email**

**Good morning to you** ~The line looks amazing but I do not think the colors are for me. I think I might sit this season out. **Thank you for thinking of me, C**

**#3 Email**

To: Cara  
Subject: You don't like black?

You don't like black? Ha! Really, Cara, I have the perfect black jacket for you, longer boyfriend look, very Stella McCartney...

I have that skirt you bought last fall and love with the higher waist in another fabric...I have 10 new slim pants! I have knits which you will love, longer and one is boatneck, so flattering...

What are you looking at? The catalog is only a peek at the entire line...Truly, one of our best collections in SIX years!!!

Trust me and coming to my show is FREE to try on...NO obligation to buy, just come and look....won't you reconsider????

All my best, Suzanne

**#4 Email**

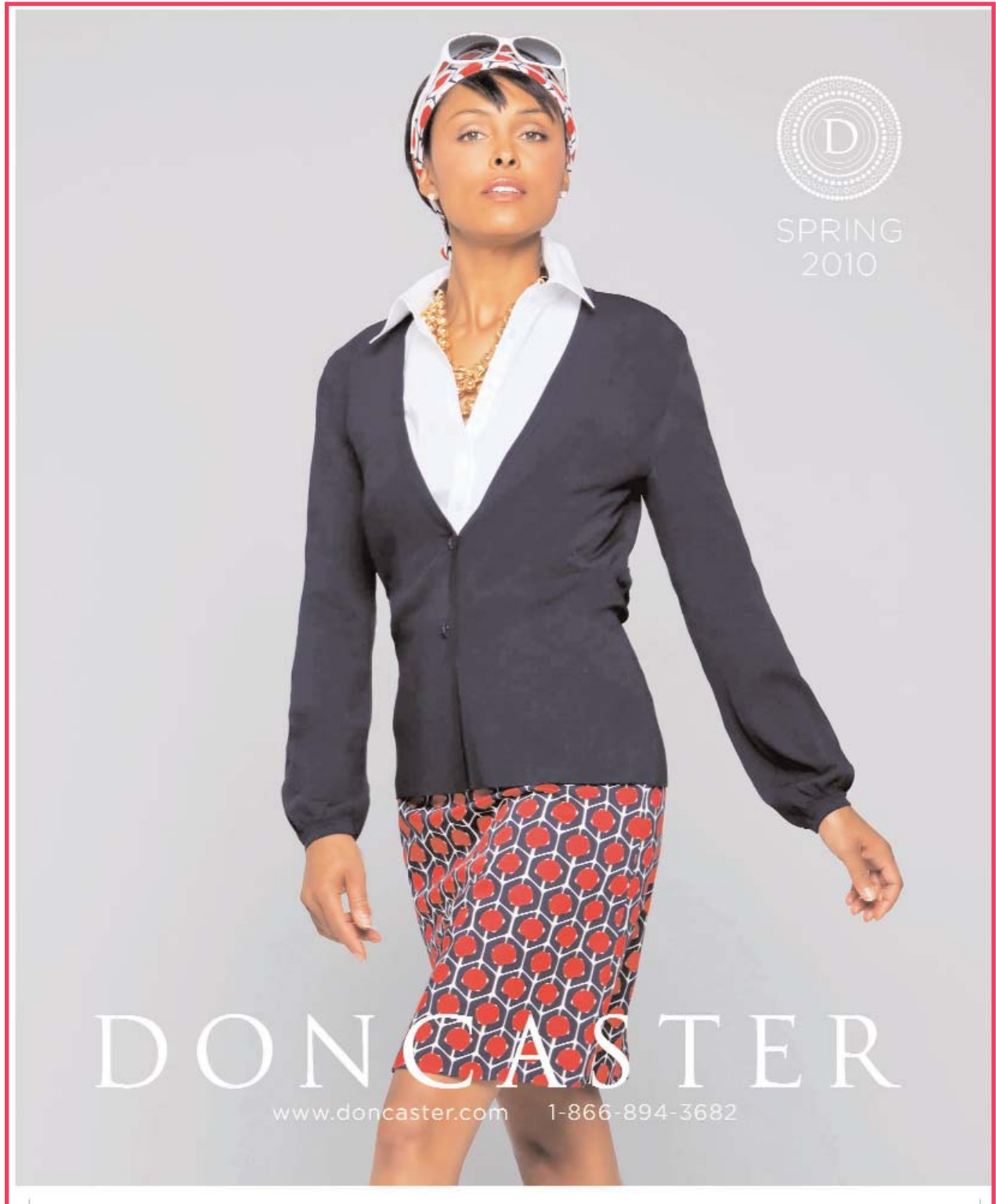
I saw a lot of brighter colors but you know I love to look soooooo what does Monday 18th or Wednesday 20th look like for you? C

~~~~~

*So as you can see, by accepting Cara's first reply to my invitation, I was able to get her to my show. I was not pushy but I did highlight the many reasons why she needed to view the new collection. Best of luck! Suzanne*

P.S. The perfect combination of persuasion, personal attention and wardrobing skill resulted in a sale of \$1,850 to Cara on Wednesday, January 20th.

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*Town and Country Magazine*  
February 2010

## *Doncaster Dazzles Town & Country Readers*

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**Lynn Donahue, District Sales Leader in Arizona,** alerted her consultants to the exciting news that there is a Doncaster full page ad in the February issue of Town & Country magazine and a partial page ad about "How to be a part of Doncaster" *As Lynn says "It is great exposure and certainly is a nice addition to our marketing tools."*

Lynn goes on to suggest a few ideas regarding how to maximize this valuable investment by the Company to help you grow your business...

*"Why not buy a copy and have it on display at your Trunk Show? Or you could frame the cover of Town and Country along with our ad...two great marketing pieces to share with your clients! It shows attitude and style and certainly spreads the word about our product along with continuing to brand our name.*

*Another thought might be to offer a Town & Country subscription to your most preferred clients? If you go to the Hearst Corporation website you will find a one year subscription to Town and Country offered at a very reasonable rate. It might be something to consider as an appreciation gift."*

*Happy prospecting,  
Lynn*

*PS - Ellyn Cooley notes that if you order multiple subscriptions you may be entitled to a business discount. Be sure to ask for one!*

## The First of Many....

**Doncaster's ad in the February issue of *Town & Country* is definitely attracting attention... and sales!**

The first sale, and one of many more to come, was made on January 8. A retired physician from Metairie, Louisiana saw the ad and called the #800.

He explained to **Trudi Moore** that he wanted to buy for his future daughter-in-law the "jacket and the skirt" that he was looking at in our Doncaster ad. He thought it would be perfect for her honeymoon cruise! He asked that it be sent to him so that he could give it to her himself. In true Customer Service style she placed the order immediately and was very gracious and appreciative.

Several hours later he called back and asked to speak to Trudi again. He had decided that he should also order the white blouse to complete the outfit. Once the additional sale was completed, he asked Trudi about Asheville since he was thinking of buying a home for his family there.

Clearly, he is a thoughtful future father-in-law, a gentleman with an appreciation for the current fashion trends, and a very satisfied customer!

*Always be careful when you choose a belt to have it shaped to give you a longer and plunging line at the back. Whether you choose a wide or a narrow belt depends upon the style of the frock or coat you are going to wear it with, but if you're short-waisted you should avoid wide belts.*

*-The Little Dictionary of Fashion  
By Christian Dior*



"It Takes Two"  
"I Love NY"  
"A Thousand Thank You\$"  
President's Circle

Be sure to look for your copy of The LINK on February 1 when the final winners of the Winter 2009 incentives are announced.

Congratulation letters for achieving an increase of at least two customers over Fall/Winter 2008 were mailed on January 20 to the 253 "It Takes Two" winners.

The 10 Agency Leaders with the highest increase in net commissionable shipments for Fall/Winter 2009 over 2008, and the winners of the "I Love NY" incentive, received a personal phone call of congratulations the week of January 18.

The five extremely lucky customers who won the "A Thousand Thank You\$" \$1,000 gift certificate will have been contacted by their consultants and will be planning their new Spring wardrobe!

The final 2010 President's Circle Agency Leaders will also be announced.

Thank you for your commitment to increasing your customers and growing your sales in 2009...and beyond!



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**EXTRAORDINARY ACHIEVERS  
WEEKLY SALES OF \$20,000+  
(DONCASTER MISSY & WOMEN SALES COMBINED)  
WEEK OF JANUARY 3, 2010**

**Nancy Roberts, Tennessee  
Patty Stiff, Arizona**

**WEEK OF JANUARY 10, 2010  
Bailey Barnett, North Carolina  
Margaret Bridges, North Carolina  
Patricia Coleman, Tennessee  
Carlyne Hovis, North Carolina  
Ruth Wilbanks, Alabama  
Sara Zimmerman, Virginia**

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**EXTRAORDINARY ACHIEVERS  
TOP 5 WOMENS SELLERS**

**WEEK OF January 3, 2010  
Barbara Drake, Wisconsin  
Cynthia Kaplan, Texas  
Carol Keiran-Karim, Colorado  
Janet Marsella, Alabama  
Sandy Older, New York**

**WEEK OF January 10, 2010  
Bailey Barnett, North Carolina  
Margaret Pattie Bridges, North Carolina  
Barbara Drake, Wisconsin  
Celeste Murphy, Illinois  
Ruth Wilbanks, Alabama**

*(Listed in alphabetical order)*

# Congratulations!

Celebrating Years of Service (January 18 - January 31, 2010)



Virginia Gladstone, Sewickley, PA  
Cynthia Ehrhart, York, PA



Susan Cervini, Hillsdale, MI  
Trudy Wilson, Columbia, SC



Jane Harmon,  
San Diego, CA



Jenny Yates,  
Harrodsburg, KY

## Reminder for all Agency Leaders

You can reward yourself! Redeem your points now through February 28, 2010.



**Customer Service:**

Phone: (800) 669-3662  
Fax: (800) 4-TANNER  
Order fax: (800) 482-6637

**Department One:**

Phone: (828) 287-4205 x3781  
Fax: (828) 286-0881  
E-mail: dpt1@doncaster.com

**Postal Mailing Address:**

P.O. Box 1159  
Rutherfordton, NC 28139

**For Return Packages Ship To:**

631 Rock Road  
Building 5, Dock 11  
Rutherfordton, NC 28139

**Doncaster Dialog Center:**

Phone: (828) 287-4205 x4332  
Fax: (828) 287-7771  
E-mail:  
ddialog@doncaster.com

**Internet Address:**

www.doncaster.com  
www.insidetanner.com