



LOLAstretch

78 middagh street #1b, brooklyn, ny 11201

tel/fax (414) 418-1630

www.lolastretch.com

## LOLAliaison Reference Guide 2010

Welcome to the party!

As a LOLAliaison you will receive a FREE item (leotard, unitard, legwarmers, etc) for every TEN items you sell. You can get to ten through sending in LOLAline Ordering Sheets, emailing orders, or by selling unique stock items in a LOLAliaison box. The following is a reference for you; it will answer questions pertaining to sales, tallies, policies, promotions and our products. Of course, if you have any questions at all, you can always email us at [liaisons@lolastretch.com](mailto:liaisons@lolastretch.com) or call us at 347.673.1270

### Getting Started

The easiest way to get started is to download and print the newest LOLAline Catalogues and Ordering Sheets. You can send your dance friends home with them, have them check out the website and then place the order through you. You can mail in the ordering sheets with checks and it is as simple as that. The forms are available here as a printable pdf:

<http://lolastretch.com/liaison/resource.html>

If you desire swatches for the current LOLAline collection, please email [Nicole@lolastretch.com](mailto:Nicole@lolastretch.com)

### Promotional Items

We will be sending out packages with promotional items throughout the year as we receive new materials. These items can include posters, postcards, etc. to be put up in dressing rooms or on bulletin boards and handed out as necessary.) We will send out swatches for you to swap in as seasonal colors change with the new LOLAline only if you request them. You can request swatches by emailing [Nicole@lolastrethc.com](mailto:Nicole@lolastrethc.com)

All LOLAline Catalogues and Ordering Sheets can be downloaded and printed from:

<http://lolastretch.com/liaison/resource.html>





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### Taking Orders

There are two easy ways to take orders:

1. Have the customer fill out one of our Ordering Sheets. The form will aid you and the customer to come up with the correct total. Then the customer can just write a check for that total to LOLAstretch and clip it to the form. You can mail in the forms and checks you have collected to us and we will process it.
2. Email the orders you have to [laisons@lolastretch.com](mailto:laisons@lolastretch.com) You will still have to mail in the checks, or you can simply email the credit card information.

### Liaison Boxes

Another way to get to your referral number is by selling items from a LOLAliaison box. Here are boxes of approximately ten curated items. Please email [Nicole@lolastretch.com](mailto:Nicole@lolastretch.com) if you would like to be put on our waitlist for a box.

These are the guidelines when you receive a box:

1. Please email as soon as you receive it. Once you receive it, you are responsible for collecting payment for the items and/or requesting a return label for any unsold items.
2. Have fun selling and be sure to follow our guidelines on payment. (See below.)
3. After two weeks, please send in any checks that you have for items sold. We always aim to provide you with at least two stamped envelopes per box.
4. After four weeks, please be sure to send in checks for any remaining items. If there are unsold items, please contact us for a return label or a request for more time to show the product. As soon as we email a return label to you, please affix and send.

### Products

Please be sure to familiarize yourself with our newest LOLAline Collection. There will be a Winter, Spring, Summer, Fall and Holiday collection and all of our styles and the custom options will be available in different combinations in each one. They will celebrate our signature styles and introduce new ones too!

The color chart and size chart are at the bottom of every page on our website and will always showcase the most current colors and sizes.

Candice's Closet items and in-stock LOLAline items ship in 2-4 business days and LOLAline Pre-Sale orders have set shipping dates (please know the date for each collection). We do special orders and sometimes rush orders, but we evaluate those orders on a case-by-case basis. Please be aware of this and prepared to let customers know the difference if they ask.





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If you or one of your customers receive a damaged, defective or incorrect order, please email us immediately so that we may resolve the situation quickly and efficiently. Depending on the situation, we can repair it, exchange it or sell it at a damaged discount. Items that have been worn and washed are not valid for exchange.

### Dealing with Payments

As a rule, DO NOT ACCEPT CASH. It can disappear and go unaccounted for very easily. It can get lost in the mail and while a check can be canceled or a credit card charge disputed, cash cannot be replaced. You are responsible for either mailing in checks or sending us the credit card information for any orders you take or leotards you sell from a box.

Likewise, if you are selling leotards from a box, DO NOT GIVE PRODUCTS TO A CUSTOMER UNTIL THEY HAVE PAID. This rule is so that you do not have to feel like a debt collector, reminding customers they owe you money. If they do not have the leotard in their possession, they will remember to give you the check without you having to ask. It just makes everything much easier for you.

### Shipping

All orders ship USPS Priority Mail or USPS Global Priority Mail. If you are in the USA and would like to have your orders shipped for FREE, they just need to total at least \$150 (3 items). Generally, if you are placing multiple orders for your company or school, you can achieve FREE shipping by having it all ship to the same address c/o you.

### Keeping Track

You receive a FREE item for every ten items you either sell from a box or send ordering sheets in for via mail or email. Occasionally, we will offer special promotions, but this is the general tally. It is up to you to keep track of your referral number and contact us when you are ready for your FREE item! If you are positive you are at 10, just send in an ordering sheet with your order or email it to us. We keep our own tally, but there are so many of you now that we are unable to send out reminders. If you have a question about your tally, please email Nicole at [nicole@lolastretch.com](mailto:nicole@lolastretch.com)

If you are an international liaison, please contact us about shipping prices for each bulk order.

### Checking In





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We will be checking in with you periodically. When you receive an email check-in from us, please be sure to respond if you are in possession of any product or have any contact information that has changed.

We do have a LOLAliaisons group on Facebook and a LOLAstretch Fan Page. Please join both! It has been a great way for us to stay in communication with you all and foster discussions on topics, such as fabric colors.

### Resource Room

The Resource Room is the place on our website just for you! There you will find pdf versions of our Ordering Sheets, this Manual and our newest LOLAline Catalogue available. They can be printed out, just download. In addition, there are links to companies we work with and groups we are involved in, and things we enjoy!

<http://lolastretch.com/liaison/resource.html>

### Contact

Please send any and all items, checks or correspondence to:

LOLAstretch  
78 Middagh St. #1B  
Brooklyn, NY 11201

If you have any questions, concerns or just want to pass an idea on, email us at:

[liaisons@lolastretch.com](mailto:liaisons@lolastretch.com) or Nicole Cerutti, [Nicole@lolastretch.com](mailto:Nicole@lolastretch.com)

We are eager to streamline our LOLAliaison program and we hope this guide offers support and answers☺

*All our items are made in the USA, at our small workshop in Queens, NY, for livable wages and benefits. Please be sure to pass this information on, as it is something we are extremely proud of!*

*Be creative, have fun and make it your own!*





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