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**Kele & Co: The First Innovative Jewelry Company In Direct Sales**

*Kele & Co decided to create an innovative sales and commission structure to provide its sales representatives a high profit margin, minimal business expenses, and flexibility to spend more time at home.*

/24-7PressRelease/ - PLAINFIELD, IL, May 05, 2008 -- Kele & Co offers top-quality .925 sterling silver, with semi-precious and gemstone jewelry at affordable prices. Kele & Co's unique, handcrafted jewelry is sold on the internet at [www.keleonline.com](http://www.keleonline.com) and through Independent Sales Representatives all over the country, who make an unparalleled commission.

Kele & Co was started by Kelly LeFevre, her sister Adrienne LeFevre, and her mother, Leta Rae LeFevre with a mission to help women achieve their financial goals. After taking a year to research the direct sales industry, Kele & Co decided to create an innovative sales and commission structure to provide its sales representatives a high profit margin, minimal business expenses, and flexibility to spend more time at home.

Specifically, the advantage of Kele & Co is that our Independent Sales Representatives (ISR) earn a high rate of commission based on retail sales, not wholesale, for both individual and team sales starting with the first dollar sold and the very first recruit.

There are no minimum sales quotas on personal sales or recruiting requirements. ISR's also receive a percent of their team's sales for their training and support efforts. ISRs do not lose team members once they are promoted within the company. This ensures that ISRs are rewarded for recruiting and training efforts for as long as they stay active within the company. Finally, ISR's do not have to purchase or maintain an inventory. All orders are shipped directly from Kele headquarters.

Kele & Co also distinguishes itself by paying for centralized business expenses such as the design, development and maintenance of a website available to the ISRs, Rewards/Incentives Program, hostess benefits, credit card transaction fees, business licenses for state sales tax, the collection & distribution of state sales tax, marketing, centralized inventory, and office support staff. This helps to increase the profit margin, and therefore, the overall earning potential of our ISRs.

Finally, Kele & Co also offers exciting rewards and vacation prizes for sales and recruiting efforts at several levels. Rewards range from household items to business equipment and supplies, to a fabulous trip for two to Maui.

Based on this ground-breaking structure, Kele & Co plans on being the best and largest direct sales company in the industry where its sales force feels appreciated and a part of the Kele family.

Kele & Co is currently looking for Independent Sales Representatives in all 52 states. For more information, call or email [info@keleonline.com](mailto:info@keleonline.com).

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