



Guide to a successful First Summer



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1- WELCOME TO THE SOUTHWESTERN ADVANTAGE PROGRAM



1-1 THE SOUTHWESTERN ADVANTAGE- A BRIEF OVERVIEW

The Southwestern Advantage, also known as the Southwestern Company, is known as the oldest direct selling in the US. Established in 1855, The Southwestern Advantage starts a few years later (in 1868) a summer sales and leadership program as a means for young men to earn money to pay for their college educations.

Southwestern Advantage markets family-oriented educational reference books and software each summer, through a sales force of nearly 2,000 students representing approximately 300 colleges and universities from North America and Europe. Our products are sold to families in their homes by these students during their summer breaks. The students are independent contractors and have the opportunity to run their own businesses by purchasing products from Southwestern Advantage at wholesale and selling them to customers at retail. Over the last 30 years, we have helped over 75,000 students, from over 400 universities in 60+ countries to develop the character and skills that they need in order to become successful.

The Highlander group started in 1991 with one student from the University of Edinburgh seeing a poster advertising 'Sales and Management experience in the USA'. Last year, the group selected over 300 students from 6 countries (United Kingdom, Bulgaria, The Czech Republic, Hungary, Uzbekistan, Kazakhstan).

Through its long history and international development, the Southwestern Advantage is now renewed as one of the top and most successful North American privately owned business primarily built and led by graduates of the summer program.

More than a summer program, the Southwestern Advantage offers a career whether through our family of companies, our extended network of distinguished alumni or by developing your own business through our supportive incubator.



1-2 HELPFUL HINTS ON BUILDING A SUCCESSFUL BUSINESS







The opportunity to operate your own sales business this summer is one that can have far reaching benefits. A test run of what it's like to be your own boss at such an early age in life can prepare you for important decisions in your future career.

As an independent dealer, you are "President and Chief Executive Officer" of your company. That sounds pretty important, and it is; because your company's net profit depends on the decisions you make. Southwestern can offer suggestions based on the experiences of more than 150 years, but you must make the decision to apply the suggestions and principles to your business.

The most important commitments are those we make ourselves. Each of you must decide what you want from the summer in terms of monetary rewards and experience. We can give you suggestions on how to reach your goals, but the commitment must come from your heart and be a promise you make to yourself.

The material contained in the next few pages is intended as a suggested means of operating your business this summer. The suggestions here are based on years of experience and the conclusions of many successful summers. These suggestions have an excellent track record and have produced many championship teams, but it's up to you to use them. You must make the commitment to yourself. You must decide.

1-3 OUR FAMILY OF COMPANIES

 <u>Global Educational Concepts</u> As a designated sponsor of Work and Travel programs through the US State Department, GEC recruits International students to come to America for work, travel and training.	 <u>Tasty Selections</u> A manufacturer of high quality frozen bakery products. Tasty Selections services grocery retailing, foodservices and fundraising industries.	 <u>Thinking Ahead</u> A leading International executive search and recruiting services firm for specialty positions and fields recruiting for client companies from small private businesses to Fortune 100 companies.
 <u>3RD HOME</u> 3RD HOME is an exclusive club allowing its members access to exotic destinations and the ability to expand the current usage and value of their second home investment.	 <u>Southwestern Publishing Group</u> A well-known, respected and award-winning cookbook publishing company for non-profits, companies and individuals.	 <u>Southwestern Travel</u> We are dedicated to providing unique travel experiences. We emphasize adventures that broaden horizons and provide a means of self-exploration.



Southwestern Consulting

Provides 1 on 1 accountability coaching and sales consulting to help companies grow their revenues and increase sales. We exist to help salespeople achieve their goals in life.



Southwestern Real Estate

A residential real estate brokerage built to provide an outstanding client experience. Founded and led by principled alumni of Southwestern Advantage.



Southwestern Advantage

Southwestern Advantage has assisted college students all over the world in offsetting their educational expenses through running a business selling educational products to families.



Southwestern Investment Group

A full-service investment and financial services firm that offers conservative and comprehensive retirement planning through Raymond James Financial Services, Inc.



Wildtree

An exciting direct sales company whose gourmet culinary blends, infused Grapeseed oils, dressings and sauces are sold through home Tasting parties.



Great American Opportunities

One of the oldest, largest and most respected fund-raising companies in America. GAO has successfully raised over \$5 billion for schools and non-profit organizations since 1975.



Southwestern Tax Services

Southwestern Tax Services is dedicated to providing Income Tax Services to the General Public and Southwestern Advantage book dealers.



SBR Consulting

A global sales consultancy helping our clients improve their sales and sales leadership effectiveness through end to end sales transformation programmes and bespoke training engagements.

1-4 NOTABLE ALUMNI



Martin Fridson an American author known for his application of rigorous financial theory to the field of high yield bonds. He is also a philanthropist and an author i...

MARTIN FRIDSON '75
New York, New York



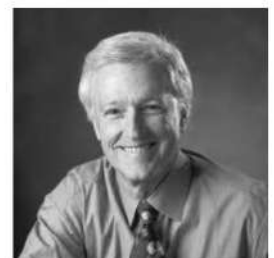
Marsha Blackburn is the U.S. Representative for Tennessee's 7th congressional district, serving since 2003. She is a member of the Republican Party. The district stre...

MARSHA BLACKBURN '75
Nashville, Tennessee



Rick Perry is the 47th and current Governor of Texas. Perry, a Republican, was elected Lieutenant Governor of Texas in 1998 and assumed the governorship in December 2...

GOVERNOR RICK PERRY '69
Dallas, Texas



MAC ANDERSON '67
Geneva, Illinois



JON YARBROUGH '79
Franklin, Tennessee



RICK DESOTO '81
Charlotte, North Carolina



CHINH CHU '87
New York, New York



DONNA WIESNER KEENE '79
Washington D.C.

1-5 COMPANY VALUES

- It's not important to be right. What's important is to be for what's right.
- Publicly give credit and recognition to those above you, and below you. This builds unity and trust.
- Be appreciative of your opportunities, and happy for the successes of those around you.
- There's no limit to what you can accomplish if you don't care who gets the credit.
- Before speaking, ask yourself "Will this help us build a great company?"
- Doing well for now causes you to have a good year, but doing well consistently over a long period of time causes you to have a great life.
- It takes many people to build a great company: we are part of a team.
- We are in a business where the better we help our people succeed, the more WE will succeed.
- Real success is doing your personal best.
- There are two kinds of people in this world: one looks for an excuse... the other makes a way.
- Successful people form the habit of doing the things that failures don't like to do.
- Work and act with integrity in everything you do.
- Wrong philosophy: We work hard for three months so we can party for nine. Right philosophy: Be a star 12 months out of the year.
- Be accountable: "If it is meant to be, it is up to me."
- If we think we can, we can; if we think we can't, we won't.
- We are not important, but what we are trying to accomplish and the people we are trying to help are extremely important
- If you have a problem with somebody, don't go talk to everybody else about it. Go talk to the person that you have a problem with and work it out until it is solved.
- Paint big pictures -- promote big dreams: Build a thousand-person sales organization.
- Look at people not the way they are, but the way they can become. The people that are the hardest to love are the ones that need it the most.
- People who are successful think differently. Being successful isn't natural. If it were natural, everybody would be successful. You have to go above and beyond what is natural to be successful.

- A sense of urgency accompanies everyone whoever accomplished anything great. Decide to make something happen today. Today is the day, and now is the time.

1-6 UNDERSTANDING SOUTHWESTERN'S BOOKFIELD 'LINGO'

Prospects: Families with kids.

Call: Prospect you speak to (whether or not you show the books) that you are NOT going back to see.

Approach: contact at the door, the goal of the approach is to get inside

Demo: Short for Demonstration. Part of cycle of sale.

Sit Downs: Demonstration when you sit down and give an introduction to a prospect. Most sales happen from Sit-downs, not at the door.

Intro: Short for Introduction. The most important part of the sale

Appointment: Prospect you speak to that you set an appointment with for later; that day or the next

Callback: family that has kids you plan to return to

Pre-Approach: information about sales area and families

Testimonial: families who buy or have our books often write testimonials, which help to sell

Names(list): names of other customers to help sell better

Objection/to object: when a prospect doesn't want to buy they give objections

(To) Close: to get a decision, yes or no

Character-Building Day: When you make no sales that day.

Gravy: The evening selling period. At night the whole family is home, thus this time is deemed "gravy"; i.e. "bonus" – a great time to work hard with your best prospects.

HQ: Short for headquarters. Students typically stay with families in the summer. Their homes are referred to as the "HQ".

Landlords: The people students rent from.
Mrs. Jones: Common term for a mom.

Mr. M: Also referred to as "Mr. Mediocrity". The inner voice that counsels you to settle for less than your best. You will hear more on this vile creature in Sales School.

PC: 1. Short for "President's Club", which is attained by selling 600 units in one week at least twice during the summer. 2. Short for "Personal Conference", which is a one-on-one meeting between managers and first-year dealers.

SM: short for Student Manager. ; **FY:** short for First Year student.

Steak Day: Selling at least 100 units in one day. So named because you have made enough money to treat yourself to steak for Sunday dinner!!

Turf: A slang term for sales locality or sales area. If your sales area were by the ocean, you would then truly have "surf and turf".

Big Brick: High-income areas of sales locality. The "big" refers to the size of the homes, and the "brick" to the typical exterior of the wealthy homes.

Execs: executive exercises, a short ritualistic dance done in the morning to get rid of cool card and get ready for a day

Bag: to sell the bag means to sell all or almost all of the products for \$2000+ order

Pony: an awesome customer who buys books or helps you out somehow. The more crap happens, the bigger the ponies.

2- GOALS & VISION



2-1- GOALS- WHY?

It usually is very unnatural for college students to be familiar with setting goals since they generally had the opportunity to do so so far in life. However, you will be invited to work on your summer (short term) and career/life (long Term) goals and vision. Your sales leader will be discussing the necessity to set up goals and vision during your training, and the material below is to support your reflection.

2-2- SMART GOALS: SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIME-BOUND

Specific

A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal You must answer the five "W" questions:

- *Who: Who is involved?
- *What: What do I want to accomplish?
- *When: Establish a time frame.
- *Which: Identify requirements and constraints.
- *Why: Specific reasons, purpose or benefits of accomplishing the goal.

Measurable

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal. A measurable goal should address questions such as: How much? How many? How will I know when it is accomplished?

Attainable

Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it. An achievable goal will usually answer questions such as: How can I accomplish this goal? How realistic is the goal, based on other constraints, such as financial factors?

Relevant

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal. A relevant goal can answer "yes" to these questions: Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I

the right person to reach this goal? Is it applicable in the current socio-economic environment?

Time-bound:

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals. A time-bound goal will usually answer these questions: When? What can I do six months/ weeks from now? What can I do today?

2-3- GOALS- BEYOND SMART: WHAT, WHY, HOW

WHAT- Some are easily measurable like units and money. Some are less tangible (more self confidence, better sales skills), but you can still think about them and think of the end goal you want to have.

Example of a WHAT-S.M.A.R.T. Goal: run a half Marathon in Berlin on the 4th May 2018 in less than 2 hours. It is Specific (Time, Place), Measurable (Time), Attainable & Realistic (over 6 months to prepare) and has a time limit.

WHY- The 'why'- most often materialized by a strong emotional component is the part that gives to most value to your goal. The more vivid & emotional your WHY is, the more 'fuel' it will be providing you in the course of achieving your projects.

Following the previous example, your WHY might differ from one person to another: it might be you want to be in shape, challenge yourself, raise money for a great cause.

HOW- the last step: when you know WHAT you would like to achieve, and WHY, you only need to figure out the HOW. 'A goal without a plan is just a wish'- St Exupery- a goal with specific, actionable and timed steps is more likely to be achieved.

With 6 months to prepare to your half marathon, the HOW would be to figure out your daily/weekly/monthly training plan with the distance/time set for each goal period.

2-4- SETTING A LONG TERM VISION

'Begin with the end in Mind'- Dr Stephen Covey (7 Habits of Highly Effective People). This would mean that your goal setting should start with your long term (10-20-30 years from now)- most of you haven't even thought about the end of this year, therefore we will be trying to guide you with some general ideas.

LONG TERM GOALS:

- What amount of money do you want to make (passive income)?
- What places would you like to visit in the world?
- What type of job would you like to do each day?
- What would your perfect day look like in terms of how you spent your time and what you were doing?
- What are the characteristics of your perfect spouse?
- What do you want to look like?
- What do you want to give back to the world?
- What do you want to be known for?
- What are the things you believe in most?
- What people can help you get to where you want to go?
- What are the things you would like to have?
- What are the most exciting things you'd like to try?
- What events would you like to go to?
- What type of house do you want to have?
- What people would you like to meet?
- What amount of money do you want to have at retirement?
- What would you do if you knew you couldn't fail?
- What things would have to happen in order to accomplish that huge dream?
- What do you want people to think of when they think of you?
- What people do you want to spend most of your time with?

SUGGESTIONS TO WRITE ABOUT

- Things I love about my life
- Things I regret in my past & won't repeat (destroy upon completion)
- Who I want to be professionally & personally
- What I want to do professionally & personally
- Things I want to have professionally & personally
- People I admire & characteristics to emulate
- My perfect client professionally & personally
- 15 goals to accomplish in the next year

2-5- VISION BOARD & GOAL BOOK

When we have a crystal clear vision for our life, there is a strong connection between the sacrifices we must make today to have our vision become a reality in the future. This then creates a context for you to be motivated, take action, and have discipline. A vision board is a powerful reminder of the vision that you have for yourself. Fill out the vision documents on the following pages First and then create a vision board or goal book.

To bring your vision to life, you first need to know what it is. Carve out some time to define exactly what your ideal life looks like:

Gather inspiring pictures from magazines or online

/Choose pictures that are inspiring and aligned with your vision. These images should immediately prompt you to say “Yes! That is what I want in my life!” Select a picture for the way it makes you feel over a picture that is a literal representation of your vision.

Arrange your photos and add motivational words.

Once you collect enough photos to represent the major aspects of your vision, it's time to make your vision board! Arrange the pictures in on a poster board or, for the technologically savvy, you can arrange all of the digital images on an image editor. Next, add motivational words or phrases that reflect how you want to feel or what you want to accomplish.

Finalize your vision board.

For a vision board created on the computer, send it to a local printer and have them print it on a large, thick stock paper. For handmade vision boards, secure pictures to the poster board using tape, glue, or pins. You can also make a photo album or booklet to take with you in the summer.

Post your vision board in a prominent place.

To keep your mind and sights set on your vision, it's important to view your vision board every day. Find a space in your home or office where you can look at it and take a minute connect with your "why" while you are reflecting on your vision.



2-6- SUPPORTING VIDEOS/MATERIAL:

- Interesting TED talk from Tim Ferriss about goals: <https://goo.gl/HYXv1g>
- Simon Sinek: “Why” <https://goo.gl/g1YVf3>
- 7 habits of Highly Effective People: <https://goo.gl/9UbhUu>
- Eric Thomas: How Bad are you: <https://youtu.be/6vuetQSwFW8>
- Rory Vaden: Gifts come in mysterious Ways: <https://youtu.be/7hJcXbubLrQ>
- Motivation is crap: 5 second rule: <https://youtu.be/2Lz0VOltZKA>

3-SCHEDULE



3-1- SCHEDULE- THE KEY TO SUCCESS

Schedule will be a huge part of your training and discussion with your Student Manager, simply because it is key to your future success in our sales and leadership program.

Schedule is how you spend your time during the day. It's simple but not easy – similar to school schedule or learning to play instrument or practicing sports.

Your summer schedule is made of 5 different components- Successful participants commits and follow these 5 components very thoroughly. Sometimes, it can sometimes be very difficult, however it is always easier to push forward with a schedule than without it. The success of your summer depends on it: being off schedule will automatically mean failure

EFFORT- work full day, 6 days a week

DEMOS– 30 demos minimum, winners do one more

SLEEPING– in bed 22.29 (22:59 latest)

EATING – hot breakfast in restaurant in the morning, quick and healthy lunch on the field and light dinner before sleep. Keep it healthy!

READING – positive/motivational reading in the morning, technical reading in the night. Pick one idea every night before bed you are going to use next day.

* **Attitude** - Being on good schedule includes as well a right attitude – positive, „I can“, problem solving, winning attitude. If you work but don't have the right attitude, you are not on schedule.

3-2- THE DEMO GOAL CARD

To help you keep focus on such a long day, it will be broken down to 6 goal period- and the Demo Goal Card will help you keep track of your numbers so you can calculate your totals recorded stats in the evening.

MON "Tough times don't last, tough people do." – R. Schuller									
Goal/Competition:									
8:29	10:30								
10:30	12:30								
12:30	15:00								
15:00	17:00								
17:00	19:00								
19:00	21:31								
TOTALS									
30 QUALITY DEMOS IS KEY!		Stop: Cash \$	Solid: Weak:	Units	Login				
TUE "Real Success Is Doing Your Best!"									
Goal/Competition:									
8:29	10:30								
10:30	12:30								
12:30	15:00								
15:00	17:00								
17:00	19:00								
19:00	21:31								
TOTALS									
30 QUALITY DEMOS IS KEY!		Stop: Cash \$	Solid: Weak:	Units	Login				
WED "They can because they think the can't." - Virgile									
Goal/Competition:									
8:29	10:30								
10:30	12:30								
12:30	15:00								
15:00	17:00								
17:00	19:00								
19:00	21:31								
TOTALS									
30 QUALITY DEMOS IS KEY!		Stop: Cash \$	Solid: Weak:	Units	Login				

3-3- PROBLEM SOLVING FORMULA- HOW TO STAY ON SCHEDULE

Your ability to follow and stay on schedule all summer long is what will shape the success of your summer.

How can off-schedule events can happen?

Sometimes there are things that will make you off schedule, if you let them. To avoid this you need to be prepared! First step in beating it is recognizing that it can happen! If you have gut feeling that you are breaking the schedule, you probably are! Breaking schedule during the summer equals breaking your running rhythm during marathon. A small break is easy to justify (rationalization), but makes running three times harder afterwards.

Problem Solving Formula

This summer, you will learn how to be more independent- part of becoming independent is to learn how to solve problems on your own without rationalizing and being off schedule. Since our summer program is challenging and demanding, you will be facing different situations (Cars break down, rain/heat..etc) to overcome as early as possible. **'life is 10% what happens to me and 90% of how I react to it'**

There are 3 kinds of events in the summertime: the ones you can CONTROL (hours, Demos, Attitude), the ones you can INFLUENCE (sales, your prospects attitude...), the ones you go to accept (weather).

Be smart when facing the challenges and focus on controlling the controllable without worrying about the rest. Remember that the only things we can control in the summer are: hours, demos and attitude! Our attitude HAS to be OVER the problems Admit that there are some events that we have to accept. Every person faces different types of problems during the summer. To be both, effective and efficient at solving these, we use problem solving formula.

PROBLEM SOLVING FORMULA:

What's the problem?
What are my options?
What's the best option?
Just do it!

The bad side of the problems is they might interrupt our schedule and bring attitude down. It can happen only if You let it happen.

The **rule of 3 positives**-with every problem You have to find 3 positive things in that. Sometimes You have to be really creative! Sometimes this is the only thing that can crack a smile on our faces. It's the power of positive thinking! Example: come up with 3 positives if it starts to rain. 1. It's not that hot anymore, 2. More people are home 3. Maybe easier to get in doors.

4-ATTITUDE



Attitude - „A tendency to respond positively or negatively towards a certain idea, object, person, or situation“.

Attitude is another key concept that is determinant to the success of your summer and that you will be discussing in large length with your Student Manager. It is the way you choose to view the world and respond to it.

Attitude= way you think; Mood= way how you feel. Feelings are coming and going. It doesn't matter how you feel, but IT'S HOW YOU CHOOSE TO SEE THINGS, THAT MATTERS

Positive attitude doesn't mean laughing and being happy all the time. It doesn't mean feeling super-duper and having a smile on your face. You can still FEEL bad or feel lonely or feel angry. But how you choose to react and what you tell yourself about it is what attitude is. It is more important than talent or skill or even work – your attitude makes or breaks you. It makes you work or be lazy. It makes you learn or makes you say “it's pointless”. Its more complicated than learning to approach well or speak better and you have had YEARS to practice it – it is very much ingrained.

4-1- WHAT WINNING ATTITUDE IS LIKE

Has a positive outlook most of the time (although they don't have to be super positive all the time or feel that life is great)

Is service minded. It's hard to be nervous when your mind is on service. When you focus on others and serving them, you don't feel as much pressure or bad feelings.

Has a problem solving attitude. Challenge happens – are you going to get on with your day or start complaining?

Takes responsibility for their own success and failures. You cannot wait for the world to come and make it all right. Also, it is not the world's fault. It's you. Life isn't fair – get over it! If it's to be, its up to me.

Is focused on growth. Progress, not perfection. It doesn't matter how you start, it's how you finish that matters. Just because you are not good at it doesn't mean anything – you can learn to be good at it if you grow. Likewise – if you are already pretty good at it and become lazy, soon you will be in trouble.

Is thankful. You are not thankful because you are happy, you are happy because you are thankful. There are many people who would give anything to have your life even at it's lowest. The moment you realize how lucky you are and appreciate it is the moment you will feel great. Being humble and thankful doesn't mean thinking less of yourself, it means thinking of yourself less.

Confident, expecting success. Fake it til you make it or try whatever works, but good attitude in selling must have confidence as part of it. You have to exude confidence as selling is a transference of feelings. You have to expect success. Train yourself with self talk!

Engaged, Energetic and excited. They are using their brain and thinking, they are not “offline”. You need to be happy to be alive and appreciate it. You are energetic – don't need to go crazy or be weird.

4-2- THE CONCEPT OF COMFORT ZONE:

= a settled method of working that requires little effort and yields only barely acceptable results.

This is a very strong concept that you will be covering with your student manager. The comfort zone is where you feel comfortable, not challenged and where you complete tasks/projects in an easy manner, without any great effort. Rewards and Risk taken are low or non-existent.

Doing something that is out of comfort zone means growing and toughening up your character. The person who will coach himself to get out of its comfort zone easily will built a proper character for life. To be effective, you will need to focus on things that is helpful and help you grow: touching spider might be out of your comfort zone but this might not be that helpful! Instead, go on to public speaking!

HOW TO ACT WHEN DOING SOMETHING IS OUT OF YOUR COMFORT ZONE:

People tend to over-think when sitting outside their comfort zone. Best is to just do it! Action cures fear. Often the more you think the bigger the fear grows. For example : Have you ever jumped into water from meters high. The longer you wait the more the fear grows. Just do it! Have three second courage. Count 1-2-3 and just do it before you can start to think too much! The more things you do out of your comfort zone the bigger your comfort zone gets (it grows, but doesn't shrink)

4-3 MENTAL TOUGHNESS & DISCIPLINE:

The pain of discipline is smaller than the pain of regret. Motivation only gets you so far. Key to success is consistency and “showing up every day”. On the days that you are not motivated you need discipline!

Discipline and mental toughness are related. They both mean doing the things you don't like to do. Successful people form the habit of doing things failures don't like to do.

4-4- CONTROLLABLES VS NON-CONTROLLABLES

There are many things you cannot control this summer. You can't control weather, roommates, negative people, organization or Student Managers, books in sales area, other salesmen, car problems, bike problems, permits, police, living situations...

There are 3 things you can control: hours, demos, attitude. You should focus on the things you can control.

EFFORT:

recommended 12+ hours EVERY DAY.

DEMOS:

- 30 demos a day, no matter what, working towards 15+ inside sit-downs per day.
- Let the law of averages work for You!
- Must do a lot of door demos. Show the book to everybody. Use common sense.
- Spend time with buyers and leave people if they are not interested.

ATTITUDE:

- You are Positive.
- You are Independent.
- You are Service Minded.
- You have a problem-solving attitude.
- You don't let things happen – You MAKE things happen.

THINGS YOU CAN INFLUENCE:

Sit downs, sales, Mrs Jones attitude, roommates, other people

THINGS YOU CANNOT CONTROL AND SHOULD ACCEPT:

You can't control weather, roommates, negative people, organization or Student Managers, books in sales area, other salesmen, car problems, bike problems, permits, police, living situations...

4-5- UNDERSTANDING REJECTION:

Rejection is going to play some tricks on You and Your emotional state this summer. I am going to do my best to prepare You for what You may or may not experience this summer. Ultimately, rejection will build confidence within You. But You will have to get Your knees skinned up a bit for that confidence to set in.

We knock on about 60-80 doors a day in our job to get in our 30 plus demos. Sometimes You will not find people at home, other times you will accidentally approach a non-prospect. And there will be times that You are not able to demo a prospect because of certain circumstances or rejection. The nature of our job requires us to positively deal with rejection on a daily basis. You will hear many "no's" this summer. You will hear many versions of "no". It is your attitude about these "no's" that will

determine how successful You will be able to be this summer in our sales program. In fact, every year the number one student in our program is usually also the student that hears the most “no’s” out of anyone. It’s because they are working so hard and seeing so many people that they work through the most people with the most efficiency. Remember that with each “no” that You hear, You are one closer to Your next “yes”.

Rejection can be real tricky if you’re not careful. If you can understand the psychology behind the “no” then you are far less likely to fall victim to it. Never lose faith in what you are doing. You are a tremendous person and you are doing a job that has worked for thousands of years. It will work if you do.

We do hear a large number of “no’s” and that may frustrate You at times. However, the most difficult aspect of rejection is NOT in the number of “no’s” that You will hear. It is in how those “no’s” can affect Your attitude and Your belief. The way in which rejection is delivered is the most dangerous. It will cause You to lose hope in Your day, Your job, Your product, and ultimately Your success. Let me take You through some examples of the daily rejections that You will hear and how to understand them. UNDERSTANDING rejection is the key to beating it...And of course a positive attitude.

“We have the Internet. It does everything.”

You will hear this objection in two separate situations: 1) Before they know what the product does. 2) After You’ve shown the product. The Internet is unbeatable when it comes to research for papers, reports, or projects. Our SW Advantage is not for research. It is for the other 80% that kids do nightly. Our books teach the key processes that kids must understand to do their homework, tests, and quizzes. It is vital that You learn enough about Your product to understand the VALUE of having a set of homework study guides available for kids’ quick use. “

“We don’t have the money.”

This objection can be a very tricky one. Most of the time people mean “I don’t want to spend my money on Your books.” This just means that they are not sold on the idea or value of what You are selling. They probably have the money but in their mind they don’t have the ‘extra’ money to spend on something they don’t desire. Very rarely do people not actually have the money to purchase our products, but here’s what’s so dangerous...They will get You to believe them. SW has had some of its best years during down economies and that’s because the value of education is always core in America. People always have money. Kids always have homework. Don’t make this costly excuse, find a way.

“We don’t have time to spend with You.”

This one can feel personal, but remember it’s not. One of the challenges of our job is learning humility and showing respect. Oftentimes You may feel like people look down on You because You are knocking on their door selling something. But remember that what You are doing is a great thing. We work hard and experience lots of rejection and sometimes that’s not glamorous. It’s a trade off that most Youth are not willing to take.

But You are, and being different is good. Everyone wants to be successful after college and you are on your way!

4-6- SUPPORTING VIDEOS/MATERIAL:

- Zig Ziglar 'Attitude makes all the difference' <https://www.youtube.com/watch?v=QA4gwXauNEU>
- How to Stop Worrying and Start Living: <https://goo.gl/MyBnck>

5- SELF-TALK



5-1-WHAT IS SELF-TALK?

Self-talk is something you do naturally throughout your waking hours. People are becoming more aware that positive self-talk is a powerful tool for increasing your self-confidence and curbing negative emotions. People who can master positive self-talk are thought to be more confident, motivated, and productive. It also is one very crucial aspect you will be introduced to and that will shape the success of your summer.

5-2- THE FIVE LEVELS OF SELF-TALK according to Shad Helmstetter

Negative Acceptance ☹ - "I can't", "If only I could", "I just can't seem to". Tells us to hesitate, question our capabilities, and accept less than we know we could have done. Seduces us into satisfaction with mediocrity — heart of a "get by" attitude.

Recognition and Need to Change ☹ - "I need to", "I should". Recognizes a problem but doesn't create a solution. For example: "I need to get more organized" implies that "I am not organized" — level 2 self-talk is unspoken negative talk. It creates guilt, disappointment, and an acceptance of our own self-imagined inadequacies.

Decision to Change ☹ - "I never", "I no longer" Recognizes a problem and makes the decision to do something about it in the present tense, as though the change has already taken place. For example: "I never get upset in traffic", "I no longer have problems dealing with people at work"

The Better You ☺ - "I am". Paints a fully completed picture of yourself, telling your subconscious "This is the ME I want you to create". For example: "I am a winner", "I have determination"

Universal Affirmation ☺ - "It is" Broader, higher-level perspective than level 4. For example: "I am one with the qualities of my life"

5-3- FORMS OF SALES TALK

Silent self-talk - conscious or unconscious internal dialogue

Self-talk when talking to others - what you say when you're speaking to others makes up an important part of the pictures and directions you are feeding your own subconscious mind—even when you're talking to someone else; make sure your words to others paint the picture you want your own mind to be receiving.

Self-conversation - talking to yourself out loud engages more of your senses; ask yourself questions; be your own best friend; take counsel with yourself.

Recorded self-talk - convenient and immersive (for example: playing self-talk in the background will be absorbed into your subconscious)

Written self-talk - writing out self-talk and reading it to yourself; writing self-talk increases awareness of your objectives and gives you more energy toward making self-talk work for you

5-4- SALES TALK & IMPACT ON RESULTS

Self-talk is a way to override our existing programming by replacing it with conscious, positive new directions. Most of us have been negatively programmed unintentionally over the natural course of our lives. Leading behavioral researches have told us that as much as 77% of what we think is negative, counterproductive, and works against us. This prior programming — our conditioning — affects virtually everything we do.

The fact that most of us are programmed poorly has a significant impact on our results. Subconscious mind doesn't care whether we are telling ourselves we are clumsy or we are well-coordinated. It accepts our programming just as we give it. It will believe anything — even a lie — if you tell it often enough and strongly enough.

The human brain will do anything possible you tell it to do, if you tell it often enough and strongly enough. The subconscious mind doesn't care whether we are telling ourselves we are clumsy or we are well-coordinated. It accepts our programming just as we give it. It will believe anything — even a lie — if you tell it often enough and strongly enough.

Programming => Beliefs => Attitudes => Feelings => Actions => Results

5-5- SUPPORTING VIDEOS/MATERIAL:

- What to Say When You Talk To Your Self: <https://goo.gl/PsxhTb>
- Dr. Shad Helmstetter - "The Story of Self-Talk": <https://youtu.be/rvzfnm9uk-0>
- Funny video about selftalk during the summer: https://youtu.be/_0myKhb0-Zg

6- BEING A PROFESIONAL



Remember: As an independent dealer, you are "President and Chief Executive Officer" of your company. The way you will be conducting your business from today is the last component shaping the success of your upcoming summer.

There are 4 steps in being a Southwestern professional:

6-1- DOING YOUR WORK EVERY DAY:

Professionals are on schedule, look good, are organized. We know what we do. We know how to do what we do. Work hard and give your best every day regardless of circumstances or your emotions.

We look sharp. We wear clean clothes. We smell good. So that people like to talk to us.

Do Your job with integrity – always be honest. This helps to be proud about what we do. This is a part of being a professional.

Be polite and courteous, leave everyone in good mood. It's very important to be polite, despite how some people treat you.

Professionals are those who stay above emotions. We treat everybody with respect. It doesn't matter how they treat us, their income level or their occupation.

Have a sales permit where necessary + check in with city hall/police. It gives us credibility, that we do things properly. It build trust among customers and prospects. It also keeps you out of trouble with the law.

MANAGING YOUR WORK STATISTICS

During the day you use your demo goal card to mark down stats. In the evening you call/email/text these to a manager in your org. SMS, OL and DSL uses these to coach you. Make sure your stats are in on time!

Statistics we collect are: Calls; Demos; Sitdowns; Strong customers; Weak customers; Strong units; Online units; Total payments; Comments about the day. These are to be shared with your managers for training purposes only- it is advised to NEVER speak about units or customers with your roommates.

You will also need to enter this into your E-BARs (Electronic Business Activity Records) for Southwestern to keep your business records for safety keeping. If using electronic orders and Records of Sales (we will mention it a little later), Customers and units and cash is calculated automatically.

Rep	Cn	Dem	W-S	W-M	W-T	W-F	W-S	Tot	Pay	Unit	Unit
11	35	39	8	13	2	9	2	100	45	1	
12	36	41	8	2	9	9	1	142	7	0	
13	32	36	2	2	1	9	1	620	33	0	
14	33	37	8	2	2	9	2	638	34	0	
15	35	39	2	0	1	1	2	1400	32	0	

CODE OF ETHICS:

This summer you are laying the foundations for a future career. Careers of truly successful people are not only the result of much hard work & discipline - but are also built on principles of honesty, integrity, and a genuine concern for others.

Your reputation, good or bad, precedes you this summer and, in a larger sense, for the rest of your life. Below are some suggestions that will help you have a memorable and rewarding experience.

General Conduct:

Courtesy is always the answer to any situation. Be just as courteous to those who don't buy as to those who do. Remember, it is everyone's right to say "no". Be appreciative of other people's time. Never leave without thanking your customers for their time and consideration. You'll find hundreds of wonderful people out there this summer. You may also find a few people who will be rude. Whatever the situation, remain calm and polite. Arguing never helps. It will only aggravate the interaction and ruin future prospects (word spreads about the rude university student working in the area). Remember, you are a guest in people's homes. Always conduct yourself accordingly.

Good Sales Practice

Make your presentation using the sales talks. Don't misrepresent your product or services. Avoid the use of misleading, half-true, or exaggerated statements. Sell your product on its merits alone. When selling educational products, some consumers may think you are associated with the school system. Always make it clear that you are in no way connected with any school system. Don't sell to minors. This is unfair and demonstrates poor judgment (besides, it's illegal). Only sell to adults.

PR SUMMARY: HOW TO CREATE GREAT PR

Mindset: "I will have awesome PR by working at it consistently all day every day". As an independent contractor and business owner you are free to exercise your own judgment as to time, place and manner of selling. The following example combines successful elements from the last 150 years of book selling:

At breakfast

Answer customers' questions on your US FB page

Write & mail thank-you notes to your customers from yesterday. Most of the text can be printed before but write something with your own handwriting to increase the value of the note

Contact officials proactively (Police and Permit)

During the day

Always wear your shirt, ID badge and show your permit

Never talk to kids, make sure you get to parents.

Always leave a business card

Show a book to everyone you meet.

When you have a customer, add a photo with books to your facebook page. Tag them, let them like, comment and share! Post things from your daily life occasionally

After dark

Appointments, and people whom you have already talked to, only (very important not to knock on random doors after dark!)

Evening at home

Answer customers' questions on your Facebook page.

6-2- IMPROVING THROUGHOUT THE SUMMER:

The Southwestern summer experience can be very different from one person to another. Some will have a strong start and and slow finish, some will experienced the opposite. It all depends on you and how you keep your mind towards your goals and your summer experienced. There are however 2 main philosophy the company is truly believing:

Strong Finish

Whether in Business or Sport, Successful people have the common trait to always looking to finishing strong wherever they stand towards their initial goal. whether they are on track (or not) to achieve their goal, a strong finish does give people the sense of accomplishment and momentum to bonnily their experience to the next venture they will be engaging themselves into.

1. REVIEW YOUR PROGRESS.

Take a look at your accomplishments since the beginning of the summer. Are you on track to accomplish your goals? Have you lost sight of some goals in the busy-ness of daily activities? Acknowledge the progress that you have made and determine which goals you will continue to pursue.

Ask yourself: What have I accomplished to date? Which goals are most important to me?

2. REASSESS YOUR GOALS.

Are you clear about what you want to achieve? Are your goals based on your true values or on something you feel you should do or ought to do? Give yourself permission to re-define or even eliminate goals that may no longer fit.

Ask yourself: Are my goals based on my true values? What do I really want to achieve?

3. RENEW YOUR COMMITMENT TO YOUR SUCCESS.

Are you committed to achieving your goals? Decide that you will do what it takes to be successful in accomplishing the goals that are important to you.

Ask yourself: What is one thing I can do today to strengthen my commitment?

4. GET SUPPORT IN REACHING YOUR GOALS.

Any endeavor is easier and more fun when shared with another. Having a teacher, mentor or a coach who is there to nurture and support you, to offer feedback and perspective and to challenge you to do more than you could accomplish on your own will increase your likelihood for success.

Constant Improvement Mentality- Kaizen Philosophy

Professionals don't just show up and wander around at work. They work with a purpose, they think and ask (themselves and their mentors) questions and they constantly try to get better.

Kaizen is an approach to creating continuous improvement based on the idea that small, ongoing positive changes can reap major improvements. Typically, it is based on cooperation and commitment. Kaizen is a compound of two Japanese words that together translate as "good change" or "improvement," but Kaizen has come to mean "continuous improvement" through its association with lean methodology.

Ten principles of Kaizen

Because executing Kaizen requires enabling the right mindset throughout the company, 10 principles that address the Kaizen mindset are commonly referenced as core to the philosophy. They are:

- Let go of assumptions
- Be proactive about solving problems.
- Don't accept the status quo.
- Let go of perfectionism and take an attitude of iterative, adaptive change.
- Look for solutions as you find mistakes.
- Create an environment in which everyone feels empowered to contribute.
- Don't accept the obvious issue; instead, ask "why" five times to get to the root cause.
- Cull information and opinions from multiple people.
- Use creativity to find low-cost, small improvements.
- Never stop improving.

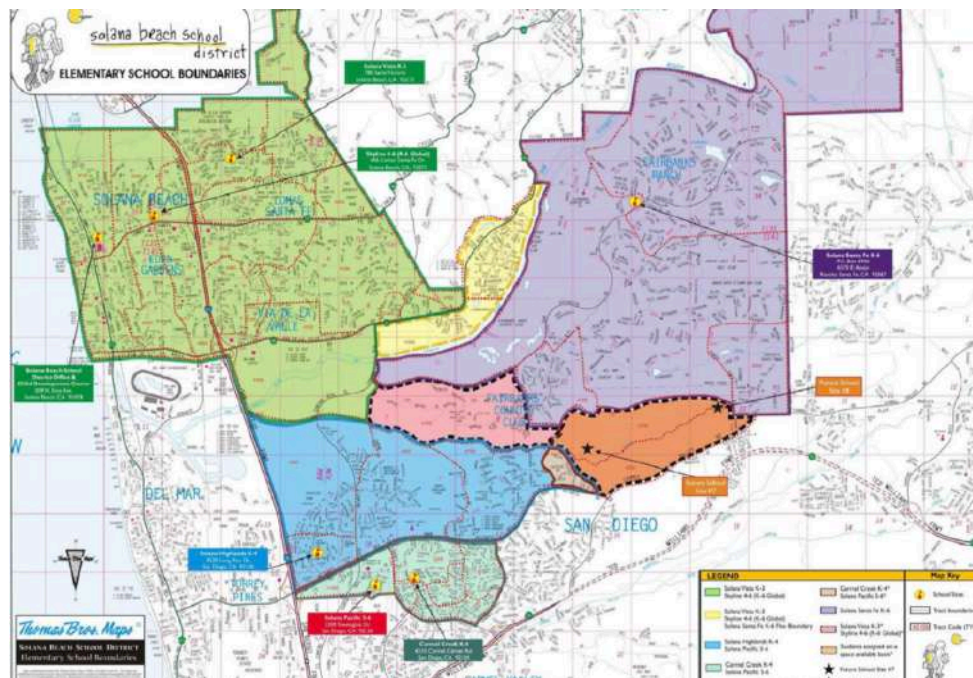


6-3- DEVELOPING KNOWLEDGE BEFORE & DURING THE SUMMER:

Success in Sales requires people to always look to compile and learn a lot of information. The basic information package your student manager will teach you will essentially focus on products and sales techniques. However, if you would like to excel and be part of the top students from the Southwestern Experience requires you to study a lot more about the new environment you will be in (US, State, City, Neighborhood community...etc)

US School System

The US School System is organized in a different way to most of the European country. Your knowledge and understanding of the school system in the US will be a huge help when talking with your prospects.



Different school types:

Public School, Private School, Montessori School, Home Schooling, Waldorf School. Religious school (Christian; Catholic), Parochial School

US School System

Before Elementary school, many of America's children attend Kindergarten at the age of 5 and/or pre-school at the ages of 3-4. Pre-School is formal training for the toddler through age 5. It can occur in an elementary school, in a dedicated pre-school or day-care centers, in churches or homes. Kindergarten is a one-year school and is designed to prepare a child for the socialization process, and learning environment of school.

Children learn the basics of speech, colors, and numbers in pre-school and kindergarten. Pre-school and kindergarten are not required, but most parents feel they are necessary.

Elementary school is first through fifth grades. Children begin elementary school typically at the age of 6. Middle school is sixth through eighth grades.

Secondary school is grades 9-12. Commonly called High School, children can take a wide array of classes. High School in the United States is designed to prepare Young people for entrance into college where they can choose any major (degree course) they desire. Some high schools are specific to certain areas of learning - for example, some may focus on the arts, or sciences, or math. Others offer the wide array of basic courses to generally prepare students for college or the work force.

US School Systems Glossary:

ACT - Designed to assess high school students' general educational development and their ability to complete college-level work. The tests cover four skill areas: English, mathematics, reading, and science reasoning. Similar to the SAT. Usually taken during the junior or senior year in high school (ages 15-17).

Advanced Placement (AP) classes - AP courses taken in high school, give the student the chance to try college-level work in high school, and to gain valuable skills and study habits for college. Colleges worldwide will give credit or advanced placement for taking these courses.

Charter Schools - A tax-supported school established by a charter between a granting governmental body (such as a School Board) and an outside group (as of teachers and parents) which operates the school without most local and state educational regulations so as to achieve a specific set of goals. There are not many of these currently but their popularity is growing.

Elementary School - Usually refers to the earliest grades of school - grades 1-6.

Enrichments- non academic pursuits (music, art, drama, speech, sports).

Grade school - A term interchangeable with elementary school, it refers to the earliest grades in school, usually grades 1-6.

Grades - Grades can refer to two things: 1. The letter grade - A thru F - received for work done in a top. Example: "Joey received a B on his math test." B is the letter grade Joey received 2. The number of the year in school. Example: If You ask a student, "What grade are You in?", You're referring to the number - grade 1 thru 12 - they're in.

Graduation - The final ceremony after completing a course of studies. For the most part, people refer to graduation as the time they have completed their 12 years of school. But, in certain areas, children can graduate from kindergarten to first grade, from elementary school to high school, and even from pre-school to kindergarten.

High School - Usually years 9-12 in school. These are the last grades students will attend before going to college, the military, or joining the work force. Most children are between the ages of 16-18 when they finish high school. Marked by a graduation ceremony - a big deal!

Home Schooling - An option chosen by parents who teach their children the basic subjects taught in "regular" school at home. Children can receive a certificate indicating they've completed all the regular courses at school, so that they receive credit for their schooling when applying to university.

Homework - A task assigned by the teacher for students to complete at home before the next day at school. Can include the need to solve problems, do projects, or write a paper.

Honor Roll - The list, usually in grade school, of the highest grades achievers in a school. Students and parents consider it a great achievement to have the child "listed on the honor roll" for the school.

Honors Courses - Basic school courses taught at their highest level, enabling students to achieve beyond the basic requirements for a course.

Junior High School - Usually grades 7 and 8. Is also interchangeable with middle school.

Kindergarten - Not mandatory across the country, but most children attend at age 5 in preparation for elementary school.

Magnet School - a school with specialized curricula designed to attract pupils from all segments of the community, usually focusing on a particular discipline or subject.

Middle School - Usually grades 5 and 6, and in some areas grades 5-9. (See Junior High)

Montessori schools - School systems can develop separate learning styles. Montessori learning is one of those styles. It is a method for educating children based on developing the child's initiative, sense and muscle training, and freedom through prepared materials and games.

Principal - Equivalent to the head-master or leader of a school.

SAT (I and II) - SAT I: This test measures verbal and mathematical reasoning skills students have developed over time and skills they need to be successful academically.

Many colleges and universities use the SAT as one indicator of a student's readiness to do college-level work. SAT II: Subject Tests, one-hour, mostly multiple-choice tests, measure how much students know about a particular academic subject and how well they can apply that knowledge. Similar to the ACT. Usually taken during the junior or senior year in high school (ages 15-17).

School District - A unit for administration of a public-school system which may include schools from several small towns within a state, but in larger cities could include several schools within one school district. Many of these larger cities have several school districts within them.

School Zone -The area near schools where children are more likely to walk to school. School zones require a reduced driving speed limit during the hours children are entering or exiting the school.

Subject - The category of learning a child may be in. For example, a common question is: "Joey, what is Your favorite subject?" To which the response might be math, reading, science, etc.

Summer School - The period typically designated as "summer break" when students may attend class to get ahead in a subject, or to repeat a subject they performed poorly in

Term Paper - Generally called a 'project' in Europe.

Tutor - A person designated to give a student private training on a specific subject. They may come to the home or be associated with an organization.

6-4- BUSINESS MANAGEMENT

Remittances

- Remittances (money from customers or from you)
- Credits from transfers (you GIVE books to other dealer)
- Credits from books returned to company from you or from customers

Charges

- Wholesale cost of books charged to you (company sent books out to you or to customers) • Charges from transfers (when you GET books from other dealer)
- Supplies you order (Your Sales Kit and first set if free)
- Credit Card charges
- Shipping and Handling fees (you collect this from customers and it should even out.
- Sales Tax (you collect from customers)
- Refunds from cancellations (customer paid and so is in your remittance but you pay them back)

- Some other charges (Sales School transport, some permit and insurance fees, etc)

There are some charges that student pays as part of running their own business. The biggest one of those is credit card service charges (2-3% of the amount) that you pay. It is recommended you try to get payments by check – those have 0% charge!

Another big charge is SHIPPING. This should even out – you collect money for shipping from each customer. SW will then charge shipping and handling based on number of shipments and weight. In the end you should be at 0, but as with any business, it varies from person to person. You can also order additional sales materials (samples, etc) for a small fee. First set is free and will be provided for you in Sales School.

So although dealers' profit works out to be about 40% of sales AVERAGE, it is important to remember that your profit equals **REMITTANCES - CHARGES**.

Placing an E-Order through your tablet:

Despite the fact you will also be able to work through a paper order book, we do recommend you to use a tablet and our online Business management tool (advantage4dealers.com).

The actual amount that customers pay is higher than just the price of the books. You do need to add SALES TAX and SHIPPING that you collect from customers. Southwestern will pay the sales tax to the local government and charge you for the shipping and handling of the books. So it will even out over the summer.

Here is an example of a customer in ROS (Record Of Sales in swdealers) who purchased 3 book set in 2018:

	248	B/18	D	40845243	ARMANDO HERNANDEZ	ADS(DS), ADL(DS), ADM(DS), SWA(*)				570.00	570.00	0.00	0.00			
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PRICE OF BOOKS is **\$509.95**

SHIPPING is **\$15.50**

TAX RATE is 8.2%.

It is paid on BOOKS and SHIPPING

$(\$509.95 + \$15.50) * 8.5\% =$
\$44.65

TOTAL PRICE is

$\$509.95 + \$15.50 + \$44.65 =$
\$570.10

Order 248			
Order No.	Order Date	Remittance #	
# 248	08/18/2018	# 40845243	
Total Price	Tax	Shipping and Handling	
\$ 570.00	\$ 44.65	\$ 15.50	
QTY	Products	Delvd?	
1	Advantage Online Subscription		
1	Shipped: Advantage Math		
1	Shipped: Advantage SS/Language		
1	Shipped: Advantage Science		

Many people break the full payment to 3-4-5 parts to make it easy.

You enter them to the system and that will charge the payments automatically on the correct date.

If there is a problem you need to contact the customer. System will notify you if there is a problem with payment or if customer has contacted SW.

	Payment Type	Account	Amount	Entered	Status	Effective
	Payment Card (Adv. Sub.)	Armando Hernandez *****7943 (exp. 6/2022)		08/18/2018	Recurring: \$19.95 / mo	
	Payment Card	Armando Hernandez *****7943 (exp. 6/2022)	\$190.00	08/18/2018	APPROVED - 018306	09/08/2018
	Payment Card	Armando Hernandez *****7943 (exp. 6/2022)	\$190.00	08/18/2018	APPROVED - 095599	09/22/2018
	Payment Card	Armando Hernandez *****7943 (exp. 6/2022)	\$190.00	08/18/2018	APPROVED - 022122	10/06/2018
Total Payments:			\$570.00			


	8-Sep-2018	22807701	CREDIT CARD REMITTANCE	CC HERNANDEZ	190.00 USD
			Ticket: 40845243	Service Charge: -4.75	
	22-Sep-2018	22830733	CREDIT CARD REMITTANCE	CC HERNANDEZ	190.00 USD
			Ticket: 40845243	Service Charge: -4.75	
	6-Oct-2018	22849967	CREDIT CARD REMITTANCE	CC HERNANDEZ	190.00 USD
			Ticket: 40845243	Service Charge: -4.75	

The dealer collected and REMITTED \$570.00

The customer spread the full amount over 3 payments

They were paid with credit card so the dealer paid \$14.25 USD in credit card charges (2,5%)

The Company shipped the books to the customer and charged the dealer with the wholesale cost of the books, Shipping & Handling. Total= \$375.38

	12-Oct-2018	914726636	PRODUCT ORDER				-375.38 USD
			Description	Quantity	Wholesale	Units	Amount
			SW ADVANTAGE MATH (2 VOL) '17	1	166.02	18	-166.02
			SW ADVANTAGE SCIENCE '17	1	73.77	8	-73.77
			SW ADVANTAGE S STUDIES / LANGUAGE '17	1	73.77	8	-73.77
			HANDLING				-3.00
			POSTAGE				-15.47
			TAX: CO 509.85 @ 8.500%				-43.35
			SHIP TO: ARMANDO HERNANDEZ				
			UGRD: 1Z3X77880312384848				
			CARTONS: 1 WEIGHT: 23.481				
			Retail: 509.85	3	313.56	34	-375.38

In this example, the student actual profit on that sale was:

PROFIT = REMITTANCES (\$570) - CHARGES (\$375.38+ \$14.25)= \$180.37

Managing challenges with your customers:

When you run a business sometimes there are challenges with customers.

Southwestern's Customer Contact Center takes most of the work out of your hands, but sometimes you have to get involved. Some people also contact you directly on social media.

Customers' challenges fall to **3 categories:**

PEOPLE WHO CANCEL

Easiest and most straightforward. Customers have the right to cancel the order in 3 business days. They can call, email or send a letter to the company and their order will be cancelled and their money returned. You will be notified via email and in your Record of Sales on advantage4dealers.com. SW's Customer Contact Center will try to talk people into staying or at least buying something smaller, but cancellations still happen. Accept them and move on.

PEOPLE WHO HAVE PROBLEMS WITH PAYMENTS

Sometimes you have customers who have problems with payments. You have scheduled some Electronic Funds Transfer (aka wire) or CC payment and if there is no money in the account, the payment will return and not be paid.

Credit cards – immediately.

Checks – up to 10 days after the date! So be careful with checks

These are much more problematic for you, if you have already shipped/given customer the books. Why? You still need to pay for the books even if the customer has not paid you! If this happens, make sure you work with Customer Contact Center to either get the payments worked out or to get the books back

Never ship books before you have all the money unless You are ready to lose some!

PEOPLE WHO DO CHARGEBACKS

This happens rarely, but some people still have it happen. Talk to your OL or DSL when it does! Sometimes people pay you all or most of the money and even receive the books and then do a Credit Card Chargeback. This means they call their Credit Card company and report this payment as fraudulent. The Credit Card companies usually side with the customer, it is very hard to get them to pay. If they don't have the books, you should probably just forget about them. If they DO have the books, make it a priority to collect the books. Either go back to the customer or work with SW's Customer Contact Center.

7- GENERAL CONCEPTS ABOUT SALES



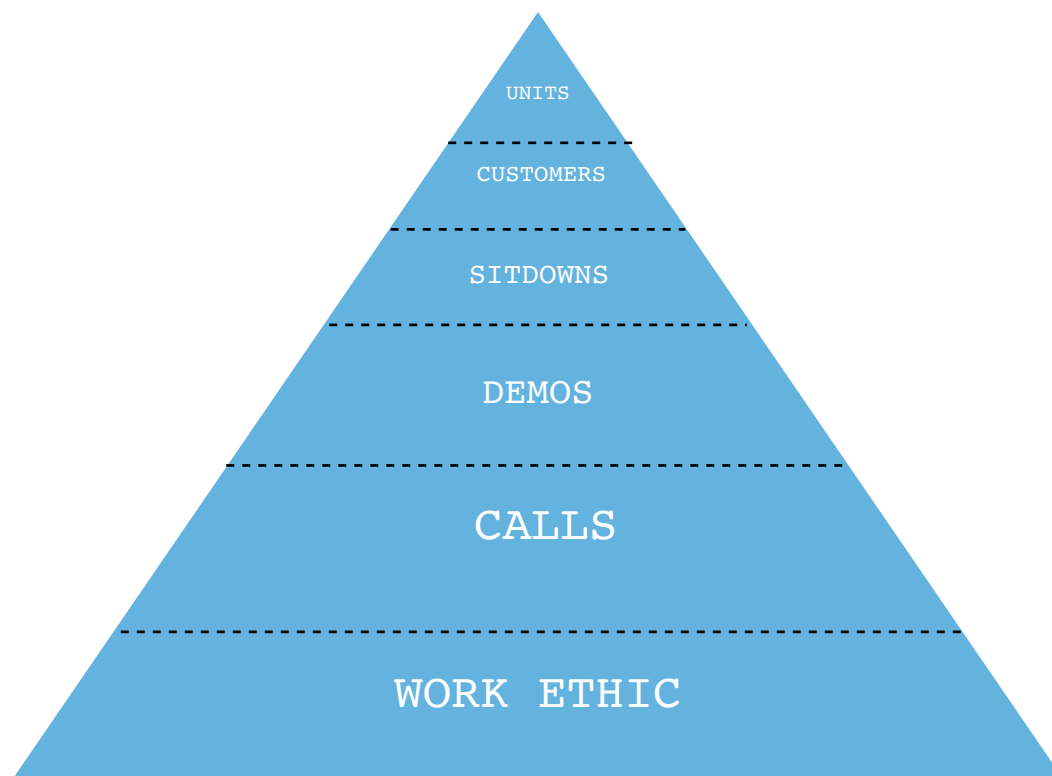
This section is not aimed to teach you how to sell Southwestern Advantage's book- tyou will cover and train the technical part with your student leader. We just wanted to cover some general concepts about Sales at Southwestern to give you a better understanding at what it takes to become a successful First Year in our program.

7-1 SELLING IS A NUMBER'S GAME

A basketball player starts by learning how to bounce the ball and run, not how to do a 720-back Flip-slam-back- hand grab-slide jump! In the summer we start by learning how to work and do our best during our long day, not how to sell \$2,000\$ worth of educational material to single moms. It takes time and effort to learn. Some learn faster than other.

What matters is how much you grow: Emil Tsvetkov started with no sale on his two first days (19 units the first week!); Same with Tim Sakhautdinov (29 units the first week!). Vasil Chakardakov sold 33 units in its first week; Blank Adamova sold 12 units her first but only 16 for the first week; These people all qualified to the Sizzler trip that year and are amongst the top producer of the company today! The common qualities they demonstrated were that they all worked very hard every single day/week, built terrific foundations and all finished strong.

Typically, the summer looks like this:



The more room (the more you put in) in the base of the pyramid, the more you can build your successful summer on. There are no skipping levels- this is the way we are training and working: we will not be talking about calls unless you demonstrate good work ethics. Demos will come next once your level of calls is acceptable. We will teach you how to increase your sit-downs once you constantly reach the 30 demos bar...etc

7-2 WHY DOES PEOPLE BUY FROM US?

There are several reasons why people actually buy our books. Knowing the reasons helps us to be more successful.

- People like our products

The more we believe in the products and the more convinced we are, the easier it is for them to see the value in them. The main thing to achieve is make sure You Yourself understand it and are convinced the products are great.

4 ways our books help:

Grades - if someone has bad grades our books help to get better ones

Save time - all kinds of students, also the ones with good grades

Parents can't help - they don't remember or simply never learned the things their kids have

Education is important - parents just want to have a lot of stuff that helps with school around the house.

- People like the ideas You explain

The main ideas You want to get across are:

Education is important

Kids grow up fast, You only have one shot

Parents can help a lot if they try

Knowing the school district and the system is crucial. Emotional story – e.g. spending money on something like this, educational, if You think about it it's not like spending money it's more like investing money...

- People like us

Wear nice clean clothes, smell good, be polite, , importance of having a permit (trust + more professional). They actually like us not only because we look good: international, Young people are interesting to talk to, they like to help students (be careful that You don't spend too much time with people). Don't try to make weird jokes or pretend to be something else.

– Everyone buys

Give some good examples about how it builds trust. If they see other people have bought (especially teachers) they are more likely to buy. Because then they know that they are not sold by You but that people really like the product. Social proof. Try to come up with example about life situation, where it matters what other people have told (e.g. if friends suggest You to see a movie, You're more likely to watch that etc): blend in your community; use Names, names, names!!! use Testimonials.

WHY PEOPLE DON'T BUY?

- They think their kids don't use it (not the money even if they say so – this is actually the main reason).
- Not sold yet or oversold – the buying line.
- No trust= bad buying atmosphere
- People don't say what they mean and don't mean what they say: that's why we do a 2nd approach, a 2nd close etc.
- Dealers don't do little things right – e.g. don't involve everybody, answer all objections, close word for word etc

7-3 SELLING IDEAS

PEOPLE NEED TO BUY THE IDEAS BEHIND YOUR BOOKS. BELOW ARE SOME IDEAS TO SELL. DISCUSS EACH WITH YOUR MANAGER.

- Have you ever noticed how kids with the best education almost always end up with the best jobs?
- Parent involvement is very important. It's not the smartest or the brightest kids who go to college, but the ones who have been given a strong desire to be there.
- Buying books like these is not like spending money, but rather investing in your kids' futures.
- There is one thing you can give your kids that, no matter who they are or what they become, no-one can take away from them, and that is a good education.
- One mom told me that she always wanted to get things for her kids that she didn't have the opportunity to use when she was young. Wouldn't these have been great to have back when you were in school?
- Most families tell me they don't have any extra money, so what they're interested in is things that have long-term value. The neat thing about these books is they take your kids from grade school all the way to college. If you're like most moms you always like to spend money on things of value, especially those that give you an even greater return in the future.

- Most parents tell me they don't want to force their kids to do well in school, but rather to encourage them. One mom told me she wanted to help her kids with school, but she said, *"How do you help out with things you haven't done in years or things you never did?"*

7-4 PAINTING PICTURES

People love stories. When you demo the books with stories, people will see themselves using the books! Learn to tell stories about situations relevant to the family!

- One teacher told me that there are two kinds of kids in class. There are the kids with their hands up, who sit in the front row and take notes, and then there are the kids who sit in the back, who never raise their hands, and never take notes. She said, "Being a teacher I have access to all kinds of information. I have computers, an encyclopedia, my college text- books, and even the key to the library, but it's not what you have, it's what you use. I want to make sure I am doing every- thing in my power to help my kids be the ones with their hands up."
- Two years from now when the kids are sitting over there at the kitchen table and they are asking about gerunds, infinitives, algebra, and those chemistry equations, you would probably be happy you had a set of books like these, wouldn't you? Do you think you would ever regret the money you spent on them?
- Have you ever noticed how kids in third grade all love school? How many eighth graders even like school? What happens between third and eighth grade that makes kids stop liking school? I talk to teachers about it all the time and they say it is frustration. All of a sudden the homework load picks up and just snowballs and they stop liking school. The idea behind these books is to have something around the house so when they start bringing home algebra or chemistry home- work, they will have something to help, and you can keep them liking school.
- It reminds me of a dad who bought these for his son who just graduated. He wanted his son to take them off to college with him. He figured he might forget some stuff. He said, *"I remember when my son was live years old and he rode off on his bike for the first time without his training wheels and did not fall down. The next thing I knew my son came up and asked me for the car keys."* You only get one chance to raise your kids and once they are out of school, they are usually out of the house. That's a point where you often stop buying things for them they'll use. So something like this just makes sense.

7-5 ASKING QUESTIONS

Asking good questions and letting your prospect speak is a great way to make sure you let them buy. Nobody likes being sold to but everyone loves to buy. We even have a saying about it “If he/she’s talking, you’re selling”

So make sure you ask a lot of questions and show her you understand her answers (active listening). It is not interrogation, it is a conversation where you are the interested party who wants to get to know them! Go through the following with manager and add your own. Discuss what is the response you might get and how that brings out a NEED or a WANT.

Questions in Kids Learning Library Intro:

- Do the kids love books and reading?
- How often do you try to read to them?
- Why is that important to you?
- Did your parents read a lot to you?
- What were some of your favorite books or series of books when you were a kid?
- What kind of books do you usually buy?
- Do you try to get fun books or educational books?
- Have you heard how much more school is nowadays? How do you feel about that?
- Do you feel the kids are ready for school?
- Is it true that kids grow up too fast?

Questions in SW Advantage Intro

- How do they like school? (can't wait to go back or enjoying summer more?:))
- What's your favorite class?
- What's you least favorite? Why? (that's what these are for)
- Which subject they get the most homework in?
- How are they doing in school? As, Bs? (when doing well, so mostly As?) (if bad grades- that's what these are for, it helps to get the grades up. Would be cool?)
- Did you get a lot of homework last year or expect to get more next this year? Do you enjoy doing it or would you rather have more time for friend and hobbies? It's almost unfair, the older (smarter) you are, more HW, social life. STORY (that's why everybody has been signing up, SAVES TIME with home- work. Would be cool?
- Who helps out with HW? Dad does the math and mom everything else? Moms tell me, they never mind helping, but it does get HECTIC in the evening. Picture how cooking, cleaning, kids, different HW, husband etc. (tailor to their work and situation) That's why -everybody has been signing up. HELPS PARENTS to help the kids.
- Are they involved in any sports or activities?
- How do you guys feel about the schools around here? (Listen)
- Are you thinking of college already?

- I understand that education is really important to you so you're gonna love these!!!

Early Elementary

- How are they finding school?
- Is there anything you would like to see them improve in next year?
- Do they get any homework? How do you feel about that?
- Do you think they get enough or too much homework
- Do they get worksheets to bring home?
- Do you like helping with homework?
- Have things changed a bit since you were in school? How? How do you feel about that?
- How do you feel about the school? Teachers?

Late Elementary/Middle School – Ask Moms and Kids

- Does it seem like they get more and more homework each year?
- Do you play sports? Or other after school stuff?
- How long does homework take usually? How do you feel about that? Do you think they - get too little or too homework?
- Have things changed since you were in school? How? How do you feel about that?
- Do you help out with homework or are they pretty independent with it?
- How do you feel about the schools?
- Would you like (the kids) to go to college?

High School – Ask Kids

- What college would you like to go to? Local or further afield?
- Do you know what you would like to major in (in college)?
- Have you taken the SATs? When will you take them?
- When do you take the SATs?
- Are you going to be taking any AP classes?
- What subjects are you taking this year?
- What other activities are you doing?
- Do you find you get more homework each year? How much will you get this year?
- What class are you looking forward too? Anything you are not looking forward too?
- What subject would you like to improve in the most?
- And do you play sports as well? (cheerleader, marching band)
- Why do you have trouble with...? Is it a lot of homework or a bad teacher or...?
- Do you feel it took up a lot of your personal time?
- Why do you want to do something different this year?
- How does that make you feel?
- Is it important to get your grade up?
- How would it feel to save time next year? Would that be important to you?
- How would that feel, if you could help out with math?
- Why is that important to you?

