



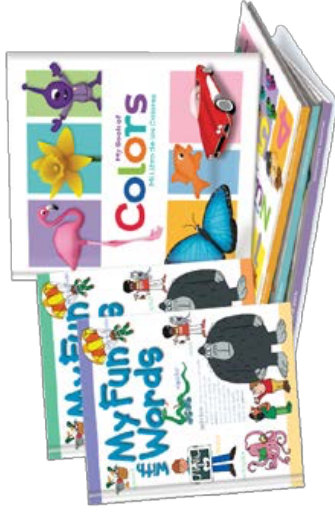
Sales Presentation



Southwestern Advantage Sales School Packages

"5 before 5"

MY SET (Age 0-4)		
Product	Price	Units
My Books	\$69.95	4
My Fun w/ Words	\$39.95	3
skwids.com	\$19.95	4
Total	\$129.85	11



ASK MEs (ages 4-9)			
1st 3 Weeks			
Product	Price	Units	
Ask Me-Reptiles	\$89.95	6	
swadvantage.com	\$19.95	4	
Total	\$109.90	10	

ASK MEs (ages 4-9)			
1st 3 Weeks			
Product	Price	Units	
Ask Me-Mammals	\$89.95	6	
swadvantage.com	\$19.95	4	
Total	\$109.90	10	



CORE 5 (ages 8+)			
1st 3 weeks			
Product	Price	Units	
Adv. Math 1 & 2	\$269.95	16	
swadvantage.com	\$19.95	4	
Total	\$289.90	20	

CORE 5 (ages 8+)			
From Week 4 thereafter			
Product	Price	Units	
Adv. Math 1 & 2	\$269.95	16	
Adv Science	\$119.95	8	
Adv. Soc Studies/Lang.	\$119.95	8	
Adv. Honors	\$119.95	8	
swadvantage.com	\$19.95	4	
Total	\$649.75	44	

CEA (ages 15+)		
Product	Price	Units
College Entrance Advantage	\$399.95	28



2018 J-1 DCAUSER PRICE LIST

ADVANTAGE LIBRARY PACKAGES

Packages	Price	Units
SILVER	\$509.85	32
Adv. Math 1 & 2	\$269.95	16
Adv Science	\$119.95	8
Adv. Soc Studies/Lang.	\$119.95	8
GOLD	\$749.75	48
Adv. Math 1 & 2	\$269.95	16
Adv Science	\$119.95	8
Adv. Soc Studies/Lang.	\$119.95	8
Adv. Topic Source	\$119.95	8
Adv. Honors	\$119.95	8
PLATINUM	\$1,149.70	76
Adv. Math 1 & 2	\$269.95	16
Adv Science	\$119.95	8
Adv. Soc Studies/Lang.	\$119.95	8
Adv. Topic Source	\$119.95	8
Adv. Honors	\$119.95	8
College Entrance Advantage	\$399.95	28
DIAMOND	\$1,874.40	123
Adv. Math 1 & 2	\$269.95	16
Adv Science	\$119.95	8
Adv. Soc Studies/Lang.	\$119.95	8
Adv. Topic Source	\$119.95	8
Adv. Honors	\$119.95	8
College Entrance Advantage	\$399.95	28
My Books	\$69.95	4
My Fun w/ Words	\$39.95	3
Ask Me-Mammals	\$89.95	6
Ask Me-Reptiles	\$89.95	6
Explore & Learn	\$134.95	8
Family Bible Library	\$299.95	20

EARLY LEARNING LIBRARY PACKAGES

Packages	Price	Units
SILVER	\$109.90	7
My Books	\$69.95	4
My Fun w/ Words	\$39.95	3
GOLD	\$424.75	27
My Books	\$69.95	4
My Fun w/ Words	\$39.95	3
Ask Me-Mammals	\$89.95	6
Ask Me-Reptiles	\$89.95	6
Explore & Learn	\$134.95	8
PLATINUM	\$934.60	59
My Books	\$69.95	4
My Fun w/ Words	\$39.95	3
Ask Me-Mammals	\$89.95	6
Ask Me-Reptiles	\$89.95	6
Explore & Learn	\$134.95	8
Adv. Math 1 & 2	\$269.95	16
Adv Science	\$119.95	8
Adv. Soc Studies/Lang.	\$119.95	8

ADDITIONAL ITEMS

Product	Price	Units
Family Bible Library	\$299.95	20
CEA Additional Test Pack	\$35.00	1



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Southwestern Advantage Sales Presentation

STEPS TO A SUCCESSFUL APPROACH

I. Give the initial approach

- A. Go to the door most often used
- B. Knock three times
- C. Step back 2 steps
- D. Turn to the side profile
- E. Smile
- F. Talk slowly
- G. Relax, lower voice
- H. Pause in your approach only when indicated!

II. Give the basic response to the first objection

III. Give a door demo after the second objection

APPROACH

FIRST APPROACH

Hi! How are you? **Pause**

Great! My name is _____ with Southwestern Advantage. **Show ID & Permit**

You must be the mom/dad of the house? Pause - wait for an answer - **SMILE!**

Great. I have been sitting down with all of the parents and grandparents here in _____ **(insert name of town)** showing an educational system for high schoolers down to toddlers.

This is my Summer Internship. I am actually from Europe, as you can probably tell **Pause - HUGE SMILE**

I was just talking to the Groom's, the Klein's, the Moore's and wanted to stop by for a minute.

SMILE - I apologize if it sounds like I am in a rush but I am supposed to show this to 30 families every day, so I only have a few minutes with each one. Do you have a place we can sit down?

SECOND APPROACH

If they don't sit down, step back and respond:

No worries. I guess you haven't heard about me yet.

Like I said my name is _____ (**show permit**) and I'm a college student from _____ (**home country**). I've had a lot of fun meeting families here in _____ (**city, state**) showing our apps websites and books to help the kids with their education.

It's something that the Groom's, the Reynold's and the Klein's have gotten for their families. If you like it, great, if not that's okay too. Again, it takes just a few minutes and I can show you right out here.

ADVANTAGE BOOKS DEMO AT THE DOOR

Ok, I understand. Here's my business card (**Hand out business card**). I really appreciate your time and just so you know what I am doing in the neighborhood and what everybody's been getting excited about is just a learning system that saves time on homework and helps the kids increase their test scores.

When I was talking to _____, she said she wants to help out with homework, but sometimes it gets tough, because so much has changed since she was in school. That's what this is for. **SMILE**

For example here in the Math section [**open book – p. 259 for elementary or p. 1398 for MS or HS**] you can see the traditional method the parents were taught in school and the new methods that the kids are using today!

It also gives tons of examples, from the easy problems to the harder ones, broken down STEP, by STEP, by STEP! You know what, it is kind of awkward showing you like this, do you have a place where we can sit down inside, or would outside here be better?

INTRODUCTION (3 REASONS)

Like I said Mrs. Jones, my name is _____. I certainly have enjoyed working here in _____ for the summer. I am living with _____ over on _____ and have had such a great time meeting all of the families here for the summer. [Connect names here] It does seem like everybody around here is REALLY into the kids' education and very friendly!

What I am doing is showing everyone a system of educational study guides and online services that many of the families have been picking up to save time on homework and help get better grades in school. You might even know some of them. **(use names, show pictures)**

There are **three reasons** why everyone has been interested in what I am doing.

The first reason why _____, _____ and _____ **(name some of your customers who bought Advantage books with similar ages of kids)** signed up is because parents usually don't mind helping kids with homework if they need to, but it just gets harder every year! A lot of moms have been telling me that there are so many new things in school they never had and even when they did have it, it is not always easy to remember how to do square roots or find the least common multiple when dealing with fractions, right? This system helps eliminate frustration for both parents and kids. Does that sound like a good idea?

The 2nd reason I have been doing so well is that many of the families have talked about how busy they are. With after school activities, sports, travel teams and all the homework the kids have, it is often hard to find time to get everything done. These make it quick and easy to find everything the kids need help with on their homework to save time.

The 3rd reason is that it is just amazing how quickly her kids were growing up. It seems like they just had the first day of school and then they are looking for the car keys. So she just wanted to be involved with her kids' education as much as she could while they were young.

Lastly, all of our customers participate in Tuition Rewards scholarships that can be used at nearly 400 college and universities around the country. I will tell you more about this important tuition savings plan at the end.

BUYING ATMOSPHERE (IT IS OK TO SAY 'NO')

So if it is OK with you, I will give you a quick look and if you like them, and you think it would help your family I can show you how to get them. They are very affordable and easy to get.

But if you DON'T like them, or you don't think the kids would use them, then I wouldn't want you to get them. Either way I will have made a new friend and I will be on my way.

Well it just takes a few minutes to explain, and I usually like to show it to everyone who is at home. Did I catch the kids or is dad around today?

DEMONSTRATION

Like I said, _____ Southwestern Advantage is A LEARNING SYSTEM THAT COMBINES books, apps and an interactive website. Now this is just my sample; the actual set has ___ volumes, about this size. **[flip to back of sample, and READ list of subjects]**. It covers all of your core subjects from now - all the way to college. I'll show you how it works for Math since that seems to be where the kids get the most homework; but it works the same way for all your subjects.

(Use name of kid), you know how when you get math homework, they give you one or two EASY EXAMPLES at the beginning, and then you get 20 problems assigned for homework? What always happens when you get to the last few problems on your assignment? They get harder, right!? And there are no examples for them in your textbooks, right? Check this out!(Be excited and keep your eyes in the book) Our books give you not only 1 or 2 easy ones, but also 3,4,5,6,7,8,9,10.... examples and cover also the hard ones, showing you how to solve them step-by-step, kind of like a teacher's manual. Everyone tells me that would be so helpful.

Let me show you how the books and website work together. See how we are on page #___? **(point the search reminder and URL at the bottom of the page)** With the website membership, you can see a video version of the problems too. Just enter the page number in the search box **(give iPad to the kids and have them do their part)**, and you will find a video of a tutor walking you through the same problem step-by-step, like a virtual teacher at home. Isn't that awesome?

And (Mrs. Jones), have you ever tried to help (Billy) with his math homework and you can get the right answer but (Billy) says "that's not the way the teacher taught us to do it!"?(PAUSE, wait for response). That's pretty frustrating, isn't it? Well, this includes the parent's method of math and the new method of math to make it easier for parents to help out **(show "Try it This Way")**.

And Here is the best part! In the end of the Math section **(Show pages 1144-1145)** you can see all of the math formulas that you will need for every year of school. Isn't that great! Can you see how this can save some time?

SOCIAL STUDIES & LANGUAGE: HISTORY TIMELINES

And with History - what's usually the hardest thing to memorize in History? Dates, places and people right? Here **(page 552)** instead of 50 pages on WW II, we have a chronological TIMELINE of each war with all the dates and battles! WW II is simplified to FOUR pages! It saves a ton of time and helps us understand what happened better. And just like with the math, if you type the page number into the website, it pulls up articles and videos for further research to go right along with what you're learning in the book.

SOCIAL STUDIES & LANGUAGE: PUNCTUATION

Well, the rest of the set works the same way. For example, if one of the kids were to ask, ‘Mom, do I use a coma, colon or semicolon with an adverbial clause? Most of the moms tell me it has been years since they studied punctuation. Well, right here on pages 988 and 989 is a practical Punctuation Review **(Point to the adverbial clause)**. And on the next page **(Turn to pg. 990-991)**, are all of your different uses of a comma! These sorts of day-to-day homework questions are exactly what these study guides are designed for.

SCIENCE:

Also, Mrs. Jones, lets talk about some of the hardest subjects the kids have to take. The sciences like Biology, Chemistry or Physicist. Learning all of the elements and their uses in Chemistry can be overwhelming. Here on **page 322** is the Periodic table. Can you find Gold on the chart? Ok let’s look on the next **page 324**. Here are symbols all in alphabetical order with their atomic numbers. The whole chart is color coded to make it very easy for the kids to use so you can see the symbol for Gold is Au, the color is red and the number is 79 so right here it is. All of the formulas in science are done the same way. It is not only going to help the kids get better grades in school, but is great prep for their important college entrance exams.

WEBSITE SUITE:

The most unique part about this website is called Life Advantage. **(Show slick)** Here there are hundreds of articles written by professionals who give expert advice to teens on tough life topics like peer issues, getting into college, managing money and even cooking. We even have our very own cooking show for teenagers **(Show Kate's Kitchen with Teens)**. No other website out there covers these topics so I’m really glad we do.

SUMMARY

So essentially what you have Mrs. _____ is a complete educational system that covers every school subject from where your kids are now all the way to college. It grows up with them.

You get everything in History - US history, World history, Western civilization, European history and all the timelines in History... ***(Read ALL the topics from the slick or back cover of the sample but fast and excitedly so it doesn't get boring!)***

You will also get a membership to 5 websites and apps where there are over 4000 step-by-step videos, hundreds of lessons, quizzes and printable work sheets for extra practice. ***(Advantage4Teens is for all of their homework and advantage4life is helping kids with developing life skills, Advantage4Kids and Skwids for educational games and puzzles, Advantage4Parents is for parents). Most Parents like the advantage4parents most as they tell me they did not send the kids home from the hospital with a parenting guide!!!***

Isn't that great? Can you see why a lot of people have been getting these?

Additionally all of our customers receive their first \$1,500 Tuition Reward Certificate that can be applied for Tuition at nearly 400 colleges and universities around the country

PRICE BUILD UP

I think one of the biggest reasons I have been doing so well is the price. Many families know their kids would really benefit from the program, but figure it would cost them an arm and a leg like a lot of other educational options out there.

Lots of teachers *(use a name of a teacher if you have)* are saying that even for one single subject school textbook, like geometry, or algebra, you would be paying around \$60 to \$80. And here we have over 30 subjects. So if we do 30 times 60 to 80, subject by subject we are already looking at \$1800 to \$2400.

Big College textbooks like this cost anywhere from \$250-\$300 - for ONE subject! So most people figure, for _____ books this size covering you all the way through school it would be close to \$1400-\$1800. Then, online tutoring sites like TutorVista charge over \$120/month, and learning centers like Kumon or Sylvan can be \$300 or \$400/month.

But I think the reason that I've been doing so well is that the system covers everything, is easy to use, and instead of being \$2,000 or even \$1,500 the set of _____ books is only \$_____. And the cost for the online service, instead of being over \$120/month, it's less than a dollar a day. It is only \$19.95/month/family. It's like one mom said, "we spend more than that on the Xbox and toys for the kids". ***(Use a real testimonial here)*** For a great resource that helps with their education, she was saying it would be a great investment in the kids' future.

And the great thing about it is you receive an additional \$1,500 Tuition Rewards Certificate each six months you keep the program. There is no contract so you may cancel at any time.

CLOSE

1- THE WAY I DO BUSINESS

So here is what Mrs. Jones and everyone likes about the way I do business. There are actually three different ways you can invest in the kids future..

First what Mrs. Thomas did is she just went ahead and **wrote a check for the whole thing** and took care all of it today. Her kids will probably be using the books next week.

Second, the Taylors decided they **would pay ½ today and the other ½ at the end of the summer.** That way they could have the whole summer to save up the money.

The Smiths chose the last option and **divided it up into four equal payments.** It really doesn't matter to me, what do you think might be best for you?

Here is how it works...

2- DIRECT TO YOU

Another thing Jenny Thompson, Julie Adams, Cathy Smith and everybody **(you can show names from order book or customer list)** likes about the way I do business is that your books will be shipped directly to your home. That way you don't have to go and collect them. Does that sound okay to you?

3- ADDRESS

So in order for me to ship the books to the right place I'll just need your address. Is it ok if the books come to this address or is there another one you would like to use? **(pause).** And the address here was... **(Start filling out the order)**

4- OKAY

Ok. Let me just read that back to you **(Read back address, the books ordered and the retail price).** Let me just get your 'okay' right here. **(Hand over tablet/order pad & pen, break eye contact, look at tablet/pad, point to signature box with pen)**

CASH COLLECTION

So **(NAME)** what you have are ____ books that cover all the school subjects from now all the way up to college. So that's your total there, then here's sales tax and shipping to get the books from Nashville, so the total due is \$____.

Like I said, some of the moms just wanted to go ahead and take care of it all today, like _____, _____ and _____ **(USE NAMES)** that way their books would get shipped out immediately. Then some of the other moms like _____ and _____ wanted to break it up a bit into 2 or 3 payments and still get the books shipped in time for school. Either way is fine with me. Which would you prefer?

Would you prefer to do credit card, cash or check? The only thing I don't take is cookies! The best way for me to do business is cash or check.

WEBSITE LOGIN

Now that you're squared away with your books, let's get you set up with the websites. Once I get you set up today, you and your kids will be able to access the websites immediately and enjoy them over the summer! Do you have a laptop or a tablet handy? I can show you how to download summer projects to keep the kids sharp over the summer.

So like I said, your membership for the website service is on a monthly basis. Now which day of the month would you be better for your billing, the 1st or the 15th? Should I go ahead and use the same account for your online service? Most moms prefer a bank draft, just so they won't risk any interruption in service due to expiration dates on credit cards.

Ok great, so this screen is just summarizing what we already talked about: your \$19.95 monthly membership fee will be billed to _____ **(form of payment)**, and will be processed on the ____ of every month. That means it will charge automatically; you won't get a paper bill in the mail or anything. If all of that looks good, just go ahead and enter the code we've sent you right here. **(Customer get code from either their email or via text message)**

SOLIDIFICATION

Great. So you guys are all set up. Your first billing cycle will begin on _____, and you'll see the name SWADVANTAGE.COM as the merchant name on your statement. Let me show you a few great things the kids can use right away on the site.

(Show her a few of your favorite articles that apply to the age of her children.)

[REMEMBER: This sale will not be completed and you will not earn residual income or units unless all three steps are completed: (1) Registration, (2) Payment Details, and (3) Confirmation.

SUMMER STUFF

Did you know that according to studies, most students lose 30% of the information they learned the year before over the summer? Well check it out: we've got a whole section on Summer Stuff that's full of cool things to do during the summer to make sure that the kids don't fall behind by the time they get to next year. ***(Show Summer Stuff, a quick demo of the site, and toggle to SW4Parents)***

SOLIDIFY SALE

I hope you and the kids will use this learning system until the kids go off to college. I'm just curious, what was the main reason you decided to buy this? **(Listen)**. Awesome, well I really think it'll be great for your family.

ASK FOR REFERRALS

Mrs. Jones, I was wondering if I could ask for your help with one last small thing? Most of the way I do business this summer is through referrals and recommendations, and everyone's been kind enough to give me directions to 3 or 4 of their friends who are really focused on their kids and are really into education. Like _____ directed me to 3 of her friends, and _____ gave me 10 people to go see. ***(FLICK THROUGH YOUR REFERRAL NOTEBOOK AND SHOW NAMES)***. Can you think of any of your friends who are education conscious as you are who might like to take a look at something like this? Maybe some one you go to church with or car pool with for school? ***(PAUSE. LOOK DOWN AT YOUR NOTEBOOK.)***

TAKE FACEBOOK PHOTO AND LEAVE.

RECLOSING

ADDITIONAL SECTIONS TO SHOW FOR RE-CLOSING

(If you don't need to re-close, skip this part):

SOCIAL STUDIES & LANGUAGE- GRAMMAR- PARTS OF SPEECH

Mrs. Jones do you remember all your parts of speech like interjections and conjunctions? Here **(p. 653 in the Language section)** it puts all those parts of speech in one place with definitions and examples! Pretty easy, isn't it? It even has all 37 of Shakespeare's plays broken down so they are easy to remember and understand! **(p. 960 – 971)** Isn't that cool?

SOCIAL STUDIES & LANGUAGE- WRITING

Especially with all the screen time, text messages, and emojis kids get, I'm sure you realize how important it is for kids to learn how to actually write these days. They'll get most of their research done at the library or online, but look at this! **(Turn to pg. 706 in Language)** This actually walks kids through the Seven-Step System for writing their different papers, including a great explanation of how to write a thesis statement **(Turn to pg. 710)**. That's a make-or-break in high school, and one of the most important skills for kids getting into college! And over here on **page 748** it not only shows how to write a book report, but it even gives a sample! And on **page 802** it covers how to evaluate Web sources because Wikipedia doesn't usually cut it, isn't that awesome?

SOCIAL STUDIES & LANGUAGE- CONSTITUTION (GOVERNMENT)

It also has Government - you know how with the Constitution sometimes it's hard to understand because it's in really old English? So check this out - right here in the margins it summarizes what it means in modern day English! Isn't that great?!

SCIENCE- CELLS DIVISION (BIOLOGY)

Jennifer, you know, sometimes kids come home and have questions like: Mom, what's the difference between mitosis and meiosis in cell division? For most moms it's been a couple of years Check this out! **(pages 58-59, volume 3)** It takes mitosis and meiosis and explains it to the kids in a really easy way just on 2 pages! Wouldn't that be useful a night before a big test?

SCIENCE- PERIODIC TABLE (CHEMISTRY)

Now with chemistry, have you started learning about the periodic table yet? Do you remember what the symbol for potassium is? It's K! Or do you know the symbol for gold? It's Au! So check this out, this gives you a quick chart with all of the elements in alphabetical order with the symbol underneath and it gives all the important facts, chief properties and uses all in one quick place! And it's color coded so when you flip back to the periodic table, it's really easy to find what you're looking for. Isn't that awesome? Can you see how it would help you save tons of time?

*****ADDITIONAL CLOSES*****

(To be used after an additional showing, following an objection in the Close. Use the close that fits best with their objection.)

SECOND CLOSE- INVESTING IN EDUCATION

You know, Mrs. Jones, I heard someone say just the other day that when you are putting money into something like this, it's not really like you're spending it. It's more like investing in your child's future when investing in their education. When you stop and think about it, that is probably the best investment we can make. I guess that's why so many people have been excited about what I'm doing. In fact, one mom said that she really couldn't afford to get them, but the more she thought about it, she couldn't afford not to. ***(After a closing testimonial, use this transition line before going back into the closing steps: AND YOU KNOW, MRS. JONES, AFTER THINKING ABOUT WHAT SHE SAID, THAT REALLY MAKES A LOT OF SENSE.)***

THIRD CLOSE- ENJOY GETTING INVOLVED

You know, Mrs. Jones, another thing a lot of parents have been telling me is that they are excited about using the products. Like I said a lot of moms and dads would like to get more involved with their kids school work, but they just did not have the tools to do it. So have a blast, become the homework Mom or Dad. You will really love spending time with your children using the products and on line services.

**We do a
great
thing!**