

## 2018 Sales Talk

Place sample case at door -> Knock 3 times -> Step back two steps -> Stand sideways -> Smile and speak slowly

*Hi! How are you? **Pause***

*Great! My name is \_\_\_\_\_ and I am a college exchange student from Europe as You can probably tell. **Show ID & Permit***

*I am the one who has 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. **PAUSE***

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

***SMILE** - I apologize if it sounds like I am in a rush **(POINT AT WATCH)** 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? **WHIPE YOUR FEET AND GO FOR A BAG***

### **I- 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.

## **2nd APPROACH:**

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. It is just a few books and apps that save time on homework! **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's kind of awkward showing you like this, do you have a place where we can sit down inside, or would outside here be better?

## **DOOR DEMO:**

*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 really 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.*

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

***The first** is that 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. So they have been open to looking at what educational tools could they could use here at home to help support the kids' education.*

***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.*

***Lastly**, when I was speaking to Mrs. Henry, she said 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*

## **II- INTRODUCTION (with 3 reasons):**

*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 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?*

*A lot of families like me to start with the math section so let me start with these two volumes.*

## **III- Buying atmosphere (It's okay to say 'No.')**

Like I said, \_\_\_\_\_ Southwestern Advantage is A LEARNING SYSTEM THAT COMBINES books 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 home work? What always happens when you get to the last few questions on your assignment? They get harder, right!? **(Open sample, p. 308-311 in Math)** Here is how it works, this gives you lots of examples from easy to hard, step-by-step-by-step, kind of like a teacher's manual. Can you see how that would be 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!"? Well, this includes the old method of math and the new method of math to make it easier for parents to help out **(show "Try it This Way")**. Here on ( **Show pages 1144-1145**) you can see all of the math formulas that you will need for every year of school. You can probably see why I've had so many families getting them from me?!

## **IV- DEMONSTRATION**

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.

**SS & Language - History Timelines:**

*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.*

## **SS & Language - Punctuation:**

*Lastly, 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.*

## **Science**

*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.*

## **Website Suite:**

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?

It is a great opportunity to get involved in the kids education while they are young. A lot parents have told me they have even thought about home schooling, but they did not have the time, nor the tools to do it. Now you can have an opportunity to work with you kids just like the homeschool parents do.

## V- SUMMARY

*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.*

*College textbooks half this size cost anywhere from \$200-\$300 - for ONE subject! So most people figure, for \_\_\_\_\_ books this size covering you all the way through school it would be close to \$1500-2000. Then, online tutoring sites like TutorVista charge over \$100/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 \$100/month like a lot of other resources, it's less than a dollar a day. It is only \$19.95/month. 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.*

## **V- PRICE BUILD-UP**

## **VI- CLOSE**

*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  $\frac{1}{2}$  today and the other  $\frac{1}{2}$  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...*

### **1. WAY I DO BUSINESS**

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?

## 2. DIRECT TO YOU

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**)

## 3. ADDRESS

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**)

## 4. OKAY



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

## VII- CASH COLLECTION

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 down load 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)**

## VIII- WEBSITE LOGIN

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.]**

## **IX- SOLIDIFICATION:**

*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)***

### **SUMMER STUFF**

*I know you and the kids will use this learning system until the kids go off to college. It will be great for your family.*

### **SOLIDIFY SALE**

*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.)***

## **X- ASK FOR REFERRALS:**

**TAKE FACEBOOK PHOTO AND LEAVE.**

**\*\*\*ADDITIONAL SECTIONS TO SHOW FOR RE-CLOSING (If you don't need to re-close, skip this part):**

*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?*

**SS & Language - Grammar – parts of speech**

*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?*

**SS & Language - Writing**

**SS & 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?!*

*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 - Cell division (biology)**

*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?*

### **Science - Periodic Table (chemistry)**

**\*\*\*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 CIOSE-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.*



## **II- INTRODUCTION:**

*There are three main reasons why everyone seems to be interested in what I am doing.*

*First, **parents know how important it is to invest in their children's education.** The problem with most books and games for pre-schoolers is that they focus mostly on entertainment – like Disney, Nickelodeon, and Sponge Bob. **These products are fun, but they usually don't prepare children for school.** Most moms tell me they have plenty of “fun” books, but not as many truly educational ones to help the kids prepare for school. This system is great because it's both fun AND educational! It combines books, a website, and an app so kids get used to using all of these learning tools from a young age.*

*The second reason everyone's been getting this is that a lot of moms are telling me that **kindergarten is a lot tougher these days.** When I was in kindergarten it was all about coloring and playtime. Now it's practically the 5th grade! Kids are reading, doing math, and learning about science and history. Have you heard that? (Listen.) Exactly, kids are held to a much higher standard from the very beginning, so being ready for those first few years in school is critical. **YOU DO NOT WANT THE KIDS TO GET BEHIND FROM THE BEGINNING.** And that's exactly what this is designed to do: help them get ready for a strong start in school.*

*And the last thing is, like when I was speaking to Mrs. Henry, she said it's just amazing how QUICKLY her kids were growing up. She said it seems like they were just in the hospital, and now all of a sudden it's the first day of school! **[wait for response]** And in terms of learning and development, the research shows that kids develop about 50% of their adult learning potential by the age of 5, and 80% by 8! So all the moms here like Mrs. Henry just wanted to be involved with their kids' education AS MUCH AS THEY COULD while they were still young.*

*(Of course once you have some names to use you would simply add your own names and eventually stories to these three points above.)*

## **THREE MAIN REASONS:**



*So if it is OK with you, I will give you a quick look at how this works, and if you like it, and you think it would HELP YOUR FAMILY – then GET them!! They're great books.*

*But if you DON'T like them, or you don't think they'd be helpful, then... DON'T get them. EITHER WAY I WILL HAVE MADE A NEW FRIEND. DOES THAT SOUND FAIR ENOUGH? (Get response).*

### **III- Buying atmosphere**

## **IV- DEMONSTRATION**

*The program starts with the My Books. This is a set of 4 volumes and is a perfect way to help introduce young children to reading, basic math concepts, colors and shapes. Each book begins with "Suggestions for Parents" which gives simple tips on how to use the books (show this).*

*(Engage the young child, if present. Get them excited!). What's unique about the My Books is that they help move kids from word association to word recognition. Kids can start off by pointing to pictures and saying what they are, like (plane, truck, boat, etc). Then, the books repeat the words at the bottom of each page.*

*And the best part is – they're BILINGUAL, with an audio pronunciation guide available for download on the website! There's also a poster included in every book. Fun, huh?!*

*The second part is My Fun With Words (show book and flip through it). This is a **kid's dictionary that uses story-sentences to describe the meanings of words**. This is my favorite: Collide (older kids) or Clown (little kids). [Read aloud]. Pretty neat way to explain to kids what words mean, huh?*

**MY SET:** *Skip if kids are past Kindergarten*

Mrs. Jones, do your kids ask a lot of questions? Great! Well the next part is the Ask Me's, which is a set of 14 question-and-answer books covering everything kids ask questions about! What's cool is that they take kids' **natural curiosity** and direct it towards what they will be learning in school.

For example, do you know why flamingos are pink? It's actually because their favorite food is Shrimp. Pretty neat huh? Parents tell me they end up learning as much as the kids! It is a great way to get the kids excited about learning.

### **ASK MEs:**

The Ask Me's also work hand-in-hand with our on line learning system SkWids. SkWids has **hundreds of video episodes** hosted by a fun cast of characters that reinforce the science and history facts the kids are learning in the Ask Me Books (point to slick or live site). So for example, if the kids are reading about gravity but don't quite understand the concept yet, they can tune in to a SkWids Science video and watch Lexi demonstrate the force of gravity on video! SkWids also has **printable coloring pages** from the books so they can have tons of fun with these educational concepts. Can you see how this system is designed to make sure kids hit the ground running when they get into school?

### **SkWids + ASK MEs**

As the kids get older or for more advanced learners we have Explore and Learns (show and flip). The whole idea behind these is that **if kids are involved in a subject, they learn more about it**. So this is a series of six volumes: Earth and Space.... (read other titles from slick) and they are filled with special features, (as you say this, point out each feature while slowly flipping through pages) like fun facts, stories related to the topic, and best of all **great activities** the kids can do right here at home. This hands-on approach helps kids see how they can explore concepts in science and social studies right here in their living room or backyard. That way they're not just reading about fish in their habitat, but they're actually creating their own model aquarium (flip to pages accordingly). Isn't that great!?"

### **EXPLORE AND LEARNS:**

*SkWids works hand-in-hand with these books by offering **videos of kids actually doing the projects** from the books! The website also has tons of **videos and activities to reinforce and quiz kids** on the science and history content they are learning in the books and on SkWids.*

### **SkWids + EXPLORE AND LEARN:**

*So, the best thing is that this all works together. Let's say one of the kids is curious about volcanoes: [FLICK TO LAST PAGE OF SAMPLE – THIS IS SHOWN IN THERE] The My Books would **show the word, the shape, and the color** of volcanoes. The My Fun With Words would **explain what a volcano is**. The Ask Me's **answer any crazy questions** about volcanoes, and the Explore and Learn books **show you how to make** and destroy one! It is just fantastic how they all work together? And then the website or app lets them learn ALL of those things in an **interactive way with fun videos and activities, and then test their knowledge with interactive quizzes**.*

*Can you see how this is something totally different that would really get the kids excited about learning*

#### **Advantage4Parents/SWAdvantage:**

*There are also two more websites included with a membership. The first is called*

*Advantage4Parents. All of the moms have been super excited to know that we have an entire website just for them (show the Advantage4Parents home page on the site or slick). It has hundreds of parenting articles, how-to videos by experts, and even a cooking show.*

*The third website is called SWadvantage.com. In just a few short years \_\_\_\_\_ will be into fractions, pre-Algebra and writing research papers. Is that scary or what? **Once your kids outgrow SkWids, they will graduate into SWAdvantage, which has math tutorial videos, worksheets, and online quizzes** - everything they will need for homework help, test prep, and research papers. Isn't that awesome?*

### **BOOKS AND WEBSITE WORK TOGETHER**

*So essentially what you have are (26) books that cover all early school subjects from where your kids are now all the way through elementary school. You also have a membership to three websites-- SkWids, Advantage4Parents and SWAdvantage - that help with learning and with life. Isn't that great?*

## **V- SUMMARY**

*So now that you have seen everything, what do you think would be the most useful for your family: the fact that the books and website/app work together, or the fact that the tools are both educational and fun? (Let her talk).*

### **Trial Close**

*So I think one of the biggest reasons I have been doing so well is the price. Most families know their kids would really benefit from the program, but figure it would cost about the same as a lot of other educational options out there.*

*ONE hardcover storybook at a bookstore runs about \$20-30 a piece. Educational books can be even more – sometimes as much as \$40 each. To buy 26 books at that price would be anywhere from \$780 to \$1,000. So most people figure that a comprehensive set of (26) books covering so many subjects that the kids can benefit from for many years would be close to **\$1,000 or even 1,500**. (Write this out on paper to demonstrate the math).*

*And when you think about the websites, most families are used to paying over \$100/month for things like gym memberships and cable bills. **Other early learning programs like Kumon usually run about \$300 or \$400/month**. And of course you have programs like “Hooked On Phonics”, which are usually upwards of \$300 - and that’s just phonics, no other subjects!*

*But I think the reason I've been doing so well is that instead of the complete program being \$2,000– or even \$1,500, the set of (26) books is only \$\_\_\_\_\_. And the cost for the online membership, instead of being \$300 like a lot of other resources, is just \$19.95/month. It’s like one mom said, **“we spent more than that on the Xbox and toys for the kids”**. For a great resource that helps with their education, she was saying it felt a lot more like an investment in the kids’ future.*

## **VI- PRICE BUILD-UP**

## **VII- CLOSE**

*So here is what Mrs. Jones and everyone likes about the way I do business. There are actually three different ways you can purchase the books.*

*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  $\frac{1}{2}$  today and the other  $\frac{1}{2}$  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...*

### **1. WAY I DO BUSINESS**

*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. Does that sound okay to you?*

### **2. DIRECT TO YOU**

*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)***

### **3. ADDRESS**

*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)***

### **4. OKAY**

## **VIII- CASH COLLECTION**

So (**NAME**) what you have are \_\_\_\_ books that take the kids all the way from where they are right up through grade school. So that's your total there, then here's sales tax and shipping to get the books from Nashville, Tennessee, so the grand total 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?

And would you prefer to do credit card, cash or check? Just no kids or cookies! If it's all the same to you, I'll do check, just because I get charged a couple % for cards. Or cash. But what's best for you guys?

Ok, 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 – isn't that cool? Yeah, and you can enjoy them over the summer and get **READY FOR NEXT YEAR!** (**try and get the kids excited about that, laugh with them if they're not particularly excited about summer work!**) Do you have a laptop or a tablet handy? (**GET KIDS TO FETCH THEIR PHONES!!!**)

So like I said, your membership for the website service is on a monthly basis. Now which day of the month would you like your billing to occur, the 1st or the 15th? Ok, now for the online service, you can either use a card, or use a bank draft. Most moms prefer a bank draft, because that way they won't have to keep changing it over when cards expire. (**Try and use bank draft – rates of retention are >50% higher long term**)

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 ret code from either their email or via text message)

## **IX- WEBSITE LOGIN**

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 cool 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.)**

**Example:**

So this is your homepage. You can see it's broken down by subject here, and content type up here. Let's take a look at Reading. The kids can go through lessons on sight words, which coordinate with the books. Or, they can go through our phonics program, based on Dr. Engelman's Teach Your Child to Read in 100 Easy Lessons. The lessons are set up so kids can learn a concept, practice the concept, and play. Then when they're ready, they can take quizzes to test their knowledge.

Let's go back to the home page. Do your kids like sing-alongs? We have tons of original songs as well as the classics here in the music section, performed by these cool characters named Jammer and Pop. The Spanish ABC Rap is my favorite (play 10-15 sec of a cute video). Can you see how the kids are going to love this? Great! Did you say you guys had a smartphone or tablet? If you'd like, I can go ahead and download the SkWids App onto it so it's ready for you. [download app, log them in, and show Printables and Favorites].

I also wanted to show you the parenting website, Advantage4Parents. You're going to love this site! You can see that we break it down by age group and then into specific topics, as well as giving a whole set of resources just for you!

**[REMEMBER: This sale will not be completed and you will not earn residual income or units unless**

## **X- SOLIDIFICATION**

*I hope you and the kids will use these books for many years, and the online services go all the way up until the kids go off to college! I really think it'll be great for your family.*

## **SOLIDIFY SALES**



*Mrs. Jones, I was wondering if I could ask for your help with one last small thing? Most of the way I do business out here this summer is through referrals and recommendations, and everyone's been kind enough to give me directions to 4 or 5 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)**. Who do you guys know (who I haven't already sold these to!), who's really into the kids' education, and might appreciate a look at something like this? **(PAUSE. LOOK DOWN AT YOUR NOTEBOOK.)***

### **ASK FOR REFERRALS**

## **TAKE FACEBOOK PHOTO AND LEAVE.**