



Southwestern
advantage



Purpose & Values

At The Southwestern Family of Companies, our mission is to be the best organization in the world at helping people develop the skills and character they need to achieve their goals in life. As part of that pursuit, we believe in:

1. *An uncompromising commitment to operating with integrity and doing what we say we're going to do*
2. *Leading by example because you can't teach what you don't know and you can't lead where you won't go*
3. *Setting goals, using positive self-talk and never limiting ourselves in what we can accomplish*
4. *The power of serving others*
5. *Giving with little regard for what we might get back*
6. *Being coachable and in continual and never-ending personal and professional growth*
7. *Seeing people not just as who they are but also for who they can become*
8. *The power of an entrepreneurial spirit and in helping people reach their ultimate potential*
9. *Taking action and operating with a sense of urgency*
10. *Being good stewards of our resources and being accountable to our partners for our results*
11. *Focusing on what is right and not who is right*
12. *The power of faith and believing we are strong enough to overcome any obstacle*

The Principle-Minded Mentality of Top Producers

Do I have your permission to teach you how to do this summer properly?
Is it ok for me to expect your best this summer?

First Year Student

Student Manager/Leader



TABLE OF CONTENTS

WEEK	TOPIC	ASSIGNMENT
1	Opening Meeting/Syllabus/Defining what we do/Cycle of Sales Pages: 4-8	Reading: Harvard Study Writing: Low/Mid/High/Growth Goals Memorize: Approach 1 Online module: Intro to SW Advantage
2	Goal Setting/purpose meeting #1 Pages: 9-16	Reading: Why People Have Good 1 st Summers Writing: Get what you picture Memorize: Approach 1, 2, 3 Online module: Advantage Books
3	Goal setting/purpose meeting #2—Quality Team Pages: 17-29	Reading: Common Denominator of Success Writing: Emotional Purposes Memorize: Approach 1, 2, 3 Door Demo Online module: skwids.com
4	Student Manager Creed Pages: 30-34	Reading: The Triangle of Success Writing: Dream List—Where you will be in 30yrs Memorize: Intro Through “Questions” Online module: advantage4teens.com
5	Commandment #1—Schedule is my lifeline Pages: 35-42	Reading: Matt Atchison—A Defining Moment Writing: Study Habits Checklist—Compare what you've done on schedule Memorize: Intro Until Demo Online module: advantage4parents.com
6	Commandment #2—1 st 3 weeks=HABITS Pages: 43-61	Reading: Attitude is Everything Writing: What do the Controllables mean to you? Memorize: Demo Through Math Online module: Building FB Business Page
7	Commandment #3—The answer (to all my problems) is behind the next door Pages: 62-68	Reading: Working through the Uncomfortables Writing: Identify your strengths/weakness- action plan Memorize: Demo Until Summary Online module: Selling with Tablet: E-Order
8	What if's aka “The Suck List” Pages: 69-72	Reading: Steve Swales Letters Home Writing: Write your story of your summer. Memorize: Summary Online module: Ethics
9	Commandment #4—It gets better because YOU get better (1 st day/1 st week) Pages: 73-77	Reading: Developing Mental Toughness Writing: What is your emotional purpose? Memorize: Price Build Up Online module: Cutting Edge Tech
10	Understanding Rejection Pages: 78-86	Reading: Brush it off Writing: Reflect on the story—1 paragraph Memorize: Close Online module: Website Training Worksheet
11	60 boxes Pages: 87-92	Reading: Matt Atchison—Hardest No... Writing: Rewrite out goals/update Memorize: Cash Collection Online module: Refine FB business page

12	"The SW Advantage Vehicle—5 Year Plan Pages: 93-100	Reading: The Black Door Writing: How long do I see myself with SW? Memorize: Practice Online Registration (Training Mode) Online module: Review Advantage Books
13	Sales school Bonus Commandment—The more serious you treat Sales School, the better summer you will have Pages: 101-104	Reading: Advantages of Having a Dependable Car Writing: Why am I ready for the challenges Memorize: Draw Map/Pre-Approach Questions Online Module: Visit all websites/take notes
14	Understanding The Summer: 65 pts Pages: 105-112	Reading: What you are someday going to be...

FOR RECRUITS AFTER GRS 2

These are the 7 most important meetings to have before the summer. If you want to double up the training to get more of the above meetings in, that's fine, but make sure these 7 meetings are covered.

WEEK	TOPIC	ASSIGNMENT
1	Syllabus/Defining What We Do Pages: 4-8	Reading: Harvard Study Writing: Low/Mid/High/Growth Goals Memorize: Approach 1 Online module: Intro to SW Advantage
2	Goal Setting/purpose meeting Pages: 9-16	Reading: Why People Have Good 1 st Summers Writing: Get what you picture Memorize: Approach 1, 2, 3 Online module: Advantage Books
3	Student Manager Creed Pages: 30-34	Reading: The Triangle of Success Writing: Dream List—Where you will be in 30 yrs Memorize: Intro Through "Questions" Online module: advantage4teens.com
4	Commandment #1—Schedule is my lifeline Pages: 35-42	Reading: Matt Atchison- A Defining Moment Writing: Study Habits Checklist- Compare what you've done on schedule Memorize: Intro Until Demo Online module: advantage4parents.com
5	Commandment #2—1 st 3 weeks=HABITS Pages: 43-61	Reading: Attitude is Everything Writing: What do the Controllables mean to you? Memorize: Demo Through Math Online module: Building FB Business Page
6	Commandment #3—The answer (to all my problems) is behind the next door Pages: 62-68	Reading: Working through the Uncomfortables Writing: Identify your strengths/weakness- action plan Memorize: Demo Until Summary Online module: Selling with Tablet: E-Order
7	Commandment #4—it gets better because you get better (1 st day/1 st week) Pages: 73-77	Reading: Developing Mental Toughness Writing: What is your emotional purpose? Memorize: Price Build Up Online module: Cutting Edge Tech

Week 1

DEFINING WHAT WE DO

MISSION STATEMENT

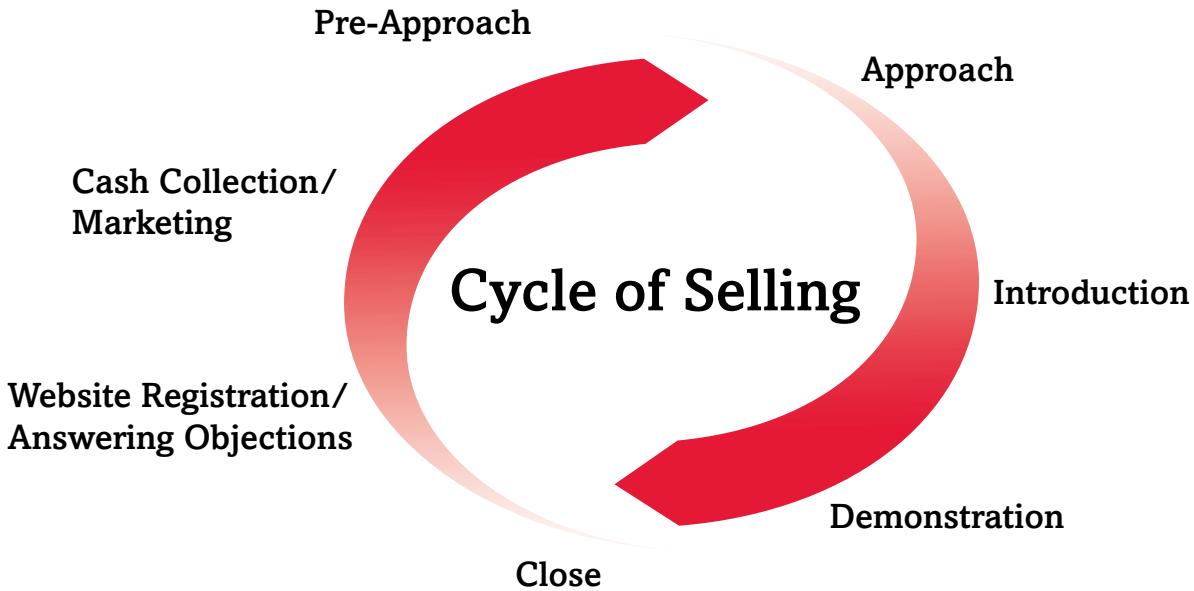
CONTROLLABLES

SELLING

INTEGRITY

PROFESSIONALISM

THE CYCLE OF SELLING



1. **Approach**—initial contact at the door
2. **Introduction**—rapport, asking questions, finding a need, and creating a buying atmosphere
3. **Demo**—showing the product
4. **Close & Answer Objections**—bringing the family to a decision
5. **Cash Collection**—getting a deposit
6. **Login**—getting them logged on to our websites
7. **Pre-approach**—determining which houses to skip

READING

HARVARD BUSINESS SCHOOL GOAL STUDY

A study about goals from the Harvard MBA program, 1979.

In the book *What They Don't Teach You at Harvard Business School*, Mark McCormack tells about a study conducted on students in the 1979 Harvard MBA program. In that year, the students were asked, **"Have you set clear, written goals for your future and made plans to accomplish them?"** Only three percent of the graduates had written goals and plans; 13 percent had goals, but they were not in writing; and a whopping 84 percent had no specific goals at all.

Ten years later, the members of the class were interviewed again, and the findings, while somewhat predictable, were nonetheless astonishing. **The 13 percent of the class who had goals were earning, on average, twice as much as the 84 percent who had no goals at all.** And what about the three percent who had clear, written goals? They were earning, on average, **ten times as much as the other 97 percent put together.**

In spite of such proof of success, most people don't have clear, measurable, time-bounded goals that they work toward.

In the bestseller *Goals!*, Brian Tracy teaches you how to identify in the clearest terms the things you want out of life, then how to make the plan to help you achieve those things. Brian Tracy says there are **four reasons why people don't set goals:**

- They don't realize the importance of goals. If the people with whom you spend the most time—family, friends, colleagues, and so forth—are not clear and committed to goals, there is a chance that you will not be, either.
- They don't know how to set goals. Some set goals that are too general. These are, in reality, fantasies common to everyone. Goals, on the other hand, are clear, written, specific, and measurable.
- They fear failure. Failure hurts, but it is often necessary to experience failure in order to achieve the greatest success. Do not unconsciously sabotage yourself by not setting any goals in which you might fail.
- They fear rejection. People are often afraid that if they are unsuccessful at achieving a goal, others will be critical of them. This is remedied by keeping your goals to yourself at the outset; let others see your results and achievements once you've accomplished your goals. **Make a habit of daily goal setting and achieving for the rest of your life.** Focus on the things you want, rather than the things you don't want. Resolve to be a goal-seeking organism, moving unerringly toward the things that are important to you.

WRITING

GOALS

LOW:

MID:

HIGH:

GROWTH:

MEMORIZE

APPROACH 1

Hi, Are you the Mom (Dad) **of the house?** My name's _____, and I just have a couple of minutes, so let me tell you what I'm doing. I'm a college student from TEXAS here for my summer internship. I've been talking to all the families here in _____ showing educational resources from Southwestern Advantage for high schoolers down to the little guys. I was just talking with Mrs. _____ and Mrs. _____ and I wanted to stop by for a minute. Now let's see... are yours the younger ones, or a bit older? Ok, Awesome! I apologize for being in such a big hurry, I only have a few minutes, so I'll just show you out here real quick (turn, point and walk to place to sit)."

ONLINE MODULE

ADVANTAGE4DEALERS.COM -- ADVANTAGE U

Complete: Intro to SW Advantage

Week 2

GOAL SETTING / PURPOSE MEETING #1

My Goal: *Specific Measurable Agreed to Realistic Time frame*

Why: Benefits (and/or Losses to be Avoided) from Achieving this Goal

Possible Obstacles	Possible Solutions

Order #	ACTIONS TO TAKE	Target Date

Dealer Initials

Manager Initials

SEMESTER GOALS:

READING

WHY PEOPLE HAVE GOOD FIRST SUMMERS

Please write a sentence about why you think each of these points will help you have a successful summer.

1. Teachable (meet with student leader—complete assignments)
2. Attend all first-year meetings
3. Sit through info session at least 2–3 more times
4. Learn their sales talk before sales school
5. Do well in school the term prior to sales school
6. Expect to do well—believe it!
7. Study hard in sales school
8. Committed to working hard—good schedule (21 days to form a habit)
9. Set minimum standards for self (demos, hours, etc.)
10. Have a good attitude toward problems (problem-solving attitude)
11. Leave their cell phone off ALL day
12. Help other people on the team have a good summer—encourage others
13. Set a good example for other team members
14. Are on time
15. Have FUN while they work: take their job seriously, but don't take themselves too seriously
16. Level with their student leader—coach vs. friend
17. Take responsibility for what they do
18. Are a selfless, good roommate
19. Believe that what they do is important
20. Service-minded attitude

PRODUCT INFO

1 unit= \$12 retail

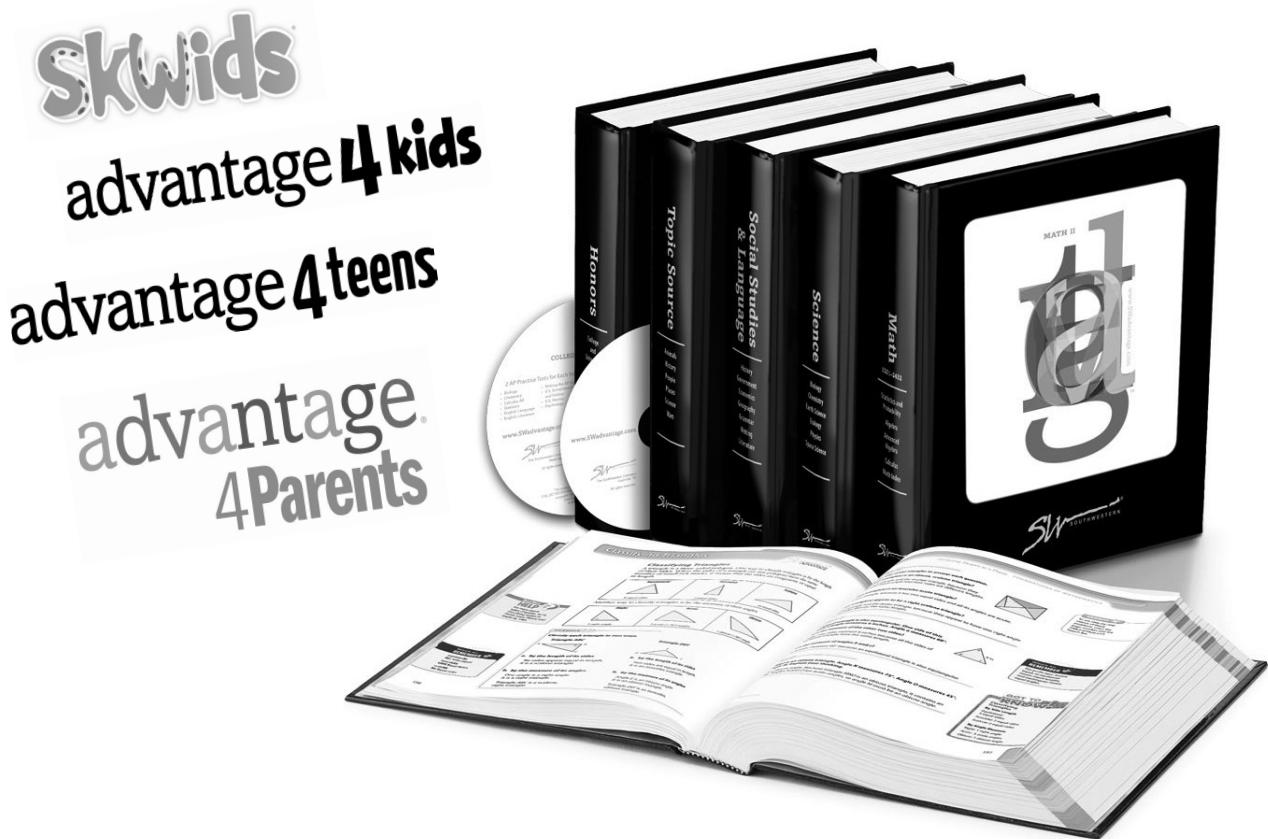
1 unit= \$7 wholesale

1 unit= \$5 profit

Why do we use "units" versus just dollars?

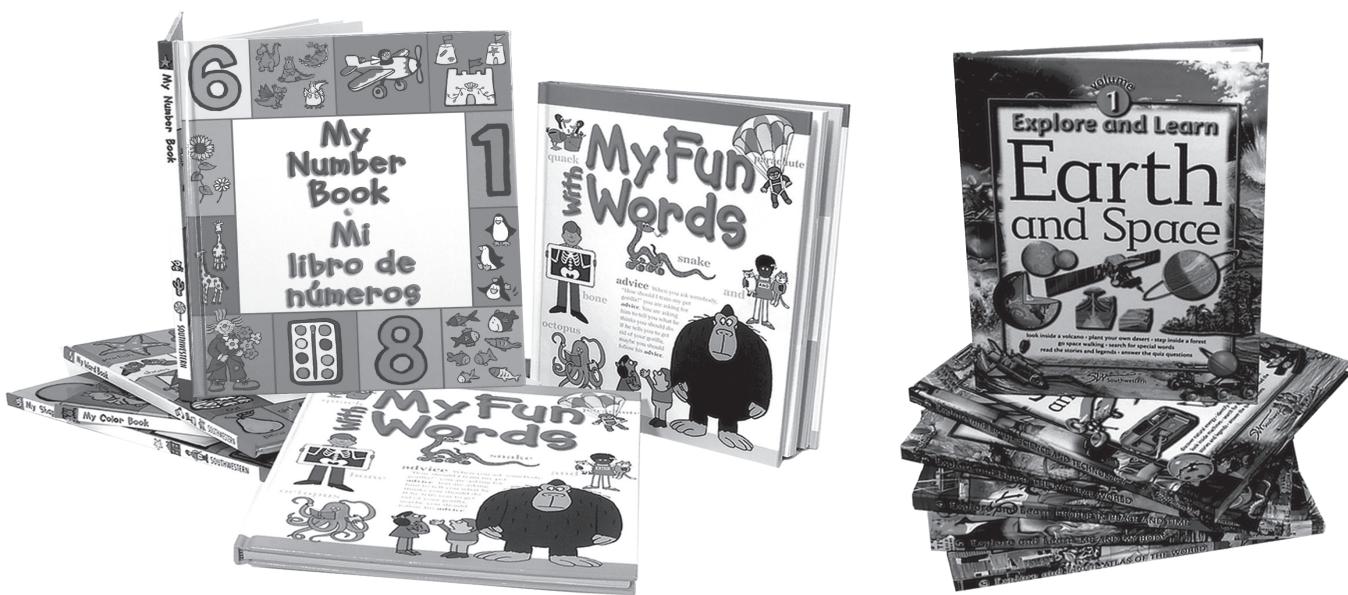
SOUTHWESTERN ADVANTAGE SET (PRICES MAY VARY BY DIVISION)

Math (2 Volumes)	\$249.95	18 Units
Science	\$99.95	8 Units
Social Studies & Language	\$99.95	8 Units
Topic Source	\$99.95	8 Units
Honors	\$99.95	8 Units
College Entrance Advantage	\$299.95	24 Units
Website subscription (all 4) / monthly charge	\$19.95	4 Units



KID BOOK SETS (PRICES MAY VARY BY DIVISION)

Explore and Learn	\$129.95	9 Units
Ask Me Why-Mammals	\$84.95	6 Units
Ask Me Why- Reptiles & Birds	\$84.95	6 Units
My Set (My Books + My Fun with Words)	\$99.95	7 Units
Website subscription (all 4) / monthly charge	\$19.95	4 Units



WRITING

GOAL SETTING



1. Money saved for summer _____
2. Converted to units(= #1/5) _____
3. Units per week (= #2/12) _____
4. Units per day (= #3/6) _____
5. Customers per day(= #4/15) _____

IDENTIFY YOUR "WHY"

I. Monetary

"Spend" your check down to the last penny (investments, living, donations, travel, tuition, etc). Then number them in importance (e.g. 1-10). Why did you number them the way you did?

II. Non-Monetary

List all the non-monetary things you want to gain from the summer. Then number them in importance.. Why did you number them the way you did?

III. Skeptics (people you want to prove WRONG): What are they skeptical about: Which person is most important to you to prove wrong?

IV. Supporters (people you want to prove RIGHT):

MEMORIZE

APPROACH 1, 2, 3

Hi, Are you the Mom (Dad) of the house? My name's _____, and I just have a couple of minutes, so let me tell you what I'm doing. I'm a college student from TEXAS here for my summer internship. I've been talking to all the families here in _____ showing educational resources from Southwestern Advantage for high schoolers down to the little guys. I was just talking with Mrs._____ and Mrs._____ and I wanted to stop by for a minute. Now let's see... are yours the younger ones, or a bit older? Ok, Awesome! I apologize for being in such a big hurry, I only have a few minutes, so I'll just show you out here real quick (turn, point and walk to place to sit)"

SECOND APPROACH

Oh, I am sorry, I guess... have you not heard about me yet? Ok, No worries. Like I said my name is _____ and I'm a college student, from (University) and I get to sit down with families- who have kids in High school down to the little guys to share resources like study guides with some websites & apps, that help kids save time with homework and get ready for college. You probably know a bunch of the families who have been buying like the _____, _____... It only takes a few minutes and In fact, I don't even have time to step inside, why don't we sit out here.

THIRD APPROACH

That's cool. if you like it, that's fine; if not, that's okay too—it's no big deal. Here is my business card. I really appreciate your time, and just so you know, I'll be here all summer long, in that (color) car with (state) plates. I got my permit, and again, so you know exactly what I'm doing: (Do Door Demo)

ONLINE MODULE

ADVANTAGE4DEALERS.COM -- ADVANTAGE U

Complete: Advantage Books

Week 3

GOAL SETTING / PURPOSE MEETING #2

Part 1:

Review goals written and enhance goals from previous assignment

Part 2:

List of reasons why the best and highest quality teams are built through its current team members

- a. Competition:
- b. Service:
- c. Roommate:
- d. Student Manager:
- e. Approaching:
- f. Support:

Most students have at least 50 to 100 friends that they are fairly close with or are close acquaintances. How many friends DO YOU HAVE have on:

- a. Facebook
- b. Cell Phone
- c. Dorm/Fraternity/Sorority
- d. Classes
- e. Clubs
- f. Hometown/High School
- g. Workout with/Socialize with
- h. Total # of people YOU know_____

HOW TO APPROACH YOUR FRIENDS ABOUT SW:

Example: Hey Joe, how are you doing? Cool, what have you been up to lately? That's awesome! I never asked you, how was your summer? Did you do anything fun? Where did you work?

Did I tell you what I'm going to be doing this summer? Yeah, I'll actually be working in a different state for the summer running my own business. It is a challenging program, but looks great on a resume and I have the opportunity to do well financially.

You know, you seem like a person that would probably love it and could possibly do very well with it. My manager gave me the opportunity to invite some of my sharper friends to hear about it. I'm not sure if you'd qualify, Joe, but maybe you'd like to come and hear about it sometime.

Yeah, there's actually an informational meeting on Friday. I can meet you before the meeting and walk with you there. Even if it doesn't appeal to you, I would love for you to know exactly what I will be doing this summer. Sound cool?

LIST OF 30+ FRIENDS

	NAME	PHONE	MAJOR	SCHOOL
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

NAME

PHONE

MAJOR

SCHOOL

10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

READING

THE COMMON DENOMINATOR OF SUCCESS

Albert E. N. Gray (1940)

Several years ago I was brought face to face with the very disturbing realization that I was trying to supervise and direct the efforts of a large number of people who were trying to achieve success without knowing myself what the secret of success really was. And that, naturally, brought me face to face with the very disturbing realization that regardless of what other knowledge I might have brought to my job, I was definitely lacking in the most important knowledge of all.

Of course, like most of us, I had been brought up on the popular belief that the secret of success is hard work, but I had seen so many people work hard without succeeding and so many others succeed without working hard that I had become convinced that hard work was not the real secret even though in most cases it might be one of the requirements.

And so I set out on a voyage of discovery which carried me through biographies and autobiographies and all sorts of dissertations on success and the lives of successful people until I finally reached a point at which I realized that the secret I was trying to discover lay not only in what men did, but also in what made them do it.

I realized further that the secret for which I was searching must not only apply to every definition of success, but since it must apply to everyone to whom it is offered, it must also apply to everyone who had ever been successful. In short, I was looking for the common denominator of success. And because that's exactly what I was looking for, that's exactly what I found.

But this common denominator of success is so big, so powerful, and so vitally important to your future and mine that I'm not going to make a speech about it. I'm just going to "lay it on the line" in the words of one syllable, so simple that everyone can understand them.

The common denominator of success—the secret of success of every person who has ever been successful—lies in the fact that he/she formed the habit of doing things that failures don't like to do. It's just true as it sounds and it's just as simple as it seems. You can hold it up to the light, you can put it to the acid test, and you can kick it around until it's worn out, but when you are all through with it, it will still be the common denominator of success, whether you like it or not.

It will explain why people have come into this business of ours with every apparent qualification for success and given us our most disappointing failures, while others have come in and achieved outstanding success in spite of many obvious and discouraging handicaps.

And since it will also explain your future, it would seem to be a mighty good idea for you to use it to determine just what sort of future you are going to have. In other words, let's take this big, all-embracing secret and boil it down to fit you.

If the secret of success lies in forming the habit of doing things that failures don't like to do, let's start the boiling-down process by determining what the things are that failures don't like to do. The things that failures don't like to do are the very things that you and I and other human beings, including successful people, naturally don't like to do. In other words, we've got to realize right from the start that success is something which is achieved by the minority of people and is therefore unnatural and is not to be achieved by following our natural likes and dislikes nor by being guided by our natural preferences and prejudices.

The things that failures don't like to do, in general, are too many and too obvious for us to discuss them here, and so, since our success is to be achieved in sales, let us move on to a discussion of the things that we as salespeople don't like to do. Here too, the things we don't like to do are too many to permit specific discussion, but they can all be disposed of by saying that they all come from one basic dislike peculiar to selling. We don't like to call on people we think don't want to see us, and we don't want to talk to others about something we don't think they want to talk about. Any reluctance to follow a definite prospecting program, to use prepared sales talks, to organize time and to organize effort is all caused by this one basic dislike.

Perhaps you have wondered what is behind this peculiar lack of welcome on the part of our prospective buyers. Isn't it due to the fact that our prospects are human too? And isn't it true that average people are not always ready to buy and will want to escape our efforts to persuade them to do something they don't want to do by striking at our most important weakness: namely, our desire to be appreciated?

Perhaps you have been discouraged by a feeling that you were born subject to certain dislikes peculiar to you, with which successful people in our business are not afflicted. Perhaps you have wondered why it is that our biggest producers seem to like to do things that you don't like to do. They don't! And I think this is the most encouraging statement I have ever offered to a group of salespeople.

But if they don't like to do these things, then why do they do them? Because by doing the things they don't like to do, they can accomplish the things they want to accomplish. Successful people are influenced by the desire for pleasing results. Failures are influenced by the desire for pleasing methods and are inclined to be satisfied with such results as can be obtained by doing things they like to do.

Why are successful people able to do things they don't like to do while failures are not? Because successful people have a purpose strong enough to make them form the habit of doing things they don't like to do in order to accomplish the purpose they want to accomplish. Sometimes even our best producers get into a slump. When a person goes into

a slump, it simply means he/she has reached a point at which, for the time being, the things he/she doesn't like to do have become more important than the reasons for doing them. And may I pause to suggest to you sales managers and general agents that when one of your good producers goes into a slump, the less you talk about production and the more you talk about "purpose," the sooner you will pull the person out of the slump.

Many people with whom I have discussed this common denominator of success have said at this point, "But I have a family to support and I have to make a living for my family and myself. Isn't that enough of a purpose?"

No it isn't. It isn't a sufficiently strong purpose to make you form the habit of doing the things you don't like to do for the very simple reasons that it is easier to adjust ourselves to the hardships of a poor living than it is to adjust ourselves to the hardships of making a better one. If you doubt me, just think of all the things you are willing to go without in order to avoid doing the things you don't like to do. All of which seems to prove that the strength which holds you to your purpose is not your own strength but the strength of the purpose itself.

Now let's see why habit belongs so importantly in this common denominator for success.

People are creatures of habit just as machines are creatures of momentum, for habit is nothing more or less than momentum translated from the concrete into the abstract. Can you picture the problem that would face our mechanical engineers if there were no such thing as momentum? Speed would be impossible because the highest speed at which any vehicle could be moved would be the first speed at which it could be broken away from a standstill. Elevators could not be made to rise, airplanes could not be made to fly, and the entire world of mechanics would find itself in a total state of helplessness. Then who are you and I to think that we can do with our own human nature what the finest engineers in the world could not do with the finest machinery that was ever built.

Every single qualification for success is acquired through habit. People form habits and habits form futures. If you do not deliberately form good habits, then unconsciously you will form bad ones. You are the kind of person you are because you have formed the habits of being that kind of person. The only way you can change is through habit.

The success habits in selling are divided into four main groups:

- Prospecting habits
- Product knowledge habits
- Selling habits
- Working habits

Let's discuss these habit groups in their order.

Any successful salesperson will tell you that it is easier to sell to people who don't want it than it is to find people who do want it. If you have not deliberately formed the habit of

prospecting for needs, regardless of wants, then unconsciously you have formed the habit of limiting your prospecting to people who want your product. This serves as the one and only real reason for a lack of prospects.

As to calling habits, unless you have deliberately formed the habit of calling on people who are able to buy but unwilling to listen then unconsciously you have formed the habit of calling on people who are willing to listen but unable to buy.

As to selling habits, unless you have deliberately formed the habit of calling on prospects determined to make them see their reasons for buying, then unconsciously you have formed the habit of calling on prospects in a state of mind in which you are willing to let them make you see their reasons for not buying it.

As to working habits, if you will take care of the other three groups the working habits will generally take care of themselves because under working habits are included study and preparation, organization of time and efforts, records, analyses etc. Certainly you're not going to take the trouble to learn interest-arousing approaches and sales talks unless you're going to use them. You're not going to plan your day's work when you know in your heart that you are not going to carry out your plans. And you're certainly not going to keep an honest record of things you haven't done, or of results you haven't achieved. For if you are taking care of the first three groups, most working habits will take care of themselves and you'll be able to afford an assistant to take care of the rest of them for you.

But before you decide to adopt these success habits, let me warn you of the importance of habit to your decision. I have attended many sales meetings and sales congresses during the past ten years and have often wondered why, in spite of the fact that there is so much good in them, so many people seem to get so little lasting good out of them. Perhaps you have attended sales meetings in the past and have left determined to do things that would make you successful or more successful only to find your decision or determination waning at just the time when it should be put into effect or practice.

Here's the answer. Any resolution or decision you make is simply a promise to yourself, which isn't worth a damn unless you have formed the habit of making it and keeping it. And you won't form the habit of making it and keeping it unless right from the start you link it with a definite purpose that can be accomplished by keeping it. In other words, any resolution or decision you make today has to be made again tomorrow, and the next day and the next, and so on. This decision not only has to be made each day, but it has to be kept each day, for if you miss one day in the making or the keeping of it, you have to go back and begin all over again. But if you continue the process of making it each morning and keeping it each day, you will finally wake up some morning a different person in a different world, and you will wonder what has happened to you and the world you used to live in.

Here's what has happened. Your resolution or decision has become a habit and you don't have to make it on this particular morning. The reason you seem like a different person living in a different world is because you have, for the first time in your life, become master of yourself and your likes and dislikes. This is done by surrendering to your purpose in life. That is why behind every success there must be a "purpose," and that is what makes purpose so important to your future. For in the last analysis, your future is not going to depend on economic conditions or outside influences of circumstances over which you have no control. Your future is going to depend on your purpose in life. So let's talk purpose.

First of all, your purpose must be practical and not visionary. Some time ago, I talked with a man who thought he had a purpose which was more important to him than income. He was interested in the sufferings of his fellow man, and he wanted to be placed in a position to alleviate that suffering. But when he analyzed his real feelings, we discovered, and he admitted it, that what he really wanted was a real nice job dispensing charity with other people's money and being paid well for it, along with the appreciation and feeling of importance that would naturally go with such a job.

But in making your purpose practical, be careful not to make it logical. Make it a purpose of the sentimental or emotional type. Remember, needs are logical while wants and desires are sentimental and emotional. Your needs will push you just so far, but when your needs are satisfied, they will stop pushing you. If, however, your purpose is in terms of wants and desires, then your wants and desires will keep pushing you long after needs are satisfied and until your wants and desires are fulfilled.

Recently I was talking with a young man who long ago discovered the common denominator of success without realizing it. He had a definite purpose in life and it was definitely a sentimental or emotional purpose. He wanted his boy to go through college without having to work his way through as he had done. He wanted to avoid for his little girl the hardships which his own sister had to face in her childhood. He wanted his wife and the mother of his children to enjoy the luxuries, comforts, and even necessities, which had been denied to his own mother. He was willing to form the habit of doing things he didn't like to do in order to accomplish this purpose.

Not to discourage him, but rather to have him encourage me, I said to him, "Aren't you going a little too far with this thing? There's no logical reason why your son shouldn't be willing and able to work his way through college just as his father did. Of course he'll miss many of the things that you missed in your college life and he'll probably have heartaches and disappointments. But if he's any good, he'll come through in the end just as you did. And there's no logical reason why you should slave in order that your daughter may have things which your own sister wasn't able to have, or in order that your wife can enjoy comforts and luxuries that she wasn't used to before she married you."

He looked at me with a rather pitying look and said, "But Mr. Gray, there's no inspiration in logic. There's no courage in logic. There's not even happiness in logic. There's only

satisfaction. The only place logic has in my life is in realization that the more I am willing to do for my wife and children, the more I shall be able to do for myself."

I imagine, after hearing that story, you won't have to be told how to find your purpose or how to identify it or how to surrender to it. If it's a big purpose, you will be big in its accomplishment. If it's an unselfish purpose, you will be unselfish in accomplishing it. And if it's an honest purpose, you will be honest and honorable in the accomplishment of it.

But as long as you live, don't forget that while you may succeed beyond your fondest hopes and your greatest expectations, you will never succeed beyond the purpose to which you are willing to surrender. Furthermore, your surrender will not be complete until you have formed the habit of doing the things that failures don't like to do.

WRITING

MY EMOTIONAL PURPOSES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

No student leader comes back because they always "love" selling educational systems. They come back because they love who they become and what they get from the process. A good emotional purpose goes a long way towards keeping you going when everything else you are motivated by isn't motivating you.

"Nothing in the world can take the place of persistence... Persistence and determination alone are omnipotent. The slogan "Press On" has solved, and always will solve, the problems of the human race." —Calvin Coolidge

MEMORIZE

APPROACH 1, 2, 3, DOOR DEMO

Hi, Are you the Mom (Dad) of the house? My name's _____, and I just have a couple of minutes, so let me tell you what I'm doing. I'm a college student from TEXAS here for my summer internship. I've been talking to all the families here in _____ showing educational resources for high schoolers down to the little guys. I was just talking with Mrs. _____ and Mrs. _____ and I wanted to stop by for a minute. Now let's see... are yours the younger ones, or a bit older? Ok, Awesome! I apologize for being in such a big hurry, I only have a few minutes, so I'll just show you out here real quick (turn, point and walk to place to sit)"

SECOND APPROACH

Oh I am sorry, I guess... have you not heard about me yet? Ok, No worries. Like I said my name is _____ and I'm a college student, from (University) and I get to sit down with families- who have kids in High school down to the little guys to share resources like study guides with some websites & apps, that help kids save time with school and get ready for college. You probably know a bunch of the families who have been buying like the _____, _____ ... It only takes a few minutes and In fact, I don't even have time to step inside, why don't we sit out here.

THIRD APPROACH

*That's cool, if you like it, that's fine; if not, that's okay too—it's no big deal. Here is my business card. I really appreciate your time, and just so you know, I'll be here all summer long, in that (color) car with (state) plates. I got my permit, and again, so you know exactly what I'm doing: **DOOR DEMO**.*

PRACTICE DOOR DEMO WITH SAMPLE BOOKS

ADVANTAGE BOOK DEMO AT THE DOOR

(NOTE: Depending on what your pre-approach tells you about the age of the children, you should start with either Volume 1 or Volume 2. If you do not know the ages of the children, start with the material in Volume 1.)

TRANSITION

"Mrs. Jones, I know what you mean - I don't even have to come in. I'll just show it to you right here real quick." (Say this as you bend down, pull the books out, and bring them out of the case.)

"Mrs. Jones, let me ask you a question. Have you heard about the Southwestern Advantage yet? It's basically a two-volume set that was designed to help kids with homework and tests, but totally different because of how it works with our websites and apps"

"Everyone has been telling me how hard it is to help kids with schoolwork these days, so that's why I'm showing everyone this new study guide."

"As you can see, it covers the actual school subjects the children get from grade school to high school" (say this while you are locating the Math Section) "like this section here on Math. As you can see, it shows actual math problems like the kids get in school, but it shows step by step how to work out all the problems they'll have clear through school. Even better than that, is our website, you can see a video of this actual example written out by a teacher!" (Be pointing things out in the Math Section while you say this quickly.)

"But, it's not just a math book—as you can see, it also covers things like English and shows all the parts of speech on just one page."

"Like I said, this is not a big encyclopedia, it's just a couple of books, but it covers all their homework." (Say this as you pick up your case.) "It'll just take a second to show you the rest of it - would you rather look inside or would out here be better?" (Wipe your feet.)

DEMO ON VOLUME 2

(Use the same transition, but show Math starting with Page____and some of the World History timeline around Page____.)

Example: *"But it's not just a Math book; it also covers subjects like History. For example, if the kids had a test on the important events in World War I, instead of looking through a set of encyclopedias, they'd find all the major events listed right here in one box on Page _____. You can see how great it is for homework."*

U.S. DIVISION

MY FUN WITH WORDS AT THE DOOR

*"Mrs. Jones, I don't even have to come inside, I can give you a quick look right here. What I've been showing everyone is the **My Fun with Words**. All of the Mom's like _____ and _____ have been totally excited about these because they're so different from the other books they've already got."*

It's a 2-Volume Set that develops vocabulary skills in a really fun way. My Fun with Words is a children's word-and-picture dictionary with over 1,000 words to help kids improve their vocabulary. Let's look up "ladybug" (read definition aloud) - pretty neat, isn't it? Humor keeps everybody involved, doesn't it? The only problem is the kids and the parents might both want to read it at the same time!

Basically what you have is 2 volumes with more than 500 pages and four glossy wall posters. I think the reason everyone is so excited is that you get all of this for \$_____.

Can you see how these would be fantastic for the kids for learning and just for fun?"

CLOSING STEPS

*****The key is being super enthusiastic and letting the books speak for themselves. Also, use a TON of names. Just flip through the book and be excited!!!!

ONLINE MODULE

ADVANTAGE4DEALERS.COM -- ADVANTAGE U

Complete: Skwids.com

Week 4

STUDENT MANAGER CREED

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.

—Stephen Covey

Creed: "A set of beliefs or aims that guide someone's actions" Commitment, Integrity, Trust

WHAT YOU CAN COUNT ON FROM ME:

1. _____
2. _____
3. _____
4. _____
5. _____

SM_____

Date_____

WHAT I'M COUNTING ON FROM YOU:

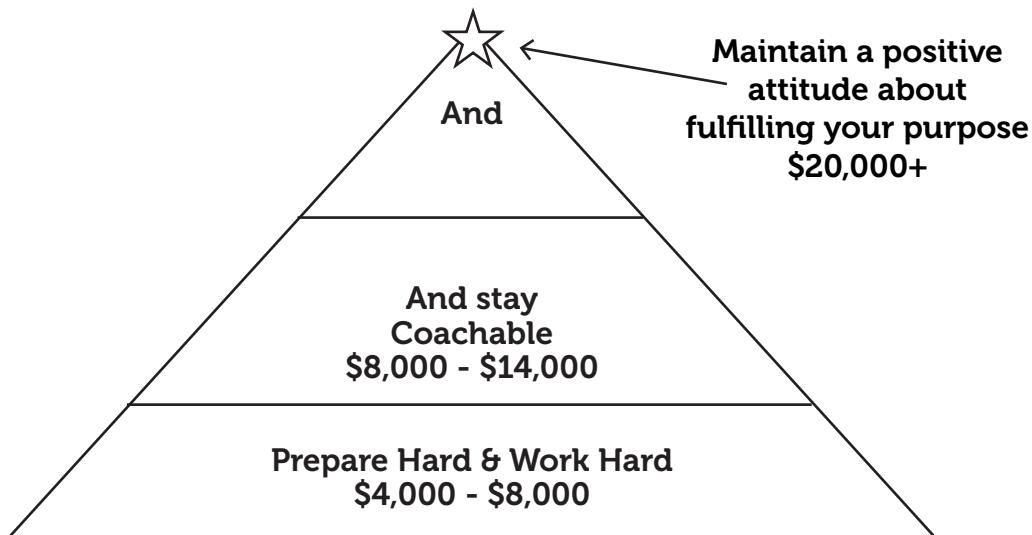
1. _____
2. _____
3. _____
4. _____
5. _____

SM_____

Date_____

READING

SOUTHWESTERN ADVANTAGE'S TRIANGLE OF SUCCESS



PREPARE HARD

- This is where hard work meets smart work. A monkey with a red wagon full of books and a price sign can find three customers a day with hard work. The books sell themselves. Adding brain to brawn is what defines what it means to study hard. Your focus then is not results but knowledge.
 - Memorize sales talk word-for-word
 - Attend all campus meetings
 - Squeeze every bit out of sales school

WORK HARD

- They say it takes 21 days to build a habit, and your work habits are the foundation of your summer. Without a foundation, you will build nothing out of your summer. So for the first 21 days of the summer all that matters is building that foundation-solidifying your work habits. Your focus then is not results but activity:
 - Wake up at 5:59 A.M. every day
 - 13.5 hrs/day; 81 hrs/wk
 - 30 demos/day; 180 demos/wk
- If done right, after 21 days it becomes difficult to NOT work. You have formed the habit.

STAY COACHABLE

- You can do this job with no experience or you can do it with 144 years worth of it. Those who are truly coachable trust the company for its years of practice and perfection. Southwestern Advantage is Mr. Miyagi. You are the Karate Kid. Some of what you are asked to do will seem arbitrary like waxing cars and painting walls. You will not understand the importance of such advice until you see the outcome. Your focus then is not results but immersion.
 - Cold showers in the mornings
 - Cell phone off during the day

MAINTAIN A POSITIVE ATTITUDE ABOUT FULFILLING YOUR PURPOSE

- There will be times where working hard, studying hard, and being coachable will seem fruitless. However, with the right attitude, you will know that commitment to these three standards yields success- sometimes now, often later, but always eventually. Always remember you are here for a reason. Your focus then is not results but purpose.

WRITING

DREAM LIST: WHAT DO YOU WANT FOR YOUR LIFE AT 30 YEARS OLD?

Professionally? Financially? Travel or accomplishments by that age? Involved in church or community? Married? Kids? Personal character/attributes?

MEMORIZE

INTRODUCTION THROUGH QUESTIONS

INTRODUCTION:

"Like I said Mrs. Jones, my name is _____ and I am a college student from _____. This is my summer internship, so I am going to be here in _____ all summer. I've been having a blast so far!"

"What I'm doing is showing a system of Study Guides along with a Family of Web-sites that a lot of families (as you hand them the names folder) have been getting to help with schoolwork in the fall. You may even know some of the families that have been getting these like the (purchaser's names) and _____. Everyone has been very friendly and I'm excited to be here all summer."

"What I'll do is tell you some of the ideas behind these websites and their study guides, and I'll show you how they work. If you like them, great. If not, that's totally cool. Does that sound good? (Nod your head) It just takes a few minutes, and I'd like to show them to everyone who's at home. Are we leaving anyone out?"

Greet the Kids (Phrase these questions to ask the parents if the kids are not around.)

*Now what grade are you in?

*How are you doing in school? ...(Straight A's, A's and B's, B's and C's?)

*How often do you get homework? Every day, every other day, or not much at all?

A) If they have homework:

*Do mom or dad try to help out when you get stuck?

*How does that go (smile)?

B) If they don't have homework:

*How often do you have tests and quizzes?

ONLINE MODULE

ADVANTAGE4DEALERS.COM -- ADVANTAGE U

Complete: advantageforteens.com

Week 5

1st Commandment of Southwestern Advantage:

THE SCHEDULE IS MY LIFELINE.

The scuba diver analogy (oxygen tube=lifeline) Would you cut your tube at 100 feet?

Layer 1... Time—

Musician/athlete/fisherman analogy

Time + Developed Skill = See More, Sell More

"If I don't take a shortcut once, I can't take it twice. If I don't do it twice, it won't become a habit."

Layer 2: What Work IS...

Work=

Prospect=

Layer 3: What Work IS NOT...

Anything else. Difference between "work" and "work related"

Mr. Mediocrity.....

Our goal is for you to become HABITUALLY SUCCESSFUL

READING

A DEFINING MOMENT

Matt Atchison was a Freshman in college when he made \$29,000 and was the #1 first year with Southwestern Advantage. Seriously . . . :

As a 29-year-old young man that just found out I am going to be a father for the first time, I find myself recognizing that there are certain moments that carry real gravity in the story of our lives. Sometimes we realize those moments as they are happening (like the moment you find out you are having a child) and sometimes we have no idea how influential an event will become. I remember getting a phone call in my freshman dorm room at Creighton University ten years ago. That call opened up a door for me that changed the trajectory of my life.

My mom would tell you that the biggest reason I was successful with Southwestern Advantage was because of my summer job as a kid. I grew up detasseling corn in central Nebraska as part of a family business. Both my parents were teachers so the summer was an important time for working hard and making money. So from the age of 11 I was out there pulling tassels every day for that two or three week season. Every morning I was up at 5 and in the corn by 6:30. Corn cuts and sore ankles were the name of the game. Detasseling is probably the hardest job a kid can legally have these days and most small-town Nebraska kids have tried it. Most last about one summer and then they are ready to give up corn, corn chips, corn-on-the-cob, and all other corn products for the rest of their life. My dad was a genius motivator of my sisters and me out there in the fields. I remember him always building up the older high school kids that were the fastest and best detasselers in the crew. He was proud of them. And he paid them well. He always told kids that they could get paid by the hour or paid by the acre. Most would choose the safe route and take the hourly pay. But the best kids always wanted to get paid on their performance.

Instead of taking snack breaks after each row, I learned to compete with the older kids and push myself to pull as many rows as I could. It didn't really matter if I was tired or bored or wanted to flirt with the cute 13 year old girl in the row next to mine. I wanted to be seen as one of those kids that impressed my dad with their effort day in and day out. I learned to work hard and push myself to do my best when no one else was watching. I learned that it was only a season of working hard and I learned to break things down to one row, one day at a time. I detasseled for 7 summers and I learned how to enjoy the daily push. There were days that I hated it. Sometimes it rained all day and I was freezing cold. There were days where it was well over 100 degrees and I thought I was melting into the mud. At the end of most of my summers I vowed it was certainly my last. It was hard. But it was ALWAYS worth it. I knew it was good for me and I liked having a checking account.

MATT ATCHISON—SOUTHWESTERN ADVANTAGE SALES COACH

I can't believe how many similarities there were between detasseling as a kid and selling books as a college student. The best detasselers weren't always physically the strongest. But they were mentally the toughest. They could keep sight of their goals when it was uncomfortable. They could motivate themselves when the boss wasn't present. They could understand that the check at the end would be worth the work in the moment. They cared about doing their best. Not only are these qualities part of what it takes to do well with Southwestern, but these lessons are what make us great in our careers, our faith, our health, and our relationships. I am very thankful to my parents for sending me into the corn and off to the bookfield to learn these invaluable lessons as a young person.

Selling with Southwestern Advantage is not easy and it's not for everyone. But there is a reason it has been around for 157 years (think about that for a minute). There is a population of young people that have a desire to see what they are made of and step outside the box. They are ok being away from their family and friends on an adventure for 3 months. They are willing to work long hours and learn how to handle rejection. They want to BE different than their peers so they are willing to do something different than them.

I looked at it like this...was there any job or experience in Nebraska that I could learn or earn as much as I could over a 12 week summer? Not that I knew of. (I did, however, want to apply to be a Dave Letterman intern but it was unpaid and I had to pay for my own rent in Manhattan. That would be a pretty cool gig though!) If I didn't like SW, then oh well, it was only a summer. But I thought I would like it and I thought I could do well. My mom thought I was crazy and my dad thought it would be good for me. He knew I would learn a ton either way. It would be part of my "education".

I went to Massachusetts for my first summer. It was weird and a little awkward at first but I really did try my hardest. I went to work every day and I took very few shortcuts. I knocked and lots of doors and I LEARNED how to connect with people. I got good after a couple weeks. I liked the push. I worked more real hours than any other rookie in the country that summer. I ended up #1 in the company and I made a little over \$29,000. I really did. My parents couldn't believe it. My mom cried when I showed her my savings check of about \$26,000 when I got back home in August. I had never been so proud of myself. It was a great feeling at the end. At the END. The summer was full of ups and downs. Homesickness gave me stomach aches on many mornings. Rejection pissed me off and shook my courage. Long hours made me tired and my mind tried telling me I didn't really have to do my best. There were a few times where I absolutely wanted to quit. Some kids did quit. It made it easier to think about quitting when my first roommate went home. But I was committed myself and my goals for the whole summer.

I came back and sold all the way through college. I became a sales manager and I built teams of students and taught them to be leaders. I love what i have learned and i am proud of the impact i have been able to have with students over the years. There are many paths that can lead you to success in life. This was one of mine. You certainly do not have to work with Southwestern if you don't feel it's your deal this summer. In my experience, however, I have not seen any other opportunity where I could learn as much about leadership and building people than the Southwestern Advantage experience. My ten years at SW have

been a blessing to me and my wife. The principles and lessons taught are true and they will be true for long beyond the next 156 years. It is hard and that's what makes it worth it. Oh, and the people are wonderful too.

If you do go sell with Southwestern Advantage this summer, finish the summer. No matter what. Be committed to persisting until you succeed. Compete to become a top seller. Don't let yourself rationalize your goals when you are tired or uncomfortable. It is possible but improbable that you will make as much money as I did my first summer. But who cares. Get paid in experience and emotional maturity. Take an adventure this summer and go learn more about yourself than ever before. You will build some amazing friendships and you can write a pretty cool chapter in the continuing story of your life. Bon voyage!

...HOW SHORTCUTS PRESENT THEMSELVES AND WHY WE RATIONALIZE... A DEFINING MOMENT...

Skill or salesmanship has little to do with where you will end up this summer. This is the superstar book. It ranks all the kids and how much they made last summer. If someone is #1 it says that they worked harder than anyone else. Our 12 week summer is long enough that everyone earns what they deserve. My (Matt Atchison) first summer I was #1 in the country because I earned it. I worked harder than anyone else. I was NOT the best salesperson in the company that year. I bet there were at least 8 to 10 other rookies that were more talented, or confident, or "better" than I was. But I still beat them. Because I did exactly what I was told. I deviated from the SW plan less than anyone else. Same goes for you. The closer you stick to what we teach you, the more effort you put into doing things the SW way, the more money you will make. The more shortcuts you take, the less you make. So today, I want to talk to you about not taking those little shortcuts here and there that will, in the end, keep you from your goals. Cool? You will become acquainted with Mr. Mediocrity this summer. Actually you already know him. He is the little voice in your head that encourages you to take shortcuts at work, in school, with your faith or health, etc. He is a master salesman. He will be very convincing on you this summer as well. But, if you can understand how and why he is so convincing, you can then beat him and reach greater heights. So let's dig into his techniques. Mr. Mediocrity is very tricky. There are shortcuts that he wants you to take this summer because he wants you to take it easy. We all know Mr. M. If you can learn to beat Mr. M this summer, you will begin to develop habits that will greatly increase your quality of life down the road. Let's look at a situation you will see this summer and how it could play out...

It's 9:25 pm on your first day and you have 29 demos. You even have 3 sales too, even though it doesn't matter. The last two knocks were rude and out pops Mr. M. But he won't say what you think he will. He's sly. You expect him to say "Hi there Tyler. Nice day of work! 13+ hours and even 3 sales!! That's good enough. You can go home. You tried and came close. It's just your first day so you can come out tomorrow and get 31 demos to get "caught up" from today's 29 demo performance. Don't knock on that next door because it's too late and you might "ruin" a good prospect. Catch them tomorrow." Make sense? Watch out though. Mr. M is wayyyyy smarter than that. This is more likely how he will try and get

you to rationalize..."Hi there brotha! Now I know you are busy but I just wanted to pop in and say hi. I know that Matt talked about me a lot before the summer so I know you aren't really gonna listen to me today. I know it's your first day and I know you want to do really well at this. I think you will do well. I know you are pumped up still from sales school and I know you are really cognizant of your daily habits because that's basically all Matt talked about before the summer. I just want to say one thing: dude, look how dark it is outside. You know you piss people off when you knock this late. I know you don't see yourself as a pest, right? I am just saying think about it for a minute. I know you will go get your 30th demo tonight because it's your first day and you want to do well. But you see this darkness, well, it will be here EVERY SINGLE NIGHT ALL SUMMER LONG. You think you can do it tonight but do you really think you can do this every single night for the entire summer??? I doubt it homie. So if you don't think you can do it every other night, why does it really matter if you do it tonight? Just go home bro. Ask for coaching tips on how to get 30 tonight to your manager and maybe you can get it tomorrow? You do realize that I will be here on your shoulder every day all the way right? You might be able to beat me now, but both you and I doubt if you can beat me every day all summer. So does it really matter right now?

" Whoa baby! He is tricky huh! He is going to try and overwhelm you with thoughts of the big picture and make you feel helpless. THEN you rationalize. You follow? The reason people don't hit their summer goals is because they sacrifice what they want in the long run for what they want NOW. We seem to lower the significance of a duty or a goal right now because it's uncomfortable or not convenient. This is also called laziness. **Be tough this summer.** Don't listen to Mr. M. Learn to beat him daily and you will be amazed at where you go in life. Successful people are disciplined. Period. Now here's a surefire way to learn how to beat Mr. M: when he tries to overwhelm you and diminish the significance of doing your best, don't listen to him! Brush him off your shoulder and act. Action cures fear. Go knock. But he will be back. You know that. But that's later and you shouldn't worry about later. Only NOW. When he jumps back on your shoulder later in the day and says "I'm back!!! And you can beat me now but I am gonna keep coming back and back and back!" Here's how I handled it. I told myself that he probably will be back but I was not going to lose right now. And I went to work. And he would eventually come back. But I would brush him off again and work harder. Guess what. I started to form the habit of beating him. The first times it was really hard, but after a while it got easier. He became less convincing. I became tougher. I also became more confident because I was proving to myself I was tough and I could do it. This is a priceless mentality to develop. So this summer don't get overwhelmed with thoughts of the WHOLE summer. Just go to the next door. Keep your focus on achieving your goals for EACH demo period and you will be amazed at what you will earn. Remember, forming disciplined habits is never easy for anyone at first. But once it's a habit, it can become easy. Be smarter than Mr. Mediocrity this summer. You can do it.

Start by beating Mr. Mediocrity this week with something in your life....What will it be?

WRITING

HABITS CHECKLIST

	M	T	W	T	F	S
1)	<input type="checkbox"/>					
2)	<input type="checkbox"/>					
3)	<input type="checkbox"/>					
4)	<input type="checkbox"/>					
5)	<input type="checkbox"/>					
6)	<input type="checkbox"/>					
7)	<input type="checkbox"/>					
8)	<input type="checkbox"/>					
9)	<input type="checkbox"/>					
10)	<input type="checkbox"/>					
11)	<input type="checkbox"/>					
12)	<input type="checkbox"/>					
13)	<input type="checkbox"/>					
14)	<input type="checkbox"/>					
15)	<input type="checkbox"/>					
16)	<input type="checkbox"/>					
	M	T	W	T	F	S
1)	<input type="checkbox"/>					
2)	<input type="checkbox"/>					
3)	<input type="checkbox"/>					
4)	<input type="checkbox"/>					
5)	<input type="checkbox"/>					
6)	<input type="checkbox"/>					
7)	<input type="checkbox"/>					
8)	<input type="checkbox"/>					
9)	<input type="checkbox"/>					
10)	<input type="checkbox"/>					
11)	<input type="checkbox"/>					
12)	<input type="checkbox"/>					
13)	<input type="checkbox"/>					
14)	<input type="checkbox"/>					
	M	T	W	T	F	S
1)	<input type="checkbox"/>					
2)	<input type="checkbox"/>					
3)	<input type="checkbox"/>					
4)	<input type="checkbox"/>					
5)	<input type="checkbox"/>					
6)	<input type="checkbox"/>					
7)	<input type="checkbox"/>					
8)	<input type="checkbox"/>					
9)	<input type="checkbox"/>					
10)	<input type="checkbox"/>					
11)	<input type="checkbox"/>					
12)	<input type="checkbox"/>					
13)	<input type="checkbox"/>					
14)	<input type="checkbox"/>					

MORNING: no matter how tired, drowsy or down

1. pop out of bed by 5:59 a.m.
2. cold shower and sing
3. push-ups or sit-ups
4. high-5/compliment/pump-up roommates
5. leave HQ by 6:15 a.m.
6. eat a good breakfast
7. fill out order forms for the day
8. read something positive
9. SL: listen & share good news calling post
10. show territory map and pre-approach to SL
11. know exactly where I'll work today and for the rest of the week
12. organize names
13. do execs
14. swap cell phone with roommates & chuck it in the trunk/glove box
15. get gas (and do any necessary bathroom routine) before going to turf
16. pray; thank God; talk out-loud about customers while driving to turf

DAY: no matter how tired, discouraged, lonely or bored

1. in TURF and knocking before 7:59
2. WORK physically and mentally for 13+ hours
3. hustle between houses
4. work systematically street by street; no jumping around
5. use goal card and work by goal periods
6. only stop at houses that appear to be home
7. talk out loud: positive phrases between houses, coach myself
8. not one negative comment
9. treat people well regardless of how they treat me
10. compliment Mrs. Jones
11. thank God for building character with the no's ☺
12. only take a quick break to eat (5 min) after the 2nd and 4th goal periods
13. work my hardest 1:00–4:45 p.m.
14. keep a late night and early morning list

NIGHT: no matter how tired, sick or frustrated

1. get pre-approach for the street where I'll start tomorrow
2. know the 1st door I'll knock on tomorrow
3. SL: check calling post & share ideas/promos
4. do stat call
5. fill out weekly report
6. pack lunch for tomorrow
7. hot clean shower (optional)
8. read something to help me technically (sales talk, Selling 101, notes)
9. in bed by 11 p.m!!!!!!!!!!

THEY ARE ALL...HABITS

MEMORIZE

INTRO UNTIL DEMO

INTRODUCTION:

"Like I said Mrs. Jones, my name is _____ and I am a college student from _____. This is my summer internship, so I am going to be here in _____ all summer. I've been having a blast so far!"

"What I'm doing is showing a system of Study Guides along with a Family of Websites that a lot of families (as you hand them the names folder) have been getting to help with schoolwork in the fall. You may even know some of the families that have been getting these like the (purchaser's names) and _____. Everyone has been very friendly and I'm excited to be here all summer."

"What I'll do is tell you some of the ideas behind these websites and their study guides, and I'll show you how they work. If you like them, great. If not, that's totally cool. Does that sound good? (Nod your head) It just takes a few minutes, and I'd like to show them to everyone who's at home. Are we leaving anyone out?"

Greet the Kids (Phrase these questions to ask the parents if the kids are not around.)

- Now what grade are you in?
How are you doing in school? ... (Straight A's, A's and B's, B's and C's?)
- How often do you get homework? Every day, every other day, or not much at all?
 - a. If they have homework:
 - Do mom or dad try to help out when you get stuck?
 - How does that go (smile)?
 - b. If they don't have homework:
 - How often do you have tests and quizzes?

(Pull the sample out)

"Well, these Study Guides along with our Family of Websites are designed to help out with all the homework and tests all the way through school. It's nothing extra, just a huge timesaver. There are a couple reasons everyone has been so excited about them."

Education

(With enthusiasm...) "First is because everyone out here seems to be really into their kid's education! How do you feel about the schools here?" (Listen)

"Why is it so important to you that your children get a good education?
(Listen) That's awesome!"

Three Things

"The second reason, is that a lot of moms are telling me they want to help out with the kid's homework, but sometimes it gets tough. Parents keep telling me three things: I either forgot some it (pause), never had it (pause), or it's just CHANGED a lot since they last had it. (Nod your head). Have you guys been through that?"

Pre-screened & 20/80

"The third reason everyone has been getting this is because it saves time and frustration for the whole family. (Show 20/80 slick). The internet is an incredible resource, especially for reports and papers (20%), but kids can go online and find too much information, and even stuff that isn't good for kids to see! What's different here is, this helps with the BULK of kids' grades: the day-to-day homework, tests and quizzes, and its all prescreened, so there's no need to waste time filtering through thousands of websites to find what you're looking for, because this puts everything you need all in one place. (Smile & nod your head.) At the same time, our family of websites develop positive attitudes and good character in kids. Does that sound like a cool idea?"

BUYING ATMOSPHERE

Sample

"Well, I'll just go ahead and show them to you. This is just my sample. The set has 4 volumes along with our 4 websites. This sample has pages from each of the four volumes and each volume is about this size."

Show You How Works

"And like I said before, if you like these great, if not that's OK too. Whatever you decide is fine with me. Well, the only favor I'd like to ask, is that I'm trying to show these to 30 families a day and in order to do that it only gives me a chance to show them to each family one time, so you'd be doing me a huge favor if you could take a real good look and at the end just let me know one way or the other. Does that sound fair? Thanks!"

ONLINE MODULE

ADVANTAGE4DEALERS.COM -- ADVANTAGE U

Complete: advantageforparents.com

Week 6

2nd Commandment of Southwestern Advantage

DURING THE FIRST THREE WEEKS, YOU MUST FORM THE RIGHT HABITS.

Think of your summer like a house, you MUST build the RIGHT FOUNDATION



VERSUS



WHICH LEADS TO →



STATS WE TRACK AND WHY:

Exact Start and Stop time:

Solid customers:

Calls:

Weak customers:

Sit down demos:

Solid units:

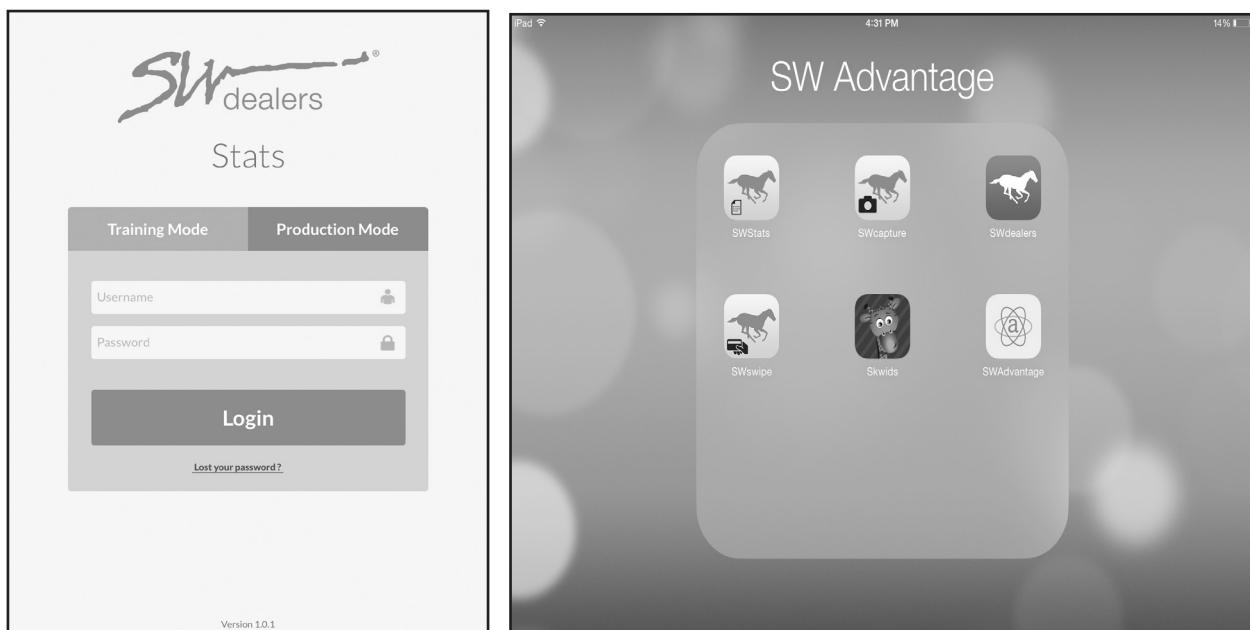
Total demos:

Money collected:

Every penny spent

Money remitted:

Importance of honest stats....



Weekly Totals (07/06/2015 - 07/11/2015)												<input type="button" value="Email your DSM"/>	
Day	Hrs	Cls.	Bern.	Sit.	Dlv.	Std.	Wk.	Tot.	Cash	Unt	Web		
Mon	14:11	35	31	16	1	1	3	5	2149	42	4		
Tue	13:36	42	32	13	1	1	0	2	150	9	0		
Wed	13:58	45	37	11	2	1	1	4	1726	70	3		
Thu	14:11	35	31	13	1	2	0	3	847	68	1		
Fri	13:45	39	32	12	1	2	0	3	963	56	1		
Sat	13:42	38	32	18	1	2	0	3	1908	84	1		
Totals	83:23	234	195	83	7	9	4	20	7743	329	10		

THE DIFFERING HABITS BETWEEN SUCCESS LEVELS

(These are general examples.)

\$5,000	\$10,000	\$15,000
*7:59–9:31 (Minimalist)	*7:50–9:40	*7:40–9:50+
*30 demos	*32 demos	*35+ demos
*8–10 sits	*12–15 sits	*12–20 sits
*15 min lunch/dinner	*3–5 custos/day	*4–12 custos day
*1–2 daily custos	*Hourly affirmations	*Zero complacency
*5 affirmations a day	*8 on hustle scale	*20+ affirmations an hour
*6.5 on hustle scale	*97% coachable	*100% coachable
*90% coachable	*90% solution oriented	*100% solution oriented
*50% / 50% complain/solution	*7 min gravy break to eat and organize	*Zero breaks
*6–8 brain fart days	*consistent competitive edge	*10 on hustle scale
*Goal is to finish summer	*goal is to be a top student	*Desire and Heart
*Focused here and there	*works to be like a SM	*Motivates self to strive daily
*Sometimes cold showers	*2 nd approaches regularly	*Wants to be the hardest working student
*Medium sense of urgency	*cold showers every day	*Wants to outwork all SMs
*Not focused on daily improvement	*focused 90+% of time	*Focused on "Who's Next"
*Stops learning after last house of day	*1–2 brain fart days	*No brain fart days
*Sales talk not memorized	*sales talk memorized	*Always learning new tips
*Uses own words 50% of time	*asks tips nightly	*In and out in 20 mins or less
*Rarely second approaches	*trusts the SW system to work	*Zero time wasted
*Often affected by rejection	*keeps positive through rejection	*Seeks daily excellence & improvement
*Self-talk is neutral	*keeps attitude up through challenges	*Reads positive material AM/PM
*Zero cell phone	*very focused on each goal period	*Zero cell phone
	*wants to maximize day's work	*Positive leader for roomies/org
	*Works hard through sore throats	*Understands the controllables
	*Zero cell phone	*Unconditionally COMMITTED
	*Understands the controllables	

Here are some canvassing charts of fast starts.
 Notice Fast Starts come from Habits & Work Stats

FIRST YEARS

Southwestern Canvassing Chart																													
DEALER: 11642133 - MICHAEL VINCENT LATTUCA										MICHAELVINCENTLATTUCA@GMAIL.COM										904/226-9464									
 Student Mgr: 11635637 - KATHERINE JILLIAN HASSON Sales Mgr: 11625265 - JENNIFER NUUT										Parent/Addr: MIKE LATTUCA 5 SANTA ELENA TRABUCO CYN, CA, 92679, US, 714/403-1900 Email: JUSURU1@YAHOO.COM										 P.O.Box 305140, Nashville, TN 37230									
High School: PONTE VEDRA College: FL-FLORIDA ST UNIVERSITY Yrs in Sch: 4										Parent/Addr: SHELBY TABB 103 BURNING PINE CT PONTE VEDRA BEACH, FL, 32082, US, 904/881-7121 Email: SLATTUCA75@GMAIL.COM																			
School/Addr: MICHAEL VINCENT LATTUCA 103 BURNING PINE CT PONTE VEDRA BEACH, FL, 32082, US																													
Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz										
01	05/17	4	43	47	748	53	-495	5	69	268	188	21	57	7	0	4	6	10	10.8										
02	05/24	20	145	165	1,493	363	-277	6	80	274	217	32	87	8	0	7	28	35	20.7										
03	05/31	0	38	38	975	373	-286	4	61	216	158	26	57	5	0	3	18	21	12.7										
04	06/07	6	110	116	1,584	2,928	-618	6	82	312	214	25	77	8	0	6	11	17	18.3										
05	06/14	0	38	38	1,183	244	-355	6	83	338	190	29	97	6	0	6	13	19	6.3										
06	06/21	3	319	322	2,759	660	-254	6	87	304	204	30	90	14	0	13	3	16	24.5										
07	06/28	12	342	354	3,279	4,770	-315	6	86	276	208	34	93	15	1	13	1	15	24.4										
08	07/05	70	488	558	3,958	3,197	-353	6	83	298	204	28	83	22	0	18	0	18	27.1										
09	07/12	36	298	334	2,697	2,632	-386	6	83	280	202	30	83	14	0	12	0	12	24.8										
10	07/19	32	438	470	3,833	978	-443	6	87	273	205	33	89	17	0	15	0	15	29.2										
11	07/26	36	540	576	4,624	7,384	-708	6	85	290	204	21	60	25	0	15	0	15	36.0										
12	08/02	28	0	28	2,132	4,459	0	4	0	0	0	0	0	0	7	0	2	9	0.0										
13	08/09	4	0	4	534	16,008	0	1	0	0	0	0	0	0	1	0	1	2	0.0										
14	08/16	12	0	12	893	12,831	0	4	0	0	0	0	0	0	3	0	3	6	0.0										
15	08/23	4	0	4	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0.0										
Totals			267	2,799	3,066	30,692	56,880	-4,490	73	886	3129	2194	28	873	14	13	112	86	211	234.8									
Averages			21	254	204	2,192	4,063	-408	5	81	284	199	28	79	13	3	10	9	14	21.3									
2014 Final Units: 4,272			2013 Final Units: 0			2012 Final Units: 0																							
Current Year:			Approx. Profit: 19,900.00			Profit per Day: 273.00			Best Week Units: 576 (11)			Delivery %: 142.00																	
SD % = (Sit Dn / Calls)			Cls % = (Del Cust + Sol Cust) / Sit Dn			Pkg Sz = Units / (Del Cust + Sol Cust)																							

- **SLOW PRODUCTION FIRST WEEK**
 - \$3.40 / hour
 - Hours Weeks 1-4: 14 hrs per day
 - Demos Weeks 1-4: 37 per day
 - Customers Weeks 1-4: 83 *10 customers first week*
 - **Total Profit: \$19,900 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11629196 - WILLIAM MICHAEL POWELL-JR

williammpowelljr@gmail.com

956/334-6025



Student Mgr: 11636549 - BETHANY STAFFORD JOSEPH
Sales Mgr: 11616392 - PEDRO VEGA

High School: JB ALEXANDER
College: TX-TEXAS A & M UNIVERSITY
Yrs in Sch: 5

School/Addr: WILLIAM MICHAEL POWELL-JR
 2425 CLAYTON OAKS DR
 GRAND PRAIRIE, TX, 75052, US

Parent/Addr: MICHAEL & TERRY POWELL

8614 ALTA MIRA DR
 LAREDO, TX, 78045, US, 956/726-4160
 Email: MICHAEL@POWELLBOYS.COM



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/23	0	0	0	0	0	-279	0	0	0	0	0	0	0	0	0	0	0	0.0
01	05/30	8	71	79	703	998	-267	5	71	224	144	19	42	7	0	3	1	4	23.7
02	06/06	8	59	67	4,791	1,531	-126	6	89	256	199	32	83	7	0	6	23	29	9.8
03	06/13	12	322	334	5,049	1,982	-187	6	90	272	202	34	93	20	7	12	8	27	16.9
04	06/20	12	148	160	4,384	1,000	-60	6	87	243	195	49	120	9	2	9	21	32	13.5
05	06/27	80	279	359	7,236	1,958	-123	6	87	230	183	50	116	18	4	17	26	47	13.3
06	07/04	0	73	73	1,102	3,420	-25	6	84	248	195	43	107	5	0	5	4	9	14.6
07	07/11	12	411	423	4,622	2,858	-225	6	87	247	199	36	89	16	0	14	9	23	29.4
08	07/18	68	267	335	5,398	2,143	-60	6	87	262	198	26	68	21	4	10	9	23	19.1
09	07/25	80	423	503	4,406	3,847	0	6	91	266	209	36	95	20	3	16	13	32	22.3
10	08/01	64	242	306	2,869	5,018	0	5	61	183	144	37	68	15	1	9	10	20	24.2
11	08/08	40	246	286	2,808	3,928	0	6	84	255	211	31	80	14	2	9	4	15	22.4
12	08/15	60	566	626	5,131	7,443	0	6	94	280	230	36	100	20	7	13	2	22	28.3
13	08/22	60	313	373	5,266	10,496	0	5	0	0	0	0	0	0	14	0	10	24	22.4
14	08/29	16	57	73	1,410	0	0	1	0	0	0	0	0	0	5	0	0	5	11.4
Totals		520	3,477	3,997	55,175	46,622	-1,352	76	1012	2966	2309	36	1061	16	49	123	140	312	271.3
Averages		40	248	286	3,941	3,586	-169	5	84	247	192	36	88	14	5	10	11	22	19.4

2015 Final Units: 3,577

2014 Final Units: 0

2013 Final Units: 0

Current Year:

Approx. Profit: 16,365.00

Profit per Day: 215.00

Best Week Units: 626 (12) **Delivery %:** 94.00

SD % = (Sit Dn / Calls)

Clz % = (Del Cust + Sol Cust) / Sit Dn

Pkg Sz = Units / (Del Cust + Sol Cust)

- SLOW PRODUCTION FIRST TWO WEEKS
 - \$4.56/ hour
- Hours Weeks 1-4: 14.65 per day
- Demos Weeks 1-4: 32 per day
- Customers Weeks 1-4: 92 *4 customers first week
- **Total Profit: \$ 16,356 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11639147 - HANNAH KATHLEEN GINTER

GIHA1001@STCLOUDSTATE.EDU

651/280-8582



Student Mgr: 11616668 - CRISTIE MICHELLE RIVERS
Sales Mgr: 11565722 - JACOB ROBERT SWENSON

High School: WHITE BEAR LAKE
College: MN-ST CLOUD ST UNIVERSITY
Yrs in Sch: 4

School/Addr: HANNAH KATHLEEN GINTER
 815 W ST GERMAIN APT 3
 SAINT CLOUD, MN, 56301, US

Parent/Addr: MRS KATHY GINTER
 6620 TELE LANE
 LINO LAKES, MN, 55038, US, 651/280-8583
 Email: KGALLIGAN@ISD622.ORG



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
01	05/25	0	95	95	1,626	1,172	-264	5	70	207	198	34	70	9	0	6	8	14	15.8
02	06/01	16	167	183	2,069	2,052	-186	6	87	275	261	35	96	9	0	9	3	12	18.6
03	06/08	6	246	252	2,737	210	-378	6	84	256	246	33	84	17	0	14	2	16	17.6
04	06/15	40	275	315	3,478	4,124	-273	6	88	290	279	37	106	14	0	15	12	27	18.3
05	06/22	32	210	242	1,826	-2,069	-287	6	88	315	307	41	129	14	0	18	12	30	11.7
06	06/29	16	337	353	3,146	6,397	-223	6	87	243	283	19	47	43	0	20	7	27	16.9
07	07/06	24	167	191	1,960	593	-390	6	86	278	264	31	87	16	0	14	10	24	11.9
08	07/13	4	155	159	1,646	727	-262	6	87	305	274	33	102	12	0	12	3	15	12.9
09	07/20	20	220	240	2,229	3,047	-356	6	88	250	232	35	88	16	0	14	7	21	15.7
10	07/27	40	280	320	2,656	1,084	-447	6	87	287	271	39	113	15	0	17	1	18	16.5
11	08/03	28	120	148	1,221	3,746	-603	6	87	323	310	33	106	10	0	11	3	14	10.9
12	08/10	24	192	216	1,213	-3,881	-233	6	87	246	213	39	97	23	0	22	6	28	8.7
Totals		250	2,464	2,714	25,807	17,202	-3,902	71	1026	3275	3138	34	1125	15	0	172	74	246	175.5
Averages		23	205	226	2,151	1,434	-325	6	86	273	262	34	94	17	0	14	6	21	14.6

2013 Final Units: 3,183

2012 Final Units: 0

2011 Final Units: 0

Current Year:

Approx. Profit: 14,815.00

Profit per Day: 209.00

Best Week Units: 353 (06) **Delivery %:** 120.00

SD % = (Sit Dn / Calls)

Pkg Sz = Units / (Del Cust + Sol Cust)

- SLOW PRODUCTION FIRST WEEK
 - \$6.78/ hour
- Hours Weeks 1-4: 14.29 per day
- Demos Weeks 1-4: 43 per day
- Units Weeks 1-4: 845 *Increased every week
- **Total Profit: \$ 14,815 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11634188 - ALEXANDER SCHNAE BLACK

ablack2315@yahoo.com

352/682-8873



Student Mgr: 11630465 - JOHN EARL STEWART
Sales Mgr: 11582442 - BERNARD W CHU

High School: NEWBERRY HIGH SCHOOL
College: FL-UNIVERSITY OF FLORIDA
Yrs in Sch: 3

School/Addr: ALEXANDER SCHNAE BLACK
609 SW 9TH ST
GAINESVILLE, FL, 32601, US

Parent/Addr: DAMARIS DIAZ

NEWBERRY, FL, 32669, US, 352/354-1267
Email: DIAZD4@NATIONWIDE.COM



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon	Solid Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
01	05/19	6	34	502	0	-374	5	71	199	154	37	74	4	0	3	8	11	11.3
02	05/26	17	86	1,027	67	-246	6	85	280	184	32	90	10	0	9	15	24	9.6
03	06/02	21	90	1,108	1,364	-267	6	90	272	187	30	81	14	0	11	19	30	8.2
04	06/09	19	228	2,623	2,286	-380	6	89	282	187	31	87	20	0	17	13	30	13.4
05	06/16	13	243	2,238	126	-196	6	80	259	175	33	85	16	0	14	12	26	17.4
06	06/23	10	533	5,257	336	-621	6	88	312	198	32	100	25	0	25	5	30	21.3
07	06/30	18	458	3,532	2,045	-230	6	91	358	195	24	86	22	0	19	4	23	24.1
08	07/07	5	339	2,912	3,286	-234	6	87	339	191	27	92	23	1	20	8	29	16.1
09	07/14	9	606	5,290	4,710	-206	6	86	340	189	34	115	23	0	27	13	40	22.4
10	07/21	7	374	2,987	0	-238	6	87	296	192	29	85	21	0	18	3	21	20.8
11	07/28	1	305	2,709	5,179	-315	6	84	314	216	31	98	12	0	12	6	18	25.4
Totals		126	3,296	30,185	19,399	-3,307	65	938	3251	2068	31	993	18	1	175	106	282	190.0
Averages		11	300	2,744	2,155	-301	6	85	296	188	31	90	17	1	16	10	26	17.3

2012 Final Units: 3,496

2011 Final Units: 0

2010 Final Units: 0

Current Year:

Approx. Profit: 17,080.00

Profit per Day: 263.00

Best Week Units: 606 (09) **Delivery %:** 104.00

SD % = (Sit Dn / Calls)

Clz % = (Del Cust + Sol Cust) / Sit Dn

Pkg Sz = Units / (Del Cust + Sol Cust)

- SLOW START PRODUCTION WISE
 - \$4.26 / hour first 3 weeks
 - Hours Weeks 1-4: 14.54 per day
 - Demos Weeks 1-4: 31 per day
 - Units Weeks 1-4: 438 *Beat 1st 3 weeks during Week 4
 - Week 4 \$12.80 / hour
 - **Total Profit: \$ 17,080 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11642523 - CASSIDY DANIELLE STECK

CASSIDYSTECK@GMAIL.COM

680/566-3011



Student Mgr: 11580908 - RYAN G GROOM
Sales Mgr: 11580908 - RYAN G GROOM

High School: PORTAGE
College: WI-UNIV OF WISCONSIN-MADISON
Yrs in Sch: 2

School/Addr: CASSIDY DANIELLE STECK
 501 SCHOOL RD
 PORTAGE, WI, 53901, US

Parent/Addr: ED & JANET STECK
 501 SCHOOL RD
 PORTAGE, WI, 53901, US, 608/617-5274
 Email: ESTECK5204@CHARTER.NET



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/23	0	0	0	0	0	-332	0	0	0	0	0	0	0	0	0	0	0.0	
01	05/30	16	99	115	1,039	536	-205	6	65	215	136	18	39	26	2	8	2	12	9.9
02	06/06	4	92	96	1,098	583	-194	6	80	312	191	12	38	18	3	4	1	8	13.1
03	06/13	0	55	55	727	730	-160	6	79	312	199	21	67	4	0	3	1	4	18.3
04	06/20	8	308	316	2,852	1,673	-306	6	78	339	195	17	59	24	2	12	0	14	22.0
05	06/27	8	160	168	1,772	1,076	-196	6	84	323	215	24	79	15	0	12	2	14	13.3
06	07/04	8	303	311	3,297	3,531	-256	6	84	361	231	20	73	19	2	12	0	14	21.6
07	07/11	0	292	292	3,371	2,792	-226	6	84	274	194	28	77	22	1	16	0	17	17.2
08	07/18	4	84	88	1,125	1,226	-113	6	82	282	201	26	73	8	0	6	0	6	14.0
09	07/25	0	617	617	6,107	1,950	-115	6	83	291	193	25	74	43	3	29	0	32	19.3
10	08/01	0	100	100	952	853	-261	6	71	262	171	18	48	10	0	5	0	5	20.0
11	08/08	0	16	16	251	3,291	-1,555	5	62	194	140	18	35	6	2	0	0	2	8.0
12	08/15	12	220	232	2,805	11,539	0	3	0	0	0	0	0	0	12	0	0	12	18.3
Totals		60	2,346	2,406	25,396	29,780	-3,899	68	852	3165	2066	21	662	20	27	107	6	140	195.0
Averages		9	196	201	2,116	2,482	-354	6	77	288	188	21	60	18	3	11	2	12	16.3

2015 Final Units: 2,297

2014 Final Units: 0

2013 Final Units: 0

Current Year:

Approx. Profit: 11,185.00

Profit per Day: 164.00

Best Week Units: 617 (09)

SD % = (Sit Dn / Calls)

Clz % = (Del Cust + Sol Cust) / Sit Dn

Delivery %: 95.00

Pkg Sz = Units / (Del Cust + Sol Cust)

- SLOW START FIRST 3 WEEKS
 - \$5.93 / hour
- Hours Weeks 2-4 are 80,79,78
- Hours Weeks 5-9 are over 82
- Demos over 190 Weeks 2-4
- Units Weeks 1-3 then Week 4 Units at 316
- **Total Profit \$11,185 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11643227 - JACOB LEE FLORES

JACOB.FLORES@COLORADO.EDU

720/810-6761



Student Mgr: 11640877 - SHANE JUSTIN BLICK
Sales Mgr: 10876739 - TIM RITZER

High School: DAKOTA RIDGE
College: CO-UNIV OF COLORADO AT BOULDER
Yrs in Sch: 1

School/Addr: JACOB LEE FLORES
 2138 BASELINE RD
 BOULDER, CO, 80302, US

Parent/Addr: MR TIM FLORES
 22331 E MAPLEWOOD LANE
 AURORA, CO, 80015, US, 720/810-6761
 Email: TIMFLORES@HOTMAIL.COM

Parent/Addr: MRS KRISTIE WEIGELT
 8102 S GARRISON WAY
 LITTLETON, CO, 80128, US, 303/829-4992
 Email: KRISTIEWE@GMAIL.COM



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/16	0	0	0	0	0	-237	1	0	0	0	0	0	0	0	0	1	1	0.0
01	05/23	20	168	188	1,212	1,373	-328	5	70	395	167	12	46	20	0	9	0	9	18.7
02	05/30	4	18	22	501	899	-65	6	86	460	189	16	72	4	0	3	0	3	6.0
03	06/06	28	197	225	1,685	1,149	-69	6	85	447	204	14	64	16	0	10	1	11	19.7
04	06/13	4	66	70	546	773	-148	6	85	406	214	25	100	5	1	4	0	5	13.2
05	06/20	16	240	256	2,639	2,876	-81	6	86	359	186	19	67	25	4	13	1	18	14.1
06	06/27	24	312	336	2,948	2,090	-103	6	86	340	187	16	54	24	4	9	1	14	24.0
07	07/04	20	311	331	2,913	3,831	-117	6	85	373	194	16	61	25	2	13	0	15	20.7
08	07/11	40	584	624	6,274	4,101	-89	6	85	316	186	21	66	36	1	23	1	25	24.3
09	07/18	24	181	205	1,313	1,768	-156	6	84	352	195	16	56	16	2	7	0	9	20.1
10	07/25	28	576	604	5,445	5,763	-131	6	85	369	201	19	70	31	2	20	0	22	26.2
11	08/01	28	326	354	3,499	3,326	-140	6	85	344	200	17	59	17	1	9	0	10	32.6
12	08/08	32	421	453	3,727	8,416	-110	6	85	366	206	17	64	23	5	10	1	16	28.1
13	08/15	8	348	356	5,477	14,035	-459	5	0	0	0	0	0	0	12	0	0	12	29.0
14	08/22	0	16	16	210	0	0	1	0	0	0	0	0	0	1	0	0	1	16.0

Totals 276 3,764 4,040 38,389 50,400 -2,233 78 1007 4527 2329 17 779 21 35 130 6 171 292.7

Averages 21 269 289 2,742 3,877 -172 6 84 377 194 17 65 20 3 11 1 12 20.9

2015 Final Units: 3,742

2014 Final Units: 0

2013 Final Units: 0

Current Year:

Approx. Profit: 17,470.00

Profit per Day: 224.00

Best Week Units: 624 (08)

Delivery %: 93.00

SD % = (Sit Dn / Calls)

Pkg Sz = Units / (Del Cust + Sol Cust)

- FAST START 1ST WEEK, SLOW 2ND WEEK
 - \$13.43 / hour
- 2nd Week \$1.28 / hour
- 3rd Week \$11.58 / hour
- Constant 1st 3 Weeks:
 - Averaged 14+ hours / day
 - Averaged 33 demos / day
- **Total Profit: \$17,470 (w/o residuals)**

STUDENT LEADERS

Southwestern Canvassing Chart																			
DEALER: 11631204 - CATHERINE ANNE MEADOWS							cannemeadows@gmail.com							678/468-6400					
		Student Mgr: 11631204 - CATHERINE ANNE MEADOWS Sales Mgr: 11260154 - VIRGIE S SANDFORD High School: HOLY SPIRIT PREPARATORY College: GA-GEORGIA INSTITUTE OF TECHNOLOGY Yrs in Sch: 4							Parent/Addr: TODD MEADOWS 205 DEVONWOOD DRIVE ATLANTA, GA, 30328, US, 404/717-6727 Email: wtmeadows@gmail.com							 P.O.Box 305140, Nashville, TN 37230			
School/Addr: CATHERINE ANNE MEADOWS 205 DEVONWOOD DR ATLANTA, GA, 30328, US																			
Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
01	05/18	4	29	33	422	382	-161	5	68	336	194	21	70	3	0	2	1	3	14.5
02	05/25	36	346	382	3,449	1,475	-96	6	78	277	179	28	78	33	3	23	2	28	13.3
03	06/01	28	551	579	5,041	3,048	-60	6	83	292	206	35	103	25	0	26	1	27	21.2
04	06/08	40	377	417	2,970	4,619	-223	6	84	317	188	25	78	27	1	20	0	21	18.0
05	06/15	32	492	524	4,178	1,413	-125	6	84	277	196	32	89	30	0	27	0	27	18.2
06	06/22	52	502	554	6,338	6,288	0	6	85	268	178	31	82	38	15	16	2	33	16.2
07	06/29	24	230	254	3,171	4,834	-292	4	54	166	113	29	48	25	11	1	0	12	19.2
08	07/06	52	803	855	10,761	7,602	-37	6	86	315	205	84	264	13	30	5	1	36	22.9
09	07/13	20	584	604	6,597	6,699	0	6	84	330	186	25	82	32	15	11	1	27	22.5
10	07/20	44	518	562	6,110	1,449	-202	5	71	223	131	24	54	37	13	7	1	21	25.9
11	07/27	44	331	375	4,460	5,426	0	6	83	343	203	24	83	24	18	2	0	20	16.6
Totals		376	4,763	5,139	53,497	43,235	-1,196	62	860	3144	1979	33	1031	24	106	140	9	255	208.5
Averages		34	433	467	4,863	3,930	-150	6	78	286	180	33	94	26	13	13	1	23	19.0
2013 Final Units: 5,053			2012 Final Units: 3,645			2011 Final Units: 0													
Current Year:			Approx. Profit: 23,505.00			Profit per Day: 379.00			Best Week Units: 855 (08)			Delivery %: 99.00							
SD % = (Sit Dn / Calls) Pkg Sz = Units / (Del Cust + Sol Cust)																			

- SLOW START 1ST WEEK—33 units
 - 39 demos / day
- Weeks 2-4: 32 demos / day
- Biggest week of summer (855) was 2nd highest demo week (205)
- First 5 weeks 1,935 units
- Last 6 weeks 3,204 units
- **Total Profit: \$23,505 (w/o residuals)**

*Bonus: Notice the growth from summer 2012 to 2013. This is a GROWTH business

Southwestern Canvassing Chart

DEALER: 11639147 - HANNAH KATHLEEN GINTER

GIHA1001@STCLOUDSTATE.EDU

651/280-8582



Student Mgr: 11639147 - HANNAH KATHLEEN GINTER
Sales Mgr: 10876739 - TIM RITZER

High School: WHITE BEAR LAKE
College: MN-ST CLOUD ST UNIVERSITY
Yrs in Sch: 4

School/Addr: HANNAH KATHLEEN GINTER
 815 W ST GERMAIN APT 3
 SAINT CLOUD, MN, 56301, US

Parent/Addr: MRS KATHY GINTER

6620 TELE LANE
 LINO LAKES, MN, 55038, US. 651/280-8583
 Email: KGALLIGAN@ISD622.ORG



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/16	0	0	0	0	133	0	0	0	0	0	0	0	0	0	0	0	0	0.0
01	05/23	8	338	346	3,913	1,531	-334	5	70	264	211	34	89	18	0	16	1	17	21.1
02	05/30	20	243	263	2,382	1,782	-594	6	83	285	197	31	87	17	0	15	3	18	16.2
03	06/06	60	720	780	7,910	2,365	-424	6	84	230	181	35	80	41	2	31	1	34	21.8
04	06/13	32	394	426	4,761	9,810	-1,798	6	84	235	165	34	79	24	3	16	4	23	20.7
05	06/20	36	632	668	6,778	5,650	-184	6	83	245	161	32	78	33	8	18	2	28	24.3
06	06/27	36	580	616	5,288	3,900	-324	6	83	302	164	27	81	23	2	17	0	19	30.5
07	07/04	12	507	519	6,284	4,638	-819	6	81	226	156	31	70	37	17	9	0	26	19.5
08	07/11	24	497	521	7,940	2,094	-270	6	84	233	155	41	96	28	25	2	2	29	18.4
09	07/18	20	311	331	4,533	4,847	-1,024	6	83	230	157	26	60	20	8	4	1	13	25.9
10	07/25	24	246	270	4,034	2,613	-171	6	81	198	120	29	58	40	23	0	1	24	10.7
11	08/01	32	537	569	7,778	13,007	-393	6	83	188	101	29	54	37	19	1	0	20	26.9
12	08/08	28	367	395	6,827	10,419	-793	6	0	0	0	0	0	0	20	0	0	20	18.4
13	08/15	12	61	73	2,111	7,251	-1,071	4	54	0	0	0	0	0	6	0	1	7	10.2
14	08/22	0	0	0	0	0	-82	0	0	0	0	0	0	0	0	0	0	0	0.0
Totals		344	5,433	5,777	70,539	70,040	-8,281	75	953	2636	1768	32	832	31	133	129	16	278	264.6
Averages		26	418	444	5,426	5,388	-592	6	79	240	161	32	76	29	12	13	2	21	20.4

2015 Final Units: 5,467

2014 Final Units: 3,204

2013 Final Units: 3,403

Current Year:

Approx. Profit: 25,995.00

Profit per Day: 347.00

Best Week Units: 780 (03) **Delivery %:** 96.00

SD % = (Sit Dn / Calls)

Clz % = (Del Cust + Sol Cust) / Sit Dn

Pkg Sz = Units / (Del Cust + Sol Cust)

- **FAST START**
- First 4 weeks: 1,815 units
 - 780 units week 3
 - First 4 weeks: 14 hours / day
 - First week: 42 demos / day
 - **Total Profit: \$24,955 (w/o residuals)**

*Bonus: notice summer 2014 and 2013. Decreased that summer but responded the RIGHT way and grew 2263 units in summer 2015

Southwestern Canvassing Chart																					
DEALER: 11628522 - SEAN GARRIS DAVIS					SEANGARRISDAVIS@GMAIL.COM										904/252-0101						
		Student Mgr: 11628522 - SEAN GARRIS DAVIS Sales Mgr: 11572135 - CHRISTOPHER L SHAW										 <p>Parent/Addr: TIM & BECKY DAVIS 1429 RIVER HILLS CR E JACKSONVILLE, FL, 32211, US, 904/721-1787 Email: TIMBEK2@BELLSOUTH.NET</p> <p>P.O.Box 305140, Nashville, TN 37230</p>									
		High School: ACDS	College: FL-UNIVERSITY OF FLORIDA	Yrs in Sch: 5																	
School/Addr: SEAN GARRIS DAVIS 1429 RIVER HILLS CIR E JACKSONVILLE, FL, 32211, US, 904/252-0101																					
Week No.	Week End	Logon	Solid Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz			
00	05/12	0	0	0	59	-308	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
01	05/19	14	251	2,346	10	-487	5	71	158	157	37	59	25	0	15	11	26	16.7			
02	05/26	5	245	2,328	3,835	-403	6	85	189	179	33	62	44	11	16	14	41	9.1			
03	06/02	8	305	2,965	2,510	-227	6	84	201	190	40	81	42	16	18	11	45	9.0			
04	06/09	13	369	4,292	3,249	-139	6	85	214	201	42	90	46	19	22	17	58	9.0			
05	06/16	11	436	5,586	279	-260	6	85	196	187	42	82	34	27	1	5	33	15.6			
06	06/23	12	283	3,707	6,029	-422	6	76	197	182	40	79	33	24	2	5	31	10.9			
07	06/30	15	374	3,772	2,995	-229	6	86	195	189	41	79	30	24	0	7	31	15.6			
08	07/07	9	438	5,316	2,374	-161	6	85	198	196	36	71	34	24	0	7	31	18.3			
09	07/14	13	487	5,551	4,343	-205	6	86	191	191	38	72	40	28	1	3	32	16.8			
10	07/21	9	389	5,188	2,729	-249	6	84	192	192	34	65	37	23	1	1	25	16.2			
11	07/28	13	330	4,467	5,954	-771	6	0	191	191	34	65	29	19	0	3	22	17.4			
Totals		122	3,907	45,518	34,366	-3,861	65	827	2122	2055	38	805	36	215	76	84	375	154.6			
Averages		11	355	4,138	3,124	-351	6	83	193	187	38	73	36	22	10	8	34	14.1			
2012 Final Units: 4,027					2011 Final Units: 2,355					2010 Final Units: 0											
Current Year:					Profit per Day: 296.00					Best Week Units: 487 (09) Delivery %: 98.00											
Approx. Profit: 19,235.00					Clz % = (Del Cust + Sol Cust) / Sit Dn					Pkg Sz = Units / (Del Cust + Sol Cust)											

- FAST START
- Weeks 1-4: 170 customers
- Weeks 1-4: 14+ hours / day
- Demos increased first 4 weeks
 - Averaged 32+ demos / day
- **Total Profit: \$19,235 (w/o residuals)**

*Bonus: Notice the growth from summer 2011 to 2012. This is a GROWTH business

Southwestern Canvassing Chart

DEALER: 11607433 - AMBER SHERE BRAGG

A.BRAGG11@GMAIL.COM

903/269-8899



Student Mgr: 11607433 - AMBER SHERE BRAGG
Sales Mgr: 11552616 - JOHN R THOMAS

High School: CADDY MILLS HIGH SCHOOL
College: TX-TEXAS A & M UNIVERSITY
Yrs in Sch: 5

School/Addr: AMBER SHERE BRAGG
 2302 JOSHUA ST
 CADDY MILLS, TX, 75135, US, 903/269-8899

Parent/Addr: MS ANGIE BOYD
 2302 JOSHUA ST
 CADDY MILLS, TX, 75135, US, 903/303-9892



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon	Solid Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/19	0	0	0	-882	0	0	0	0	0	0	0	0	0	0	0	0	0.0
01	05/26	12	463	3,916	2,265	-358	5	70	211	154	31	66	29	0	19	1	20	24.4
02	06/02	10	515	6,254	2,789	-286	6	83	230	195	37	85	33	0	28	7	35	18.4
03	06/09	26	830	8,785	7,349	-570	6	83	234	193	37	86	35	14	16	2	32	27.7
04	06/16	24	600	7,484	5,515	-243	6	82	212	183	38	81	35	16	12	3	31	21.4
05	06/23	25	918	9,056	5,330	-588	6	84	223	183	38	85	34	13	16	2	31	31.7
06	06/30	28	793	8,436	7,629	-487	6	84	204	183	36	73	48	22	13	3	38	22.7
07	07/07	29	791	7,829	7,410	-483	6	84	211	184	36	76	42	16	16	4	36	24.7
08	07/14	0	1,126	9,581	8,246	-690	6	87	202	187	43	86	44	17	21	2	40	29.6
09	07/21	0	812	8,239	9,611	-273	6	0	217	183	35	76	43	18	15	3	36	24.6
10	07/28	0	1,002	9,177	8,768	-401	6	88	214	188	32	68	51	13	22	1	36	28.6
11	08/04	0	500	6,157	10,049	-312	6	84	200	184	35	70	39	16	11	0	27	18.5
Totals		154	8,350	84,914	74,961	-5,573	65	829	2358	2017	36	852	39	145	189	28	362	272.3
Averages		22	759	7,719	6,815	-507	6	83	214	183	36	77	39	16	17	3	33	24.8

2012 Final Units: 9,117

2011 Final Units: 7,075

2010 Final Units: 7,017

Current Year:

Approx. Profit: 43,545.00

Profit per Day: 670.00

Best Week Units: 1,126 (08) **Delivery %:** 104.00

SD % = (Sit Dn / Calls)

Clz % = (Del Cust + Sol Cust) / Sit Dn

Pkg Sz = Units / (Del Cust + Sol Cust)

- **FAST START**
 - Week 3: 830 units
- Weeks 1-4 Hours: 13.81 / day
- Weeks 1-4 Demos: 32 / day
- Biggest Weeks (1,126 & 1,002) also most Hours worked (87 & 88)—correlation!
- **Total Profit: \$43,545 (w/o residuals)**

Southwestern Canvassing Chart

DEALER: 11636496 - AISHA R BOURKE

AISHABOURKE@GMAIL.COM

308/293-5112



Student Mgr: 11636496 - AISHA R BOURKE
Sales Mgr: 11244191 - YVETTE M KUESTER

High School: ELM CREEK HS
College: NE-UNIVERSITY OF NEBRASKA-LINCOLN
Yrs in Sch: 4

School/Addr: AISHA R BOURKE
 1524 HILLTOP RD
 LINCOLN, NE, 68521, US

Parent/Addr: JEFF & KARI BOURKE

44871 RD 754
 ELM CREEK, NE, 68836, US, 308/987-2470
 Email: KBOURKE308@YAHOO.COM



P.O.Box 305140, Nashville, TN 37230

Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contact	Demos	SD %	Sit Dn Pres	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz
00	05/17	0	0	0	0	0	-119	0	0	0	0	0	0	0	0	0	0	0.0	
01	05/24	24	153	177	1,216	2,160	-474	6	70	185	160	39	73	12	0	9	3	12	17.0
02	05/31	40	429	469	3,796	2,924	-209	6	84	210	191	43	91	27	1	24	4	29	17.2
03	06/07	52	526	578	4,840	3,084	-304	6	84	194	181	53	103	28	2	27	2	31	18.1
04	06/14	36	480	516	3,656	2,624	-613	6	85	197	183	53	105	16	0	17	4	21	28.2
05	06/21	32	461	493	4,328	3,757	-444	6	85	211	194	55	117	24	6	22	3	31	16.5
06	06/28	48	469	517	4,581	3,405	-162	6	84	205	196	59	120	20	11	13	6	30	19.5
07	07/05	60	499	559	4,726	4,821	-259	6	84	218	195	48	104	22	13	10	2	25	21.7
08	07/12	40	448	488	4,522	3,055	-56	6	84	217	193	50	109	19	8	13	2	23	21.3
09	07/19	36	347	383	3,587	3,281	-266	6	84	212	192	57	121	14	10	7	4	21	20.4
10	07/26	8	121	129	1,168	6,306	-629	5	2	38	37	47	18	56	8	2	0	10	12.1
11	08/02	4	21	25	195	2,039	-129	3	0	0	0	0	0	0	5	0	0	5	4.2
12	08/09	0	0	0	0	11,245	0	0	0	0	0	0	0	0	0	0	0	0	0.0
13	08/16	0	0	0	0	0	-105	0	0	0	0	0	0	0	0	0	0	0.0	

Totals 380 3,954 4,334 36,615 48,701 -3,769 62 746 1887 1722 51 961 22 64 144 30 238 196.2

Averages 35 359 394 3,329 4,058 -314 6 75 189 172 50 96 24 7 14 3 22 17.8

2014 Final Units: 4,294

2013 Final Units: 2,975

2012 Final Units: 0

Current Year:

Approx. Profit: 19,850.00

Profit per Day: 320.00

Best Week Units: 578 (03) **Delivery %:** 100.00

SD % = (Sit Dn / Calls)

Pkg Sz = Units / (Del Cust + Sol Cust)

- FAST START
- Weeks 1-4 Units: 1,740
- Weeks 1-4 Hours: 14 / day
- Weeks 1-4 Demos: 187 / week
- **Total Profit: \$19,850 (w/o residuals)**

*Bonus: Notice the growth from summer 2013 to 2014. This is a GROWTH business

Southwestern Canvassing Chart

DEALER: 11640877 - SHANE JUSTIN BLICK								SHANE.BLICK@GMAIL.COM								Cell: 618/570-3289														
		Student Mgr: 11640877 - SHANE JUSTIN BLICK Sales Mgr: 10876739 - TIM RITZER														 High School: BELLEVILLE TOWNSHIP WEST College: CO-UNIV OF COLORADO AT BOULDER Yrs in Sch: 4 Parent/Addr: STEVE & MARILYN VOSS 29 TALON DR MILLSTADT, IL, 62260, US, 618/530-1519 Email: MARILYNVOSS@GMAIL.COM P.O. Box 305140, Nashville, TN 37230														
School/Addr: SHANE JUSTIN BLICK 1137 PLEASANT ST #4 BOULDER, CO, 80302, US																														
Week No.	Week End	Logon Units	Sold Units	Total Units	Cash	Actual Remit	Exp	Days Work	Hours Work	Calls Contac	Demos	SD %	Sit Dn	Cls %	Del Cust	Sol Cust	Weak Cust	Tot Cust	Pkg Sz											
00	05/16	0	0	0	0	0	-144	0	0	0	0	0	0	0	0	0	0	0	0	0.0										
01	05/23	20	230	250	2,667	4,731	-405	5	70	296	160	26	76	16	1	11	1	13	19.2											
02	05/30	40	746	786	7,265	4,870	-246	6	85	302	204	33	101	24	0	24	0	24	31.1											
03	06/06	36	601	637	7,460	8,663	-415	6	84	270	188	34	93	24	16	6	0	22	27.3											
04	06/13	36	615	651	8,581	9,900	-294	6	84	283	198	32	90	32	24	5	1	30	21.2											
05	06/20	48	692	740	10,377	12,180	-542	6	86	246	176	37	92	36	31	2	0	33	21.0											
06	06/27	16	612	628	9,313	9,632	-99	6	87	280	184	30	85	28	23	1	1	25	25.5											
07	07/04	40	609	649	9,266	4,680	-391	6	86	275	183	26	71	28	16	4	0	20	30.5											
08	07/11	36	632	668	8,076	5,231	-82	6	87	307	191	25	78	22	14	3	0	17	37.2											
09	07/18	16	458	474	6,221	7,204	-304	6	88	294	191	26	76	22	13	4	0	17	26.9											
10	07/25	48	842	890	12,862	11,393	-83	6	89	281	181	22	62	44	27	0	1	28	31.2											
11	08/01	44	825	869	11,269	10,897	-354	6	88	287	181	24	70	34	23	1	0	24	34.4											
12	08/08	28	667	695	8,963	6,971	-81	6	87	289	196	24	68	38	24	2	0	26	25.7											
13	08/15	28	378	406	5,775	10,115	-928	6	85	300	184	22	67	25	17	0	0	17	22.2											
14	08/22	24	707	731	9,748	7,001	-359	6	85	238	180	28	66	38	24	1	0	25	28.3											
15	08/29	44	533	577	7,858	5,228	-91	6	0	0	0	0	0	0	28	0	0	28	19.0											
16	09/05	20	233	253	2,805	10,727	-132	2	0	0	0	0	0	0	11	0	0	11	21.2											
17	09/12	0	0	0	0	0	-149	0	0	0	0	0	0	0	0	0	0	0	0.0											
Totals		524	9,380	9,904	128506	129423	-5,099	91	1191	3948	2597	28	1095	33	292	64	4	360	421.9											
Averages		33	586	619	8,032	8,089	-300	6	85	282	186	28	78	29	19	5	1	23	26.4											
2015 Final Units: 9,247				2014 Final Units: 2,657				2013 Final Units: 0																						
Current Year:				Approx. Profit: 43,875.00				Profit per Day: 482.00				Best Week Units: 890 (10) Delivery %: 94.00				Pkg Sz = Units / (Del Cust + Sol Cust)														
SD % = (Sit Dn / Calls)																														

- FAST START
 - Week 2 786 units
 - Weeks 1-4 Hours: 14+ / day
 - Weeks 1-4 Demos: 33 / day
 - Weeks 1-4 Units: 2,324
 - **Total Profit: \$43,875**

*Bonus: Notice the growth from summer 2014 to 2015. This is a GROWTH business

READING

ATTITUDE IS EVERYTHING

Francis Baltazar-Schwarz

Jerry was the kind of guy you love to hate. He was always in a good mood and always had something positive to say. When someone would ask him how he was doing, he would reply, "If I were any better, I would be twins!"

He was a unique manager because he had several waiters who had followed him around from restaurant to restaurant. The reason the waiters followed Jerry was because of his attitude. He was a natural motivator. If an employee was having a bad day, Jerry was there telling the employee how to look on the positive side of the situation.

Seeing this style really made me curious, so one day I went up to Jerry and asked him, "I don't get it! You can't be a positive person all of the time. How do you do it?"

Jerry replied, "Each morning I wake up and say to myself, 'Jerry, you have two choices today. You can choose to be in a good mood or you can choose to be in a bad mood.' I choose to be in a good mood. Each time something bad happens, I can choose to be a victim or I can choose to learn from it. I choose to learn from it."

"Every time someone comes to me complaining, I can choose to accept their complaining or I can point out the positive side of life. I choose the positive side of life."

"Yeah, right, it's not that easy," I protested.

"Yes, it is," Jerry said. "Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react to situations. You choose how people will affect your mood. You choose to be in a good mood or bad mood. The bottom line, it's your choice how you live life."

I reflected on what Jerry said. Soon thereafter, I left the restaurant industry to start my own business. We lost touch, but I often thought about him when I made a choice about life instead of reacting to it.

Several years later, I heard that Jerry did something you are never supposed to do in a restaurant business: he left the back door open one morning and was held up at gunpoint by three armed robbers. While trying to open the safe, his hand, shaking from nervousness, slipped off the combination. The robbers panicked and shot him. Luckily, Jerry was found relatively quickly and rushed to the local trauma center. After 18 hours of surgery and weeks

of intensive care, Jerry was released from the hospital with fragments of the bullets still in his body.

I saw Jerry about six months after the accident. When I asked him how he was, he replied, "If I were any better, I'd be twins. Wanna see my scars?"

I declined to see his wounds, but did ask him what had gone through his mind as the robbery took place. "The first thing that went through my mind was that I should have locked the back door," Jerry replied. "Then, as I lay on the floor, I remembered that I had two choice: I could choose to live, or I could choose to die. I chose to live."

"Weren't you scared? Did you lose consciousness?" I asked. Jerry continued, "The paramedics were great. They kept telling me I was going to be fine. But when they wheeled me into the emergency room and I saw the expressions on the faces of the doctors and nurses, I got really scared. In their eyes, I read, 'He's a dead man.' I knew I needed to take action."

"What did you do?" I asked.

"Well, there was a big burly nurse shouting questions at me," said Jerry. "She asked if I was allergic to anything. 'Yes,' I replied. The doctors and nurses stopped working as they waited for my reply. I took a deep breath and yelled, 'Bullets!' Over their laughter, I told them, 'I am choosing to live. Operate on me as if I am alive, not dead.'"

Jerry lived thanks to the skill of his doctors, but also because of his amazing attitude. I learned from him that every day we have the choice to live fully. Attitude, after all, is everything.

WRITING

WHAT DO THE CONTROLLABLES MEAN TO YOU?

MEMORIZE

DEMO THROUGH MATH

DEMONSTRATION

TABLE OF CONTENTS

As you can see on the Back of my sample, the set of 4 covers History, Government, Economics, Geography, Writing, Literature; Its got Science, from Biology, Chemistry, Earth Science, Ecology, Physics and even Space Science! There's also over 2400 pages of Mathematics, from Addition to Calculus with 4 websites that make it even more accessible. It sure covers a lot of material (nod your head) in one place, doesn't it?

MATHEMATICS

Let me show you real quickly how this works with Math. (*Turn to page 322-323*). It has tons of examples, illustrated with step-by-step outlines showing you just how the answers are worked out. As you can see (page 6, read main subsections & flip through Math Table of Contents), it is divided into addition, subtraction, multiplication, division, place value, decimals, fractions, ratios, word story problems, pre-Algebra, geometry, and even trigonometry and calculus that can give everyone trouble. For example, Mrs. Jones, here on page (pg 358-361), it takes fractions and breaks them down step-by-step-by-step with a written explanation for each step. Plus it will have things like the formulas right here on a few pages (*turn to page 1144*). It's almost like having a teacher at home. Isn't that great!

WEBSITE MATH

Probably the coolest is how our websites & apps work along with the books. Out of any of the 3,000 examples in here, let's say you need some extra help, maybe like on pg. 1763, you'd just jump our website (point to link at the bottom of page) enter the page number on the search bar and you'd get a video of a teacher talking and writing out that exact one! Isn't that cool?!

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Building a FB Business Page

____ Dealer Initials

____ Manager Initials

Week 7

PROBLEM SOLVING FORMULA

PREVENTION & REACTION

3rd Commandment of Southwestern Advantage

THE ANSWER (TO ALL MY PROBLEMS) IS BEHIND THE NEXT DOOR

The Problem Solving Formula:

1.

2.

3.

4.

Two most common things that are outside your control that get people off track in the first three weeks:

Rain

Car Problems

Problem Solver Hierarchy:

YOU (*95% of all problems this summer, you will be able to figure out with a bit of thought)

YOUR STUDENT MANAGER

YOUR ORG LEADER

YOUR SALES MANAGER

YOUR DIRECTOR

Dealer Initials _____
Manager Initials _____

READING

WORKING THROUGH THE UNCOMFORTABLES... 3 TECHNICAL KEYS TO YOUR SUCCESS

Robert Kiyosaki from *Rich Dad Poor Dad* wrote about how to be a successful franchise owner. He tells a story about McDonalds, one of the most successful franchises in history. He says that you can be very successful as a franchise owner, but you have to follow one main rule. He says the McDonalds business plan is so solidly constructed that your main objective is to do EVERY tiny little thing they tell you to do. Period. Don't get creative or you will lose money. People pay a million dollars for the rights to own those golden arches, that's just for the rights! If they tell you to store the chicken mcnuggets on a certain shelf at a certain temperature then DO IT. Period. You are not going to find a better way to run a McDonalds than how they tell you. McDonalds has been franchised since the 1950s. That's a long time and a lot of burgers served. Southwestern started teaching students how to sell in 1868. 143 years is quite a nice amount of time to figure out how to do what we do. We are going to give you a set of guidelines for running your business this summer. Follow them. The principles will work if you do. I am not saying that you need to be a sales robot out there. Be yourself and learn how to have fun AND do these things at the same time. Win—Win. If you have a proper attitude of how to make that happen, you will enjoy the results.

There are going to be some things I teach you this summer that will take time to understand. I am going to cover three of the main ones and why you NEED to do them. They are small things. But they are small things that make a HUGE difference. I have watched kids over the years do most everything I ask and leave one or two of these out. It greatly affects their results and they are usually the most frustrated by summer's end. I have heard students say "it's just not really my STYLE to do that. So I kind of do it my own way." or "i tried that but it didn't work" Creativity and innovation are cool with me, but there are a few things that you won't find a better way to do than what we give you. I have seen lots of kids try. They NEVER make what they would if they did it my way. Trust me. Just do it. You will thank me later when your check makes you proud. Mine was over \$25K after my first summer doing these little things correctly.

1. Pick up the bag.
2. Use your Second approach every time.
3. Close word for word when you are supposed to.

Why? Because it works. Here is why...

1. **Pick up the bag.** I remember feeling really awkward when I was first learning to do this. I found it awkward doing it to my student manager when I was practicing but I found it even weirder doing it to a real mom or dad in Massachusetts. I thought it seemed unnatural or even a bit pushy. I did it anyway and I soon became very natural with it and it was very effective. Some kids don't fully commit to it though. Big mistake. What happens to them is they try it a few times and don't experience immediate success and

then they stop doing it. Or make up their own version of it. BE CAREFUL!! Once they stop doing it they stop getting in as many doors and they start getting more frustrated. Door demos all day all summer is not that positive of an experience. If you want to get in the door, which you do, then show action and pick up the bag EVEN when you are certain they are gonna tell you NO. Be patient, stay committed to it, and you will see it become more natural and effective. Allow yourself to be successful, pick up the bag every time.

2. ***Use your second approach every time.*** Same story as above. At first you might not feel comfortable doing this. But you need to understand WHY Mrs. Jones needs to hear this. Your first approach is oftentimes UNHEARD because of what is going on in her head. It's tough for her to really listen to you. You know the biggest reason people will tell you NO this summer at the door??? Because they don't really know what you are doing. They think they do but they don't. You might think they do but they don't. Sometimes I found myself skipping the second approach and getting pre approach or going straight to a door demo because I didn't think that my second approach would work on them. My sales went down. Yours will too. The truth is, of my 18–20 sits I get every day, 6 or 8 let me in on my first approach. That leaves 12–14 good prospects that I get in because of my second or third approach. Trust me, I am not going to teach you to be pushy or rude. I will encourage you to be assumptive and confident. Those are good things for you to develop. Oftentimes the best and coolest prospects will tell you NO initially. If you don't second approach you will never know how cool they really are. I have people every day tell me while they are writing me a check, "I am really glad you were persistent with me Matt. I thought you were selling something else like magazines or whatever. These books are great. Glad you didn't let me shoo you away! Can I get you a coke for the road??" Seriously, the difference between 10 sits a day and 20 a day is monstrous. It is a totally different job. Way more fun. If you skip the second approach because it feels weird, remind yourself to be patient! Commit to delivering it with confidence and watch your sales increase.
3. ***Close word for word when you are supposed to.*** Did you know Dustin Hillis (company record holder \$100K in his third summer) didn't know his sales talk when he left sales school his first summer? He said he just knew the closing steps. He would forget his words at the door and just default to his closing steps word for word and people bought! He tried to close everyone he talked to. He made \$30K that summer. Closing might be awkward for you at first but do it anyway. You will get better at it over time and you will find yourself with money in your pocket at the end of the summer. Don't just sit there and wait for them to think about it. That's way more uncomfortable! Close! If you get mixed up or confused, just default to close. You will be amazed how many people will seriously go get their checkbook.

This isn't rocket science, which I guess everyone finds difficult to understand. These little things might be uncomfortable or a bit awkward at first but don't stop doing them. Don't modify them! Trust me, after time, they will work for you just like they worked for me and 143 years worth of students.

WRITING

IDENTIFY YOUR STRENGTHS/WEAKNESSES—ACTION PLAN

Dealer Initials
 Manager Initials

MEMORIZE

DEMO UNTIL SUMMARY

DEMONSTRATION

TABLE OF CONTENTS

As you can see on the back of my sample, the set of 4 covers History, Government, Economics, Geography, Writing, Literature; It's got Science, from Biology, Chemistry, Earth Science, Ecology, Physics and even Space Science! There's also over 2400 pages of Mathematics, from Addition to Calculus with 4 websites that make it even more accessible. It sure covers a lot of material (nod your head) in one place, doesn't it?

MATHEMATICS

Let me show you real quickly how this works with Math. (*Turn to page 322-323*). It has tons of examples, illustrated with step-by-step outlines showing you just how the answers are worked out. As you can see (page 6, read main subsections & flip through Math Table of Contents), it is divided into addition, subtraction, multiplication, division, place value, decimals, fractions, ratios, word story problems, pre-Algebra, geometry, and even trigonometry and calculus that can give everyone trouble. For example, Mrs. Jones, here on page (pg 358-361), it takes fractions and breaks them down step-by-step-by-step with a written explanation for each step. Plus it will have things like the formulas right here on a few pages (*turn to page 1144*). It's almost like having a teacher at home. Isn't that great!

WEBSITE MATH

Probably the coolest is how our websites & apps work along with the books. Out of any of the 3,000 examples in here, let's say you need some extra help, maybe like on pg. 1763, you'd just jump our website (point to link at the bottom of page) enter the page number on the search bar and you'd get a video of a teacher talking and writing out that exact one! Isn't that cool?!

PUNCTUATION

Well, the rest of the set works the same way. For example, if one of the kids were to ask, "Mom, what's an adverbial clause?"... Most of the moms tell me it has been years since they studied adverbial

clauses. Well, right here on pages 988 and 989 is a practical Punctuation Review (*Point to the adverbial clause*). And on the next page (990-991), are all you're different uses of a comma! These sorts of day-to-day homework questions are exactly what these study guides are designed for.

LIFE ADVANTAGE

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.

SCIENCE

And you know, it seems like science seems to be more and more important nowadays. The really great thing about this (*say this as you are flipping through the section*) is that it's like having special features about all the Science subjects. See, it covers all the major laws, theories, and hypotheses for each of the sciences and includes things like Genetics, Inorganic chemistry, the lithosphere, nuclear physics, and astronomy (as you flip through Science Advantage 'Contents' and name 5 different topics)! What really helps, is that they are tons of different diagrams that are simply easier to study, like over here with Mitosis & Meiosis and the Animal and Plant cell—just side by side (p.50-51 & p.58-59). Wouldn't that be easier the night before the test!

WEBSITES

Speaking of what's awesome, is that you can jump onto the website before a big test and take online quizzes to test yourself, or download worksheets for extra practice to make sure you're ready for your test. Can you see why everyone has been so excited about this?

MATH (Parent help & Advantage4Parents)

Mrs. J, one of the most useful sections is the Advanced Math, because that's where the kids get the most homework. 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 and the new method to make it easier for parents to help out (show Example 7 of Page 310)!

And from what I hear, parenting can be a lot tougher than math problems... All of the moms have been super excited to know that we have an entire website called Advantage4Parents just for them! (show the Adv4Parents home page on the site or slick). Advantage4Parents: The most comprehensive website in the world for parents with thousands of videos and articles written by experts. Money expert Dave Ramsey writes our money management section, award-winning nutritionists have created recipes for our cooking show plus helpful advice on parenting toddlers through teenagers. Parents love that we offer something for them!—Can you see why I've had so many families pick this up?

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Selling with Tablet: E-Order

Week 8

"THE SUCK LIST"

SUCK LIST

1. Weather
2. Bad Landlord
3. Dogs
4. Cancellations
5. Cops
6. Negative Roommate
7. Rude Mom
8. Book Goggles
9. Roommates Quit
10. Bounced Checks
11. Car Problems
12. Forget Lunch
13. Permit Issues
14. Get Lost
15. Get Sick
16. Have to go to the Bathroom
17. Funeral
18. Rejection
19. Weddings
20. Other Kids Having Fun
21. Family Problems
22. Finding an HQ
23. Books in Territory
24. NO CELL PHONE
25. Dear John Letter
26. Having to Move HQ's
27. Bad PR
28. Feeling Alone All Day
29. Negative Parents
30. Fatigue—Mental/Physical
31. Nervousness
32. Emotions out of Control
33. Zero Days

READING

STEVE SWALE'S LETTERS HOME

Dear Dad & Mom,

(First letter, June 04, 1986) "I sold 5 customers for a profit of \$107.30—MY BEST DAY YET. Today I sold only 2 customers and cleared \$75.00. It just wears on me, however, to hear the same excuses time after time. I had the second most customers this week for a first year student, but still I don't feel I'm doing particularly well. Those who are not selling as well have it pretty tough, I bet."

(Second letter, June 06, 1986) "Well, it's Friday at 5:40 a.m. and I can't sleep. Sorry to say, and I didn't think it would happen, but I'm really hating this. I dread waking up in the morning. Each day is just like the last—house to house until 4 p.m. It is frustrating not knowing if your efforts will be rewarded....to find no one home, and if home, they are not interested. If interested, there is the money problem....and if not money, then, "I must talk to my husband first."

(June 10, 1986) "I miss you. I think constantly about home. I wish I could just quit. I hate this. They told us we would get these feelings, but I had no idea they would be so intense."

(June 14, 1986) "Boy, I don't know if I can deal with this all summer long. ANYTHING would be easier than this!"

(June 16, 1986) "This is not getting any easier, even though I'm doing well. Monday through Thursday is especially hard. Sunday is the only day I look forward to."

(June 19, 1986) "Last week I finished 3rd in Units Sold, 2nd in Number of Customers, and 1st in Number of Sets Sold. Well, things are getting a little better now. It's tough, but I'm having a better attitude about it every day."

(June 21, 1986) "I really actually enjoyed this week of work. The people were friendly, and those who weren't didn't bother me. I just kept moving and kept laughing. Well, I had my best week yet and have met my goals each week. I just keep talking and smiling through their objections and act like I'm supposed to be there! My sales have gone like this: 79, 81, 150, 235."

(June 30, 1986) "I know for sure that I will be here all summer now. The roughest part is over, and my responses and reactions in various circumstances are becoming habit. I'm not even nervous anymore."

(July 05, 1986) "I had my best day yesterday—more profit in one day than for working two weeks in the store back home. This is toughing me up and teaching me how to face all kinds of people, problems, and situations each day."

= THE NEED FOR COMMITMENT AND STRONG PURPOSES

WRITING

WRITE YOUR STORY OF YOUR SUMMER

Dealer Initials
 Manager Initials

MEMORIZE

SUMMARY

So essentially what you have are 4 volumes with a membership to our 4 websites, that cover homework problem areas from grade school all the way to college; step-by-step outlines on 40 subjects including French, German, Latin, Spanish, World History and even some Shakespeare. Of course with our websites, you have thousands of streaming videos, worksheets, quizzes, and hundreds of pre-screened web links and articles to help with homework problems and studying for tests. It even supports your children's personal growth with our Life Advantage section and our parenting website Advantage4parents looks out for you. But I think the best part is that it's one complete system!

Mrs. Jones, isn't that one of the greatest sets of homework study guides you have ever seen? Wouldn't it have been great to have something like this back when you were in school? What subjects would _____ and _____ (insert kids names) use this for the most, Math and English or Math and Science? (Choice of two positives) Mrs. J, what do you like best about it, the fact that it's all step by step, or it's all in one place?

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Ethics

Week 9

FIRST DAY & FIRST WEEK

4th Commandment of Southwestern Advantage:

IT GETS BETTER BECAUSE YOU GET BETTER.

A vivid, realistic view: breakfast spot, execs, the pit in your stomach. The first door. The awkwardness. We don't like to be awkward in front of others but just like anything new we try, this seems and feels very awkward at first. And Mrs. Jones gets to watch it all!

Avoid jumping around your sales locality. Pick a location and work it all day, then come back at 5:30 and catch the people you missed.

Rain, dogs, dads, etc.

Weird approaches like gardening, getting in car, company, and eating dinner.

...& FIRST WEEK

Work->Through->Frustration

Emotional roller coaster. Things that normally wouldn't bother you do, like a mom saying no.

You miss things way more than is normal.

You will probably cry. ☺

READING

DEVELOPING MENTAL TOUGHNESS (RED KNOB VS. BLUE KNOB)

My (Matt Atchison's) first summer my manager Kinsey was cool. I trusted her. I knew she cared about how I did and I watched her lead by example. In one of our meetings before the summer she told me that she was going to ask me to do some things that might not seem to make sense, but she said it would be smart to do them anyway. I figured that since my success was her success that I would be the most coachable kid in the country.

She told me she took cold showers each morning on the bookfield. She told me that she was so coachable her first summer that she shaved her legs in cold water and goose bumps all summer! She said that it might seem weird but she thought was one of the most important parts to her success. You don't have to take a cold shower each morning but I would if I were you. Most kids will. I did every morning for 7 summers. It helped me sell more books. How? I didn't fully understand it my first summer. I just did it because she told me she did. I was ridiculously coachable. That's a good thing if you are interested in making money at this. But what I didn't see my first summer was that taking a cold shower every day made me mentally tough. It was something that I did that I didn't have to. No one was going to know if I did or didn't. But I got in the habit of doing little things here and there that were not comfortable. Everyone wants a cold shower in the am. Even when I was tired I built the mental toughness to get uncomfortable when no one was watching and when I didn't want to. That's how I started my day, out of my comfort zone. Each time I did it I felt a little bit more confident in my mental toughness. I BUILT it every day over time. To be successful at our job you will need to force yourself to step out of your comfort zone regularly. Approaching people at the door and handling rejection and weird looks is not comfortable. But you need to work through it on your own. It will help you develop confidence that is real. It will help you see that hearing no isn't really that scary. That will give you real courage for what lies ahead. Courage is rarer than you think. If you can get excited about stretching your comfort zone then you are the right path.

So why cold showers? Every morning I had a choice between a red knob and a blue knob. I made the habit of choosing the blue knob to start my day. Then I was more likely to make the necessary blue knob decisions throughout my day on the field. Say for instance it is 915 pm and you have 28 demos and you just had a rude dad tell you that you are crazy for knocking so late. What do you do? Red knob..."it's close enough to 30. I have worked pretty hard today. Good enough.". Or blue knob..."I said I was going to do 30 demos every day and Matt said that hitting 30 EVERY day was probably the single most important way to ensure me hitting my goals. Even though it's uncomfortable, even if I don't sell another book, I am going to do at least 2 more demos because it IS important. Even when no one is watching, I make mentally tough decisions. If I do the right thing right now, the tougher

thing, then it won't be so tough next time." That's how you DEVELOP mental toughness and that's how top students think. That's how the best of the best think in every industry. That's commitment to excellence. I never came home one day my first summer without 30 demos. It wasn't always comfortable but it got easier and I sold a lot of books after dark. LOTS. One more scenario... It's cold and rainy out and you haven't got into a door in 3 hours. You meet a cool mom who lets you in, fixes you a hot drink, and buys your books. She encourages you to rest there for a bit and stay out of the rain. But you know that we don't stay with a family for more than 20 mins. What do you do? Red knob..."geez that rain is really coming down out there and this mom is cool and Matt won't know if I just chill here for an extra five minutes. It's just this once." blue knob..."I know I don't really want to head out back into the rain, but the sooner I do, the sooner I will find the next cool mom. Since I am my own boss, I am mentally tough, and I really want to do well and form good habits and feel great about my work, I am going to stick to the schedule they gave me even though it's UNCOMFORTABLE. It will help me in the long run. If top kids have been doing it for 143 years then I think I can handle it today." Your success is up to you. The more blue knob choices you make, the more mentally tough and self disciplined you become. You also make more money. Period. Aren't these habits and qualities going to come in pretty handy as a parent, spouse, in your faith and in your career?

Challenge for today... What is a red knob you are picking too often in your daily life that isn't helping you become the person you want to be? Text me tonight about a blue knob you are going to decide to choose daily that will help you become more mentally tough and disciplined.

WRITING

WHAT IS YOUR EMOTIONAL PURPOSE?

MEMORIZE

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 this stuff, 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 would be close to \$1,500-\$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 I've been doing so well is that the books are practical, user-friendly, and instead of being \$2,000—or even \$1,500, the set of _____ books is only \$_____. And the cost for the online membership, instead of being over \$100/month like a lot of other resources, it's less than a dollar a day. It's only \$19.95/month. It's like one mom said, "we spent more than that on the Xbox and Xbox live 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.

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Cutting Edge Tech

Week 10

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.

Human's two knee-jerk reactions to feeling under attack...

Consciously CHOOSE our response and make it a HABIT...it's your ATTITUDE

Understand what's going on in his/her world (Lightning Rod)

Forgiveness

Rejection is what causes us to grow. Every "no" we get brings us one step closer to the next yes.

Routine Objections:

- 1.
- 2.
- 3.
- 4.
- 5.

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.

(Matt Atchison's First Summer...)

Some will, some won't, so what, next! The answer to every problem lies behind the next door. Make sure you go to it.

READING

BRUSH IT OFF

Here is a true story about Kami Krampotich, as told by her.

"It was about the 3rd week of my first summer, Derby, Kansas. Since it was the beginning of the summer, it was only about 90 degrees and, yes, I was a biker. So I was biking along aimlessly, not really good at pre-approach yet. However, I know that I just need 30 demos, so I am knocking. It's about 11:00 am and I haven't sold anything yet. I am approaching houses like I am supposed to, and people are politely saying 'no' like the majority do. A few have sat down with me. Then I come upon this one house. It was a brick house in the middle of a neighborhood, and I throw my bike aside and climb the stairs to meet the next 'cool mom.' Well, she didn't answer at the first knock or the second, but at the third a brown-haired, late 30- early 40-year-old opened the door with a phone to her ear and a frown on her face. Since I had no idea what else to do, I just started giving her my approach. She cut me off like a knife. I'm not exactly sure what words she used, but it was essentially a lashing of "What are you doing, can't you see I am busy?!" and a very hard slam of the door. The kind where the force kind of knocks you back and you're sure the whole neighborhood heard and leaves you speechless. I was definitely shaken up and not exactly sure what I had done to her, or what that lady's problem was. My confidence had absolutely taken a hit. I was shaking a little bit as I picked up my bike because I couldn't remember the last time someone was that rude to me to my face, let alone in the middle of the neighborhood. As I picked up my bike, I was looking over my shoulder to see if anyone else had witnessed that. I gathered myself up and since I was trying to see thirty people, I went to the next door. I approached this one very differently: mentally I was praying that this lady isn't the same. My confidence was more like a housecat than a lion. I stood a little uneasily versus straight up, chest high, ready to take on the world. More like I'm ready to run the other direction.

The rest of my day, I had that lady in the back of mind and didn't quite gain my confidence back. I am not too sure if I even sold anything that day. I wasn't exactly giving people my best because I was scared of another verbal lashing. The next day was very important. If you remember earlier, I mentioned I wasn't so great at pre-approach, 'not so great' meaning I wasn't really writing in house numbers or streets. Naturally, I overlapped a few times. This particular day I was lucky enough to accidentally knock on that same door without even realizing it! Well, until she answered! I was shocked and not ready to be yelled at again. So I acted like I didn't remember—I thought if I didn't remember, she might not either—and kept right on with my approach. AMAZINGLY, this lady sat down with me on her front porch. I was half expecting another public outburst, but she DIDN'T. In fact, she stopped me half way through my demo and asked if I remembered her from yesterday—I said no. She refreshed my memory and apologized. It turns out she was in the middle of firing some guy over the phone and it wasn't going so well. I'll never forget it, she actually said she couldn't

believe I had the guts to come back (little did she know) but was glad I did, because she felt bad. She even sent me off with some lemonade! It was a blessing in disguise because even though I felt pretty horrible about what I was doing the first time I showed up, my eyes were completely opened the second time around. I learned I have no idea what I am walking into when I knock on a door. I don't know if the family just had a huge fight, a kid was expelled, a death, or naked little kids running around screaming! From then on I took the focus off 'ME' and how 'I' was feeling and decided that if someone was rude, I was just one avenue to blow off steam and it was better for them to do that on me than their family, because something not so great probably happened to them that day. I offered them an encouraging smile and went on to find the next cool family."

WRITING

REFLECTION THE STORY

(1 paragraph)

. Dealer Initials

Manager Initials

MEMORIZE

CLOSE

CLOSING STEPS

WAY I DO BUSINESS

"Mrs. Jones, here's what everybody likes about the way I do business. I'm taking orders today, you get access to the websites today, and I'll be delivering your BOOKS at the end of the summer. That way you'll have the rest of the summer to save up the balance. If you were to get a set, that would make it easier wouldn't it?"

DELIVER MYSELF

"Another thing people (as you begin to accumulate testimonials from customers you can use names here) like about the way I do business is that I'll be delivering your books myself. That way, I can give you and the kids a really good lesson on how to use the books along with the websites. Does that sound okay with you?"

DROP A CARD

"What I'll do is drop you a card just like this one (show card) about a week in advance, letting you know the exact day that I'll be back with your books. That way I can deliver your books the same time as _____ and _____. Would that be okay with you?"

ADDRESS & PHONE NUMBER

"In order to drop you that card, I just need your address. How do you get your mail, here or at the post office? (Put pen to order book and begin filling out top part of order form).

DIRECTIONS

"Since I'll be delivering books to a lot of families, I want to make sure I've got good directions. I'll be coming from_____; the best way to get here would be...?" (Write down directions on back of order form).

OKAY

"Great, Let me just read that back to you (read back directions and address, the books ordered and the retail price). Let me just get your 'okay' right here?"

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Website Training Worksheet

WEBSITE TRAINING

USER NAME: _____

PASSWORD: _____

Spend 30 minutes going through the different websites. Jot down interesting things you feel families would have fun with, learn from, or really view as a tool.

SKWIDS:

Advantage4Teens

Advantage4Parents

Advantage4Kids (grades 2-6 MATH) coming Spring 2016—dealers can learn the basics of what this site will offer on Advantage U (Learndot online training) Do you REALLY know the websites you're going to sell? Take this quiz and find out!

DO YOU REALLY KNOW THE WEBSITES YOU'RE GOING TO SELL? TAKE THIS QUIZ AND FIND OUT!

SkWids:

1. What is the difference between the content behind the colorful houses and the content behind the subject tabs at the top of the home page?
2. Where do you show how the website and the kids books work together?
3. How do parents find the links to download the tablet app or phone app?
4. What is the difference between the coloring pages on the tablet vs the coloring pages on the website?
5. Does the Skwids PHONE app have all of the content that's on the tablet app and website?

Advantage4Parents

1. How many articles and videos combined does Advantage4Parents have?
A) 100 B) 200 C) 300 D) over 1000
2. Who is the best-selling author and radio show host who writes the majority of our MONEY content?
3. What is the name of the popular cooking show on Advantage4Parents?
4. How many experts are on our Advantage4 Parent's team? _____ Can you name one of them and what her/his credentials are?
5. Approximately how many customers open and read the parenting newsletter each week?

Advantage4Teens:

1. Approximately how many math videos are on Advantage4Teens?
2. If you wanted to go from Advantage4Teens to Advantage4Parents, how would you do that most efficiently?
3. How/where do you search Advantage4Teens by page number?
4. Name the 7 categories on Life Advantage:
5. What is MY STORY?

Advantage4Kids:

1. What subjects does Advantage4Kids cover?
2. What grade levels are covered on Advantage4Kids?
3. What makes Advantage4Kids unique?
4. What is the ONE SENTENCE to sell the value of the suite of all 4 websites?

See answer key on next page.

ANSWERS:

SKWIDS

1. The houses are the "kid zone" – all of the fun interactive stuff that's easy for kids to navigate. The subject tabs is the "parent zone" – everything here is set up like a curriculum. A child must watch a video, followed by a quiz, game or worksheet
2. The "books" button at the bottom of the home page
3. Home page > PARENTS button at bottom of home page > Mobile Apps
4. The tablet is interactive and the kids can color with their finger (it's one of the most popular parts of Skwids) and the website the child must download and print the coloring page at home
5. NO! Currently the PHONE APP is a LIMITED VERSION of the website – it only has videos and quizzes.

ADVANTAGE4PARENTS:

1. 1000
2. Dave Ramsey
3. Kate's Kitchen with Kids
4. 10+ Refer to this link for details: <http://www.advantage4parents.com/about-the-experts/>
5. 3000+

Advantage4Teens:

1. Over 4000
2. Hover over the Advantage4Teens logo in the upper left corner of the website and click on the Advantage4Parents logo
3. Enter any page number in the search bar
4. Peer and Family Relationships, MY STORY, Kate's Kitchen with Teens, Money, Health and Nutrition, College Entrance, Success & Motivation
5. Our Southwestern Advantage dealers share their own stories how they have overcome an obstacle in life

Advantage4Kids:

1. As of 2016, ONLY MATH
2. 2–6th grade
3. Many math sites are just games—they don't TEACH math. Advantage4Kids has fun games, interactive quizzes, AND interactive whiteboard tutorial videos to teach kids and parents 2–6th grade math
4. Southwestern Advantage online:

The world's most comprehensive website suite dedicated to educating and inspiring the entire family from preschool through parenting!

Week 11

60 BOXES EXERCISE

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60

What is the most important thing? _____

What is the hardest part? _____

READING

THE HARDEST "NO" YOU'LL EVER HEAR

"This is a story told to me by a good friend in the business. The story takes place during this person's first summer. It was mid-morning and Matt (the dealer) was working in an area he had broken a few days earlier. As he turned his car down the street he was working, he noticed that a family he had been missing was finally home. And this was not just any family: the mom was a teacher; not only was she a teacher, she was the founder of a school in the area. Everyone had been telling Matt, 'If she buys, everyone will buy,' 'These will definitely be something she would love,' and things of that nature. As Matt pulled up to the house, he noticed that the dad was in the driveway washing his speedboat. Matt jumped out of his car and approached. The dad did what most dads do in this instance and said "My wife's a teacher—go talk to her!" So Matt went to the front door, approached the mom and got in. He then launched into the best introduction of his summer so far. She was with him every step of the way and just kept repeating, "These sound awesome, just show me the books!" But, sticking to his sales talk, Matt finished the intro, covered all the objections, and created a buying atmosphere. It was time to show the books. He pulled the sample book from his bag and began to demonstrate the product.

He was maybe two minutes into the demonstration when the teacher reached across the table, placed her hands on the sample and said, "Matt, I'm going to stop you right there. I'm not going to be buying your books today". Everything had been going so perfectly that, naturally, Matt was a bit confused. So, like he was taught, he asked her why not. The mom looked at him and said "I just don't believe in the product". At this point, the sale was lost and Matt should have left; but because it was so unexpected, he continued to dig. "What do you mean by that?" he asked. The teacher sighed and said, "I just know that I can find everything you've shown me on the Internet. In fact, I could teach anyone to find all of that stuff on the Internet for free! To be honest, Matt, I can't see why anyone would buy those from you. If one of the parents in my school asked whether or not they should buy them, I would strongly urge them not to and I would provide them with the same information free of charge. I would be surprised if you sell any of those this summer. I can't believe a company would have you marketing and selling such an outdated product! I hope this isn't far into your summer, because you're not going to make money doing this. You should get out while you still can." At that, Matt left. When he got back to his car, he drove a block away and parked. There, he let all of his anger out; he screamed, punched the steering wheel, cursed, and fumed. (*Look the first-year in the eye.*) Who was he mad at?

This part of the story is where the point of the follow-up is either made or lost. The story should be told in such a way that the first -year is blown away by what the mom said. Keep in mind this is not a dramatic reading of an epic battle; it's simply the retelling of an event that most bookpeople have experienced at one time or another.

When asked, "Who was he mad at?" most rookies will answer that he was pissed at the mom or himself.

The truth is, he was not pissed at the mom, and he was not pissed at himself. He was pissed at everyone else. He was pissed at his manager, at the other managers in his org, at his district sales leader, at the president of the company, at Southwestern as a whole for duping him into selling a terrible product that nobody needs or wants. Why would he be mad at the mom? She saved him by helping him see the truth. But Matt had given his word that he would always go to another house no matter how much he didn't want to. So for the next few hours he approached angrily. He hated doing it, and literally was only going on because he had given his word. Finally, he calmed down and realized that his current method of approaching wasn't working and perhaps he should start doing self-talk and approaching with a little better attitude. It worked, and Matt was in a house again shortly thereafter. Matt started his intro and he couldn't really tell if the mom was into it or not, but it felt good to be in a house again so he continued. He covered all the objections, set up a buying atmosphere, and began to show her the books. He was just a few pages in, when she reached across the table, put her hands on the sample and said, "Matt, I'm going to stop you right there. I want these, how much are they?" Matt was taken aback and just blurted out the price, to which the mom responded, "Is it okay if I just pay for it all up front?"

Matt wrote up the order, and while the mom was writing her check, Matt asked, "So why are you buying the books today?" The mom said, "I have just never seen anything like these before, with everything so organized in one place. I'm sure I could find all this stuff on the internet, but these just seem to be a much quicker option. Thank you so much for stopping by, I'm extremely excited to get my books and I know my husband and son will love them! Actually, I have a few friends that would love these too. Can I give you some referrals?" Matt left the house feeling much better than he had just 20 minutes earlier, and as he got in his car he realized that he was only 2 blocks down from the house where he'd met the teacher earlier that morning."

WRITING

REWRITE OUT GOALS/UPDATE

MEMORIZE

CASH COLLECTION/REGISTRATION

CASH COLLECTION: Collect cash on books as explained in Sales School.

REGISTRATION: "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?"

Step 1: Registration

Step 2: Payment Info—*It is VERY important that you are clear with Mrs. Jones about how much the website costs and when/how she will be billed.*

"So like I said, your membership for the websites is on a monthly basis. Now which day of the month would you like your billing to occur, the 1st or the 15th? Would you like to use the same account that you used to pay for your books—or a different one? Most moms prefer a bank draft, just so they won't risk any interruption in service due to expiration dates on credit cards."

Step 3: Confirmation:

"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}.

[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 Info, and (3) CONFIRMATION.]

"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."

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." (TAKE FACEBOOK PHOTO AND LEAVE).

ONLINE MODULE**ADVANTAGE4DEALERS.COM - - ADVANTAGE U**

Complete: Refine FB Business Page

Week 12

THE "SW ADVANTAGE VEHICLE" 5-YEAR PLAN

YEAR/TITLE	SKILLS/NON-\$ GAINS	FINANCIAL	AGE
First Year/ Rookie	*Learn to run your own business for the summer Communication with Strangers (2000+ families) Discipline & Work Ethic (from 78-84 hours/wk) Independence/maturity Adapt and work in new environment Perseverance commitment (90+% rejection) Sales Skills Increase self confidence and character		
B Contract/ Student Leader	Everything Above (but more) *Build your own team of students Receive leadership and advanced sales training Sell Ideas and Intangibles Interviewing skills Learn to train & coach- Face fear, set goals, etc. Emotional Consistency, lead by example Friendships		
C Contract/ Assistant Organizational Leader (AOL)	Everything Above! *Learn to excel in leadership through development of your own organization Lead and train Leaders Plan and run meetings How to Delegate Read Stats and quick decision making Confrontation		
D Contract/ Org Leader (OL)	Everything above *Run org of 15-35 students *Grow in responsibility, improve as a manager, and learn how to motivate *Mentor and teach younger student managers how to balance personal life, school, team building, and management		
"Corporate Recruiter"	*Recruit full-time and get a taste of a career schedule; Marketing/ Advertising PR on Campus Public Speaking (run lots of info mtgs) Manage and Recruit Strangers		

BENEFITS OF THE "SW ADVANTAGE VEHICLE" LEADERSHIP PROGRAM

1. Don't have to look for another summer job or internship
2. Make A LOT of money that provides for your goals
3. Develop a skill set that makes you a valuable commodity in any field
4. Learn to face your weaknesses and grow as a person
5. Learn to make decisions based on principles versus feelings
6. Create the opportunity for a career with Southwestern or one of our sister companies
7. Impact people's lives

Dealer Initials

Manager Initials

THE RULE OF "72"

Below is an example of the "time value" of money. Money can multiply quickly. Here is how the "Rule of 72" works: divide a certain interest rate into 72, and the quotient is the number of years it takes to double your money. Example at 12% interest : 72 divided by 12 = 6 years to double your investment.

A Roth IRA (individual retirement account) allows you to invest up to \$5,000 a year in the mutual fund/stock/bond of your choice. You can withdraw the money without penalty when you 59½ years old, and you don't have to pay any taxes on the gain when you take it out.

Age	\$ invested
____	10,000
____	\$20,000
____	40,000
____	80,000
____	160,000
____	320,000
____	640,000
____	1,280,000

The 2 key ideas to becoming financially comfortable:

1. Save early and often
2. Live below your means (like a broke college student until you're 30)

THE TIME VALUE OF MONEY

Started Investing at age 19 (10% annual return)			Started Investing at age 27 (10% annual return)		
age	Investment	Total Value	age	Investment	Total Value
19	\$2,000	\$2,200.00	19	0	0
20	\$2,000	\$4,620.00	20	0	0
21	\$2,000	\$7,282.00	21	0	0
22	\$2,000	\$10,210.20	22	0	0
23	\$2,000	\$13,431.22	23	0	0
24	\$2,000	\$16,974.34	24	0	0
25	\$2,000	\$20,871.78	25	0	0
26	\$2,000	\$25,158.95	26	0	0
27	\$0	\$27,674.85	27	\$2,000	\$2,200.0
28	\$0	\$30,442.33	28	\$2,000	\$4,620.0
29	\$0	\$33,486.57	29	\$2,000	\$7,282.0
30	\$0	\$36,835.22	30	\$2,000	\$10,210.2
31	\$0	\$40,518.75	31	\$2,000	\$13,431.2
32	\$0	\$44,570.62	32	\$2,000	\$16,974.3
33	\$0	\$49,027.68	33	\$2,000	\$20,871.8
34	\$0	\$53,930.45	34	\$2,000	\$25,159.0
35	\$0	\$59,323.50	35	\$2,000	\$29,874.8
36	\$0	\$65,255.85	36	\$2,000	\$35,062.3
37	\$0	\$71,781.43	37	\$2,000	\$40,768.6
38	\$0	\$78,959.57	38	\$2,000	\$47,045.4
39	\$0	\$86,855.53	39	\$2,000	\$53,950.0
40	\$0	\$95,541.09	40	\$2,000	\$61,545.0
41	\$0	\$105,095.19	41	\$2,000	\$69,899.5
42	\$0	\$115,604.71	42	\$2,000	\$79,089.4
43	\$0	\$127,165.18	43	\$2,000	\$89,198.3
44	\$0	\$139,881.70	44	\$2,000	\$100,318.2
45	\$0	\$153,869.87	45	\$2,000	\$112,550.0
46	\$0	\$169,256.86	46	\$2,000	\$126,005.0
47	\$0	\$186,182.55	47	\$2,000	\$140,805.5
48	\$0	\$204,800.80	48	\$2,000	\$157,086.0
49	\$0	\$225,280.88	49	\$2,000	\$174,994.7
50	\$0	\$247,808.97	50	\$2,000	\$194,694.1

Started Investing at age 19 (10% annual return)			Started Investing at age 27 (10% annual return)		
age	Investment	Total Value	age	Investment	Total Value
52	\$0	\$299,848.85	52	\$2,000	\$240,199.9
54	\$0	\$362,817.11	54	\$2,000	\$295,261.9
55	\$0	\$399,098.82	55	\$2,000	\$326,988.0
56	\$0	\$439,008.71	56	\$2,000	\$361,886.8
57	\$0	\$482,909.58	57	\$2,000	\$400,275.5
58	\$0	\$531,200.53	58	\$2,000	\$442,503.1
59	\$0	\$584,320.59	59	\$2,000	\$488,953.4
60	\$0	\$642,752.65	60	\$2,000	\$540,048.7
61	\$0	\$707,027.91	61	\$2,000	\$596,253.6
62	\$0	\$777,730.70	62	\$2,000	\$658,079.0
63	\$0	\$855,503.77	63	\$2,000	\$726,086.9
64	\$0	\$941,054.15	64	\$2,000	\$800,895.6
65	\$0	\$1,035,159.56	65	\$2,000	\$883,185.1
Total Invested = \$16,000 Earnings beyond investment = \$1,019,159.56			Total Invested = \$78,000 Earnings beyond investment = \$805,185.1		

READING

THE BLACK DOOR

Several generations ago, during one of the most turbulent of the desert wars in the Middle East, a spy was captured and sentenced to death by a General of the Persian Army. The General, a man of intelligence and compassion, had adopted a strange and unusual custom in such areas. He permitted the condemned person to make a choice. The prisoner could either face the firing squad or pass through the Black Door.

As the moment of the execution drew near, the General ordered the spy to be brought before him for a short, final interview, the primary purpose of which was to receive the answer of the doomed man to the query: "What shall it be—the firing squad or the Black Door?" This was not an easy decision and the prisoner hesitated, but soon made it known that he much preferred the firing squad to the unknown horrors that might wait for him behind the ominous and mysterious door. Not long thereafter, a volley of shots in the courtyard announced that the grim sentence had been fulfilled.

The General, staring at his boots, turned to his aide and said, "You see how it is with men: they will always prefer the known way to the unknown. It is a characteristic of people to be afraid of the undefined. Yet, I gave him his choice."

"What lies behind the Black Door?" asked the aide.

"Freedom," replied the General, "and I've known only a few men brave enough to take it."

The story illustrates the situation many people face each day—a choice between the known and the unknown. Few of them have the courage to come alive, to stop being engulfed in a sea of mediocrity—humbled and dulled by their failure to recognize their own potential. They lack the guts to stop living their lives in a mentally chloroformed condition in that ignoble mass of humanity, the uncommitted.

William James said, "The one thing that will guarantee the successful conclusion of a doubtful undertaking is faith in the beginning that you can do it."

If you keep doing what you always did, you'll keep getting what you always got. Take a deep breath and go for it.

WRITING

HOW LONG DO I SEE MYSELF WITH SWA?

MEMORIZE

PRACTICE ONLINE REGISTRATION

Step 1: Registration "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?"

Step 2: Payment Info—*It is VERY important that you are clear with Mrs. Jones about how much the website costs and when/how she will be billed.*

"So like I said, your membership for the websites is on a monthly basis. Now which day of the month would you like your billing to occur, the 1st or the 15th? Would you like to use the same account that you used to pay for your books—or a different one? Most moms prefer a bank draft, just so they won't risk any interruption in service due to expiration dates on credit cards."

Step 3: Confirmation:

"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}.

[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 Info, and (3) CONFIRMATION.]

"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."

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." (TAKE FACEBOOK PHOTO AND LEAVE.)

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Review Advantage Books

Week 13

SALES SCHOOL

Bonus Commandment of Southwestern Advantage:

THE MORE SERIOUS YOU TREAT SALES SCHOOL, THE BETTER YOUR SUMMER WILL BE.

Sales school is designed to be one of the hardest weeks of your life because the next week will be.

Sales school is the foundation for your first three weeks, and your first three weeks are the foundations for a good summer. Therefore, SALES SCHOOL IS IMPORTANT!

It sets the tone for the summer.

3 CHARACTERISTICS OF A TOP FIRST YEAR IN SALES SCHOOL:

1. **Focused**
2. **Coachable**
3. **Flexible**

READING

ADVANTAGES OF HAVING A DEPENDABLE CAR

Tax Advantages:

Example:	10,000 Miles driven	\$10,000	Gross Profit
x	\$0.585 Standard mileage rate	- 5,850	Mileage Deduction
	\$5,850 Mileage deduction	\$4,250	Gross before Expenses
		- 3,000	Tax deductible expenses
		\$1,250	Taxable Income

Having a car will cause your expenses to go up; however, the benefits you get from having a car far outweigh the costs.

1. You are able to use your time more efficiently.
2. Cover a wider range of sales locality.
3. Make more appointments and callbacks.
4. A car gives you more options. It allows you to live in the country and/or eat breakfast with other nearby headquarters.
5. You can listen to advance sales and motivational CDs during the day.
6. It gives your organization more flexibility in where you will go for the summer.
7. More flexibility in getting training and working with other managers, even those in other orgs.
8. You can carry a water jug and a variety of foods to eat during the day.
9. It can make it easier to work in bad weather.
10. A car gives you flexibility in your sales locality even if you just use your car to drive to an area and park it for the day while you walk.
11. You don't have to worry about finding or spending money on a delivery car.

***** Note to Parents:** These are a few viable examples of why your son or daughter would benefit from having a car for the summer. A car will not affect his/her success, however, if they do have access to a reliable car it is highly recommended that they bring it for the summer.

WRITING

WHY AM I READY FOR THE CHALLENGES?

MEMORIZE

DRAW MAP/PRE APPROACH QUESTIONS

ONLINE MODULE

ADVANTAGE4DEALERS.COM - - ADVANTAGE U

Complete: Visit all websites/take notes

Week 14

UNDERSTANDING THE SUMMER

This is a comprehensive overview of important facts, issues, and situations you will encounter on the bookfield this summer. It is impossible to cover every single nuanced point of Southwestern, but below we have outlined the major ones for you. Please review this list with your student manager and check off each point after receiving an explanation.

1. All dealers will receive their training supplies (a backpack, order pad, book samples, slicks, motivational books, etc) for free. Please put your name on your bag immediately, as the bags all look the same.
2. We work on Saturdays. Saturday should be your best day of the week. More people are home and we already have pre-approach on whom to see. Also, what day is payday?
3. To do 30 demos, you can take no more than 30–35 minutes per house, and you have to move with a sense of urgency between houses.
4. Realize that it is going to take 21 days to form the right habits that it takes to be successful in this business.
5. The trip to sales school is not a joy ride: practice, study, and listen to audio files.
6. Our sales school training is free. All students pay for their own travel and lodging on the way to sales school. Southwestern Advantage subsidizes the hotel lodging at sales school to offset the cost. On average, between food, lodging, and gas spent driving to sales school, dealers incur expenses of about \$300. We strongly recommend that you bring at least \$500 for the sales school week to offset any unforeseen expenses (flat tire, oil change, etc).
7. This summer if you follow the suggested schedule, there will probably not be time to: work out extensively, date, play golf/tennis, go dancing/drinking. You will have free time on Sundays, but we usually spend most of it together.
8. You might exceed your goals early on, or you might find you cannot hit your initial goals. (Give examples from last summer.)
9. You might have a few "character building" days during the summer ☺.
10. Your roommate might do better than you.
11. We work on holidays and in the rain, they are some of our best days.
12. Begin with the end in mind. Make a commitment to work all summer and don't give up. You will succeed by staying on a good schedule - 50 contacts a day.
13. Your roommate or best friend may leave during the summer.
14. If you want to be a top first year, here's the key; be committed to winning the "Gold Seal Gold Award" and "I Wanna Win" award. It's not how you start the race but how you finish.
15. Realize that selling books over the summer is one of the most challenging summer jobs you can choose to do. On average, if you see 50 families a day, 2 people will buy, and 48 will say no.

- 16. We are running our own business and therefore we all contribute to the cost of the Sunday meeting rooms and sending weekly reports to Nashville - all these expenses are tax deductible(\$10-\$20)
- 17. The first three Sunday meetings are designed to help the whole group get off to a good start and therefore are longer. We are doing everything possible to help you improve and succeed, and after the week 3, Sunday meetings become much shorter and we have more time for fun(the beach, baseball games, etc.!)
- 18. During the summer, and at Sunday meetings, your student manager, or another student manager, will work and meet with you. Some student managers will have large teams and will need the assistance of other student managers to help work with each person. Don't expect to always meet or work with just your student manager.
- 19. Southwestern guarantees that every first year student will have a place to stay during the summer. We stay with host families to offset living expenses, for safety, and for credibility in the community. A few important points to consider:
 - a. You will have roommates on the field – be a great roommate and strive to create a positive HQ to come home to every night.
 - b. Rent is anywhere from \$0-\$30/wk, depending on your host family
 - c. You are a guest in your host family's home; act accordingly. 80% of housing is set up through alumni of SW, parents of SW dealers, friends, acquaintances, recommendations from alumni, and/or Southwestern sister companies. They do not have to host students, so please remember to treat them with respect and courtesy.
 - d. For the remaining 20%, we contact local churches, real estate brokers, and chambers of commerce to find housing leads that are suitable for SW dealers.
 - e. In the HIGHLY UNLIKELY event that suitable housing cannot be found, Southwestern Advantage will pay for an extended-stay hotel for the week until we can find permanent housing.
- 20. During the summer, some customers may choose to pay for their books with a credit card. Credit cards charge a small service charge on all credit card sales, not SW. Usually the amount is less than 3%.
- 21. Depending on your college, Southwestern MAY or MAY NOT count as an "internship". This is entirely up to your particular school. Please check with your registrar, career services center, and your major department for their exact definition.
- 22. You may have to move some time during the summer. This could be due to needing a new sales area, a more competitive roommate, a better living environment, or having a roommate that left the field early. This is very uncommon.
- 23. Most likely, you will be required to get a sales permit for the municipality where you are working. The Better Business Bureau and Chamber of Commerce recognize Southwestern, and we also meet all local ordinances. At the end of the summer, SW will refund 50% of the cost of these permits for every dollar you spend over \$25, as long as you keep the receipt. The remainder of the cost is tax

- deductible. Ordinances protect you, as well as the community.
- _____ 24. You may be a recipient of a "Blue Light Award" from the local police department. They might stop you to simply check your permit or because a neighbor called to check on you. This means you work in a nice community where people care about their neighbors.
- _____ 25. Remember you work in a community, and people talk. Be polite and courteous to any and all people you approach; rudeness could come back to haunt you.
- _____ 26. Remember there are only three things you can control this summer:
A. Hours B. Demos C. Attitude
- _____ 27. In order to do 30 demos a day you will need to do door demos. Show something to every prospect; they can't buy what they can't see.
- _____ 28. Use your goal card to work by crystallized, two-hour goal periods. Top first years usually eat their meals and take their breaks at the same time every day.
- _____ 29. You can't teach what you don't know, and you can't lead where you won't go. For that reason, you should never work with another first year dealer or meet another first year dealer for lunch. It will destroy your momentum and ability to solve your own problems. If you need technical and attitudinal training, you can work with a student manager.
- _____ 30. Keep good records and **LOW EXPENSES!** We cannot stress this enough; **you are running your own business this summer.** It's in your best interest to fill out your Business Activity Report each and every night. **If you spend a lot of money this summer, it will lower your check size at the end.**
- _____ 31. Remember to remit weekly, regardless of how much or how little you sold during the week. **You must remit at least 65% of your total cash collected to receive your books at the end of the summer.** The lower your expenses plus the more you remit each week, the larger your check will be.
- _____ 32. As in every job, how much you save this summer (your check, plus any money you have on hand or in your bank account) is **NOT** how much you make. **How much you save is a function of how much you make and how much you spend.**
- _____ 33. If you practice integrity and always be honest with your student managers, you'll have a great summer. Remember to fill out your reports accurately and honestly. We can't give you the proper coaching this summer unless you're honest and open with your student and sales manager.
- _____ 34. "Neither a borrower nor a lender be"—avoid borrowing or lending money to other first year dealers or student managers. If you have any questions or problems, talk with your student manager or Organizational Leader.
- _____ 35. Delivery week is challenging—every delivery day counts as 15% of your summer sales. You have to deliver in one week all of the books you sold during the summer. It may be difficult to catch people at home and sometimes they won't have the money ready. It is the longest week of the summer in hours, and it's worth it.
- _____ 36. If you are a walker, finding a delivery car may not be easy—you'll have to line up 4 or 5 cars. **Bring a car if possible.** It's easier physically, and you can get back to prospects quicker, not to mention the tax advantages and follow days.

- 37. Checking out at the end of the summer takes a **minimum** of 2 days— it takes time to close down your summer business. You will be able to get back to college with plenty of time to start classes.
- 38. A few customers will cancel their orders.
- 39. You WILL have a few people be rude to you at the door – don't take it personally.
- 40. The book bag gets heavy.
- 41. You will miss your boyfriend/girlfriend/friends/parents. You will get texts and phone calls from them letting you know about parties and hanging out.
- 42. Your cell phone is like fire—used properly, it's an invaluable tool. Used improperly, it can burn down your house (in this case, your summer is your house). You can build a strong foundation for your house by respecting your cell. The most successful dealers keep their cell phones off when they're selling books to focus on the task at hand, just like the quarterback of a football team doesn't text on fourth and goal.
- 43. Your parents may encourage you throughout the summer, or encourage you to come home and not work so hard.
- 44. Some people will not answer the door when they know you are there.
- 45. A few checks will be returned "Insufficient Funds" or "Stop Payment".
- 46. People don't always say what they mean or mean what they say. Somebody will tell you to come back and talk with his or her spouse and then blow you away when you do. (Explain a "suicide call").
- 47. There are neighborhoods where lots of people are old. The kids in your area might all go to private schools.
- 48. The economy in your area might be down, but remember that none of that matters. If the unemployment rate is 15%, and you see 35 families a day, that means that 29 of the 35 families have good jobs to pay for your books, and you only need 2 to buy a day to be successful.
- 49. Someone may have worked in your area last summer, and some families will already have the books (explain getting testimonials in your books and completing sets).
- 50. During deliveries some people might decide they don't want the books. You will be taught how to work something out with every customer. It is important to get as many orders solid as possible (explain a solid order).
- 51. There is a check out deposit at the end of the summer (\$300). The deposit will be refunded when all transactions are cleared.
- 52. There are different levels of the sizzler trip you may win— \$500 for the first level (1800 units) or \$1000 for the second level (2500 units). The difference between the cost and winnings is paid at check out (around \$600).
- 53. You may work where another first year student worked earlier in the summer because at that point that first year was still "training". As a result there will be much "unworked area" and, in fact, names of customers will help you to make more sales.
- 54. Depending on your college, you may be eligible for college credit through Trevecca Nazarene, which offers a 200-level marketing course for first year student dealers and 300-level for returning student managers. This college credit

is not free, and if you choose to apply for it, your account will be charged the requisite amount for the class (around \$250).

- ____ 55. Cars are synonymous with problems. Your car may break down.
- ____ 56. There is a sales presentation to learn for the SW Study System and kids books.
- ____ 57. To err is human; student managers may be unorganized at times and may make mistakes
- ____ 58. There may be long drives to Sunday Meetings, depending on the location.
- ____ 59. Emotions will fluctuate up and down; depending on your temperament, you may even cry.
- ____ 60. Mornings can be tough with a fear of getting started, but always remember that ACTION CURES FEAR.
- ____ 61. The work can be routine at times, the challenge comes from goal setting and improvement.
- ____ 62. You may feel lonely at times during the day, especially during "on the job" training. The solution to any and all problems always lies behind the next door.
- ____ 63. The most successful students start their day before 7:59 and stop after 9:31. This means that if you're unorganized, you may wake people up sometimes, and other times you will catch people going to bed.
- ____ 64. If you haven't remitted at least 65% of your collected cash by the end of the summer, you will not receive your book shipment. This means you'll either have to borrow money or another dealer will have to do your deliveries for you. Keep it simple; remit a minimum of 75% to ensure success.
- ____ 65. Lastly, remember that your student manager is not perfect, and they may make some mistakes along the way. Ultimately, our student managers are committed to helping everyone have a successful summer on the bookfield.

Remember: you are ultimately responsible for your success this summer. You will get out of our program exactly what you put into it.

We are the highest paid group in the company because we are the hardest working group in the company.

_____ First Year Dealer

_____ Student Manager

_____ Date

READING

WHAT YOU ARE SOMEDAY GOING TO BE, YOU ARE NOW BECOMING

Jim McEachern

One of the most sobering thoughts I have ever been confronted with is this: "What you are someday going to be, you are now becoming." You are now, this moment, exactly what you have been in the process of becoming all your life.

Are you now the person you dreamed about becoming? If you had written down several years ago exactly the type of person you wanted to be now, what kind of person would you have described? How close are you to becoming that person?

What kind of person do you want to be a year from now? Or two years from now? Or five years from now? Or ten? Or twenty? Right now you are in the process of becoming the person you will be in a year, or two, or five, or ten, or twenty years from now. The habits you have now will determine the kind of person you will become unless you change those habits now.

What attitude would you like to have someday? The attitude you have now is a good indication of the attitude you will have someday, unless right now you begin to develop a new kind of attitude.

If you are not now doing those things you need to do to become what you want to become, what makes you believe that you ever will?

Do you have situations or circumstances that are preventing you from becoming what you want to become? Those situations and circumstances will pass, but they will be replaced by new situations or new circumstances. If you want to become a better (or different) person, you had better get started now. You cannot wait for situations or circumstances that are just right.

Have you ever told yourself, "Someday I am going to begin to save some money on a regular basis? Are you saving now? If you are not now, you probably won't ever...unless you begin now. It will never be any easier, even if your income doubles or triples. It will never be any easier, even if you someday earn ten times as much as you do now. Saving money regularly has little to do with income. It is related to the decisions you make. If you want to develop a good savings account, you better begin now. In all probability, it is now or never.

Do you plan to have good "work habits" someday? Do you now have good work habits? If

not, you probably never will...unless you are willing to begin to develop them right now. What you are someday going to be, you are now becoming.

Maybe you have said, "Someday, I am going to set aside time to read the Bible and pray every day." Why someday? If you are not willing to set aside time now, you probably won't do it someday. If you plan to ever begin, you better start forming the habit today.

Many years ago Spencer Hays asked me, "Jim, what kind of person do you want to be in five years? What kind of husband do you want to be? What kind of father do you want to be?" I answered Spencer by telling him the kind of person I wanted to become. I told him what I wanted to become as a husband and as a father. Spencer then told me one of the most frightening things I have ever heard. He said, "What you are someday going to be, you are now becoming." Then he asked me, "If you are not willing to do those things now, what makes you think you ever will?" I resolved then to begin doing those things which would enable me to become the person, the husband and the father I wanted to become.

We are faced with a choice. We can either begin to do those things that will enable us to become what we someday want to become...or we can learn to live with regret. Every time you do those things you know you ought to do, you feel good about yourself. When you do not do what you ought to do, you feel bad about yourself. Either way you are in the process of becoming what you are someday going to be.

NOTES



Purpose & Values

13. Choosing a great attitude and always finding a way instead of an excuse
14. Being customer-focused, service-minded and in doing the right thing for our customers and team members, we are blessed by the efforts of those before us and we want to pay it forward
15. Self-discipline and that successful people form the habit of doing the things they know they should be doing, and becoming the best version of themselves
16. Working to recognize others over seeking recognition for ourselves; we help people feel valued
17. Having an intentional focus on selling and that each person is responsible for the growth of the company
18. Using principles to guide our decision-making
19. Developing a lasting relationship with our team and in treating team members like family members
20. Most of all, we believe in building people. We know that we are not what is important, but what we do is important. We take pride in being the best in the world at recruiting, training and motivating elite sales forces. We carry a special reverence for our heritage of those who came before us and we work with intentional responsibility for those who will come after us. We believe in the power of legacy, the power of shared ownership and we never take for granted what we have here as a Family of Companies. We help people achieve their goals in life. We build character. We build people—and we truly believe we can change the world.

We do a
great
thing!