

OBJECTIONS IN APPROACH

1. We have seen them

Oh, cool! Was it last year or more years ago? Was it European or American student? Cool. I'm actually from Estonia myself, that's why I talk funny (*smile*). I've been here in _____ for _____ weeks so far and I'm supposed to catch up with everyone that picked up something in previous years and also catch the ones we missed. Did you pick up something last time as well?

Yes – Cool, what did you get? Awesome, I only have a few minutes, but I would like to get a quick opinion from everyone who got books previous years and some of these families have been picking up the next series as well, if the kids have grown, but that's totally optional. Do you have a place we could grab a seat for few minutes? (*go for the bag*)

No – That's ok (*smile*). You probably know a lot of families that did pick up something last time – like (*use teachers names, people who bought again*). We actually do have some new products as well - that a lot of families have picking up this year. But like I said, it's totally optional and everyone has been super friendly as long as I keep it short. (*smile*) Do you have place we could grab a seat real quick?

2. I am not interested

Thats ok. (*Use regular 2nd approach*)

3. I'm busy (looks true, working from home, walking out the door etc)

Oh, I'm sorry! I hope I didn't catch you on a bad time (*pause, let her explain*)? Well just so you know why I'm here - (*continue with regular 2nd approach*) I can understand that you are busy and I will try to keep it really short, but do you have ten minutes really fast? (*go for the bag*); *if no time still, show a door demo, ask a critical question and if they are interested, schedule an appointment.*

4. I'm busy (doesn't want to talk to you)

Oh, I'm sorry! I hope I didn't catch you on a bad time (*pause, let her explain*)? Well just so you know why I'm here - (*continue with regular 2nd approach*)

5. Can you come back later?

Technically I could. I just have I've noticed that there's almost never a good time with the moms (*smile, pause*). Seems like they are always cooking, looking after the kids or taking them to activities ☺ It's like _____ said: she doesn't have half an hour, but if it just takes 10 minutes and it helps kids with education, she might as well take few minutes right away, because there probably isn't going to be a better time. But I guess you haven't heard about me yet ...(*continue with 2nd approach*)

6. I already have them

Cool, what did you get? How many years ago was it, when students stopped by? Awesome, I only have a few minutes, but I would love to get a quick feedback from those who have picked up our books before and also catch the ones we have missed in previous years. A lot of these families have been picking up the next series as well, if the kids have grown, but that's totally optional. Do you have a place we could grab a seat for few minutes? (*go for the bag*)

7. Are you selling something?

Yes, I guess you haven't heard about me yet (*smile*). - (*continue with regular approach*)

8. Its too early

Oh, I'm so sorry, I hope I didn't wake you up (*pause, listen, smile?*)? - (*continue with regular approach*)

9. It's too late

Sorry for being here so late. I tried to catch you during the daytime and I was on my way home, saw your lights on and thought I will stop by. My name is Andrus

you're so busy family

10. Doesn't speak almost any English

Does your husband speak English? Do the kids speak English? (*If kids speak English, let them translate word for word and make an appointment to catch family together with the dad. Usually dad is a decision-maker*)

11. My kids go to private school

Great! I love meeting families where education is that important. A lot of private school families have been getting these (*read out private school names, if you have some*). You may like it and you may not, it just takes 10 minutes

12. My kids don't need help, they do well

That's cool! These are actually meant for honor students to save time with advanced classes. You may like them, you may not(*continue with approach*)

13. I am a teacher

Great, I love meeting teachers! Lot of teachers and educators have been getting these too. (*read names of teachers if you have some*) I know that since teachers have a lot of resources, it may not be something that you really need, but a lot of the students around here will be using these next year and teachers have been interested in taking a look at what it is. If you like them great, if not, no big deal. It just takes a couple of minutes. Do you have 10 minutes real fast?

14. I think we are fine

Regular second approach and door demo

15. You can show me but I'm not gonna buy

That's Ok. Lets grab a seat somewhere (*go for the bag*).

Build rapport and then say: "I will show you and we'll see what you think. If you like them, great, and if you don't, I will definitely leave you in a good mood (*smile*) But keep an open mind, you might really like these."

16. We don't have any money right now

That's fine, you don't have to get anything. You may like them and you may not, its totally optional. Just take a look and see yourself (*proceed with regular approaching*)

17. We home-school

Oh, you're homeschooling? Awesome, I love talking to homeschoolers! (*use names of home-school families if you have*) You are always on top of educational things :) Are you using K-12, Abecca, Saxon or Sonlight? (*Listen*) Well, the system that I have is not like a curriculum, but it's designed to work hand in hand with what you already have. So far all the home-schooling moms I have met (*use names*) have

been really open-minded to take a look of what it is. Its totally optional, you might like it and you might not and it only takes around 10 minutes to show you. Do you have a place to sit down?

18. Doesn't open the door but you think they are home

After you have been there couple of times (twice during a week + Saturday) cross them off to avoid bad PR! LEAVE BC

20. Grandma at the door

Hey. You must be the grandma of the house? Great. My name is Lisa and I work with Southwestern Advantage (here's my business card). I am the one who has been talking to all the families and grandparents in the area and I am selling some cool tools for ~~health and education~~. ^{fun education tools} It's totally optional, but a lot of grandparents have been really excited about them. You probably even know some of them who have signed up for this (*show names, describe*). Are you also the kind of grandma who likes to spoil the grandkids?:) (*listen*) And they are more like little guys or big ones? (*listen*) (*if she seems open-minded, ask for a sit down*) Cool! Then I am supposed to catch you as well. And since I try to catch 30 people a day it only takes around 10 minutes. Do you have 10 minutes real fast? (*go for the bag*)

21. We don't have children/my kids have grown up (*if you know that before, don't go there, if you knock and then it comes up, try to sell health and cook books*)

Okay, cool! We actually have ~~health and cookbooks as well~~. Its totally optional, but a lot of your friends and neighbors have been signing up for it (*read names*). Like I said, its totally optional, but I try to catch 30 people every day, so I only have a few minutes to show them to everyone. Do you have a few minutes real fast? (*go for the bag*)

22. I've heard about you on FB

Oh, cool:) I hope something good! Have you also checked out my Facebook business page? (*give business card and keep talking*). There is information about the company: they have been in business for 150 years already and have 1 million customers in past 3 years. And this is my permit from the town (*show*).

I am the one who has been talking to everyone here in ... (town name) (*continue with normal approach*)

23. I know what you are doing: you go into houses and steal kids/money/stuff

Well, I am sorry that you have heard something like this, because that's definitely not true. Here is my permit from the City Hall (*show*) and I am working with Southwestern Advantage Company (*show slick*). They have been in business for more than a 150 years. They are part of the Better Business Bureau since 1961 and have the highest (A+) rating with the customers. I have really no idea where these rumors come from, because this is just my summer job and I am earning my way through college. So I am here for the summer and I've been talking to everyone here in (town name), selling these educational tools. (*continue with normal approach*)

24. I have a ton of books at home

That's ok, you might like it and you might not, it just takes a few minutes. A lot of families and neighbors have been signing up for it (*show names*) And its totally optional, but I just didn't want to leave you out on at least seeing them. Do you have 10 min real fast?

26. Do you have a permit?

Yes I do (*show the permit*) or The county doesn't require a permit, but here is my business card (*if there is no need to have permit*)

27. There is no soliciting (in a no soliciting neighborhood)

That's ok, I have a permit from the city hall. I guess you haven't heard about me yet? (*proceed with 2nd approach*) It just takes a few minutes and everybody has been really nice to me as long as I keep it short
⌚ Do you have 10 minutes real fast?

28. No soliciting sign on the door

If a new sign written on paper, don't go; if old sign attached to the door, then go and do regular approach

29. My mom is in the shower (most likely not home)

Ok, could you go get her for me? (*usually they go get someone older who is at home; or say not home/in the shower again. Then just come back later*)

30. I am on a conference call/long distance phone call

Oh, I'm sorry. I definitely didn't want to catch you at a busy time. I will try to keep it short then. (*if seem very busy then: Do you have like 2 minutes real quick?)(go on with basic approach*)

OBJECTIONS DURING A SIT-DOWN (INTRO, DEMO OR CLOSE)

Transition phrase that works with most objections:

I understand how you feel. I wouldn't want you to get something you are not 100% sure of. But besides (their objection) is there anything else that is holding you back?

Useful tips:

Don't argue with the customer and let her talk. The idea of answering objections is not to win an argument, but to give the customer more information so she could buy. After covering objection show another section/read a relevant testimonial or close again.

Below are some ideas you can use. Make sure you use names and stories from your own customer list and match them to your own situation.

1. Too expensive (sell the value)

I totally understand how you feel. Nowadays all the stuff that you get for the kids can be very expensive. Like all the iPhones, X-boxes and trampolines that everybody has. The reason why everybody has been getting these books is that it's really not spending money but more like investing it. When I was talking to Jane and Amanda they said that one can't really go wrong with investing in something that helps kids to become more confident and successful in school. (*show testimonial, where is mentioned quality / system / lasts for a long time/investment or show another section if relevant, close again*)

2. Can't afford it (sell the payments)

I understand what you mean. Money doesn't grow on trees or anything, I wish it did:) I wouldn't want you to get something you are not 100% sure of. So is it more the money that makes you think or more the books? I mean, if you had the money, would there be anything else holding you back? (*If yes, answer that objection; if no, then answer money objection*). Well if it is just the money, then I am sure we can figure out a way. Since education is so important we try to be flexible so that everybody would be able to get the system. So with some of the moms we have broken the sum into payments (*show names and other payment plans*) Would it be more convenient for you to do monthly payments or every two weeks? (*Listen, close again*)

3. Kids are too young (kids books)

I understand how you feel. I definitely wouldn't want you to get something you are not 100% sure of. The Martins actually felt the same at first. Their son is just 6 months old. They signed up for the system because Alice actually agreed that kids only get one chance with good education. She liked the fact that it is a system and grows with the kids, because kids grow up so fast. So actually the moms with younger kids get the most out of these books because they can use them the longest. (*show another section how it grows with kids/relevant testimonial, close*)

4. Kids are too young (advantage books)

I understand how you feel. Most moms with little kids feel the same way at first, because these books cover a lot, right?:) But a lot of them have been getting them. Like Carrie, Brenda and Suzie (*read appropriate names from your name-sheet*), they all have Elementary school kids. And what (customer name) liked is that the books start with very basic things like addition and subtraction (*show*) and water cycle and volcanoes (*show*), everything that they do in early grades. And on the website they have cool

stuff like science projects, reading programs, puzzles and games. That is the point of this system: it lasts for many years and grows step-by-step. So actually the moms with younger kids get the most out of these books because they can use them the longest. (*show a section/read a testimonial and then close*)

5. Have to talk to husband (she thinks- “*i want to be sure i am making a good decision*”)

I can understand how you feel, I wouldn't want to step on dads toes :)

I don't often catch dads home and its mostly the moms that I talk to. But when I do catch dads home, do you know what they usually say? They look at the mom and say: its up to you honey! ☺ I have never seen a dad getting mad at a mom for getting educational tools ☺ So it probably comes down to whether you think the kids would actually benefit from them. And the books you liked, right? (*if appropriate, show another section/read a testimonial and close*)

6. Have so many books - (*sometimes in the intro already*)

I understand how you feel. Most moms have gotten a fair amount of books over the years. I guess the reason why everybody has been getting them is that these are different. Mary Johnson (*your customer name*) has a ton of books and she said that its easy to find fun story-books for the kids, but nothing that works as a nice system. And that's what this is. It starts with sight-words and pictures, then asks questions about the same topic, brings it to life with science projects and has more than 400 videos, games and puzzles online that tie everything together. (*give example of volcano or zebra*). That is why Mary got these. (*if appropriate, show another section/read a testimonial and close*)

7. Kids won't use

I understand how you feel, I wouldn't want you to get something that you are not 100% sure of. This is exactly how Mary Johnson felt at first. She said kids never want to use extra books and do extra work. (*pause*) These books are actually totally different! They take schoolwork that they already have and make it faster and more efficient. And kids love that! That's why Mary signed up.

These probably won't be something that the kids use every day, because every day they don't get stuck. But most moms agree that even if it helps them save a couple of hours every week, it is already a worthwhile investment. (*if appropriate, show another section/read a testimonial and close*)

8. Internet: school website

I understand how you feel. Some school and teacher websites have gotten a lot better in the last couple of years. Our system actually works hand in hand with those! School websites are great for parents to keep up with school but they often times don't cover all the notes from all different classes. Mary Johnson said that sometimes when the kids get stuck, then looking for the right page takes forever. She liked that here she can find any math example in 30 seconds (*show how to find from index binomials*) and all the subjects are in one place. Also, a lot of the stuff in the Internet is just plain wrong because nobody has checked it. (*show another section/read a testimonial that answer this objection, close again*)

9. We use the library a lot

That's cool! Its a very good resource and your kids definitely benefit a lot from it. The reason why Betty liked the books was that these are bit different than library books. They are not storybooks that kids read through and then return, but it is more like a system that will grow with kids. First it covers sight-words, then kids will use them to answer questions like their first reference books and when they get older they can also use them for reading, book-reports and science projects. Kids can use them for a good 5-10 years. (*show a section/read a testimonial and close again*)

10. I'm a teacher (in intro when it comes up)

There are a couple of reasons why teachers have been getting these. First of all, most teachers have tons of resources already. But what Mary Johnson really liked, she has been teaching for years, is that all of the most important things are in one place. And kids can be more independent with their studies because most kids are never too excited to go through ten different resources. They just want to find things quickly. The second reason is that teachers are always expected to know everything. But like Hanna Albi said, she teaches in (*school name*): "Teachers just study and prepare the material really well before the lesson". That is why she signed up. She said: "If it helps the kids, great, but if it makes me be a better teacher, then I'm in." *The teachers always want to best resources for themselves.*

11. Tutor/Dad helps out/Go to sylvan learning center

That's cool! Seems like kids education is very important to you. Does the tutor come to your home or you go to a learning center? And how many times a week you usually have her? I've heard tutoring can get really expensive sometimes. These books won't substitute tutoring, but it might be a cheaper alternative. The main reason why kids use it is because it's really easy to use and you have access to it 24/7. There's one thing I don't get about tutoring: what are the kids supposed to do, if they go to tutoring on Tuesday and they get homework on Wednesday, but the next tutoring session is going to be next week :) (*show another section on how kids would use the books and show a teacher testimonial if you have. Close again*)

12. Private school (cover in the intro when it comes up)

That's cool! Are you with St. Mary or St. Bernard (*use private school names from your area*)? I met some families who's kids go to private school like ... (*use private school family's names from customer list, if you have them*) Education seems to be a high priority among private school families – that's why I've been doing so well around here. The reason why Tina Jackson got the system was because said that private school kids usually get more homework than kids in public school; and she liked how our books are designed to help them save time. That way they would have more time to do things that they actually enjoy doing. (*show another section about how books save time with school work, close again*)

13. We have to think about it: we will call you and let you know

I totally understand how you feel. I wouldn't want you to get something you are not 100% sure of. Do you mind me asking what is holding you back? Is it more the price or worried about how much the kids would use it? (*cover kids wouldn't use it/can't afford it/too expensive; show another section/read a testimonial + close again*)

14. Never buy door to door (in close)

That's ok, I'm really easy ☺ The company that I work with has been around for a very long time (*show the slick about Southwestern*) and a lot of families in the area have already had our books from previous years (*show names of people who bought before or who bought from you*). If you like them and think that your kids would benefit from them as well, we can sign you up, if not - no big deal. Either way I'll leave you in a good mood. One cool thing I actually forgot to show you is ... (*show another section, close again*)

15. How do I know I will get my books?

I totally understand what you mean, I've heard that people who sell magazines sometimes don't deliver their products and that makes my job a little harder too. The company that I work with has been around for a very long time (*show the slick about Southwestern*); they are part of the Better Business Bureau

since 1961 and they also guarantee the delivery of your products. A lot of families in the area have already had our books from previous years (*show names of people bought before*).

(*if they need more info, then use this:*) This is my ID and you can also check me out from the company's website if you type in my account number. Here is my local permit (*show permit*). There is nothing to worry about ☺ (*continue with closing*)

17. Kids do well in school:

I understand how you feel. I definitely wouldn't want you to get something you are not a 100% sure of. Actually Betty felt the same way at first because his kids are straight A. The reason why she decided to get the system though was because kids who do well in school always end up being the busiest; and it helps good kids save time and get into a good university. Here is what he wrote me down (*read a testimonial*). And one section that he really liked was (*show another section and close*)

18. Home-schooler (in intro when it comes up)

Home-schoolers like it because it works hand in hand with any curriculum and you can use it as a curriculum on its own. It saves time because it has all the subjects for all different ages in one place. And its great because home-schooling moms usually have kids in different ages. So kids can use it on their own to be independent, but moms can use it for teaching as well. Here is what Lisa wrote me down, she has been home-schooling for a while (*read testimonial*). And one section that she really liked was... (*show an appropriate section + close again*)

19. Don't have homework (in intro when it comes up)

I have heard you guys don't get homework too often. That's Ok. The reason why everybody has been getting these is that the older the kids get the tougher the classes get. But at the same time kids get involved with a lot of activities. The Advantage system has all the notes in one place to study for tests, so it helps save time with schoolwork. It also helps save time with reports and papers.

20. Can I just get the website? Sw advantage

Well technically you can, but I don't recommend it. The books and the website work hand in hand because the website is actually based on the books: you can search things by page number. It works as a system and with different ways of learning. And the cool thing is that when the kids go to college, they have to use big textbooks anyway, so its good if they get used to it, even if they love technology. Let me show you one cool thing how the books work together with the website (*show searching by page number in math + close again*)

21. Can I just get the website? Skwidz

Well technically you can, but I don't recommend it. The books and the website work hand in hand: the system covers 3 different ways of learning: auditory, visual and hands-on. So the kids can play games on the website and watch videos; but for bedtime books are much better. Teachers also say that flipping through books develops focus for the little ones and they can take the books anywhere. And there is this spaced repetition concept. Let me show you one cool thing how the books work together with the website (*show appropriate section of ask me and website + close again*)

22. Can I sign up to the website later?

Well, technically you can, but its much better if we do it now. Most families have questions when they sign up and I am here to help. Or they might just forget. Its really easy: we can sign you up and then kids can get to know it already before school starts (*talk about summer advantage for big ones*). Also, you

have a couple of weeks to use it for free so you can see what is really there. (*show another things about the website if needed and say: you will love it! + start signing them up for website*)

STANDARD ANSWERS TO OBJECTIONS/QUESTIONS ON FACEBOOK

1. Can I change payments/order

Hi, thank you for writing. We can surely work something out. What would you like to change? Best wishes, Tom The Bookman

2. Can I cancel? within 3 days/after 3 days

Hi, I'm sorry to hear that. If you don't mind me asking, what has made you change your mind? Was it more the payment amounts or something else? Perhaps we can work something out, because it seemed that you and the kids really enjoyed the books when I visited you. Looking forward to hear from you soon,

(I'll try to answer all customer questions in the evening, when I finish working).

Best wishes, Tom The Bookman

a.) *if they give you an explanation, try to cover the relevant objection first.*

b.) *if they still want to cancel no matter what and there is no solution, then if cancellation was within 3 business days, write back this:*

Hi, again! Thank you for writing me back. I will go ahead and cancel your order. I also suggest you to contact the company's customer service: customercare@southwesternadvantage.com or toll-free 888-551-5901 because they handle all the refunds. Thank you for your time. It was a pleasure meeting you. Have a great summer!

All the best,

Tom The Bookman

In this case, make sure to cancel their order from ROS and write to customer service to mail them an appropriate refund.

c.) *if they still want to cancel and they are outside 3 business days, then reply like this:*

Hi! Thank you for your reply.

I totally understand your situation. Unfortunately, according to FTC (Federal Trade Commission) rules (that are also written on your copy of the order form) all sales are final after 3 business days. However, I will surely be more than happy to work with you and give you a few options:

1. I would be happy to rearrange the dates for the payment schedule (prolong it as it fits)
2. I would be more than happy to break your payments into smaller increments

We could also go over your purchase again, so we are sure that the books fit your children's age range and they get the most benefit.

Waiting forward to your answer. Best wishes,
Tom The Bookman

If you change the payments, MAKE SURE that the payment arrangements are updated in ROS. Otherwise, if the new agreed upon schedule is NOT followed; the customer will be allowed to cancel! If

she doesn't want to change payments but would like to review products, give her a call, listen to her concerns and suggest that she would go to southwesternadvantage.com and go through the list of products while on the phone with her. This will also serve as a reminder of why she originally purchased from you and she might calm down.

If Ms. Jones refuses all the above option and insists on her money back, a decision by you, the dealer, must be made.

If you feel that your customer will create a PR issue, it's sometimes best to send the customer the books worth the money she has paid.

Hi again! Thank you for writing me back.

I understand your situation. Since it appears that I cannot work out a resolution for you and your family, out of good faith effort, I will go ahead and cancel your payments and the company will send you products for the money that you have paid for. I still appreciate your time and wish you a wonderful summer!

Take care!

Tom The Bookman

**If the customer doesn't agree with this solution, be sure to contact the Customer Contact Center so that they can process necessary refunds.*

3. They charged my CC early (for online or something else, even if it wasn't true)

Hi! Thank you for contacting me. I sincerely apologize for this mistake. I will contact the customer service immediately and they will make the change. This would probably take effect from next payment. I'm really sorry about the mistake once more. Have a great summer!

All the best,

Tom The Bookman

4. I would like my check back

Hi, thank you for writing. I'm sorry to hear that. If you don't mind me asking, what has made you change your mind? Was it more the payment amounts or something else? Perhaps we can work something out, because it seemed that you and the kids really enjoyed the books when I visited you. Looking forward to hear from you soon!

Best wishes,

Tom The Bookman

(if they write back, respond according to their next explanation: cancellation; husband not ok, PR issue etc)

5. My husband came home and wasn't ok with it

Hi! Thank you for writing, I really appreciate your feedback. I am sorry to hear that the husband was not happy with it. Do you mind me asking if it was more the payment amounts that worried him or something else? Best wishes, Tom the Bookman.

a) if it is money issues:

Hi again! I totally understand how you feel. If its just money that is worrying him, then we can definitely change the payments according to how it is convenient. I have been working out ways with everybody. Would it be easier if we would change the interval of the payments or is it better to change the amounts? Waiting forward to your answer. Best wishes, Tom The Bookman

Change payments according to customer needs in ROS!

b) if it is something other than money issues:

Hi, again! Thank you for writing back. I understand how he might feel. Actually, some dads have felt the same way because they didn't get to see the books when I was there. Its a good idea to show him products from the company's official website (www.southwesternadvantage.com), also customer reviews and explanations about products from the company's Facebook page ([Southwestern facebook page](#)) and information on my Facebook profile (link to an album of pictures from books). Best wishes, The Bookman

6. I heard it's a scam

Hi! Thank you for writing. I appreciate your feedback. I can tell you with a 100% certainty that this is not a scam. I have no idea where those false rumors came from but here is how you can be sure of the legitimacy: on my Facebook profile you can see my sales permit issued by the City Hall. Also, our company is part of the Direct Selling Association and Better Business Bureau. Southwestern Advantage has an A+ rating with customers ([BBB official website](#)), and have been a member since 1961. They guarantee delivery of the books and correct payments and refunds. Also, the company has been around since 1855 (www.southwesternadvantage.com). You can check me out if you enter my account number (YOUR NUMBER HERE) on the [website](#). You are also welcome to check out the notable alumni of our summer program from this [link](#). Please don't hesitate to let me know if you have any other questions or concerns or contact our PR Department: Trey Campbell: trey.campbell@southwestern.com; +1888 602 7867. Best wishes, Tom The Bookman

7. My friend also would like to get the books

Hi! Good to hear from you! Thank you for writing. I will be in the area all summer long and definitely could go by your friends' house. Since I don't do business over the phone, I would appreciate if you could write me her name and address and the best time to catch her home and I can go by her house some time during the summer. Thanks again for contacting me and have an awesome summer! Best wishes, Tom The Bookman

8. I would like to get more information about the books (heard from someone, "other" messages)

Hi! Thank you for contacting me. The Company that I am working with is based in Nashville, TN and they have been in business for over 150 years. They are the publishing company that college students work with and sell the cool educational systems for families with kids and health and cookbooks for everyone. Here is the information about the books from the company <http://www.southwesternadvantage.com/ExperienceOurProducts.aspx>. We actually don't do too much business over the phone or Internet, but actually visit families in their homes. So if it looks interesting, you can let me know the best time to visit and directions.

Thanks for writing again and all the best.

Hope to see you soon,
Tom the Bookman

9. Can I cancel the website?

Hi. Thank you for contacting me, I appreciate your question. About the website: I can definitely go ahead and do that for you. Do you mind me asking what has changed your mind? I have found that most families actually like the idea of a system, how the books and website work hand-in-hand and make learning more interactive. Did you have a chance to take a look at the website? I will share a couple of cool links about how the system works so you can get to know the website better. Looking forward to hearing back from you.

Best wishes, Tom The Bookman.

Here are 3 links that explain the different parts of the online component:

<http://southwesternadvantage.com/ExperienceOurProducts/SouthwesternAdvantage.aspx>
(www.swadvantage.com tutorial)

<http://southwesternadvantage.com/ExperienceOurProducts/Skwids.aspx>
(www.skwids.com tutorial)

<http://southwesternadvantage.com/ExperienceOurProducts/Advantage4Parents.aspx>
(www.advantage4parents.com tutorial)

If she writes back and still wants to cancel, they go ahead and cancel it for her and reply like this:

Hi, again! Per your request, I went ahead and cancelled the website for you. I hope you will get tons of use out of your books. In case you would like to in the future, you can always sign up to the online component by contacting our customer service: Toll-free (888) 551-5901;
customercare@southwesternadvantage.com.

Best wishes,
Tom the Bookman

10. When will my books arrive?

Check from ROS, if all payments have been made and if books have shipped out.

a) Their payments have cleared

Hi! Thank you for contacting me. I took a look at your order and it looks like the books have been shipped out (date). It usually takes a week or 2 for the books to arrive, so you should expect them by (date) the latest. If you haven't received them by that time, feel free to contact me again. I hope you will enjoy your books a lot.

Best Wishes, Tom the Bookman

b) Payments have not cleared

Hi! Thank you for contacting me. I took a look at your order and seems that there are still some payments that are processing. All books will be shipped out, when the last payments have been processed. It usually takes a week or 2 for the books to arrive, so you should expect them by (date) the latest. If you haven't received them by that time, feel free to contact me again. I hope you will enjoy your books a lot.

Best Wishes, Tom the Bookman