



# Sales Presentation





# Southwestern Advantage Sales School Packages

"5 before 5"

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



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

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



CORE 5 (ages 8+)			
1st 3 weeks		Product	Price
Adv. Math 1 & 2		swadvantage.com	\$19.95
<b>Total</b>		<b>\$289.90</b>	<b>20</b>

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

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



# 2018 J-1 DCAUSER PRICE LIST

## ADVANTAGE LIBRARY PACKAGES

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

## EARLY LEARNING LIBRARY PACKAGES

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

## ADDITIONAL ITEMS

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



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# Southwestern Advantage Sales Presentation



# Southwestern Advantage Sales Presentation

## STEPS TO A SUCCESSFUL APPROACH

### I. Give the initial approach

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

### II. Give the basic response to the first objection

### III. Give a door demo after the second objection

## APPROACH

### FIRST APPROACH

Hi! How are you? **Pause**

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

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

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

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

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

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

## SECOND APPROACH

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

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

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

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

## ADVANTAGE BOOKS DEMO AT THE DOOR

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

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

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

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

## INTRODUCTION (3+1 REASONS)

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

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

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

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

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

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

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

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

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

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

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

## DEMONSTRATION

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

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

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

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

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

## SOCIAL STUDIES & LANGUAGE: HISTORY TIMELINES

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

## **SOCIAL STUDIES & LANGUAGE: PUNCTUATION**

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

## **SCIENCE:**

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

## **WEBSITE SUITE:**

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

## SUMMARY

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

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

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

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

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

## PRICE BUILD UP

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

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

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

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

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

## CLOSE

### 1- THE WAY I DO BUSINESS

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

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

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

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

Here is how it works...

### 2- DIRECT TO YOU

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

### 3- ADDRESS

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

### 4- OKAY

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

## CASH COLLECTION

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

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

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

## WEBSITE LOGIN

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

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

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

## SOLIDIFICATION

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

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

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

## SUMMER STUFF

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

## SOLIDIFY SALE

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

## ASK FOR REFERRALS

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

## TAKE FACEBOOK PHOTO AND LEAVE.

## RECLOSE

### \*\*\*ADDITIONAL SECTIONS TO SHOW FOR RE-CLOSING\*\*\*

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

## SOCIAL STUDIES & LANGUAGE- GRAMMAR- PARTS OF SPEECH

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

## SOCIAL STUDIES & LANGUAGE- WRITING

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

## SOCIAL STUDIES & LANGUAGE- CONSTITUTION (GOVERNMENT)

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

## SCIENCE- CELLS DIVISION (BIOLOGY)

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

## **SCIENCE- PERIODIC TABLE (CHEMISTRY)**

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

### **\*\*\*ADDITIONAL CLOSES\*\*\***

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

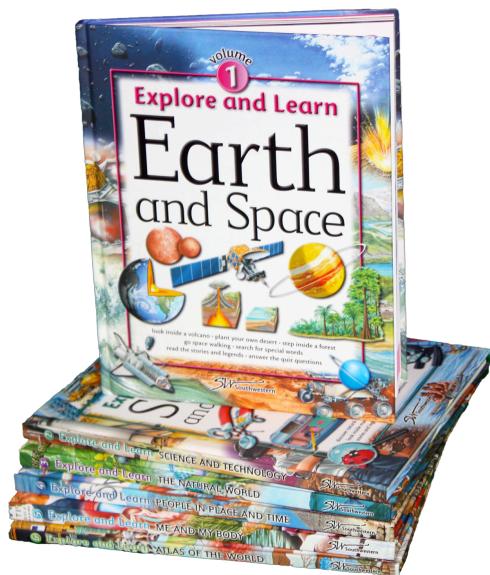
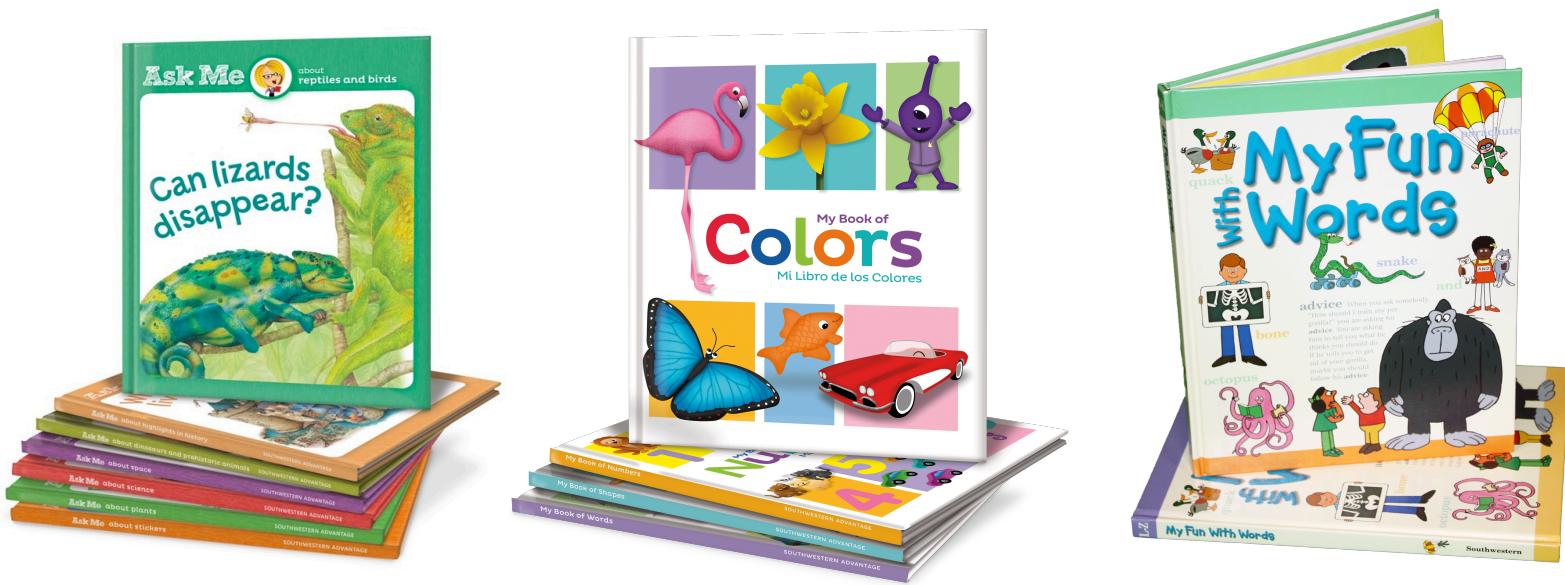
## **SECOND CLOSE- INVESTING IN EDUCATION**

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

## **THIRD CLOSE- ENJOY GETTING INVOLVED**

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

# Kids' Library Sales Presentation



# Kids Library Sales Presentation

## APPROACH

Hi! How are you? **Pause**

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

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

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

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

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

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

## SECOND APROACH

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

Like I said my name is \_\_\_\_\_ (show permit) and I'm a college student from (home country). I've had a lot of fun meeting families here in (city/county) showing our, websites and books to help kids with their education and learn about Americans

It's something that the Grooms, the Reynolds and the Kleins have gotten for their families, (*Can use name grade card/show photos with families on tablet*).

And if you like it, great, if not that's okay too. But EVERYONE HAS BEEN SUPER FRIENDLY (**BIG SMILE**), just as long as I don't take up too much of their time. In fact, I can show you right out here. (*break eye contact, turn and sit on porch*).

## THIRD APPROACH

Ok no problem, here is my business card,

I really appreciate your time, and [get sample out of bag, keep it closed] just so you know what it is everyone's been picking up, it is just an educational system to help the kids excel in their academics.

### USE AN APPROPRIATE STORY- FOR EXAMPLE:

When I was talking with the Kleins, she was saying how she just wanted to try and get her kids as excited about learning as early as possible, and keep it really fun! So she loved these question answer books - they take 800 commonly asked questions and put them together in a cute set of books. So it has questions like: are my bones bendy? Or do rivers ever end? Oh – here's a fun one: Do you know why flamingoes are pink? [WAIT FOR ANSWER] Well, [OPEN TO PAGE] it's because they eat SHRIMP! [WAIT FOR RESPONSE] Who knew? I know Mrs. Klein liked them because she was learning from them too!

You know what, it is kind of awkward showing you like this, do you have a place where we can sit down inside, or would outside here be better. **THIS IS A STATEMENT, Break eye contact, Pick up the bag, DO A PORCH SIT DOWN IF NEEDED.**

## INTRODUCTION (3+1 REASONS)

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

What I am doing is showing everyone a system of early learning books and online services (**hand them slick with all the products**) that a lot of families here in \_\_\_\_\_ have been picking up to help get kids get ready for school!

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

First, **parents know how important it is to invest in their children's education.** The problem with a lot of books and video games for pre-schoolers is that they focus mostly on entertainment. Most moms tell me they have plenty of "fun" books and video games, but not as many truly educational ones to help the kids prepare for school. This system is great because it's both fun AND educational! It combines books, and a website so kids get used to using all of these learning tools from a young age. It even has an easy to use App.

The **second reason** why \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ (*name some of your customers who bought Advantage books with similar ages of kids*) have been getting this is that a lot of moms are telling me that **kindergarten is a lot more advanced these days**. When I was in kindergarten it was all about coloring and playtime. Now it's practically the 3rd grade! Kids are reading, doing math, and learning about science and history. Have you heard that? (Listen.) Exactly, kids are held to a much higher standard from the very beginning, so being ready for those first few years in school is critical. And that's exactly what this is designed to do: help them get ready for a strong start in school.

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

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

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

## BUYING ATMOSPHERE

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

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

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

## DEMONSTRATION

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

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

(Engage the young child, if present. Get them excited!) As you can see here in My Word Book the pictures are really big and bright making word recognition fun for kids. It helps move kids from word association to word recognition. Kids can start off by pointing to pictures and saying what they are, like (plane, truck, boat, etc). Then, the books repeat the words at the bottom of each page as well, kind of like a word bank, so you can help your child recognize the word without looking at the picture. (Show example)

And the best part is – they’re BILINGUAL, with an audio pronunciation guide available for download on the website! There’s also a huge fold out dry-erase review poster included in every book. Fun, huh?!

The second part is My Fun With Words (show book and flip through it). This is a ***kid's dictionary that uses story-sentences to describe the meanings of words***. This is my favorite: Cow [Read aloud]. It is all designed to make learning fun.

### ASK MEs:

Mrs. Jones, do your kids ask a lot of questions? Great! Well the next part is the Ask Me's, which are two sets of 7 question-and-answer books covering everything kids ask about and more! What's exciting is that they take kids' ***natural curiosity*** and direct it towards what they will be learning in school.

For example, do you know why (pick your favorite fun fact. i.e. flamingos are pink, hippos fling their droppings ...)? It's actually because... Pretty neat huh? Each topic is covered by asking and then answering questions about it. Parents tell me they end up learning as much as the kids! Isn't that a great way to get the kids excited about factual information?

### SkWids + ASK MEs

The Ask Me's also work hand-in-hand with SkWids. SkWids has ***hundreds of video episodes*** hosted by a fun cast of characters that reinforce the science and history facts the kids are learning in the Ask Me Books (point to slick or live site). So for example, if the kids are reading about gravity but don't quite understand the concept yet, they can tune in to a SkWids Science video and watch Lexi demonstrate the force of gravity on video!

SkWids also has ***printable coloring pages*** from the books so they can have tons of fun with these educational concepts, without coloring in your actual books! They also have the National Geographic for Kids reading program as reading is fundamental to all subjects. Can you see how this system is designed to make sure kids hit the ground running when they get into school?

### **EXPLORE AND LEARNS:**

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

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

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

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

So, the best thing is that this all works together. Let's say one of the kids is curious about volcanoes: **[FLICK TO LAST PAGE OF SAMPLE – THIS IS SHOWN IN THERE]**

The ***My Books*** would ***show the word, the shape, and the color*** of volcanoes. The ***My Fun With Words*** would ***explain what a volcano is***. The ***Ask Me's answer questions about volcanoes***, and the ***Explore and Learn books show you how to make one actually work!*** They are designed to grow up with the kids. And then the website or app lets them learn ALL of those things in an interactive way with fun videos and activities, and then test their knowledge with interactive quizzes.

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

### **ADVANTAGE4PARENTS/SWADVANTAGE**

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

The ***Second and Third Websites (Advantage4kids, Advantage4Teens)*** are just the best way for this tool to grow with your kids' education needs. In just a few short years \_\_\_\_\_ will be into fractions, pre-Algebra and writing research papers. Isn't that scary? ***Once your kids outgrow***

SkWids, they will graduate into Advantage4Kids and Advantage4Teens, which has math tutorial videos, worksheets, and online quizzes - everything they will need for homework help, test prep, and research papers. Isn't that awesome?

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

The Fifth website is called **Advantage4Life**- the most comprehensive website where teens can get expert advice on life's tougher issues. This gets a little beyond to Education and give access to tons of Videos and Article on various subject including Stress Management, Money Management...

Finally, the Sixth website is called **Homer**- Your membership also includes full access to Homer, America's #1 Learn to Read Program.

## SUMMARY

So essentially what you have are (26) books that cover all early school subjects from where your kids are now all the way through elementary school. You also have a membership to SIX websites-- SkWids, Advantage4Kids, Advantage4Teens, Advantage4Parents, Advantage4Life and Homer - that help with learning and with life. I guess you can see why everyone's been getting it?

## TRIAL CLOSE

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

## PRICE BUILD UP

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

ONE hardcover storybook at a bookstore runs about \$20-30. Educational books can be even more – sometimes as much as \$40 each. To buy 26 books at that price would be anywhere from \$780 to \$1,000. So most people figure that a comprehensive set of (26) books covering so many subjects that the kids can benefit from for many years would be close to **\$1,500 or even 2,000**. (*Write this out on paper to demonstrate the math*).

And when you think about the websites, most families are used to paying over \$100/month for things like gym memberships and cable bills. ***Other early learning programs like Kumon usually run about \$200 or \$300/month.*** And of course you have programs like "Hooked On Phonics", which are usually upwards of \$300 - and that's just phonics, no other subjects!

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

## CLOSE

### 1- THE WAY I DO BUSINESS

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

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

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

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

### 2- DIRECT TO YOU

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

### 3- ADDRESS

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

## 4- OKAY

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

## CASH COLLECTION

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

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

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

## WEBSITE LOGIN

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

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

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

## SOLIDIFICATION

Great. So you guys are all set up. Your first billing cycle will begin on \_\_\_, and you'll see the name SWADVANTAGE.COM as the merchant name on your statement. Let me show you a few exciting things the kids can use right away on the site. (***Show her a few of your favorite articles that apply to the age of her children.***)

### EXAMPLE:

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

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

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

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

## SOLIDIFY SALES

Lastly, and as a special thank you for your business, we are also giving your family **Tuition rewards**. It is a program that gives your family \$1,500 credit to over 400 colleges and universities around the USA every six months you keep your on line services. Isn't that great!!!!

I guess you can see why we have been having such a great summer. I hope you and the kids will use these books for many years, and the online services go all the way up until the kids go off to college! Awesome, well I really think it'll be great for your family.

## ASK FOR REFERRALS

Mrs. Jones, I was wondering if I could ask for your help with one last small thing? Most of the way I do business out here this summer is through referrals and recommendations, and everyone's been kind enough to give me directions to 3 or 4 of their friends who are really focused on their kids and are really into education. Like \_\_\_\_\_ directed me to 3 of her friends, and \_\_\_\_\_ gave me 10 people to go see. (***FLICK THROUGH YOUR REFERRAL NOTEBOOK AND SHOW NAMES.***) Who do you guys know (who I haven't already sold these to!), who's really into the kids' education, and might appreciate a look at something like this? (***PAUSE. LOOK DOWN AT YOUR NOTEBOOK.***)

**TAKE FACEBOOK PHOTO  
AND LEAVE.**

**SW**  
SOUTHWESTERN  
**advantage.**

+

**SAGE**Scholars  
**tuition****rewards**

=

**3,000**  
FREE TUITION  
REWARDS POINTS  
MAX PER YEAR

## Southwestern Advantage Tuition Rewards

All families with an active SWAdvantageOnline membership will have the opportunity to secure **up to \$3,000\*** per year in guaranteed tuition discounts. These scholarships are redeemable at nearly **400 participating private colleges and universities** across the country.

Every 6 months you keep your SWAdvantageOnline subscription, you will receive an additional redemption code via e-mail, to secure your next \$1,500\* in tuition rewards.

[southwesternadvantage.com/tuitionrewards](http://southwesternadvantage.com/tuitionrewards)

\* 1 Point = a \$1 guaranteed minimum discount off of the list price of tuition at nearly 400 participating private colleges and universities across the country.

**SW**  
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## SCHOLARSHIP CERTIFICATE

**1,500**

**FREE TUITION  
REWARDS POINTS**

SAVINGS CODE  
**BK4318K8**

CONTROL NUMBER  
**A** \_\_\_\_\_

TuitionRewards.com/  
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\* 1 Point = a \$1 guaranteed minimum discount off of the list price of tuition at nearly 400 participating private colleges and universities across the country.





We do a  
great  
thing!