

# SOUTHWESTERN ADVANTAGE PROGRAM SELECTION PROCESS

WELCOME TO THE SELECTION PROCESS OF THE HIGHLANDERS ORGANISATION

## WELCOME TO THE SELECTION PROCESS

The selection process is between 7 and 10 days and is organised in a way that will enable you to find out more information about the program and to answer your questions so that you will be able to make a decision. It will also give us the chance to get to know you and find out about some of the things you have done in the past to give us confidence that you are the best candidate for the program.

It is very important to complete all of the given tasks so that you have a clear picture of what the program involves and to be on time for meetings. Thank you!



## ASSIGNMENT 1 PLEASE COMPLETE AND BRING TO DAY 1 FOLLOW UP

### 5 QUESTIONS THAT YOU HAVE:

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### 5 REASONS YOU WILL DO WELL IN THE PROGRAM

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### 5 CHALLENGES THAT CONCERN YOU THE MOST

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### 5 THINGS THAT YOU WILL LEARN AND GAIN

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GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

FROM THE TOP  
TOOLBAR, CLICK ON:



- Read about the history of the Highlander Group and how it was started.

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

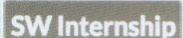
SCROLL DOWN  
THE WELCOME PAGE



- Check out the portfolio of testimonials (Written & Videos) in this section of the website and find a person that you relate to the most.

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

FROM THE TOP  
TOOLBAR, CLICK ON:



**Watch the following videos:**

- 1 - Character Development  
 2 - Personal & Professional Development  
 3 - My SWA Advantage part I & II

## DAY 1 FOLLOW UP

- Answer Questions
- Go through Day 1 Assignments
- Demo Books/Photo Album
- Refigure profit and residual income
- Go through takeaway brochure
- Go through J1 Visa, Parent Support Letter & Essay titles (email addresses)
- Set time for parent phone call
- Assignment 2

### Essay Titles for Final Interview (300-400 words each):

1) What does commitment mean to you?

2) Why do you feel you are the best candidate for the team?

Student Manager Email: \_\_\_\_\_

Sales Manager Email: \_\_\_\_\_

## ASSIGNMENT 2 PLEASE COMPLETE AND BRING TO DAY 2 FOLLOW UP

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

**CLICK ON:**

**SW Internship**

- WATCH:** Prezi - Southwestern Advantage Highlanders
- Go through some of the Students' example. What testimonial appeals you the most and why?

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

**CLICK ON:**

**Products**

- WATCH:** each videos presenting our Learning Systems

Which system do you find the most exciting and Why?

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

**CLICK ON:**

**Events&Medias**

**WATCH:** the following videos

- Sizzler Trips
- Great Recruiters Seminar
- Share The Advantage

## DAY 2 FOLLOW UP

- Answer Questions
- Go through Day 2 Assignments
- Go through Goals Sheet "You Get What You Picture"
- Go through Steps of the Summer
- Summer Pacesetter
- Superstar Book
- Discuss Parent Call
- PSL, Essays & Visa
- Assignment 3



## DAY 2 FOLLOW UP CONTINUED

### YOU GET WHAT YOU PICTURE....GOALS!

1. How much money would I like to save this summer?

\$..... My expenses \$.....

2. Therefore I must make \$\_\_\_\_\_ in order to reach my savings goal (savings+expenses)

3. Each book is equal to 8 units. How many books are there in one set? .....

There are 6 books in a set to sell, but the average first year student in the program will average selling 2 books per customer (16 units)

4. Your profit per unit is \$.....

5. How much is your profit when you sell one **book**? .....

6. How much money do I make when I sell one **set** of two books? .....

How many **total** units do I need to sell all summer?

(Gross profit / line 4 = ) ..... units

7. How many units do I need to average each **week**?

(line 7 / 12 = ) ..... units

8. How many units do I need to average each **day**?

(line 8 / 6 = ) ..... units

No. 1 First Year.....

No. 1 International Student.....

Sizzler Trip.....

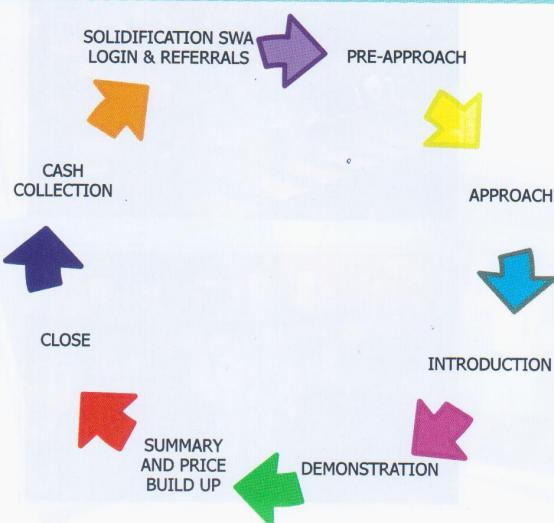
#### 9. Residual Income

Your profit for each residual customer is \$8

# customers ..... multiplied by \$8 = \$..... (per month)

\$..... (per month) multiplied by 12 months = \$.....(per year)

#### Cycle of Selling



### ASSIGNMENT 3 PLEASE COMPLETE AND BRING TO DAY 3 FOLLOW UP



#### PHONE ASSIGNMENT

Call 3 or 4 people that have already participated in the SW Advantage Program to get a well-rounded perspective



#### IMPORTANT QUESTIONS TO ASK:

1. What were some of the challenges of your first summer? Why?
2. What were the biggest benefits and rewarding parts of your participation in the program?
3. How did your parents feel at the beginning of your selection process?
4. How do they feel now and why?
5. What fun activities did you do during the Sunday meetings?
6. What suggestions do you have for me in order to do well in the selection process?

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

CLICK ON:

**FAQs**

**WATCH:** each videos from some of our Interns' Parents.

What is the main advantage each Parents outline?

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

CLICK ON:

**FAQs**

**READ:** the FAQs

Is there any other questions you would like us to answer today?

Name: \_\_\_\_\_

Number: \_\_\_\_\_

\_\_\_\_\_

### DAY 3 FOLLOW UP

- Answer Questions
- Go through Day 3 Assignments
- Demo SW Advantage Website
- Go through Cycle of Selling
- Show Awards Examples
- PSL, Essays & Visa
- Assignment 4 - Show Your Future



## ASSIGNMENT 4 PLEASE COMPLETE BY DAY 6

GO TO: [www.swhighlanders.com](http://www.swhighlanders.com)

**CLICK ON:**

Welcome

**WATCH:** the following videos

- Video 1: Alumni 9dots
- Video 2: Dada Testimonial

GO TO:

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

**CLICK ON:** In the section

"People are talking about us" at the bottom of the page go to **Read more stories and FILTER STORIES** to "sales & Leadership Program" and "Parents of Representatives"

And read about Parents' experience

GO TO:

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

**CLICK ON:** Experience

**Our Products** at the top of the page

List all the kid's books titles we sell

**GO TO:**

[www.swadvantage.com](http://www.swadvantage.com)

[www.skwids.com](http://www.skwids.com)

[www.advantage4parents.com](http://www.advantage4parents.com)

## DAY 6 FOLLOW UP

- Answer Questions

### INFORMAL MEETING

**FUN ACTIVITY OR MEET WITH ANOTHER STUDENT MANAGER FOR A COFFEE**

**GO TO [HTTPS://WWW.FACEBOOK.COM/HIGHLINEELITE](https://www.facebook.com/highlineelite)**

BETWEEN NOW AND YOUR FINAL INTERVIEW TRY TO LOOK AND LIKE OUR FACEBOOK PAGE AND READ THE VARIOUS DAILY ARTICLE POSTED. THIS WILL GIVE YOU A REALLY GOOD INSIGHT INTO THE PROGRAM



**CONTACT:****Name:**  
\_\_\_\_\_  
\_\_\_\_\_**DATE FOR YOUR FINAL  
INTERVIEW:**  
\_\_\_\_\_  
\_\_\_\_\_**Phone number:**  
\_\_\_\_\_  
\_\_\_\_\_**PLACE AND TIME:**  
\_\_\_\_\_  
\_\_\_\_\_**Email:**  
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\_\_\_\_\_**WHAT TO BRING:****PRINTED ESSAYS****PARENT SUPPORT LETTER****PASSPORT****DAY 10 FINAL INTERVIEW**

- Answer Questions
- Discuss Assignment 4
- Read Essays
- Collect Parent Support Letter
- Successful applicants apply for J1 Visa
- Arrange first PC

**USEFUL WEBSITES**Read reviews on: [www.ratemyplacement.com](http://www.ratemyplacement.com)Stay positive with: [www.positivequotes.org](http://www.positivequotes.org)

## **ADDITIONAL NOTES:**

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**PLEASE WRITE DOWN ANY ADDITIONAL NOTES, QUESTIONS AND IMPORTANT INFORMATION TO BE DISCUSSED:**