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# Intern Experiences with Thomas Nelson Publishers

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INTERN EXPERIENCES WITH  
THOMAS NELSON PUBLISHERS

by  
Corey Cleek

1995

The Varsity Company is a Division of Thomas Nelson Publishers in Nashville, Tennessee. The Varsity Division of Thomas Nelson is a summer internship program that is organized for college students to enable them to work and save money for school, to learn about the sales process, and also learn more about business and how a business operates. The students sell Bibles and educational books door to door during the summertime.

I have been involved in the Varsity Program since I was a freshman at the University of Tennessee. The summer following my freshman year was the first summer that I became involved in the Varsity program, and I continue to be a part of that division.

As the summer of 1994 was approaching I began to take a look at what improvements could be made within the Varsity Division of Thomas Nelson. As I was analyzing the program and where improvements could be made, the goal I had for the division was for the profitability and quality of Varsity to rise substantially. The ideas that I came up with, through brainstorming, had to do not only with the summer time and how things could be improved in the summer, but also things that could be done before and after the summer that could improve the process. The ideas that I came up with to improve the sales training process and also the sales program itself are as follows:

Before the summer, an organizational manager should sit down with each first year and experienced student manager individually for an hour at a time to find out what each student really wants to accomplish and learn throughout the summer. The manager should talk to the student about what he can do to prepare himself emotionally, technically and physically. Time should also be spent to find out what his concerns, fears, and worries are. This meeting with each student would be on a

personal basis to really dig in and find out what is going on inside. Another idea of what to do in the spring to prepare for the summer would be to hold training seminars on each campus. This would also include the technical aspect of the job, helpful hints on making presentations, organization and the keeping of records. Confidence, maintaining control in selling situations, scheduling and also making sample presentations of single books and sets would also be included. Another idea is to have a separate session in order to practice keeping records so that initially when students begin the summer, they don't have as much of a challenge keeping up with the records and learning the records process.

I came up with a number of ideas to be implemented during the summer that would be beneficial to do with each one of the students. Brainstorming sessions should be organized with the experienced students and managers to come up with new advanced sales ideas. Each day, a "sales consultant" could work a full day or half day with a number of the first year students as well as the managers throughout the company, watching and advising, supporting and pumping them up. Then at the end of each session each would express ten positive things and ten suggestions of ways to improve.

Another idea, during the summer, is to organize a voice message every night for every bookman and bookwoman to call and get information from the top producers within the company. These top producers can express what is working, helpful hints, and tell stories. This can be planned so that three individuals from different organizations leave three to five minute messages for everyone to listen to.

After the summer, organize financial advising, from the student prospective individually as well as for a group for students whether they save \$1000.00 or \$10,000.00 or \$25,000.00. The goal is to give a young persons' perspective, on how best to manage money.

An idea for after the summer is to have a personal conference, similar



to the one before the summer, with each student, first year as well as experienced, to recap and to release a lot of ideas and thoughts that each student has. Also discussed is what they have learned and how they feel they can apply what they have learned.

Also after the summer, a contact aide could be established for graduates who are looking for and needing a job or graduate school to go into after completing college.

After completing the summer, within two to three weeks of getting back on campus, one or two gatherings, seminars or meetings with a lot of fun should be organized, to get the group back together informally, and make a smoother transition from the book field back to school.

A year round Varsity newsletter to keep up with different individuals and what is going on within Varsity can also be established. Students who have obtained full time positions, those getting married, who is traveling and where they are traveling could be published. This would be a positive newsletter to get information out to all the students where everyone is and what everyone is doing.

These are all ideas that could be implemented either by an individual such as a trainer, consultant, counselor or advisor. Also they could be implemented within each of the organizations so that different individuals have different roles in the implementation of each of these ideas. A number of these ideas are being implemented at this time; however, they could be further developed by taking the time to fine tune what has already been organized.

After brainstorming during the spring of 1994, there are a number of ideas which were implemented for the summer of 1994.

The role which I played, first of all, was to organize the advance sales seminar for sales school. Sales school is the week of training which Thomas Nelson gives to the Varsity students in order to prepare them for the summer. This advanced sales seminar is done once a week during each week of training. Different groups cover new ideas and

initiate brainstorming sessions so that the students not only could get new ideas from us but these sessions also get their juices flowing. They can begin to come up with new ideas on their own of ways to improve and be more productive while on the bookfield during the summer.

The material that follows is the material that I presented each week in sales school:

ADVANCE SALES I  
SALES SCHOOL, 1994

There's a lot of material that I have gathered from a lot of different places. This is my material of things that I do. These are quotes, techniques and ways of organizing things that come from a lot of different places. So keep that in mind, because the main thing that I want to emphasize up front is that all of us do this job differently. There are things that work for me that may not work for you. There are many things that work for you that may not work for me. The main thing is just to keep these ideas in your head so that when the time comes and you are able to use some of these ideas, you have them in your repertoire. You have them available to you to use. So keep that in mind.

I'm basically going to be going through the Seven Steps of the Sale. Through each of the Seven Steps, I'm going to be giving you some ideas of ways to handle them, whether it's preapproach or the close, just to give you some ideas and some phrases that may be helpful.

I'm going to go through them in order and point out some things. Make sure you tell me if you need me to slow down if you want to write something down, because I'm going to be going through a lot of material. That's why I hope a lot of you have tapes so that you can go through and listen to them, and then if you want to go back and write some of these things down, you can borrow a tape, and go through it and make notes. But just make sure you tell me if there's something that really stands out and you want to make sure you get it written down. Just raise your hand and have me go through it a little bit slower and go through it two or three times, alright?

First of all, **preapproach**. There are a couple of ideas on preapproach that may be helpful. The biggest thing that I've found that is helpful in preapproach is to be up front about it. The biggest fear with

preapproach is how they're going to feel about that. You don't want them to feel uncomfortable, and that's our biggest fear in getting preapproach. We want them to understand why it is we get preapproach. Be totally honest and let them know why it is you need it.

For example, one thing that I always do is as I'm standing up and beginning to get preapproach is, I always say, "Mrs. Jones, would you mind giving me a hand with my map? I'm just trying to stay real organized and save time, and only catch those folks who have kids. The folks next door - do they have kids about the same age as yours?" Just let them know exactly how it is.

If you want to, something else that is helpful is to show them your preapproach pad. Show them exactly how you keep preapproach. Say, "The folks next door, the Thompsons with Amy and Suzy", and just show them. Say, "I know Tommy is in the 7th grade and Suzy is in the 6th. They're the folks next door". So you're giving them an example of the information that you have on your preapproach pad, so when you mention the folks next door, they say, "Well, those are the Robinsons, and they have David and Sandy, and they're in the so and so grade, etc., etc.,". So since you've shown them how you keep preapproach, when you say, 'the folks next door, their kids are about the same age as yours', they know what you need. "Yes, they have so and so, and so and so; and they're in such and such grade". So it's always helpful to be up front with them and to let them know exactly how it's done.

That's another reason why it's good to keep everything organized. Keep your preapproach pad clean, not a lot of scribble and just writing a little. Make it clear so that not only you can read it, so that whenever you're using it and explaining it to Mrs. Jones, she can understand it as well.

Something else with preapproach is that standing up is always helpful, because it's wrapping things up. Once you've closed and collected the cash, have no respite. Just stand up as you're getting preapproach.

Late in the evening it's always helpful too, if it's done outside so that you can actually say, "The folks next door", and point to the house. Because when you're inside, it's sometimes visually hard for Mrs. Jones to remember exactly where the houses are and who lives where. It's so helpful and it makes it a lot easier for you in staying organized if you can do it outside, and point out the houses next door and the next door. So those are two really important things: no respite, and standing up getting preapproach, and outside if possible, but **always** standing up.

**Question:** What's a good way to get them to come out of the house with you? Do you just kind of stand there and say, "Hey, could you come out here and help me a second?", or do you have anything else that you do?

**Answer:** On your way out the door, an easy way I do it is, I'll get up and maybe as I'm walking out the door I'll say, "Oh! I was wondering if you could help me out." And then as they're coming with me I say, "Would you mind giving me a hand with my map? I'm trying to stay real organized and only see those folks who have kids". And then as I'm walking out, I say, "The folks next door....", and then just step right outside and point and they'll usually come with me, or follow me to the door.

As far as the approach, first and foremost, **believe** you're going to get in every house! No doubt about it, **believe** you're going to get in! But you also have to remember this too - it's going to take a second effort sometimes. A lot of times, Mr. & Mrs. Jones are not going to understand what it is you're doing, so it may take a second explanation of who you are and what you're doing. It's not that they don't want to let you in, it's just that maybe that first time they don't understand exactly what you're doing and who you are.

So that's one thing you always have to remember. Don't get frustrated about not getting in that first time, because a lot of times it is



going to take a second effort just so that they understand what you're doing and who you are. But always **believe** you're going to get in. Always observe how they answer the door. If they come to the door, and if it's a mother who comes to the door who's just real quiet, then that's how you want to be - low and slow; just real quiet and timid, just sort of laid back. Whereas if it's a dad who comes to the door and he's like, "Yes, son, can I help you?!", then you've got to be the same way! Say, "Hi, Mr. Jones! My name is Corey!" Just be real direct. But always mirror how they answer the door.

If they're in a hurry, then you be in a hurry. For example, if they come to the door and they're in a hurry say, "Hi, Mrs. Jones, I'm Corey! I only have a few minutes, so let me tell you what I'm doing real quickly. If they're in a hurry, you're in a hurry! Always keep that in mind. Mirror how they are.

Here's a phrase that's always helpful. For me at the door in the approach, I use a lot of different approaches. So much of it is smiling and how you say it, not as much as what you say. Here are a couple of different phrases that you can use at the door. One thing I always say after I introduce myself and tell them what I'm doing is, "I'm not interrupting anything important, am I? Great! Have you got a place we can sit down; may I come in?" "Now I'm not interrupting anything important, am I? Great. Have you got a place we can sit down? May I come in?" "I'm not interrupting anything important, am I? O.K., great!" "What are you doing? Now, what is it you're doing?" "I'm showing that study guide that the Bradleys, Petersons and Thompsons picked up. It'll just take a couple of minutes, so have you got a place we can sit down? May I come in?" Just get their interest. Keep that in mind. That's what you're doing at the door, you're gaining their interest. "What are you doing?" "Oh, I'm showing that study guide that the Bradleys, Petersons and Thompsons picked up. It'll just take a couple of minutes. Do you have a place to sit down?

May I come in?" If they're confused, if they're just sort of looking at you with that look and going "What?", like "what is going on here?" One thing that's always good to do is say, "I'm sorry, I guess you haven't heard about this yet, have you? But see, that's my fault because I'm the one who's supposed to be seeing all the parents of the students in the school district. Have you got a place to sit down? May I come in?" "I'm sorry, I guess you haven't heard about this, have you? I'm sorry, see, that's my fault because I'm the one who is responsible for seeing all the parents who have kids in the school district. This will just take a couple of minutes. Do you have a place we can sit down? May I come in?"

If you're outside, say they're in the yard doing yard work and so forth, one thing to always remember, and especially when you're working with first year students is, a lot of times we have a tendency just to approach like we would if we were at the door. But something that I always remember anytime I ever approach someone outside, whether they're doing yard work or playing ball or anything, is just roll up to them and start talking to them. Go ahead and start building some rapport before you approach them, because it really puts them at ease. You can go ahead and also begin to build that rapport even before you explain to them what you're doing, and what you're there for. Just always build that rapport.

**Door demos.** Do all of you give door demos? Here are a few things with door demos that are always good to keep in mind.

The thing that you ought to keep in mind with door demos is that you're still approaching. Always keep that in mind. As you're going to do a demo, you are still approaching. Now the reason why that's helpful is because a lot of times if you get inside, number one, you have a better chance of selling books, and number two, your package size is going to be much bigger if you get inside. So it's always helpful to try at

least one time as you're doing a door demo to get in.

Now one good way to do that is, as you begin to give the door demo.....first of all, I don't know if you guys have ever done this, but one thing I always do whenever I do pull the books out and start to give a door demo is, instead of them being here and you being there, see, the book is sort of like a barrier. So what I always do is, as I'm giving a door demo, I'll move around next to them and just pull the book out, and we'll look at it together, OK? So that way it's more like we're both checking it out! And it's always helpful at the door to move over to their side and just be talking to them like they were your buddy. Just sort of explain it to them and demo it to them together so that you're both looking at it.

Also, while you're giving that door demo, another way to ask to get in is, just as you start to demo and start to explain what it is you're doing, say, "Gee, Mrs. Jones, this is really awkward. Have you got a place where we can sit down? May I come in?" And remember, it's all in how you say it, especially after you start giving that demo and you're over there next to them and you're looking at it together, then some of that rapport is already established.

Now another reason why it's always good to ask that is because it's going to save you a lot of time. Number one, if they're not interested, then you say, "Gee, Mrs. Jones. This is really awkward. Do you have a place we can sit down?" If they say, "Well, no Corey, we're just not interested", say "Great, great. Maybe you can help me out. Now the folks next door....". They will tell you right then. And if they are interested by what you've shown them so far, they're going to say, "Well, sure! Come on in!". So it's going to save you time. You're going to know right then one way or another if they're interested or not.

As we go into the introduction, the setup, this is where the sale is made. When we were all first year students, the sale was made more



with the demo. We didn't know any better. That's where the sale is made for a first year student, is in the demo, showing it to them. But the sale is made, especially now for us experienced people, in the introduction, doing the setup. Because that's where the need is found, and you just meet it. Always keep that in mind. **The introduction in the setup is where the sale is made.**

What you're doing is selling ideas. That's what our job is, to sell ideas. The two most important ideas that you're selling is number one, the importance of education, and number two, the importance of parents' involvement with the kids' education. Always remember that. Those are the two most important ideas that you're selling. **The importance of education, and the importance of parents' involvement with the kids' education** are the two most important ideas.

That's also a good time to throw in some emotional phrases. It's always good somewhere throughout the setup to throw in an emotional phrase, OK? I'm going to give you guys some examples of some emotional phrases later, but that's really where the sale is made.

Now the **critical question**, and everybody uses the critical question differently. Some people like to ask the critical question before every demo, and it really works. It helps! Personally, when I use the critical question is as I'm going through the setup and I get to the end of the setup, and I'm not really sure if they're with me or if they're following me with what it is I'm doing, and I'm not sure if they're really that interested. That's usually the time when I'll ask the critical question.

For those of you who don't know what the **critical question** is, it goes like this: "If I can show you something that can help the kids get better grades in school, and it wasn't too expensive, and they are real excited about using it, do you think you'd like to take a good look at something like that?"

There are three ways that they can answer that. Number one, they can

say, "Sure!" OK, and of course you go on if they say that. Number two, what they could do is just tell you up front what some of the objections are going to be. They may say, "Well, it depends on how much it costs." Or, "I'm not sure if they would use something like that." What they're doing is telling you what kind of objections you need to cover in the demo, OK? So that's another positive about asking that question. Or number three, they could just say, "No, we're just not interested." For one reason or another they're just totally not with you and not interested, which is good too, because it saves you time and you can move on.

Those are the three responses. Number one, they can just say, "Sure!" and you go on. Number two, they can just give you what some of their objections are going to be so you can make sure you cover them, or they'll just flat out say, "No, we're not interested", and so you move on. But the time when I ask that critical question, for me, is just as I go through the setup and I'm not really sure if they're with me. A lot of times there's not the need to ask that question as long as they're following along with the setup and they're with you. But that's when I use it.

OK, a couple of points about the demo. First of all, as you are demoing, sit as close as possible without crowding their space. Sit as close as possible to your customer. There are a couple of reasons for that. First of all, it's just so that they can **see** the material that you are showing them. You always want to make sure that it's right there for them so as you're explaining it, they can see exactly how it's organized and how it works. So that's one of the most important reasons why, so that they can **see** the material. But also, because it keeps everyone's focus in on what you're doing. So, instead of having people sitting all around and just not really following along with what you're explaining and what you're showing, they can be right there with you and you can be watching their eyes, making sure that they're with

you and asking questions to the right people. Always sit as close as possible to the customer without crowding them. Get everybody involved! Not only as you're walking in do you get everybody involved, but also in the demo, keep everybody involved. Take a sincere interest in every individual that's there. Whether it's by asking each one questions, whether it's by demoing to different people, showing different people different sections, but just always remember to keep everyone involved. Use standard names in the demo. This is something that's been really helpful for me. Not only can you use names in the setup and the close and so forth, but find some really powerful names in the community and make them standard in your demo, almost as a part of the demo. So without thinking about it, you've got those built in. It's amazing how helpful that will be and how powerful that will be throughout your demos to have those standard powerful names all the way through.

**Yes, yes, yes, yes, yes!** Always ask your questions by getting "yes" response, especially two or three in a row. If you can organize it and get in the habit of asking two or three questions in a row with a "yes" response, that's the greatest! When there are so many of them that you can do, this is great, isn't it? "Can you see how something like this would be helpful next year?" Always positive! "How are we doing so far?" There are so many different questions. "These are really great, aren't they?" "How does it look so far, pretty good?" "These are really great, aren't they?"

**Enthusiasm.** The one thing about enthusiasm you've got to remember is up and down, up and down. There are a lot of us who, if we were to be as enthusiastic as we are sometimes all the time, we'd just blow people away and just wipe them completely out! They'd have a good time, but they wouldn't really catch much of what we were saying! So that's one reason why it's really important to keep your enthusiasm level up and down.

Now some of us may like it better to start off real enthusiastic and get into the demo, calm down a little bit, explain more of the details and how it works, and then get that momentum flowing back up and get enthusiastic in the end. Whereas there are others of us who like to just come in more casual, just real laid back, calm, quiet, and then as you get into the demo you get really pumped up, fired up, and just get excited about what it is you're showing. Then maybe as you're summarizing, price buildup and close, just slow down and explain it more.

So those are a couple of different ways you can do that, but the main thing to remember is to keep that enthusiasm level up and down, because you're going to keep the customers with you more often that way.

They're going to be going through the same kind of thing; they're going to be going through the same feelings, the up and down, up and down. That's what keeps them on their toes. It's like magic!

Ask the right questions to the right people. Always ask the right questions to the right people. Now this is key, because I don't know if you have run into this much, but a lot of times, especially when I'm talking to a mom and dad, one of them will be with me and one of them really won't be with me.

Demo to the person who is **not** with it, and ask the questions to the one who **is** with it. As you're demoing here, just get really fired up and demo and explain it, and then look over to the one who's with it and say, "How does it look so far? It's pretty big stuff, isn't it?" OK? So remember that, ask the right questions to the right people.

**Close early and close often.** There are many different ways you can do this. **Trial closes** will save you so much time....**so** much time throughout the day! Close early and close often. Many trial closes! A lot of them are the type of questions that I mentioned earlier. "Now how does it look so far?" "So far, does it look like something that would be helpful next year?" Those are trial closing questions. "So

far, what do you like best about it?" That's going to really help you as you go through the rest of the process, knowing whether or not they are with you, and knowing what objections you need to cover.

So **trial closes** all the way through the process will save you a lot of time, and even give them an opportunity if they're not with you, to tell you. Because that's what you're looking for. If they give you anything but, "No, I've seen enough. I'm not interested." If they say anything but that, then that means continue. "Hmmm, that looks alright." "Well, you know, could I use it for this?, or "How much is it?", or if they say anything else, then just answer real quick and then keep going. What you're really looking for is just, "Corey, seriously, it's nice and everything, but we're just not interested." So then you know, it's time to pack up and take off. Be sincere. Say, "Man, thanks! Thanks for telling me that because it saves me a lot of time, because I've got a lot of folks to see today". But that's the reason behind the trial closes, because it saves a lot of time and it keeps you in front of prospects.

Make sure **humor** is involved, because all you know that "be funny, make money"! There are so many ways that you can have fun not only in the setup just cutting up with everybody, but also in the demo. I'll show you some examples of some things that I do that are always good to get a chuckle here and there!

As many ways as you can find to get those guys laughing or just cutting up with you, number one, the more comfortable they're going to feel; and number two, the more positive they're going to feel towards the books that you're showing them. There are so many ways, just to get the kids involved and get them having a good time. Also, a lot of it is natural. Just have fun with them and have a good time! Be funny, make money!

Now, we're going to go back to the setup and just give you nine ways to create a buying atmosphere. There are nine ways to create a buying



atmosphere, because that's the purpose. The purpose of the setup is to create a buying atmosphere. Again, this is where the sale is made. Here are just a couple of things.

The first way to create a buying atmosphere of course, is **using names**, building that rapport, that community spirit; just getting everybody involved and just letting them know who you've been visiting with, all the families. **Use names.**

The second way to create a buying atmosphere is by **using the proper body language**. Using the proper body language - very relaxed; laid back, because they're going to feel exactly how you feel. It's going to rub off, and the more relaxed you are and the more confident you are, then the more relaxed and the more confident they're going to feel. So use the proper body language.

Number three, **find the need** by asking a lot of questions. Ask a lot of questions.

Number four, **show a sincere interest in the family**. This goes back to what I mentioned earlier about every family member, keeping every family member involved. Show a sincere interest in the family.

Number five, **make sure they realize that it's okay to say "no"**. That's built into our setup, but always make sure that they understand that, because that really helps them to feel a lot more comfortable. It's okay to say "no".

Number six, **be up front and tell them exactly what you are doing**. Now remember, these are a lot of things that you want to cover in your setup. Be up front and show them exactly what you're doing. Because even we feel uncomfortable a lot of times! You know how sometimes when you go into the house and you haven't really told them what you're doing yet, and how uncomfortable that feels? You get that feeling of, it's almost like you're sneaking in! But just be up front with them. Not only will that help you to relax, but it will really help them to relax, too. **Tell them exactly what you're doing.**

Number seven, **make sure they know you're in a hurry and you can't stay long.** Make sure they understand that you're in a hurry and you can't stay long.

Number eight, **a lot of families are getting a couple of sets for gifts.** Now the way I do that is, as a part of my setup I just briefly mention it. "Like I mentioned, I'm just working for the summer and I'm responsible for seeing everyone in the school district. In fact, you know, a lot of families have been getting two or three sets as gifts. There are three main reasons why I think everybody's been getting so excited about these."

I just briefly mention it, but this puts that idea in their head. The reason why that's helpful is because that way, if at the end they've just decided about one set, she would end up buying one set. They don't feel like they're being sold, because, "Gosh, a lot of families are getting two or three sets as gifts", so one set they're buying. Also, some people feel like they have to say "no", so in actuality this gives them an opportunity to say "no" to two or three sets, but just to get one. For example, then at the end as I'm writing up the order, "Now how many extra sets do you want?" Or I'll just say, "Now how many sets of those did you want?".

For me, there were very few times that people did get sets. It always helped them to feel more comfortable, and it also helped us solidify. "Now how many of those sets do you want?" "Oh, I'll just take one." That's just something else in the setup that's good to mention. "You know, a lot of families are getting two or three sets for gifts".

Number nine, **answer objections ahead of time.** There are four main objections that we get, and the main thing to remember is just to cover each one of the objections. Somewhere in your setup, make sure you cover each one of the objections.

Here are the four objections that you always want to cover in the setup. The first objection that you want to cover is **will the kids use**

them. Will the kids use them? That's one of the biggest parts of our job is showing them how the kids can use them. That's what's important. It's not as much important, the material, as much as it is that the kids are using them. So the first objection is, "Will the kids use them?".

Number two, **the husband objection**. That's one I hit hard! I usually rephrase that two or three times in my setup. That's a real important one, the husband objection.

Number three, **the financial objection**, and remember that's emotional. Dealing with the financial objection, it's not just saying that it's really affordable, as much as it is the emotion. You have to remember that money is emotional. If you get the financial objection, that's because you haven't made the emotional sale. Always keep that in mind, that it's emotion. Always point out the long term value. If you can point out and get them to understand the long term value, then you won't get the financial objection as often; the long term value, and also that education is not extra. Education is an essential.

Then the fourth one is **the procrastination objection**. Just make sure they understand that it's an easy decision. For example, "You know Glenn, when I get finished showing these to you, you're either going to definitely know that you want them, or you will definitely know that you won't. All I ask is that when I get done, you either give me a simple "yes", or a big ole' fat "no".

There are a lot of different ways that you can phrase that in your setup, but it's always good to point out the fact that you can just stop by once. You can only stop by once.

From every year I find that there's more ways that I can be more organized from last summer.

To start off with, one thing last summer is that a lot of people would ask, "Well, do you take breaks during the day"? "Yeah, we take about 20 a day". Because every time you're in someone's house, that's a



break for you, if you think about it. I think this summer it really hit me how you actually work. Eight to five is the hardest part, because you're just prospecting. What I'll do is keep a preapproach pad like this, and from 8 to 5 it's my goal to try to get two pages of names, and to sell some books and get in demos. But from 5 to 10, it's so easy! I love it when 5:15 comes around! All you have to do is just go back, if you keep good preapproach. And that's really what you need to do from 8 to 5 - **prospect** really well! My favorite part of the week is Friday at 5:15, because I know all afternoon Friday from 5 to 10, and all day Saturday and all day Sunday, it's pretty much vacation time!

Another thing is in your car. If you think about it, it's the hardest time. When you're not in front of somebody and you're driving around in your car, that's when your mind starts playing games with you. So everybody should make a little 3x5 card just saying, "**GET OUT**", so that every time you get in there you've got to think, "Get out, get out!", because somebody else is in a house!

Other ways of staying organized, is just about every night at the last house that I'm in, I will do my records in their house for the day. I really do! I'll give them the books and I just kick back on their sofa and get out my order pads and start adding up everything. Because when I get home at night, I can't stand to do records at night. I get home and I just plug in all the numbers! I like to talk to my roommates and stuff, about the day. So try that, because it will work.

Everybody in here probably knows this, but the house that you leave out of at night, always go back the next morning and start at the next house from there. Work your territory organized. Work it clockwise, or however you're going to do it, but whatever house you leave off at night, start with the one next to it the next day.

Tailor your demo. If Mrs. Jones is one of these people who just sits there and nods the whole time, and you can tell she's getting bored

with you, then speed it up! Don't bore her and go through the whole price buildup, because you're just going to annoy her. Really try to read into these people what they're thinking, and tailor your demo to her. The other thing is just with organization. Every time I go to the door, I have my preapproach pad, and everybody might be a little bit different, but I always have this and I have my map, and I am constantly looking at where I'm going next. So when I'm getting preapproach and everything, I'm just asking her, "Do you know who lives down this road and who lives down that road?".

Then in the close when I'm writing up an order, I always have my map in the house too, because whenever I have a delivery, and this will help out so much when it comes time to organize your deliveries and stuff, I'll put a little red dot wherever her house was. So at the end of the summer I look at my map, and I see where all my deliveries are all over the county, and I can just kind of section them off.

Also get their postcards filled out in the homes in front of Mrs. Jones, it's so easy! When she's filling out her check, hand it to her! Because you've got to write up the directions anyway.

Another thing is, on Sunday night whenever your Sunday Meeting gets out, start to get organized for the next week. I look at my only real time to myself as being Saturday night after my reports are done, all the way until my roommates and I get in the car and head back to our territory. And from now on it's work time! So give yourself that break on Sunday to call home and whatever you have to do, but when you get in that car, make a commitment when you're driving back to talk to your roommates about your goals you're setting for this week, and get in bed early on Sunday night.

Get yourself mentally prepared. That's the biggest thing. Until you're prepared mentally, it's not going to work. So that's what you really need to be doing, especially when we get in our cars Friday and drive out to our territory. I always remember Vic Moore saying, "If

you don't cry when you get to your territory, something's wrong". It's the excitement, the emotions, wow! "Live every moment in the present", and "Do it, risk it". Because you'll get out there and say, "I can't wait till the Fall! I can't wait!". Don't do that! That time out there is so precious to you. Every single day look for things that you can learn and that you can enjoy. Don't be saying, "I can't wait till the fourth week, or the fifth week". Every day be excited that you have that whole day. Whether you think you can or you can't, you're right.

All of you should have a goal in mind of what you want to wholesale. You should have that broken down into how many books per day. You've got to dream it, guys! You've got to get it down on a 3x5 card and every morning, I would just read those 3x5 cards every day. I just stick them in my Bible and just read them with my devotions. It helps so much, because when you start reading it and telling yourself, you're going to believe it and you'll do it!

"A man can achieve any dream he is capable of conceiving. The only boundaries we have are the ones we place upon our own imagination". So you ought to be thinking about what your dream is. This is your chance! A lot of us don't get a chance in this lifetime to be in the Olympics. It would be real nice, but physically it's not going to be there! It says, "A man can achieve any dream he is capable of conceiving. The only boundaries we have are the ones we place upon our own imagination". What is your dream?

Really think about that. I always visualize myself driving back to Nashville, and what it feels like to walk in to a nice air-conditioned Thomas Nelson building and see Sonny and Glenn. It's just awesome! I mean just dream it! Go out there and just give it all you've got! Commit it, work it every day, work the hours, and you'll have a great summer!

This is after the demo and before you get into the close), **build the momentum!** Get it rolling! This is the time when you summarize. The main thing you want to remember when you're summarizing is get them thinking **big!** Get them thinking big.

A very thorough summary, too. Just rattle off as many different topics and subjects as you can from every book that you've shown, just as many as possible. Just let 'em fly! "Math, English, History, Foreign Languages, Computer Science,....etc.,....etc.,.....topical indexes, references, concordances,.....etc.,.....etc.,.....as many as you can.....the songs.....the questions.....the Bible stories.....just keep it going, keep it going, keep it going! A very thorough summary. Go through as many sections as you can in the whole thing, everything, but get them thinking **big!**

Also, just sort of go along with that after you've shown a couple of sections in a book. Just make sure they understand. "Now Mrs. Jones, if I were to show you all the material that would benefit your kids, we'd be here for another eight to ten hours." But you get the point, right? Have you seen enough, or would you like to see more?" Just let them know. Help them to understand how much valuable information there is in what you're showing them. Can you kind of see how that works? Something else before the price buildup - don't have the customers guess what it runs, OK? Don't **ever** have them guess! Because, there are two things that will probably happen if you do that. One, they're not going to want to guess. Either that, or they're going to say, "Yeah, \$25.00?" Never, never, never let them guess! I just wanted to mention that. After you've finished showing them what it is you're going to show them say, "What do you like best?" Now how many of you have ever had this happen after you got through showing a set? Say you've shown the two brown books and the two Bibles. "What did you like best?" "Well, I like that Basic Knowledge". Have you had that happen? "What do you like best?" "Man, I like that study Bible!" So

in order to prevent that, "Mrs. Jones, what did you like best? Did you like that way that it was organized, or the way that it's something the whole family can use?" You always give them a choice. "What did you like best, this or that?" Another way that you can do it, or the way I do it, is after I've finished showing the set, then I'll say, "Now Mrs. Jones, what did you like best about it? Because I know a lot of parents have been telling me that they like it because it's well organized. Some parents tell me they like it because it's simple and easy for the kids to use. Some folks like it because it's something the whole family can use. Some folks like it because you can use it year after year after year. What was it you liked best about it?" Does that make sense? Just give them a choice.

**Closing.** The biggest thing to remember in closing is if you're tentative, they're going to be tentative. If you're tentative at all, they're going to be tentative. But if you're confident and positive, they're going to be confident and positive. Hesitant, scared, fear, tentative....if you're tentative, they're going to be tentative. So always be confident, positive and relaxed in the close.

**Close** It will surprise you! Do you guys remember your first summer, the first time that you ever closed assumptively? Say, "Oh, my gosh! Yikes!" You take them all the way through it. "I can't believe it, it just happened!" But it does. It really helps them, too. Because keep in mind, you're actually doing them a favor whenever you close assumptively, because you're just walking them through the decision process. That's why the toughest thing any human will ever do is make a decision. Also, you know what to say as you're closing assumptively. In other words say, "Hey, hold up! Man, I'm sorry, I just get so excited! I get so excited about these that sometimes I get carried away!" But always close assumptively. Help them through that process. It'll make it a lot easier on you and a lot easier on them. So that's the biggest thing to remember with closing.



If you're closing assumptively and they say, "Wait, wait, wait, hold up a second!", say, "Oh, I'm sorry, I just get carried away sometimes! I've just been getting so excited because everybody else has been getting so excited and carried away sometimes. I'm sorry!"

Then they'll give you the objection and that's what we're going to get into: **answering objections**. This gets into the **feel, felt, found**.

This is something that is useful no matter what the objection is.

It doesn't matter which of those four objection, or even if it's some other objection; **feel, felt, found**.

Let me explain this to you. The way this is done, no matter what the objection is, is: "Mrs. Jones, I can understand why you might **feel** that way. In fact, that's the way Mrs. Robinson **felt** until she **found** out.....". "Mrs. Robinson, I can understand why you might **feel** that way. In fact, that's the same way Mrs. Jones **felt** until she **found** out.....". Or you can do it this way: "Mrs. Jones, I can understand why you might **feel** that way. In fact, that's the same way Mrs. So and So **felt** until she stopped to think about it.....", and then you give additional information. It doesn't matter what the objection is, "Mrs. Jones, I can understand why you might **feel** that way and a lot of folks **feel** the same way. In fact, that's the same way So and So felt until she **found** out.....", or "until she stopped to think about it.....", and then give additional information. Go back into the book, and then you go back through the process. **Feel, felt, found**.

**Solidifying Customers** - this is another very important part of the process that we all forget a lot of times. I know I do! There are a lot of times I just get so excited and carried away, and just ready to move on and just want to keep moving, that I forget a lot of times to **solidify**. It's so easy to do. It takes so little time, and it really helps them feel good about their decision. **Solidifying customers**.

As you're collecting cash, "You're going to love these! These are going to be great! Your kids are going to love these! I mean, just

little phrases. Just little phrases like that make a world of difference, and help them to feel really good about their decision. Also, this is something else that's good, especially if you have kids there. Use this after the sale has been made: "Kenny, you and John should be very proud of your mom for purchasing these books for you, and you want to make sure you use them because she's concerned about your education, etc.". So number one, it solidifies the kids on using them, and also it solidifies the mom on the purchase.

On orders, here's another way to solidify. "There must be 500 things I haven't been able to show you yet. I can't wait to bring these back to you! You're not going to believe all the things that are in this set. I'll see you at the end of the summer!"

Two sales that need to be made in every house - I think I mentioned this to some of you guys yesterday that I really want to key in on.

Two sales that must be made in every house. First of all, the **logical sale**. We're all good at that. The logical sale is just the demo. But the second one is the most important, and that's the **emotional sale**.

Two sales that must be made in every house. The logical sale and the emotional sale. How many of you guys have ever had this happen? After you get through with the demo, price buildup, get to the close, and they go, "Man Corey, these are really good books, but I think we're just going to pass this time." "Man Corey, I'm really impressed. I don't believe I've ever seen anything like this before, but I think we'll just pass this time." See, you made the **logical sale**, you just didn't make the **emotional sale**. You've got to remember, spending that money is **emotional**, you know? If someone was to give you your wallet and take your money, you'd get pretty emotional, wouldn't you? Anytime any of us part with money it's emotional. Just always remember that. There are two sales that must be made in every house. The **logical** one and the **emotional** one.

Now here are some ways to make sure you do that. Here are some

emotional phrases. These can be used in all types of different situations, and they can be used at all different points throughout the seven steps of the sale. It's totally up to you when you use them and at what place you use them, but here are just a couple of emotional phrases that may be helpful. One that I use just right after the demo and "what did you like most about them" and so forth is, "I know how you feel. A lot of folks feel the same way. It's sort of like Mrs. Robinson was telling me. She said, 'Corey, here are three things in life I want to make sure I give my kids. The first is a lot of love - all the love I can possibly give them. The second is the best education that I can possibly give them. And the third is a good moral background - the difference between right and wrong.' Then she said, 'You know Corey, I'm positive I can give them all the love I can possibly give them. Without a doubt! This set just sort of sums up the other two.'" That really makes a lot of sense, doesn't it?

Number two on these emotional phrases, one of the most important things to remember is the sincerity involved. If anyone is having any trouble at all really focusing in on each individual family, then if you have some emotional phrases built in to your deal, you're going to show a sincere interest in them. Because when it gets to the point to use some of these emotional phrases, it's got to come from the heart! So keep that in mind, too. Another good one is somewhere throughout the process, this might be helpful to you. "It's sort of like Mr. Robinson was telling me. He said, 'You know Corey, when my kids get in 10th grade I'm not going to be able to pull them out and put them back in the 2nd and have them start all over again. So I want to do anything I can now to make sure they get the best education possible'", and that really makes a lot of sense, doesn't it?

Something else to keep in mind, and you guys can phrase this however you want to, is that the better the kids do in school the more opportunities they're going to have when they get out. Whether it's a



better job, scholarships, or whether it's to pay for college or being accepted into a better college, the better the kids do in school the more opportunities the kids will have when they get out. Always remember that and emphasize that. That goes back to the parents' involvement. Another one for the close is, "It's sort of like when I was talking to Mr. & Mrs. Robinson over at their house. They said, 'You know Corey, we spend about \$350 to \$400 a year on entertainment and toys that end up getting broken half the time. I know we can spend \$4.00 a week on education, because I can spend \$4.00 a week on a lot of different things - two packs of cigarettes, one long distance phone call.....etc. I can invest in the kids' education - something that will last a lifetime.'" I know that makes a lot of sense, doesn't it? Long-term value. Remember that. Emphasize the long-term value.

Here's another good one. Tell me what you guys think about this! This is one that Timmy and I just came up with last week. "You know Mrs. Jones, this set's a lot like that microwave over there. A lot of times you've got food in the refrigerator that just needs warmed up. That's kind of like what the kids learned the other day in school, or maybe even last year. Well, not only does this set warm up that knowledge, but it really saves a lot of time. Now Mrs. Jones, I realize that you're not going to use that microwave for every meal, but there are a lot of nights that it sure comes in handy, doesn't it?" Alright? "You know Mrs. Jones, this set's a lot like that microwave over there. There are a lot of times there's food in the refrigerator that just needs warmed up. It's kind of like what the kids learned that day in school, or maybe even last year. Well, not only does this set warm up that knowledge, it really saves a lot of time. Now I realize you don't use that microwave for every meal, but there are a lot of nights that it sure comes in handy, doesn't it?"

Here's something else that's helpful. One thing I like to do with every customer, and this is getting off the emotional phrases, but just

a couple of quick points I wanted to point out. **Tell every customer that they're a winner!** Because that's probably the only time they'll ever hear it. Whether it's as you're leaving, as you're walking out the door or whether it's the kids, say "You're a winner!". Just tell them. Say, "Man, you're a winner!".

**Grandmas!** Here's something quick on Grandmas. If it's the middle of the day and you want to go up and visit some grandmas, here's something that might be helpful when you're talking to grandparents. "You know, the reason so many grandmas like this is because a lot of times they give the grandkids toys and they get broken. They give them clothes and they outgrow them. They give them candy and they get fat! Or, you can give them a book, and for the rest of their lives they can look at that book and know that Grandma cares about their education. You know, a lot of grandmas feel that they need to get one for each of the grandchildren, but you may feel like one is enough."

**Eliminate distractions.** Make sure you eliminate all the distractions as you're walking in, whether it's the TV or the radio, get all the kids involved. Be sure to eliminate all distractions.

Something else is, **treat these books like gold!** I know I have a habit sometimes of bringing the books out and just grabbing them out and sort of slamming them down and throwing them around, and they look like they've been used for the last 10 years! I mean, **treat them like gold!** This really hit me hard, because I know that it's something that I need to work on. Seriously, as you're taking them out of the bag, sort of take them out real slow, just hold them, and as you're demoing them just be real careful with them. Because a lot of times if you're just throwing them around, Mr. & Mrs. Jones are thinking, "I don't want to get some that he's just throwing around like that!" So honestly, if you just treat them like they're precious, just take them out real easy as you're showing the books to them, especially if you leave them with them every time so that you always have new ones, just bring them out

and they hear the pages.....just treat them like gold!

Keep these things in mind anytime you're talking to Mr. & Mrs. Jones - if it was your mom, how would you want her to be treated? If this was your mom or your dad, how would you want them to be treated? **Treat them with respect!** Also, if you were to see Mr. & Mrs. Jones in the grocery store that Sunday night, would you be able to go up to them and say, "Hey!". Or would you be hiding around the other aisle?

Seriously, how would you feel if you ran into that person or that family that next weekend in the grocery store? OK, always remember that, how would you want your parents to be treated, and also, if you were to see them that weekend, would they be happy to see you or would they want to shoot you? Something else too, remember that every "Mrs. Jones" is the most important "Mrs. Jones" to that kid's life. **The moms and dads that we're speaking with, to the kids who are there, those are the two most important people in their lives, and treat them like that!** Treat them with respect so that the kids can see that. Also, as far as the books that we're showing, **believe in these books with all your heart.** Believe in them more than anything you've ever had in your life or ever seen in your life! Then believe sincerely with all your heart that they're the best. Because, just like we "read" Mrs. Jones, Mrs. Jones can read us. Sometimes we wonder why we didn't make this sale, or why they weren't as excited about them as we were. A lot of it is because we didn't get across to them how much we believe in them. So much of selling is a transference of feelings. That's why it is so valuable to have that enthusiasm and that belief in what you're showing, because it's going to rub off. That's one reason why it is so important, but believe in them!

One thing to always keep in mind, especially for those of us who have done this two, three or four summers, you know sometimes we get complacent or feel like we can just hop back into it. One thing to always remember is there's going to be a challenge in every territory.

It doesn't matter where you are, there are going to be challenges in your territory! I don't know how many of you have noticed this, but for me the challenges each summer are very different..... very different. There are a lot of adjustments that have got to be made, and that's what we're getting ready to hit here in the next couple of days!

You know, we don't really know right now what those challenges are going to be, but how we are going to adjust to them is what's going to make the difference. Whether it's unemployment, layoffs, no money, no checkbooks, spread out territory, lots of books, Southwestern people,.....I mean you can go on and on! There **are** going to be challenges in your territory. It's just dealing with them and adjusting to them. That's what we get paid for, is adjusting to those.

**QUESTION:** How do you get started "positive"? Anybody in here will tell you when they get started the day is great, but how do you get started "positive"?

**ANSWER:** OK, this is something I got from Doug Schweitzer. The first 15 seconds of your day is the most important time of your day. From the time that you wake up, those first 15 seconds are the most important, and that's what I always key in on. I mean even before I go to bed at night, I'm already pumped up and ready to hit it so that whenever I do wake up, I'm ready to go! Mentally I've already thought through it, and I just jump up and go at it! So that's the way I do it. That really helps me get off to a jump-start and be positive and enthusiastic, just right from the beginning. It's just those first few moments, right when I wake up.

**QUESTION:** Do you seem to prepare as much so you can be positive? Like you were saying, you do all your stuff before you get home, much less before you get to bed. Do you do a lot of your "'leg work"' like records, packing the car, things like that throughout the week, or do you wait and pile it up?

**ANSWER:** Throughout the week. Preparation the night before. Records, packing the car, all the little things, always do them before. And it really does free you up to be able to do that because there's not as much concern since you know exactly what you have to do. That's the reason why "schedule" is so important too, is because you never have to struggle with it the first part of the day. Once you get on that schedule, it just happens and you're ready to go. Right when your eyes open, you're ready to take off! It really does, it makes a big difference.

**QUESTION:** You also said something about the first 15 seconds when you first wake up after you've been in bed, you need to start on your self-affirmations, and as soon as the day starts, tell yourself you're going to have a great day between demos and work a little harder today than I worked yesterday. I mean, when you're still laying in bed and your eyes are still closed, you have to do this. It's very important. Before you go to bed, it's very important not to listen to the radio or watch television if you have one.....I never have a television at my headquarters. Never! Before you go to bed you never listen to your radio. Before you go to bed you need to look at yourself in the mirror and pat yourself on the back and say two or three more positive self-affirmations. That will make your whole day!

**ANSWER:** Yeah! Even also during the day say, "I love people, and I love my job! I love people, and I love my job! I love people and I love my job! Everybody's getting it! Everybody's getting it! Everybody's getting it! Everybody's getting it! Everybody's getting it! Everybody's getting it!" There's nothing to lose and a lot to say.

**QUESTION:** "You talked about mirroring the person when you're at the door, and I know some people do this - do you mirror them in the demo too, say if they're on the edge of their seat, are you on the edge of your seat? Or do you just kind of sit back?"

**ANSWER:** That's a good point. What Dave is talking about is mirroring



them in the demo. Like if they're real laid back with their feet propped up, then as you're setting up with them, then you sit there with your legs propped up. Because people like people who are like them. So the more you can mirror them even in the setup and demo, like if they're really up with you, you stay up with them. If they scoot back, then you scoot back. If he's kicked back in the chair, just kick back in the chair and sort of lay back. That's one thing that really helps people to relax is just to do that.

**QUESTION:** You were saying earlier to get real close to them, and as a rule I just kind of lean back a little bit.

**ANSWER:** In that case, they're still real relaxed and I'm giving them the demo, and that's when I really need to get fired up, and get up with them instead of sitting back, so that everyone's just right there with me, and all the focus is "up close". Up close is just right there with them. For me it's right there where you can get the eye contact. It's not **real** close, because you don't want them to become uncomfortable by touching them and stuff! You just get at their eye level where they can clearly see what you're showing them. But not **too** close, that's important, not too close. Give them their personal space.

**QUESTION:** You talked earlier about yard work or being out in the yard. How do you handle a person who is mowing the yard or doing yard work, or they're just out in the yard?

**ANSWER:** OK, a lot of times I'll probably by-pass them right then, and then check back when they're through mowing the yard. But if I do, I'll just run up to them and chat with them for a minute or two, and just let them know that, "It only takes a couple of minutes, and have you got a place where we can sit down?"

**QUESTION:** When you approach them in the yard, do you carry your book bag with you?

**ANSWER:** Probably not. I mean, if they're in the yard then I'll just

run up, and I'll run back and get it.

**QUESTION:** When you're asking for cash, are you normally going to stare at them right in the eyes? Not really in their face, but right at their eyes, or do you look away when you say that?

**ANSWER:** Oh, no. The eye contact is always there. For me, I'm always just right there with them. The main thing is that there's a happy medium when it comes to that, because I guess a lot of it is just the way you're holding yourself. There are different ways that you can look at them. I always keep eye contact. There are very few times when you're in the house that you ever break that eye contact, because that's the only thing that shows confidence. It goes back to portraying that confidence.

## SET-UP

What this is, this is just from the time I walk in the door until the time I get into the books. When I say it, it's not as much the words that I'm saying as it is the purpose behind it and how I say it.

Because you guys are just as effective saying and doing what you're doing as I would be saying and doing what I do. The main thing is the purpose behind what you're saying, and truly understanding why it is that you're saying what you're saying during the setup.

So anytime you ever go through what you're doing and analyze what it is that you're doing, one of the best things that you can do is to go back through and think through exactly what you say from the time you get in the door until the time you get out, and why you say that - the purpose behind it. That will really help you to feel through the process and to read Mrs. Jones even that much better.

Now as you're walking in the door, it starts off, "Now like I said, my name's Corey. I'm all the way from Nashville, TN. Y'all ever been down in that neck of the woods? I'll tell you what, I like it up there, but I loooooove Georgia! Man, everybody's so friendly!

Everybody's just been treating me like family. What is it, something y'all put in the water? No, seriously, what I've been doing is showing everybody a couple of study guides they've put together to help the kids do a lot better in school."

"Now I've got about twenty or thirty families I've got to see, so I can only stay a couple of minutes, alright? Now is it OK if I call you by your first name? Is it Nichole? Nichole, what it is, a lot of moms have

just been really concerned about the quality of education these days. You know, it's sort of like Terrie was telling me. She said, 'Corey, it is amazing how things have changed since we were in school.' And

you notice how they're taking stuff now in 4th and 5th grade? Some of that stuff we didn't even have until 8th, 9th, or even at all! That's why I think a lot of moms are frustrated because there's not really an organized system to help with the homework and that sort of thing."

"So what they did Nichole, is they got together 23 of the leading teachers and educators from across the country, and they've taken hundreds of workbooks, textbooks, tests and reports and they've organized them into a couple of study manuals. And they're in real plain English so that they're easy to understand, and just really easy to use." "Now I'm just here for the summer. I'm just the one who's responsible for showing them to everyone in the school district."

"Nichole, let me ask you this. How important in your home, on a scale from 1 - 10, with 10 being the most important, how important is education in your home? A 10? Yeah! Pretty much everybody feels the same way. I think that's why a lot of moms and dads have been picking up two or three sets for gifts, and so forth."

"Now I think there are three main reasons why everybody's been getting so excited about this. The first reason why so many parents have been so eager to get involved is because a lot of parents tell me they already have a lot of those encyclopedias, dictionaries and things like that. Do y'all have a couple of those sets, too? What do you usually use those for? Reports.....research papers.....math?"

"Nichole, when it comes to math, English and day to day homework, they really don't help that much, do they? That's why they put these together. This is designed to help more with day to day homework. So it doesn't compete with the encyclopedia, but just sort of completes it. Does that make sense?"

"Now the second reason why a lot of parents have been getting so excited about this is because they're simple and easy to use. Now Nichole, I think that's what a lot of moms like the best, because it encourages the kids to want to learn."

"Now I also want you to keep this in mind. These are just as much for you as they are for the kids. So whether the kids use them or not, I want you to make sure you can use them too, OK?"

"The third reason Nichole, why so many parents have been investing in the future is because they made them really affordable. Because people who have already bought those have been telling me they're on a really tight budget, just having a hard time making ends meet, so they tend to focus on things more that have long-term value. So, they made these so that all the parents and students that liked them would be able to afford them."

"Nichole, let me just let you go ahead and take a look at this set and see how you like it. Because if you like it and it looks like something that would be beneficial to your family, I'm just the one who's supposed to make sure that you guys can get them before school starts back." "The only thing I ask, since I just have time to stop by once to each home and each family, is that I pretty much need you to let me know this morning one way or another if you like it or not. Could you do that for me? Great!" "Also, since I do have so many families to see, I just want to make sure, am I talking to the right person. I mean, are you one who can make a decision about something like this, because I don't want to get you in trouble or anything! Would your husband trust your judgment about something like this? Nichole, it's something like a Reader's Digest!"

(Then I get into the demo. That's it!)

Number one, **tell them what you're doing.** That's one of the most important things you can do. Number two, **explain what it is and how it was organized.** Number three, **cover all the objections.** Number four, **the three reasons why everybody's been getting so excited about it.** Number five, **cover each one of the objections - the encyclopedia objection, the use objection, the financial objection, and then during that last part was the husband objection and procrastination objection.**



That's why it was organized the way it was, so they could cover all those different points.

My goal after the advanced sales seminar and sales school was to work with each student manager and experienced student throughout the summer so as to give them some good feedback as to ways they could improve and also give them a chance to watch me and pick up some ideas. The way that I went about doing that is by working with each student manager in their territory for one day and then moving along to the next student manager. I would work with all the student managers within one organization in one state and then once I had completed working with all those student managers, I would move on to the next organization and work with all of the student managers and successful first year students.

While working with these student managers I would not only talk with them about that specific day and the specific things going on that day, but I also wanted to get some feedback on their long term goals and talk to them about their future within Varsity. Through this I learned a lot more about the importance of relationship building and also I enjoyed getting to know a lot of the guys and girls within the program on a deeper level. Working with each of the organizations I learned a lot from the differences and how each organization was run because even though there is a lot of similarities within each organization, there are also some minor differences which work to each organizations advantage. Within in a week after working with each individual student manager I would give them feedback by way of a letter. I would write them not only to thank them for allowing me to spend some time with them but also to give them some feedback of specifics they can focus on the rest of the summer and points I picked up through watching them and spending some time with them. This I feel not only benefited them technically but also helped as far as motivation is concerned The one

thing that I feel most students gained from working with me even more than technical sales ability, was the ability to organize the day so as to stay in front of prospects consistently. This excited me because the students that gave me this feedback helped me to realize how much potential each of the student managers have. The developing of this potential is the ultimate goal of the Varsity Internship Program.