

Motor Club of America

A TRUSTED NAME SINCE 1926



**A MEMBERSHIP GIVING *YOU* PEACE OF MIND
WHETHER AT HOME OR ON THE ROAD**

UNITED STATES

CANADA

**THIS IS NOT AN AUTOMOBILE LIABILITY INSURANCE CONTRACT AND
DOES NOT COMPLY WITH ANY FINANCIAL RESPONSIBILITY LAW**

TOTAL SECURITY

MEMBERSHIP

INCLUDES



**VEHICLE
EMERGENCY
ROADSIDE
ASSISTANCE**



**BOAT TRAILER
EMERGENCY
ROADSIDE
ASSISTANCE**



**RV
EMERGENCY
ROADSIDE
ASSISTANCE**



**MOTORCYCLE
EMERGENCY
ROADSIDE
ASSISTANCE**



**DUALY
OVER 1 TON
EMERGENCY
ROADSIDE
ASSISTANCE**



**LIVESTOCK
TRAILER
EMERGENCY
ROADSIDE
ASSISTANCE**



**UP TO \$500
TRAVEL
ASSISTANCE
REIMBURSEMENT**



**TRIP
PLANNING &
TRAVEL
DISCOUNTS**



**UP TO \$25,000
BAIL BOND TO
RELEASE YOU**



**UP TO \$2,000
FEES TO DEFEND
& \$1,000 TO
PROTECT YOU**



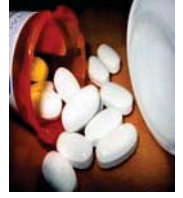
**A \$5,000
STOLEN
VEHICLE
REWARD**



**\$1,000
CREDIT CARD
PROTECTION**



**\$500 FARM
EQUIPMENT
REWARD**



**PRESCRIPTION,
VISION &
DENTAL
DISCOUNTS**



**UP TO \$500
EMERGENCY
BENEFITS**



**UP TO \$54,750
DAILY
HOSPITAL
BENEFITS**



**\$10,000
ACCIDENTAL
DEATH
BENEFIT**



**\$50,000
ACCIDENTAL
DEATH
COVERAGE**



**TRAVEL
ASSISTANCE
PROGRAM**

All Accident - At Work - At Home - At Play



TOTAL SECURITY

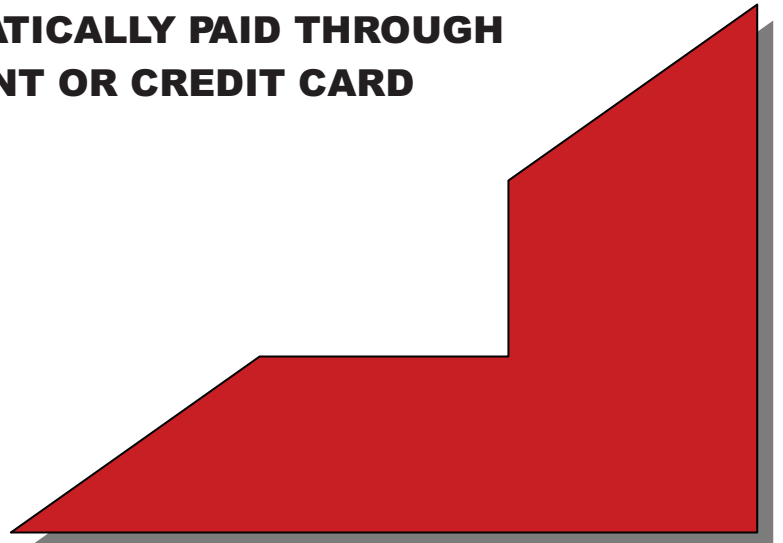
MEMBERSHIP

... ONLY \$19.95 A MONTH

Simple to Join:
First and Last Months Dues

Number of Members	Monthly Dues	Total Today
1	\$19.95	\$39.90
2	\$39.90	\$79.80
3	\$59.85	\$119.70
4	\$79.80	\$159.60
5	\$99.75	\$199.50

**BEGINNING 1 MONTH FROM THE EFFECTIVE DATE,
YOUR DUES ARE AUTOMATICALLY PAID THROUGH
YOUR BANK ACCOUNT OR CREDIT CARD**



MCA SECURITY PLUS

MEMBERSHIP

INCLUDES



4-WHEELED
VEHICLE
EMERGENCY
ROADSIDE
ASSISTANCE
WITH LOCAL TOW



TRIP
PLANNING &
TRAVEL
DISCOUNTS



UP TO \$25,000
BAIL BOND TO
RELEASE YOU



UP TO \$2,000
FEES TO DEFEND
& \$1,000 TO
PROTECT YOU



A \$5,000
STOLEN
VEHICLE
REWARD



UP TO \$500
TRAVEL
ASSISTANCE
REIMBURSEMENT



COMMON
LEGAL SERVICES
AT LOW FIXED
DISCOUNTED
PRICING



LEGAL SERVICES
PHONE CONSULT.
LETTERS WRITTEN
ON PERSONAL
MATTERS



\$1,000
CREDIT CARD
PROTECTION



\$500 FARM
EQUIPMENT
REWARD



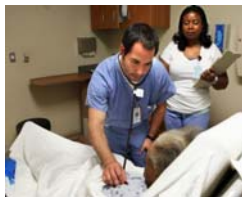
FREE VISION,
PRESCRIPTION
& DENTAL
DISCOUNT CARD



TRAVEL
ASSISTANCE
PROGRAM



UP TO \$500
EMERGENCY
BENEFITS



UP TO \$54,750
DAILY
HOSPITAL
BENEFITS



\$10,000
ACCIDENTAL
DEATH
BENEFIT

All Accident—At Work—At Home—At Play

...ONLY \$14.95 PER MONTH



MCA SECURITY

MEMBERSHIP

INCLUDES



**4-WHEELED
VEHICLE
EMERGENCY
ROADSIDE
ASSISTANCE**



**TRIP
PLANNING &
TRAVEL
DISCOUNTS**



**UP TO \$25,000
BAIL BOND TO
RELEASE YOU**



**UP TO \$2,000
FEES TO DEFEND
& \$1,000 TO
PROTECT YOU**



**A \$5,000
STOLEN
VEHICLE
REWARD**



**UP TO \$500
TRAVEL
ASSISTANCE
REIMBURSEMENT**



**\$1,000
CREDIT CARD
PROTECTION**



**\$500 FARM
EQUIPMENT
REWARD**



**PRESCRIPTION,
VISION &
DENTAL
DISCOUNTS**



**TRAVEL
ASSISTANCE
PROGRAM**

<p>UP TO \$500 EMERGENCY BENEFITS</p>	<p>UP TO \$54,750 DAILY HOSPITAL BENEFITS</p>	<p>\$10,000 ACCIDENTAL DEATH BENEFIT</p>
<p>Auto Accident Only</p>		

...ONLY \$9.95 PER MONTH



Income Projections for MCA Marketing Plan

Direct Sales

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week **	Earned Override Per Month	Annual Override Per Sale
MCA Total Security Plan (Monthly Retail Value \$19.95)							
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92
Security Plus (Monthly Retail Value \$14.95)							
1	\$60.00	\$60.00	\$3,120.00	5.00	5.00	0.52	6.24
5	\$61.50	\$307.50	\$15,990.00	5.00	25.00	0.52	6.24
10	\$63.00	\$630.00	\$32,760.00	5.00	50.00	0.52	6.24
15	\$64.50	\$967.50	\$50,310.00	5.00	75.00	0.52	6.24
20	\$66.00	\$1,320.00	\$68,640.00	5.00	100.00	0.52	6.24
30	\$67.50	\$2,025.00	\$105,300.00	5.00	150.00	0.52	6.24
Security (Monthly Retail Value \$9.95)							
1	\$40.00	\$40.00	\$2,080.00	4.00	4.00	0.39	4.68
5	\$41.00	\$205.00	\$10,660.00	4.00	20.00	0.39	4.68
10	\$42.00	\$420.00	\$21,840.00	4.00	40.00	0.39	4.68
15	\$43.00	\$645.00	\$33,540.00	4.00	60.00	0.39	4.68
20	\$44.00	\$880.00	\$45,760.00	4.00	80.00	0.39	4.68
30	\$45.00	\$1,350.00	\$70,200.00	4.00	120.00	0.39	4.68

Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.

INCOME PROJECTION

Based on sales of MCA Total Security
Membership with 2 Months On-going Pay
with Advances and Insurance Bonus

APPROX. HRLY COMM. RATE	# OF SALES	COMM. ADV. PER YEAR	COMM. ADV. PER MONTH	COMM. ADV. PER WEEK
\$6.00	3	\$12,480.00	\$1,040.00	\$240.00
\$10.25	5	\$21,320.00	\$1,776.00	\$410.00
\$21.00	10	\$43,600.00	\$3,640.00	\$840.00
\$33.58	15	\$69,849.00	\$5,821.00	\$1,343.00
\$46.25	20	\$96,200.00	\$8,016.00	\$1,850.00
\$70.50	30	\$146,160.00	\$12,180.00	\$2,820.00

Insurance Bonus

\$100 - 45 Memberships per Month - Average 11.25 Memberships per Week
\$213 - 65 Memberships per Month - Average 16.25 Memberships per Week
\$380 - 85 Memberships per Month - Average 21.25 Memberships per Week
\$480 - 105 Memberships per Month - Average 26.25 Memberships per Week
\$525 - 190 Memberships per Month - Average 47.50 Memberships per Week
\$600 - 250 Memberships per Month - Average 62.50 Memberships per Week

MCA Fast Start Prospecting List

Make a Copy for your Manager

Congratulations, you've started a new business and to help you launch your business you need to let your friends and family know about your business. If you opened a new restaurant you might invite them to the "Grand Opening." This business is no different, and they can refer people to you. Trust this process . . . it works. Do it and you will see the results?

10 "WARMEST" Prospects – Friends and Family

	Name	Phone #	Relationship	Contact	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

15 "WARM" Prospects – Somebody from Church, Work, Community Clubs (Lions, Civitan, Rotary, etc.)

11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

MCA Approach

After you normal greeting

I've started a new Business. As a part of my training, I've got to show our program to 20 people. It will only take about 15 minutes. You may or may not be interested.

MCA
Getting Started Right: The System!
4 STEP PLAN

Following this system has proven time and time again to be the BEST way to Launch your MCA Business. Follow the system exactly, and you will be amazed at the results.

1. Learn your **SALES PRESENTATION**
A) Know What To Say B) Know How To Say It C) Know How To Close
 2. Make a **LIST** of everyone you know. (First 25 on back) Don't Judge anyone . . . you don't know who they know!
 3. **CONTACT** everyone on your list. Set up at least 3 or 4 appointments a day for you and your Manager to work as a part of your Training.
 4. **RECOMMENDATIONS . . .** The Key to **GROWING** Your **MCA Business** Is Learning **The Art Of Recommendations**.
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Four Principals You Need to Look At Everyday

- 1) **Goals:** Set yourself goals for how many presentations you will make each day you work.
Set yourself a goal for how many sales you will make each day you work.
Set yourself a goal for the income you desire . . . daily, weekly, monthly and yearly.
- 2) **Your System:** If you are going to have consistent success at anything you have to establish a system for working your business. When- Where- How long.
- 3) **Focus:** Life comes at you fast and it is easy to get distracted. Have your goals and system clearly defined and written down so you know why you are working and have a "track to follow".
- 4) **Make it Fun:** Do not make this just another job. Keep your mind *on* the things you want and *off* the things you don't want and "above all else" have fun!

The Art of getting Recommendations

When you've made the sale, you close your kit, and when the prospect sees you close the kit, the process is over in their mind and they kind of relax. Then the first thing I say is,

“I want to ask you a question. As a matter of fact, I need your help. We've found as a company that we get our best members from people just like you, hard-working, responsible people. Who do you know here in this area that would make me a good member?”

When somebody says “I want to ask you a question” an antenna goes up. They kind of perk up a little bit. And then you say “As a matter of fact, I need your help.” They immediately move to ‘how can I help this guy?’ Then you say “we've found as a company” – not that I've found, but “we've found as a company that our very best members come from people just like you, hard-working, responsible people. Who do you know here in the area that would make a good member?” You don't say, “Who do you know that would buy this?” or “Who'd be interested in it?” because you don't want your prospect trying to figure out, ‘who would buy it or who would be interested.’ You just say, “who'd make a good member?” The average person will give you five names of people to go see. With those people you call on as a result of recommendations, the closing ratio is a lot higher than cold calls, because a friend or relative, someone they respect or love, sent you over there. If you want a long career in the motor club business, learn the art of getting recommendations.

After many years in the Direct Sales Industry, I have found that the people that are successful and have long careers with any company, have learned the art of getting recommendations.