BUILD YOUR ORGANIZATION:
HOW TO RECRUIT & TRAIN
NEW ASSOCIATES
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HOW TO RECRUIT & TRAIN  
NEW ASSOCIATES

THE OPPORTUNITY

TVC offers a unique opportunity for individuals to build a career, with unlimited income potential.

Benefits Include:
  ➔ A wide variety of discount products available to individuals and families which allow Associates the opportunity to network with all types of individuals.
  ➔ A Proven System of Selling.
  ➔ Commission up to $90.00 per sale on some products.
  ➔ Personal Sales Bonuses, based on weekly and monthly sales to help you build your team.
  ➔ Advance commissions every Friday through direct deposit.
  ➔ Override commissions which encourage Associates to hire and train their own downline.
  ➔ A complete website including email for all Associates and Members to enter sales, monitor personal sales, team sales, commissions and bonuses. Plus you can communicate with everyone in your downline. Also, you can see everything you need to maintain and do your home based business.
  ➔ A 800# open 24 hours a day, 365 days a year to offer assistance to Associates and Members.

RECRUITING AND BUILDING A TEAM

Recruiting and building a team — not only does it provide stability to your business, but it is also very financially rewarding.

BUILDING YOUR TEAM

As you recruit Associates, and they begin making sales, you begin receiving 1st level advance overrides on their sales. When your Associates begin recruiting new Associates, you begin receiving downline overrides, as earned, at the Executive Director level on your 1st, 2nd, and 3rd levels. 1st through 4th levels as a Sr Director and 1st through 5th levels as a National Director. (See Understanding Your Marketing Plan for qualifications for earning overrides.)

Recruit NEW Associates. And TEACH your new Associates to recruit, also.

Another great benefit of helping your Associates recruit is that as they start building and earning money on their new recruits, they see the value of building a team.

When you recruit, pay attention to your new Associates. Some are salesmen. Some are managers. Some are recruiters, and some are trainers. Learn to identify which associates fall into these categories. Don’t put a square peg into a round hole and expect a salesman to be a trainer, or a recruiter to be a salesman. That gives you and them stability in the truck stops. Plus this helps you qualify for National Training Director.

USING THE “THREE FOOT RULE”

The best and quickest way to recruit is using the “THREE-FOOT RULE”. Everyone within three feet of you can be your next recruit. Tell new Associates to offer the opportunity to everyone. When you go into a new area ask the waitresses, hotel clerks, etc. if they know anyone interested in full or part time work, or anyone who could use an extra $500 to $1,000 a week. Most people know someone who needs a better job or extra money.

USING MERCHANT RECRUITING

When you go to an area to build your new team, MERCHANT RECRUITING is a quick and easy to find prospects in the area. Call on all of the businesses in the area, around the town square, down strip malls, pastors of churches, etc. When you call on a business, you ask for the manager or person in
charge and say, “Hi my name is ________. I’m with TVC Marketing. We are starting a new business in this area and we are looking for some people who would be interested in earning $50,000 to $60,000 a year. We have found that business owners like yourself usually know people who are looking for an opportunity. Who do you know that might be interested in an opportunity like this?”

**NETWORK MARKETING RECRUITING**
1) Use the “IF YOU WERE MY SAVINGS COUNSELOR” Brochure; or
2) Use the questions on the “OH NO” Brochure; or
3) Master Prospector List - Take the “WHO DO YOU KNOW” brochure and put names and phone numbers in each category. Also each time you recruit someone have them fill out the “WHO DO YOU KNOW” brochure. This is a quick and easy way to get 5-10 new associates up and going.
4) Dr. Pepper Recruiting - 10 - 2 and 4. As you accumulate prospects from all recruiting methods, call and set appointments with these individual to meet you in a restaurant to share the opportunity with them at 1 or more of these times, and also help them begin to recruit people for their business in the same way.

**USING NEWSPAPER CLASSIFIEDS**
Many of our Associates run ads in newspapers to help build an area. This is an excellent technique; however, it is expensive and time consuming. Only try this approach if (1) you are willing to spend the money and time to make it work; and (2) you have been trained how to interview and train new recruits. Only then will it be worth the cost. (Remember, this will cost you 2 to 3 days of selling time each time you run an ad.)

You must make sure you are available for 10 days to two weeks to allow time to interview and train. After the initial training, you must be able to follow up every month for 3 to 4 days until you have found a Manager in that area to carry on the follow-up.

If you get one person per ad that makes it, the ad was successful. However, many times you will be able to recruit a whole team at once. The more the better. Get your new recruits to bring people in and help them start building a team.

Remember as you are building a new area, treat it like a new baby. You need to help them mature and grow with communication and support on a daily basis.

**WEEKLY MEETINGS**
You can hold weekly and monthly meetings with your teams. These are designed to offer training and recognition, as well as keeping Associates motivated to reach their goals. Most importantly meetings bring your team together. **FOCUS ON THE OPPORTUNITY.** TVC offers one of the most powerful Marketing Plans in America. Go through all the different ways they can earn commissions. Also, help your new associates set and reach their goals in these weekly and monthly meetings.

**RECRUITING NEW ASSOCIATES**

Procedure for recruiting:
• Schedule an ad and set your interviews on Monday.
• Set the appointment with a live phone call.
• Schedule your interviews at a Hampton Inn (or somewhere with a lot of tables in the lobby).

In order to run an ad, you must have it approved through the home office.

You should contact the newspaper in your area and schedule the dates you would like your ad to run. Those interested will call your number included in the ad and a live person needs to take the calls and set the appointments. Set 2-3 appointments every ½ hour as only about 50% of the interviews will show.

**The calls MUST BE ANSWERED BY A LIVE PERSON. Do not have callers leave a message. You will lose 80% of the calls that way and your money will have been wasted.**
SETTING APPOINTMENTS FROM THE PHONE CALL
When you talk to the people who have answered your ad, try not to give them too much information on the phone. Just explain that you will go over all of the information they will need to know in the interview. Try to schedule as many face to face interviews as you can.

THE INTERVIEW
1. Have them fill out an Application For Interview (following).
2. Use the Interview Form and ask questions to gain valuable information about your prospects.
3. Go through the Flip Chart.
4. During the interview you should answer 3 question for the applicant:
   a) Is the company any good?
   b) Is the product any good?
   c) Can I make any money doing this?
5. a) First we show the “Income Projection Spreadsheet” where they can earn from $80 to $90 per sale. b) Then go to the “Income projections” which is based on weekly sales, to show them the number of sales they will need to make a week to reach their income goal. c) Next cover the insurance bonus to show them what they would need to do to qualify for bonuses from $100 to $600 per month. d) Use the page “Setting Your Business Goals” (following) to explain how all of the things above help them reach their income goals.
6. Toward the end of the interview, review their experience and note anything that concerns you about the applicant’s information (i.e. sales experience, job change frequency, general experience, etc.). Don’t hire anyone you are unwilling to train. Score the applicants on a scale from 1-4, offer the jobs to “1’s” first, then work your way down to 4. Again, don’t hire anyone you are personally unwilling to train.
APPLICATION FOR INTERVIEW

(ALL ANSWERS WILL BE TREATED CONFIDENTIALLY)

Name __________________________ Phone No. ( ) __________________

Present Address ______________________________________________________
(NUMBER & STREET) (CITY) (STATE) (ZIP) Years ________ Mos. ________

Previous Address ______________________________________________________
(NUMBER & STREET) (CITY) (STATE) (ZIP) Years ________ Mos. ________

Automobile(s) you Own Make ________ Model ________ Year ________
Make ________ Model ________ Year ________

What is your Main Occupation? __________________________________________ Are you Working Now? □ Yes □ No

Who is your Present or Last Employer? ________________________________ From ________ ________ To ________ ________
Address __________________________ Immediate Superior __________________________ Monthly Income $________
(NUMBER & STREET) (CITY) (STATE) (ZIP) (MO) (YR) (MO) (YR)

SHOW LENGTH OF TIME WORKED AT ANY OF THE FOLLOWING: AVG. MO. INCOME

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Years</th>
<th>Mos.</th>
<th>Mdse. Sold</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale selling</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialty selling</td>
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<td></td>
<td></td>
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<tr>
<td>Store Clerk, Retail</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Route Selling, Milk, Laundry, etc</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Following Leads, Selling</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>House-to-House, Selling</td>
<td></td>
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</tr>
<tr>
<td>Sales Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management, other than Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Were you ever Discharged (other than layoffs) □ Yes □ No Reason __________________

State of Health: □ Excellent □ Good □ Fair
Marital Status: □ Married □ Single If Married, is Spouse employed? □ Yes □ No Spouse’s Income $________
Number Wholly Dependent on you for Support (other than self) ________ If Accepted, when can You Begin Work? __________

Immediate Earnings Required per Month $__________ □ Own Home □ Rent Home □ Rent Apt.
□ Own Furniture □ Rent Furniture □ Live w. Relatives

Is Applicant Bondable? □ Yes □ No

FORMAL EDUCATION
CHECK HIGHEST LEVEL ATTAINED

□ Some High School □ Some College
□ High School Grad. □ College Grad.

PLEASE BE SURE YOU HAVE ANSWERED EACH QUESTION.

LOCAL REFERENCES (LIST INDIVIDUALS OTHER THAN RELATIVES).

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
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Method of Contact __________________________ By Whom __________________________ Interviewed By __________

NOTES:

TVC07-22-01
SUCCESSFUL BEHAVIOR PATTERNS

The kind of person we are looking for will have many or all of the following behavior patterns:

PERSISTED: This is the “never say die” individual. They will plug away when everyone else is ready to give up. This person will have an objective and will drive toward it despite any odds. Some handicapped people fall in this category. They will have a super will to succeed.

PAID THE PRICE: Someone who is always willing to do more than is expected of them. They will work long hours, sacrifice weekends, vacations to achieve a goal. They are more concerned with the future than the present. They will probably have many of the other patterns listed.

ACCEPTED RISKS: Look for someone who literally mortgaged the house to finance something they strongly believed in. This is someone who will take risks – money or career – to make a project a success.

ORGANIZED SELF: Look for someone who has goals and has a plan to achieve them. They organize their work schedule step by step each day, and have written outlines of future work.

RESPONDED TO A CHALLENGE: Look for someone who has a competitive spirit and who thrives on challenges. This is the person who will volunteer for the dirty details, the job that “can’t be done.” This is the coach who will pick up a losing team and make a winner out of it; the person who takes the chore of raising funds for a new school or church; or who will run against an unbeatable candidate in politics.

IMPROVED AND ADVANCED SELF: Look for the person who worked their way through college; took home study courses, correspondence or adult education courses. This person avidly reads on many subjects. Look for a person who has learned a trade or special skill on his own time.

OFFERED SERVICE: This is someone who tries a little harder to do a better job than their competitor. They could be the TV dealer who services sets promptly, the auto dealer who services as well as sells. Other examples: Little League coaches, volunteers on charitable drives, hospital volunteers or anyone who gives service to their community on a non-paid basis.

LEARNED QUICKLY: This is a person whose knowledge covers a wide range of subjects. They absorb written or oral material quickly and have the ability to retain it. Their mental processes are like a batter.

CALLED ON PEOPLE: This is a person who has had a background of making calls on people. Example: A salesman who has gone to the prospect, not vice-versa; or an active worker in Red Cross or United Fund drives who has called on people to raise money.

WORKED DILIGENTLY: Look for someone who puts in long hours working to accomplish a task or reach a goal. This hard work, however, must be productive, not just spinning wheels. Look for someone with successful sidelines or who does part-time work to get more money.

COACHED AND TAUGHT OTHERS: Look for the person who can impart their knowledge or skills to others; someone who has helped others to grow. This requires a person with patience and willingness to sacrifice their own time. Examples: Little League coaches, Sunday School teachers, YMCA Youth Leaders, High School Coaches, Church or Little Theater directors.

ACHIEVED SUCCESSFUL SALES RESULTS: This is the person who is (or was) successful in “outside selling.” Examples: Vacuum cleaner salesmen, pots and pans men, Fuller Brush men, new or used car salesmen, or insurance salesmen. The key here is someone who went to the customer and was successful in selling him the product.

ENTERED COMPETITION AND WON: This person loves competition, has competed, and most of all, wants to win. Whether in sports, debating or business, their foremost goal is to be first. Examples: former athletes, coaches or others who love the thrill of competing.

TOOK CARE OF DETAILS: This is the “set-up and clean-up” person; someone who follows through on any project from beginning to end. Look for the person who makes everything run smoothly down to the least detail.

DIRECTED AND MANAGED PEOPLE: This is a person who is a natural leader. People gravitate toward them. They are generally named Chairman or head of various committees. Look for them among scoutmasters, school teachers, coaches, Sunday School teachers, politicians.

INITIATED NEW IDEAS AND ACTIVITIES: This person is highly creative; one who comes up with novel ideas. This is someone not satisfied with the old way, and is always trying out something new and different.

MADE AND ACCUMULATED MONEY: Look for a person who has made money in other fields, including selling. This is the person who is involved in many activities that make money; they have the facility or ability to always come out of any venture making money, and large sums of it.
SUCCESSFUL BEHAVIOR PATTERNS

Name: ___________________________ Date: ___________________________

Address: ___________________________

The kind of person we are looking for will have many or all of the following behavior patterns...

<table>
<thead>
<tr>
<th>PERSISTED</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>0</th>
<th>COMMENTS</th>
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<tr>
<td>PAID THE PRICE</td>
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<td>ORGANIZED SELF</td>
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<td>RESPONDED TO A CHALLENGE</td>
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<td>ACHIEVED SUCCESSFUL SALES RESULTS</td>
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<td>TOOK CARE OF DETAILS</td>
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<td>MADE AND ACCUMULATED MONEY</td>
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*Very few people will have all of the behavior patterns listed that are important to success in selling TVC. Those who have 5, 6, or 7 will be a success. If a person has only 1 or 2 of these patterns, their chances of being successful are rather dim.

Look for as many of these behavior traits as possible in selecting marketing representatives.

TVC 07-22-01
**Personal History Scores**

*Use only one score from any bracket. If more than one score applies, use the largest.*

Do not interview or hire persons under a score of 17.

<table>
<thead>
<tr>
<th>1. Age</th>
<th>23 or younger</th>
<th>0</th>
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<tbody>
<tr>
<td></td>
<td>24 to 49, inclusive</td>
<td>2</td>
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<tr>
<td></td>
<td>50 and over</td>
<td>1</td>
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</tbody>
</table>

| 2. Car(s)         | 2 late model cars (4 yrs. or less) | 2 |
|                  | 1 late model car (4 yrs. or less) | 1 |

| 3. Main Occupation | Skilled, manual machinist, butcher, carpenter, welder, etc. | 1 |
|                   | Clerical worker | 1 |
|                   | Salesman – all classes | 2 |
|                   | All other occupations | 0 |

| 4. Kind of work, Last Two Employers | Factory – manufacturing processes – 6 months or more | 1 |
|                                     | Selling – all classes – 6 months or more | 2 |
|                                     | All other kinds of work | 0 |

| 5. Length of service, last 2 Employers | 2 yrs or more continuous with each of last 2 employers | 1 |
|                                      | Not continuously employed or less than 2 yrs with each of last 2 employers | 0 |

| 6. Sales Experience | Wholesale selling – store or road | 0 |
|                     | Specialty selling – 1 year or more | 2 |
|                     | Store clerk – retail | 0 |
|                     | Route selling – laundry, milk, etc. | 2 |
|                     | Following leads – selling – 6 months or more | 1 |
|                     | House-to-house selling 6 months or more | 2 |

| 7. Management Experience | Sales management – 6 months or more | 1 |
|                         | Management, other than sales, 6 mos. or more | 1 |
|                         | No management or Less than 6 months | 0 |

| 8. Discharge Record | No | 1 |
|                    | Yes | 0 |

| 9. Marital Status | Married | 4 |
|                  | Single, separated, divorced, widowed | 0 |

| 10. Dependents | One wholly dependent (other than self) | 2 |
|               | Two or more wholly dependent (other than self) | 3 |
|               | None wholly dependent | 0 |

| 11. Immediate Earnings Required | Over $2,000 per month | 2 |
|                                 | $1,000 to $2,000 per month | 1 |
|                                 | Less than $1,000 per month | 0 |

| 12. Furniture | Owns own furniture | 4 |
|              | Rents furnished or lives with relatives | 0 |

**Manager Assigned to:**

**Truck Stop Assigned to:**
### INTERVIEW FORM

1. Tell me a little bit about your experience and what you are looking for?

### 2. MANAGEMENT EXPERIENCE

<table>
<thead>
<tr>
<th>MANAGEMENT EXPERIENCE</th>
<th>SALES EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Have you managed a location? an area?</td>
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<tr>
<td>b) Do you have any recruiting experience?</td>
<td></td>
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<tr>
<td>c) Did you Handle Money? Any Shortages?</td>
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<tr>
<td>d) How many people have you managed?</td>
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<tr>
<td>e) Where did your team rank in the company?</td>
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</tbody>
</table>

### 3. WORK ETHIC

<table>
<thead>
<tr>
<th>WORK ETHIC</th>
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</thead>
<tbody>
<tr>
<td>1) How many awards have you won?</td>
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<tr>
<td>2) How many days missed for illness or other reasons?</td>
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</tbody>
</table>

### 4. EARNING REQUIREMENTS

<table>
<thead>
<tr>
<th>EARNING REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) What kind of money are you looking for at a minimum?</td>
</tr>
<tr>
<td>2) What kind of income do you want down the road after you are making a contribution?</td>
</tr>
<tr>
<td>3) What kind of income would really keep you motivated?</td>
</tr>
</tbody>
</table>

### 5. REVIEW OF INTERVIEW

Let me see if I have a good picture of you...(Read back information)

Do you have anything to add?

### 6. CLOSE AND TRAINING OVERVIEW

1) Question any concerns you might have...such as sales experience, job change frequency, general experience, etc.

2) Explain the TVC Training program.

3) Set a time to call and answer any questions they might have.

4) Set a time for training at the Truck Stop.
HOW TO USE THE INTERVIEW FORM

1. Tell me a little bit about your experience and what you are looking for?  What we are looking for here is a glimpse into what they have done in the past in their own words. Don’t let them wander on forever, keep this brief.

2. Management/Sales Experience
   a) Have you managed a location? an area? You want to identify the manager trainers early
   b) Do you have any recruiting experience? Same would be true for future recruiters.
   c) Did you handle money? Any shortages - This gives you an idea of their honesty/integrity. Just make a note if there is anything unusual here.
   d) How many people have you managed? If they answered yes to the first question in this section, you want to know if they could handle one store or multiple stores. If they answered no, skip.
   e) Where did you team rank in the company? Only ask this if they managed a team or location before

Sales Experience: Make a note of all the different sales jobs they have had in the past, not only for your reference, but to put training in perspective for them compared to what they have done in the past.

3. Work Ethic
   a) How many awards have you won? True sales people will know the answer without having to think. They are truly competitive and covet this type of recognition.
   b) How many days have you missed for illness or other reasons? Just an FYI for you.
   c) What are your strong points? This is their perception of themselves.
   d) What are you weak points? This allows you to know where to help them improve for later.

4. Earnings Requirements
   a) What kind of money are you looking for at a minimum? This will be about what their bills cost them. Use this answer as a guide on where to start on the commission structure once you get there.
   b) What kind of income do you want after you are making a contribution? a little more than they presently make typically.
   c) What kind of income would really keep you motivated? This is their dream income, use the answer to this question as the guide to where to set their income goals.
INCOME PROJECTION
Based on sales of MCA Total Security Membership with 2 Months On-going Pay with Advances and Insurance Bonus

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

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
## Income Projections for MCA Marketing Plan
### Direct Sales

<table>
<thead>
<tr>
<th>Sales Per Week</th>
<th>Commission Advance Per Sale</th>
<th>Commission Advance Per Week</th>
<th>Commission Advance Per Year</th>
<th>1st Level Override Adv. Per Sale</th>
<th>1st Level Override Adv. Per Month</th>
<th>Earned Override Per Month</th>
<th>Annual Override Per Sale</th>
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</thead>
<tbody>
<tr>
<td><strong>MCA Total Security Plan (Monthly Retail Value $19.95)</strong></td>
<td></td>
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<td>1</td>
<td>80.00</td>
<td>$80.00</td>
<td>$4,160.00</td>
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<td>7.92</td>
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<tr>
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<td>60.00</td>
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<td>7.92</td>
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<tr>
<td>15</td>
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<td>$1,290.00</td>
<td>$67,080.00</td>
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<td>90.00</td>
<td>0.66</td>
<td>7.92</td>
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<tr>
<td>20</td>
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<td>$1,760.00</td>
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<td>120.00</td>
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<tr>
<td>30</td>
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<td>180.00</td>
<td>0.66</td>
<td>7.92</td>
</tr>
<tr>
<td><strong>Security Plus (Monthly Retail Value $14.95)</strong></td>
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<td>150.00</td>
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<tr>
<td><strong>Security (Monthly Retail Value $9.95)</strong></td>
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<td>$40.00</td>
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<td>4.68</td>
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<tr>
<td>30</td>
<td>$45.00</td>
<td>$1,350.00</td>
<td>$70,200.00</td>
<td>4.00</td>
<td>120.00</td>
<td>0.39</td>
<td>4.68</td>
</tr>
</tbody>
</table>

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 Projections for Motor Club Of America Marketing Plan's

**Direct Sales/Association Sales/Affinity Sales**

<table>
<thead>
<tr>
<th>Sales Count Per Week</th>
<th>1st Level Override Adv.</th>
<th>Number of Associates</th>
<th>1st Level Override Adv. Per Week</th>
<th>Annual Override</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Security</strong> (Monthly Retail Value $19.95)</td>
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<td></td>
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</tr>
<tr>
<td>1</td>
<td>$6.00</td>
<td>x</td>
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<tr>
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<td>10</td>
<td>$60.00</td>
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<tr>
<td>15</td>
<td>$90.00</td>
<td>x</td>
<td>15</td>
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</tr>
<tr>
<td>20</td>
<td>$120.00</td>
<td>x</td>
<td>20</td>
<td>=</td>
</tr>
<tr>
<td>30</td>
<td>$180.00</td>
<td>x</td>
<td>30</td>
<td>=</td>
</tr>
</tbody>
</table>

| Security Plus (Monthly Retail Value $14.95) | | | | |
| 1 | $5.00 | x | 1 | = | $5.00 | $260.00 |
| 5 | $25.00 | x | 5 | = | $125.00 | $6,500.00 |
| 10 | $50.00 | x | 10 | = | $500.00 | $26,000.00 |
| 15 | $75.00 | x | 15 | = | $1,125.00 | $58,500.00 |
| 20 | $100.00 | x | 20 | = | $2,000.00 | $104,000.00 |
| 30 | $150.00 | x | 30 | = | $4,500.00 | $234,000.00 |

| Security (Monthly Retail Value $9.95) | | | | |
| 1 | $4.00 | x | 1 | = | $4.00 | $208.00 |
| 5 | $20.00 | x | 5 | = | $100.00 | $5,200.00 |
| 10 | $40.00 | x | 10 | = | $400.00 | $20,800.00 |
| 15 | $60.00 | x | 15 | = | $900.00 | $46,800.00 |
| 20 | $80.00 | x | 20 | = | $1,600.00 | $83,200.00 |
| 30 | $120.00 | x | 30 | = | $3,600.00 | $187,200.00 |
Who Do I Know?

From your years in school?
• Classmates
• Fraternity/Sorority friends
• Organizations
• Associates (athletics, drama, etc.)
• Teachers, advisors
• Other names

Through your charitable interests or public service?
• Community fund contact
• Salvation Army
• YMCA/YWCA
• Family welfare services
• Rescue missions
• Church
• Other names

In your day-to-day activities?
• Grocer
• Mail carrier
• Dry cleaner
• Beautician
• Mechanic
• Other names

Because you own your home?
• Real estate agent
• Architect/builder
• Electrician
• Plumber
• Carpenter
• Yard/landscaping
• Pool maintenance
• Painter
• Other names

From your spouse’s interests?
• Alumni association
• Fraternity/Sorority
• Co-workers
• Sports
• Political affiliation
• Other names

Additional Names

From your organizations?
• Service groups
• Neighborhood clubs
• Cooperative associations
• Business, professional clubs
• Church groups
• Other names

With interests similar to yours?
• Photography
• Sports
• Travel
• Theater
• Collectors
• Money-motivated
• Enthusiastic
• Other names

Because you have children?
• Parents
• Other parents
• Teachers
• Swimming instructor
• PTA members
• Baby-sitters
• Other names

From your old job?
• Former employers
• Former co-workers
• Trade/professional associates
• Former customers, clients
• Former competitors
• Someone in sales
• Other names

Other names

From your old job?
• Grocer
• Mail carrier
• Dry cleaner
• Beautician
• Mechanic
• Other names

Because you have children?
• Parents
• Other parents
• Teachers
• Swimming instructor
• PTA members
• Baby-sitters
• Other names

From your organizations?
• Service groups
• Neighborhood clubs
• Cooperative associations
• Business, professional clubs
• Church groups
• Other names

Other names

Other names
My 3-Week Appointment Calendar

3 Weeks to Executive Director!

My 10 Most Wanted List

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<td>9.</td>
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<tr>
<td>10.</td>
<td></td>
</tr>
</tbody>
</table>
REMEMBER THE BEST WAY TO TRAIN IS TO USE THE WITH HIM PRINCIPLE

You Sell - They Watch
You Sell - They Help
You Help - They Sell
You Watch - They Sell

FOLLOW UP FOLLOW UP FOLLOW UP
You will still need to spend time with your new recruits, try to help them when necessary. Make sure to talk to them at least once a day. Remember, every four presentations should produce one sale.

If a new recruit goes one day without a sale, they need you. If you leave them without sales for a couple of days, they will quit. So check up on them to see how they are doing. If they need help, watch them do a presentation or two. Pay attention and determine what areas they need help with. Common mistakes nearly all trainees make are (1) trying to explain what we do without using the book; and (2) not asking for a close.

Training is an on-going process. Talk to your new Associates daily to find out how they did. If they go one day without making a sale, go work with them THE NEXT DAY. Always ask to see the applications they got started. This is often the biggest problem — they don’t ask the information to start completing the application. New Associates often become timid; but reassure them that this is the most effective way to become successful. People like to see things completed. Once the application is started, it is hard for a person to turn away.

Have your new Associates draw stick men on a sheet every time they do a presentation (go through the flip chart). Teach them that they should never have more than four stick men before they make a sale. If they do, they are missing a step — probably not asking for the information to start the application.

It takes 1 to 2 months to successfully train a new associate. Once they are successfully making 1 to 2 sales per day they should have the confidence to begin recruiting and training their own sales team. So keep in contact; check your team sales; and this will allow you to know who to encourage and who to help.

LEADING THE WAY
To have a successful team, you must lead the way. People will follow and do what you do. There are several areas in which to lead:

- Personal Income
- Personal Sales
- Earning Bonuses
- Recruiting
- Training
- Follow-up (INSPECT what you EXPECT)

To be a leader you must have someone who is following your lead. If you look behind you and no one is following you, you may want to re-evaluate how you are leading and training your people.

PERSONAL COMMISSIONS
- Even when training, don’t let your personal sales drop. Always set a good example for your Associates to follow. If you let your sales drop, so will they.
- Your personal commission is what you put into it. If you put in the hours, you will reach your goals.

PERSONAL SALES
- Be committed to your work schedule. Some days your count will be 10; other days it will be three. However, your weekly total should always be 10 - 15 if you put your time in.
- Follow the System. We have an effective recipe to help Associates close their sales. You follow it. Teach your Associates to follow it, because it works.
Having a positive attitude is the most powerful thing you can pass on to your team. If you follow the system, you will make good commissions.

Remember when you are working, it is time to make money! Always do your paperwork after your work time (or before), just not during your “selling” time.

Ask your family and friends not to call you when you are “selling”.

Come to work with the number of applications packets you plan to sell that day, never less than 15 to 20 packets. It is a state of mind. If you believe, you can achieve.

**Earning Bonuses**
- Set goals, then plan your week to achieve them. This helps you to keep focused so that you can earn all of the bonuses available.
- Keep your team focused on winning bonuses. Let them know where they are so that they don’t fall short by one or two sales.

**Recruiting / Managing**
- Watch your personal sales and team sales each week. Set business goals and continue to recruit new Associates until you reach them. Then set new goals.
- Duplicate yourself. Develop Managers in your truck stops that can build different areas for you. Then they are earning money, and so are you!

**Training**
- Keep your invitations and presentation simple so your Trainees can duplicate them easily.
- Communicate with your team. Call them and watch their sales on the internet.
- Identify those who need your help. If someone has not made sales for a couple of days, have them work with you. Give them additional training and encouragement.
- **Follow up.** Schedule times to go back and work with new Associates. Pay attention and give them suggestions on how to increase their sales.

**Be a Leader!** A team will follow a Leader.
- Be a Serious Minded Person.
  a) Write 15 applications a week.
  b) Practice the 5 Steps of the Success Coin.
    1. Believe in the Company the Product and Yourself.
    2. Wear Your TVC Pin.
    3. Share the 3 Question or “If you were my savings counselor.”
    4. Practice the 3 Foot Rule.
    5. Sponsor 2 per Week.
  c) Do 5 Year Recruiting Overlay.
  d) Be FAT - Faithful, Available and Trainable.
  e) Qualify for all Weekly and Monthly Bonuses.
- Give great customer service.
- Be available to help team members.
- Set daily, weekly and monthly income goals.
- Be supportive of company incentives, and help team members qualify.
- Go to work with 15-20 packets, ready to sell.

**Notes**
INDEPENDENT ASSOCIATE AGREEMENT
TVC Marketing Associates, Inc.

NEW ASSOCIATE INFORMATION

First Name __________________________
Middle Name ________________________
Last Name ____________________________

Spouse Name __________________________
Last Name ____________________________
Middle Name ________________________

Address1 _____________________________
Address2 _____________________________
City _____________________________ State _____________________________
Zip _____________________________

Email _____________________________

Associate ID __________________________

INDEPENDENT ASSOCIATE AGREEMENT
TVC Marketing Associates, Inc.

I hereby apply to become an Independent Associate ("Associate") of TVC Marketing Associates, Inc., ("TVC"). As an Associate, I hereby represent, understand and agree that:

1. I am of legal age to enter into contracts in the state in which I am a resident and that of the State of Oklahoma, in which this Agreement, if accepted, by TVC, will be the location of such acceptance.

2. I shall become an Associate only upon acceptance of this Application by an officer of TVC. TVC has no obligation to accept any Application and Associate has no claims against TVC in the event TVC chooses not to accept this Application. As an Associate, I shall have the right to sell the services offered by TVC in accordance with the TVC Policies and Procedures (the "Policies"), which Policies may be supplemented and amended from time to time by TVC upon prior notification to Associate through TVC's website, publications, and/or literature without any consent from Associate.

3. I have carefully reviewed the Marketing Plan ("Marketing Plan").

4. I am entitled to cancel participation as an Associate at any time upon written notice to TVC. My Sponsoring Associate (or TVC) may repurchase sales materials in accordance with TVC's policies as stated in the Policies.

5. I am an independent contractor responsible for my own business. If my application is accepted by TVC, I will not be an employee of TVC but shall remain an independent contractor. I will receive no salary from TVC and shall have no power of authority other than as expressly granted herein. It is my sole responsibility to pay self-employment, local, state and federal income taxes as required by law and to provide workers compensation or any other insurance as may be required by law and I will do so. TVC will not withhold any taxes from my compensation. Upon acceptance of this Application, I will be an independent marketing representative establishing and servicing sales of TVC's services. This application or the acceptance of such does not constitute the sale of a franchise or a distributorship. This Agreement is not intended and shall not be construed to create a relationship of employer-employee, agency, partnership, or joint venture between any Associate, Sponsoring Associate and/or TVC.

6. I will not use the TVC trade name(s) and/or trademark(s) except in advertising provided to me by TVC unless I have prior written approval of TVC.

7. All Associates who sponsor other Associates ("Sponsoring Associate") have the responsibility to provide necessary training and assistance to Associates sponsored by them. The determination of who is a Sponsoring Associate for any Associate shall be at all times in the sole discretion of the TVC.

8. The TVC program is built upon retail sales to the ultimate consumer. The Associate shall maintain all licenses and/or registrations as are required by any applicable authority for Associate's activities in the state. Any and all memberships sold by Associate along with all memberships shall always be and shall remain the property of the TVC.

9. In addition to what is provided for herein and in the Policies, prior written approval from TVC is required for the following: To advertise TVC products/services; and for Associate to transfer or assign an Associate Agreement, provided that TVC shall be entitled to assign this Agreement without the consent of Associate. Any transfer of Associate's earned or vested commissions must be approved, in advance, by TVC and TVC is not required to approve any transfer. Further, in the event Associate desire to transfer or sale Associate's earned or vested commissions, the TVC retains the right of first refusal to purchase such for the lesser of the fair market value of such or the terms upon which Associate desires to transfer or sale such.

10. I agree that I will not solicit any business for any competitor of TVC during the existence of this Agreement. Further, I agree not to solicit members of TVC for a period of one (1) year after termination of this Agreement. In addition, I agree not to induce or attempt to induce, directly or indirectly, the lapse, cancellation or non-renewal of TVC members during their membership period, or for a period of one (1) year (12 months) after the expiration of such TVC memberships. I agree that I will not directly or indirectly divulge the names of any TVC members. Further, I agree that I will make no derogatory comments, statements or communications in any form regarding TVC, its employees, representatives and agents and its products and programs.

11. This Agreement along with the Policies constitute the entire Agreement between the Associate and TVC and no other representations, guarantees or agreements shall be valid unless in writing.

12. This Agreement shall be governed by the laws of the State of Oklahoma and all claims, disputes and other matters between the parties of this Agreement shall be brought in Oklahoma County Court, in Oklahoma City, Oklahoma, or in US District Court, in Oklahoma City, Oklahoma.

13. Any notice called for hereunder shall be in writing and shall be deemed given when personally delivered or on the third business day following deposit in the U.S. mail, return receipt requested, telefax or overnight express, at the addresses appearing herein, or at such other address as one party may subsequently notify the other.

14. If any provisions of this Agreement shall become illegal or unenforceable, in whole or in part, for any reason whatsoever, the remaining provisions shall nonetheless be deemed valid and binding.

15. Associate's obligations and agreements hereunder are of a unique character that give them particular value; breach of any of such obligations may result in irreparable harm and continuing damage to TVC of which there will be no adequate remedy at law; and in the event of such breach, TVC shall be entitled to injunctive relief and/or a decree for specific performance and such other and further relief as may be proper, including monetary damages if appropriate.

16. Should any litigation be commenced between Associate and TVC which litigation concerns any provision of this Agreement or the rights and duties of any entity in relation thereto or to interpret any provision hereof, the party prevailing shall be entitled, in addition to such other relief as may be granted, to a reasonable sum as and for its attorney's fees, costs and all expenses related thereto.

This Agreement supercedes and invalidates any and all previous agreements, either oral or written, between Associate and TVC. Associate accepts all terms and conditions of this Agreement by executing below and submitting to TVC and/or by clicking "Become an Associate" via the internet. This Agreement may executed in any number of counterparts which taken together shall constitute one and the same instrument. Further Agreements emailed, telefaxed and accepted by clicking "Become an Associate" shall be considered as originals.

IN WITNESS WHEREOF, Associate has hereunto affixed his or her hand this ______ day of ______, ______.

ASSOCIATE

Accept on behalf of TVC this ______ day of ______, ______.

TVC MARKETING ASSOCIATES, INC.

BY

TITLE

Revision Date 01/29/2013
TVC MARKETING ASSOCIATES, INC.
POLICIES AND PROCEDURES

THE COMPANY

1. TVC Marketing Associates, Inc. hereinafter referred to as the “Company” is a direct selling company which supply services to consumers through independent contractors hereinafter referred to as “Associates”. These Policies and Procedures are applicable to and binding on Associates.

THE ASSOCIATE

2. An Associate is one who has completed a Company Independent Associate Agreement (the “Agreement”) and has been accepted by the Company as an Associate. The Company reserves the right to accept or reject anyone as an Associate.

3. All Associates must be the age of majority in the state in which they distribute Company services and in the State of Oklahoma where the Agreement is accepted. The Company will consider each married couple a single Associate. Husbands and wives may not sponsor each other directly or indirectly, nor have different sponsors. Unless otherwise agreed to by all concerned parties, in the event of a divorce, the Company will consider the person who was originally on the Agreement as the Associate.

4. Associates shall not be deemed to be purchasers of a franchise or distributorship by virtue of the Agreement. Further, the Agreement between the Company and an Associate does not create an employer/employee relationship, agency, partnership, or joint venture between the Company and an Associate. An Associate has no right to bind the Company to any obligation. Associate shall not be authorized to endorse checks, drafts or money orders made payable to Company. Each Associate shall indemnify and hold harmless the Company from any claims, damages, or liabilities arising out of Associate’s business practices or actions.

5. Any Associate wishing to assign the Agreement or change its name must obtain the written consent of the Company which consent Company is not required to provide. Changes in the form in which an Associate is doing business such as formation of a corporation, trust or other entity different than that used by an Associate in its Application shall be deemed to be an assignment. Further, in the event that the Company approves an entity as an Associate, the Associate shall be required to provide Company with information regarding ownership and control of such entity and cannot change such ownership or control without the written consent of Company. Any such change of ownership or control without Company’s written consent shall be a material breach by Associate entitling the Company to terminate the Agreement effective the date of such change and entitling the Company to reimbursement of any commissions paid from and after the date of such breach.

6. A partnership or corporation may be an Associate. However, no individual may participate as an owner or otherwise, whether directly or indirectly, in more than one (1) Agreement without express written permission from the Company. An Associate may change status under the same Sponsor from Individual to form a new Associate as a partnership or corporation or to change status to one, with written consent of Company, at Company’s sole discretion.

7. In the conduct of their/her business, the Associate shall safeguard and promote the reputation of the products of the Company and shall avoid any misleading or unethical practices.

8. Upon the death or incapacity of an Associate, the Agreement may be assigned or transferred to his or her heirs interest upon written application to and approval by the Company. The successor Associate must fulfill all responsibilities of the Associate.

9. The Agreement may be cancelled at any time and for any reason by written notice from the party desiring to cancel.

10. Each Associate shall comply with all Federal, state and local rules and regulations governing the sale of Company products.

11. All Associates are responsible for paying local, state, federal or any other taxes and/or assessments due on any earnings generated as an Associate.

12. On or before January 31 of each year, the Company will furnish each Associate with the 1099-MISC Internal Revenue Service Form or any replacement of such form. A copy of such form will be filed by the Company with the Internal Revenue Service.

SPONSORS / RECRUITING

13. The Company requires that all Associates must be “sponsored” by another Associate (the “Sponsor”). So long as they are not in breach of the Agreement and Policies, all Associates have the right to sponsor others to be Associates. Every Associate has the right to choose his/her Sponsor.

14. All Sponsors must fulfill the obligation of performing a bona fide supervisory, distributing and selling function in the sale of services by Associate to the ultimate consumer and in the training of those Associates sponsored. Sponsors must have ongoing contact, communication and management supervision with his/her sponsored Associate. Failure to fulfill these obligations will result in termination of such Associate’s position as Sponsor.

15. Transfer of a sponsorship must be approved in writing and at the sole discretion of the Company. Transfers can be approved in the following circumstances only:

A. In the case of unethical conduct by the original Sponsor as determined by Company, or

B. Termination of an Associate by the Agreement for a period of three (3) months and thereafter entering into an Agreement which is accepted by Company.

MARKETING

16. The Associate is upon certain terms and conditions, entitled to royalty overrides and various bonuses as outlined in the Company Marketing Plans. The Company Marketing Plans may be amended and changed by the Company from time to time and is incorporated herein as if fully set forth.

17. No product purchase by the Associate is required. Data/processing fees will be deducted from earned commissions and bonuses. Associates may sell memberships and earn commissions on sales.

18. Income/Endorsement-Approval Claims. Neither Sponsors nor Associates are to make false or misleading income projections to prospective Associates or others. Federal and state regulatory agencies generally do not approve nor endorse direct selling programs. Therefore, Associates may not represent that the Company program has been approved or endorsed by any governmental agency.

19. The Company reserves the right to alter or amend wholesale membership prices, these Polices and Procedures, and product availability.

20. The Company programs are built upon retail sales to the ultimate consumer. If two Associates should claim to have sold the same member, The Company shall regard the first commissionable and processable application received by the Company as controlling.

ADVERTISING AND PROMOTION

21. Associates shall not advertise Company memberships and/or marketing plans except as specifically approved by the Company. Associates shall make no false or fraudulent representation about the Company, the memberships, the Company compensation plans, or income potentials.

22. Associates may use only the official Company literature in promoting the Company. Associates shall not reproduce Company literature and/or sales aids nor use the Company’s trademarks or logo without express written permission by the Company. Business cards and stationery must be approved by the Company in writing in advance. All advertising approvals must be in writing.

23. Any reference the Associate makes to him/herself must clearly set forth the Associate’s independent status. For example, if the Associate has a business telephone, the representation about the Company, the memberships, the Company compensation plans, or income potentials.

24. If any Associate elects not to renew his/her Agreement, all rights to bonuses, marketing position and wholesale purchases cease. A terminated Associate’s sales organization shall be transferred to his or her Sponsor.

25. If a terminated Associate has purchased supplies for inventory purposes while the Agreement was in effect, all supplies in a reusable condition then in possession of the Associate, which have been purchased within forty-five (45) days of cancellation, shall be repurchased by the Company at cost upon return to Company.

26. The Company reserves the right to terminate any Agreement at any time.

27. When the decision is made to terminate an Agreement, the Company will inform the Associate in writing that the Associate is terminated immediately, effective as of the date of the written notification.

WAIVER

28. The Company never gives up its rights to insist on compliance with the Agreement, the Company Marketing Program and these Policies and Procedures. This is true in all cases, both implied and written, unless an officer of the Company who is authorized to and implied, unless it specifies in writing that the Company waives any of these provisions. This provision deals with the concept of “waiver”, and the parties agree that the Company does not waive any of its rights under any circumstances short of the written confirmation provided for above.

GOVERNING LAW

31. These rules are reasonably related to the laws of the State of Oklahoma, and shall be governed in all respects by the laws of the State of Oklahoma. The parties agree that jurisdiction and venue shall lie with the place of acceptance of the Agreement, Oklahoma County, Oklahoma.

32. If any provisions of these Policies and Procedures shall be or become illegal or unenforceable, in whole or in part, for any reason whatsoever, the remaining provisions shall nonetheless be deemed valid and binding.
Dear Associate,

Please help us pay you your commissions in a timely fashion. If you currently have a checking account we will need that information so we can make direct deposits to your account. Please fill out the following information and return to our home office. This will avoid unnecessary delays in receiving your commissions.

Print Member Name ____________________________________________
Print Member ID# _____________________________________________
Name of Bank _________________________________________________
Bank City _____________________________________________________
Bank State ________________
Routing Number __________________________
Account Number __________________________

I authorize TVC Marketing Associates to make direct deposits into the account indicated above.

____________________________________
Associate Signature
What is your Income Goal? ________________________________

To accomplish your goal, you will need:

________ Sales Applications per Week

________ Sales Applications per Month

You can qualify for monthly bonus for insurance:

- $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 47.5 Memberships per Week
- $600 - 250 Memberships per Month - Average 62.5 Memberships per Week

(Based on sales of MCA Total Security with on-going pay)

I am interested in building a downline through recruiting.  Yes  No

I have friends or family I wish to share this opportunity with.  Yes  No

If yes, jot down a few names below of those who might be interested:

________________________________________________________________________

________________________________________________________________________

You and your sponsor should review your goals every month.

The following will assist you in setting your goals.

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

Vacations: 24 Hours Later Write Why
Where and how In One Sentence Or Less

Automobile:
  Kind, color, options

House:
  Size, style, extras

Money:
  Savings, Investments

Career:
  Salary increase, benefits, promotions

Children and Family:
  Education, activities, shared time

Friendship:
  Respect, helping others

Health:
  Body weight, exercise

Religion:
  Church involvement, religious study

Mind:
  Education, reading, recall
PERSONAL EVALUATION SHEET

Evaluate each area from 1 to 5, 5 being excellent

1. Physical – appearance, medical check-ups, exercise programs, weight control, nutrition
   _____

2. Family – listening habits, forgiving attitude, good role model, time together, supportive of others, respectful, loving
   _____

3. Financial – earnings, savings and investments, budget, adequate insurance, charge account
   _____

4. Social – sense of humor, listening habits, self-confidence, manners, caring
   _____

5. Spiritual – inner peace, sense of purpose, prayer, religious study, belief in God
   _____

6. Mental – imagination, attitude, continuing education, reading, curiosity
   _____

7. Career – job satisfaction, effectiveness, job training, understanding job purpose, competence
   _____

NOW DETERMINE WHICH AREAS NEED IMPROVEMENT
SEVEN STEPS FOR GOAL SETTING

1. Identify the Goal

2. Set a deadline for achievement

3. List obstacles to overcome

4. Identify the people and groups to work with to accomplish your goal

5. List skills and knowledge required to reach your goal

6. Develop a plan of action

7. List the benefits – What’s in it for me.
GOAL SETTING

Look at dream sheet and select only those items you truly want to achieve.

Combine items from both the dream sheet and the self-evaluation to get a comprehensive list of your major goals.

Before you transfer items to your Major Goal Sheet, make sure you can answer yes to these 5 questions.

1. Is it really my goal?
2. Is it morally right and fair?
3. Are my short-range goals consistent with my long-range goals?
4. Can I commit myself emotionally to complete the project?
5. Can I visualize myself reaching this goal?

If so record the item on your Major Goal Sheet.

From the new list select at least 2 goals that you will work on every day.

For each goal you work on daily apply the seven steps to goal setting.

Identify Goal Identify People
Set Deadline List Skills
List Obstacles Develop Plan
List Benefits

Evaluate all of your goals on a regular basis.

When one goal is reached, replace it immediately with another goal.

Certain emphasis on goals may change so review your entire list regularly and adjust.

If it is a give up goal share it with everybody.

If it is a go up goal share it only with those you love and trust who will give you support.

In order to reach you Goal you have to make a Commitment.

DO IT NOW!
BENEFITS OF GOALS

Goals enable you to:

- Know, be, do and have more...
- Use your mind and talents fully...
- Have more purpose and direction in life...
- Make better decisions...
- Be better organized and effective...
- Do more for yourself and others...
- Have greater confidence and self-worth...
- Feel more fulfilled...
- Be more enthusiastic and motivated...
- Accomplish uncommon projects...

In order to succeed in life you must become a Flee Trainer.

- Flee Trainers are driven from within.
- Flee Trainers are not a SNIOP, they are not Susceptible to the Negative Influences of Other People.
- Flee Trainers understand that you will get everything you want in life if you just help enough other people get what they want from life.
- Flee Trainers don’t tell others where to get off, they show them how to get on.
- Flee Trainers don’t try to see through other people, they try to see other people through.
PAY METHODS

Bank Draft:
Whenever possible, attach a voided check or deposit slip of the account to be drafted. Be sure to complete the name, street address, city and state of the bank to be drafted in order to verify the transit numbers (bank routing numbers).

All transit numbers must be nine (9) digits. Draftable transit numbers CANNOT begin with any number greater than 32. If the member does not know his transit number, but has a check or deposit slip with him, the number is listed at the bottom of the check or deposit slip with the account number and check number.

SCS cards, ATM cards, and most other cash cards CANNOT be used for drafts. The numbers on these cards are generally NOT the account number, and are therefore useless when trying to draft from an account.

If you are having trouble getting bank account numbers from the bank by phone, ask if you can fax the application with the signature for verification. Usually, the bank will then call you back with the account numbers.

Bank drafts are sent for collections monthly a few days prior to the enrollment date. Occasionally, when the draft day falls on a weekend, the draft may hit on Friday before the weekend.

Canadian banks can now be drafted. It is important to attach a voided check or deposit slip of the Canadian account to the application. Canadian checks marked “U.S. Funds” can be cashed and are gladly accepted. These applications can only be input by the home office.

Bank draft authorizations must be signed by the SIGNER ON THE BANK ACCOUNT ONLY. Do not sign for the member or write “Per Phone Call To Member”.

If a customer must call their home or bank for account numbers, stay with them at the phone to answer any questions or objections from the spouse or bank.

If the member wants his account to be drafted on a specific date, this can only be handled by the home office. Associate services will inform you how to process these applications.

Be sure to send the appropriate copy of all applications to the home office.

Credit Cards:
After you input an application using a credit card as the method of payment, make sure to send the appropriate copy to the home office as soon as possible for all of that week's sales. If the member happens to dispute the charge on their credit card because they
did not recognize our name on their statement, or deny the charge for any other reason, we must produce a copy of the signed application to avoid being charge back by the credit card company.

Referring New Associates and Prospective Members to your Personalized Website
Each Associate has a personalized website where they can refer people to purchase memberships and/or sign up to become an Associate. The name or URL of the website is determined when you choose your Username when signup as an Associate. If, for example, your chose your Username to be "mynameis" then your personalized website would be:

www.tvcmatrix.com/mynameis

Once a prospective member purchases a membership, they too will receive their own personalized website.

Other Helpful Tips

All cancellations must be in writing and the bond cards returned with the cancellation notice. Refer to the bank draft and credit card authorization sections on the application, as well as the cancellation section in the membership handbook.

Notes
Motor Club Application

1. Effective Date - The Date the Application was Written and/or funds collected.
2. Group # - Number of the Master Member of a Group if applicable.
3. Sales Associate - Number of selling Sales Associate.
4. First name, middle initial, and last name of Master member.
5. Monthly dues for the membership associated with the member indicated.
6. First name, middle initial, and last name of each associate member.
7. Monthly dues of the membership associated with the member indicated.
8. Total of monthly dues.
9. Total initial charge equal to amount in item 8 times 2 for first and last months dues.
10. Master Member contact information.
11. Credit card information to be used to draft monthly membership dues if applicable.
12. Bank Draft information to be used to draft monthly membership dues if applicable.
13. Circle appropriate account type.
14. Member’s signature.
15. Sales Associate’s signature.

<table>
<thead>
<tr>
<th>Effective Date</th>
<th>Group #</th>
<th>Sales Associate</th>
<th>First / MI / Last Name</th>
<th>M</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8</td>
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<td></td>
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<td></td>
<td>9</td>
</tr>
</tbody>
</table>

Address
City __________________________ State ______ Zip __________
Phone __________________________ Alt Phone __________________________
Email __________________________

I hereby authorize Motor Club of America, Corp. (MCA) to charge my credit/debit card or bank account listed below for all premiums or costs. This authorization is to remain in effect until MCA receives written notification from me revoking the authorization. Furthermore, in the event that the information I have provided is incomplete or incorrect, I authorize my credit card company or bank to provide MCA the information necessary to successfully charge/draft my account.

Credit Card Information
Credit Card # __________________________
Expiration Date _______ / _______

Bank Draft Information
Name of Bank __________________________
Bank Routing # __________________________
Bank Account # __________________________
Checking ______ Savings ______ Credit Union ______

After the initial Draft/Charge of first and last months for each membership the next Draft/Charge for each membership will occur on or about one (1) month after the effective date.

This is not an automobile liability insurance contract and does not comply with any financial responsibility law.

Members Signature __________________________
Sales Asso. Signature __________________________
Understanding Your TVC Marketing Plans & Bonuses

UNDERSTANDING YOUR MCA MARKETING PLAN FOR DIRECT SALES

TITLE CODES & TITLES

**Associate**: Independent Contractor who qualifies for commission advance.

**Executive Director**: Associate with 36 or more PGV in the previous month, who has 1 or more qualified 1st generation Associates with 36 or more PGV in the previous month.

**Senior Director**: Associate with 36 or more PGV in the previous month who has 3 or more qualified 1st generation Executive Directors with 36 or more PGV in the previous month are promoted to Senior Director.

**National Director**: Associate with 36 or more PGV in the previous month who has 5 or more qualified 1st generation Executive Directors with 36 or more PGV in the previous month are promoted to National Director.

**National Training Director**: Associate who in any one calendar month has 36 or more PGV, an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, of $19.95 per month or greater and who have 20 or more qualified 1st generation Executive Directors with 36 or more PGV in that same calendar month, qualify as a National Training Director. National Training Directors are vested for earned commissions and overrides and never have to re-qualify for earned commissions and overrides, as long as they keep an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, of $19.95 or greater in force.

The graphic below shows the levels you earn overrides on and number of generations you receive overrides on, based upon your title qualification.

<table>
<thead>
<tr>
<th>Personal Sales</th>
<th></th>
<th>Annual Override on Downline Sales</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate</td>
<td>Executive Director</td>
<td>Senior Director</td>
<td>National Director</td>
</tr>
<tr>
<td>Commission Advance</td>
<td>36 PGV in the Previous Month &amp; 1 or More Qualifying Associates With 36 PGV in the Previous Month</td>
<td>36 PGV in the Previous Month &amp; 3 or More Qualifying Executive Directors With 36 PGV in the Previous Month</td>
<td>36 PGV in the Previous Month &amp; 5 or More Qualifying Executive Directors With 36 PGV in the Previous Month</td>
</tr>
<tr>
<td>On Affiliated sales, last 2 levels of override are reserved</td>
<td>4th Gen. Overrides</td>
<td>4th Gen. Overrides</td>
<td>4th Gen. Overrides</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* See National Training Director definition above for exact qualifications
DEFINITIONS

**Personal Membership**: A current, active membership of TVC Marketing is one of the following: Pro-Driver, Motor Club of America Enterprises, Inc. (MCA), Small Business Club of America (SBCA), or Auto Club of America (ACA).

**Active Membership**: Any PERSONAL MEMBERSHIP which is not past due on the payment of the membership dues.

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

**Personal Sales**: Sale of a PERSONAL MEMBERSHIP made directly by an Associate.

**Personal Sponsorship**: When you have recruited and trained an Associate to work directly in your sales organization and they have written at least one sale.

**Personal Group Volume (PGV)**: Total PERSONAL VOLUME CREDITS you earn in a given month.

**Personal Volume Credits**: Each NEW MEMBERSHIP sold with an on-going payment method, each annual RENEWAL of a MEMBERSHIP with an on-going payment method, each NEW PERSONAL SPONSORSHIP, and the holding of an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, by an Associate carry Credit Values for PGV as seen below.

**PERSONAL VOLUME CREDIT TABLE**

<table>
<thead>
<tr>
<th>PGV CREDIT TYPE</th>
<th>PRODUCT</th>
<th>CREDIT VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Sale</td>
<td>Any MCA</td>
<td>1</td>
</tr>
<tr>
<td>Personal Sale</td>
<td>Any TVC Pro-Driver</td>
<td>1</td>
</tr>
<tr>
<td>Personal Sale</td>
<td>Any SBCA</td>
<td>1</td>
</tr>
<tr>
<td>Personal Sale</td>
<td>ACA Master or Associate</td>
<td>1</td>
</tr>
<tr>
<td>Personal Sale</td>
<td>DriverShield Gas Matrix</td>
<td>1</td>
</tr>
<tr>
<td>Renewal (at Anniversary Month)</td>
<td>Any MCA</td>
<td>1</td>
</tr>
<tr>
<td>Renewal (at Anniversary Month)</td>
<td>Any TVC Pro-Driver</td>
<td>1</td>
</tr>
<tr>
<td>Renewal (at Anniversary Month)</td>
<td>Any SBCA</td>
<td>1</td>
</tr>
<tr>
<td>Renewal (at Anniversary Month)</td>
<td>ACA Master or Associate</td>
<td>1</td>
</tr>
<tr>
<td>Renewal (at Anniversary Month)</td>
<td>DriverShield Gas Matrix</td>
<td>1</td>
</tr>
<tr>
<td>Personal Sponsorship (New Associate)</td>
<td>N/A</td>
<td>1/6 of their PGV the first 3 months</td>
</tr>
<tr>
<td>Active Personal Membership in previous month</td>
<td>N/A</td>
<td>6</td>
</tr>
<tr>
<td>First Generation Associate with 36 PGV</td>
<td>N/A</td>
<td>6</td>
</tr>
</tbody>
</table>

**Active Associate**: To be an Active Associate you must meet one of the following:  
1. Having sold a NEW MEMBERSHIP, with an on-going payment method, in the previous three (3) months and have any ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method; **OR**
2. Make 1 new sale with on-going payment method in the previous month or sponsor 1 new associate in the previous month; **OR**
3. Be a new Associate in your first three (3) months with the company.
Qualified For Overrides on New Sales: Any ACTIVE ASSOCIATE with 36 PGV in the previous month; or a New Associate in their first 3 months with the company; or any ACTIVE ASSOCIATE can receive overrides on qualified sales by a newly recruited 1st generation recruit during that recruits first 3 month with the company.

Qualified For Earned Commissions on Direct Sales: Any ACTIVE ASSOCIATE with 36 PGV in the previous month and having an ACTIVE PERSONAL MEMBERSHIP, with on-going payment method, worth $9.95 or greater.

Debit Balance: Any amount of money you have been advanced, charged, or bonused over and above what you have earned.

Company Incentives and Promotions: Company programs which will vary from time to time at the Company’s option, and are subject to change without notice. (Advances, commissions, rewards, bonuses, etc. are considered Company Incentives and/or Promotions).

Statement and Commission Checks: Any commissions or adjustments will be viewable in your back office on your website, at the companies option and are subject to change without notice.

Earned Commission: Associate’s earned commission pays back their debit balances based on collected funds. Anything that is sold “as-earned” and never advanced, is paid “as-earned” for twelve (12) months as long as you are an ACTIVE ASSOCIATE. Once your debit balance is zero, all earned commissions are paid to you, as long as you are an ACTIVE ASSOCIATE with an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, worth $19.95 per month or more and you qualify with 36 PGV the previous month, or you have qualified for vesting as National Training Director.

ADDITIONAL INFORMATION

1. Checks of $10.00 or more may be paid via the following methods:
   Direct deposit

2. A Data Processing Fee will be deducted from weekly commission checks, according to the following chart:

<table>
<thead>
<tr>
<th>WEEKLY COMMISSIONS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $100</td>
<td>$ 3.00</td>
</tr>
<tr>
<td>$101 to $200</td>
<td>$ 6.00</td>
</tr>
<tr>
<td>$201 to $300</td>
<td>$ 9.00</td>
</tr>
<tr>
<td>$301 to $400</td>
<td>$12.00</td>
</tr>
<tr>
<td>$401 and above</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

3. Chargebacks:
   a. If you sell 15 or more processable MCA Total Security memberships with an on-going payment method in one week, you will receive a Chargeback Bonus for any Chargebacks incurred during the week.
   b. Chargebacks will not exceed 50% of your check. Any balance will be added to your debit balance.

4. You can enroll a member with credit card information on the computer until Midnight (CST) Saturday night, and they will be processed on Thursday and paid on Friday the following week. You will know immediately if the credit card is valid if you process your application through the website.
5. Checks take a minimum of four (4) working days to clear, so they must be in by Midnight, Monday to pay the following Thursday. You should always input your applications daily from the website to ensure they clear in time for your check.

6. The week the payment clears for an application is the week it will count and pay your commission.

7. All memberships including MCA, Pro-Driver, ACA and SBCA count for count to determine the level of your advance commissions.

8. Based on your sales production, you will receive a “Winner’s Pack” of sales materials each week, which will allow you to continue to build your business at no cost to you.

**BONUSES**

**Health Bonus**
To qualify for the health bonus you must have an ACTIVE MEMBERSHIP with an on-going method of payment worth $19.95 or greater. Once you qualify, the Health Bonus is strictly based on personal sales count each month. (The following indicates potential Health Bonus based on sales of MCA memberships with on-going pay.)

- $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 47.5 Memberships per Week
- $600 - 250 Memberships per Month - Average 62.5 Memberships per Week

**Cash Winner Bonus**
The amount of cash you earn for each sale with on-going payment increases the more sales you make each week. For example, when you sell Total Security memberships, you could earn: from $80.00 to $90.00 per sale. The difference between the base commission and the commission you are paid as the result of your sales count is your Cash Winner Bonus.

<table>
<thead>
<tr>
<th>MCA Membership Sales Per Week</th>
<th>Comm Adv per Total Security Membership</th>
<th>Comm Adv per Security Plus Membership</th>
<th>Comm Adv per Security Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$80.00</td>
<td>$60.00</td>
<td>$40.00</td>
</tr>
<tr>
<td>5</td>
<td>$82.00</td>
<td>$61.50</td>
<td>$41.00</td>
</tr>
<tr>
<td>10</td>
<td>$84.00</td>
<td>$63.00</td>
<td>$42.00</td>
</tr>
<tr>
<td>15</td>
<td>$86.00</td>
<td>$64.50</td>
<td>$43.00</td>
</tr>
<tr>
<td>20</td>
<td>$88.00</td>
<td>$66.00</td>
<td>$44.00</td>
</tr>
<tr>
<td>30</td>
<td>$90.00</td>
<td>$67.50</td>
<td>$45.00</td>
</tr>
</tbody>
</table>

All Bonuses are based on commissionable and processable sales with on-going payment method.

Advance commissions are paid on Visa, MasterCard and Discover credit cards, as well as, electronic fund transfers from your established personal checking account. Commission on all other form of payment are paid as-earned, such as but not limited to, prepaid credit cards, gift cards, one-time pay cards, on-line banking accounts, offshore accounts etc. Any individual who gives away membership or charges multiple memberships to the same credit card or bank account will also be paid as-earned. Group sales are paid as-earned.

Marketing Plans, Bonuses, Incentives, Product Availability, Policies and Procedures and etc., may be amended by the Company from time to time without notice at its sole discretion and without consent of Associates or any related party.
# INCOME PROJECTION

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

<table>
<thead>
<tr>
<th>APPROX. HRLY COMM. RATE</th>
<th># OF SALES</th>
<th>COMM. ADV. PER YEAR</th>
<th>COMM. ADV. PER MONTH</th>
<th>COMM. ADV. PER WEEK</th>
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<tr>
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<td>$146,160.00</td>
<td>$12,180.00</td>
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</table>

## 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
## Income Projections for MCA Marketing Plan

<table>
<thead>
<tr>
<th>Sales Per Week</th>
<th>Commission Advance Per Sale</th>
<th>Commission Advance Per Week</th>
<th>Commission Advance Per Year</th>
<th>1st Level Override Adv. Per Sale</th>
<th>1st Level Override Adv. Per Month</th>
<th>Earned Override Per Sale</th>
<th>Annual Override Per Sale</th>
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<tbody>
<tr>
<td><strong>MCA Total Security Plan (Monthly Retail Value $19.95)</strong></td>
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<td>6.00</td>
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<td><strong>Security Plus (Monthly Retail Value $14.95)</strong></td>
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<td>4.00</td>
<td>120.00</td>
<td>0.39</td>
<td>4.68</td>
</tr>
</tbody>
</table>

Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.
<table>
<thead>
<tr>
<th>Sales Count Per Week</th>
<th>1st Level Override Adv.</th>
<th>Number of Associates</th>
<th>1st Level Override Adv. Per Week</th>
<th>Annual Override</th>
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<td>$4,500.00</td>
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<td><strong>Security (Monthly Retail Value $9.95)</strong></td>
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<tr>
<td>30</td>
<td>$120.00</td>
<td>x</td>
<td>30</td>
<td>$3,600.00</td>
</tr>
</tbody>
</table>
WHO’S WHO AT TVC

Home Office (for Associates only): 1-866-467-2221
Home Office (for Members): 1-800-227-6459
Lynn Havener, Associate Services Ext. 579
Jeff Cochran, Vice President Motor Clubs Ext. 4450
David Kircher, President Ext. 511

Our 800# is open 24 hours a day, 7 days a week. There is always someone there who can help. If you have a customer who has a question, please offer help. The Home Office is there to help you and the customer. TVC prides itself in outstanding customer service.

CUSTOMER SERVICE
Customer service is a sale waiting to happen. Any great company excels in Customer Service (just look at Sears, American Express and Southwest Airlines).

You may be the only one representing MCA that actually comes into contact with the customer, so be sure you have the tools necessary to provide information. If a customer comes by with a complaint, listen. Take down the information and call Associate Services. They will help to assess the problem and determine what needs to be done.

Make sure the customer understands the product. Always validate their feelings and resell the membership. Make sure they understand the value of their membership.

CONFERENCE CALLS

You can hold weekly and monthly conference calls with your teams. These are designed to offer training and recognition, as well as keeping Associates informed on their standing for the month (are they close to reaching a bonus, etc.?). Most importantly conference calls bring your team together.

UNDERSTANDING YOUR WEBSITE

As a TVC Associate, you have the benefit of having your own website. On your website, you have the ability to monitor your business, monitor your team’s progress, and enter your own sales.

To receive your own website, just sign up for your membership or to become an associate. Any membership you purchase gives you a website. (To qualify for bonuses, you must have a membership value of $19.99 or above. See section in Training Class Four for more information).
Your web-site address will be www.tvcmatrix.com/YOUR USER NAME. You will be prompted to choose a “User Name” when you enroll. You can then send prospects to your website to purchase products and services. Any sale purchased through your website will be credited to you for sales commissions and/or Matrix commission.

Your trainer will show you how to access your website, walk you through the process of entering sales and answer any questions you may have, or you can schedule a tour of your website by phone by calling Associate Services at TVC.

**HOW TO ENTER AN APPLICATION ON-LINE**

To enter an order on your web-site, log on to your web-site using your username and password. After you are logged on, click on the tab at the top of the screen labeled “Associates”. Click on the “Order Entry” button on the left hand side of the screen, and the following screen will appear.

Click on “Enter New Order” which will take you to the following screen to enter the new member’s Social Security Number.

**Tax ID**

Enter the Tax ID for the customer (including dashes)

594-33-9031
Once you have entered the member’s social security number, click the next button to enter the members personal information.

First and Last Name, Address, Phone number are required, as well as, a username and password for the member. (If the member did not give you a username and password, use the first and last name of the member with no spaces in between, for the username and password.) Don’t forget to enter as much information as possible including email address and multiple phone numbers. This gives us more ways to contact the member to better serve them. Once this information has been entered, click on the next button, and the Promotion and Product selection screen will appear.
The promotions you use determine the commission you will be paid...so pay special attention to the promotion you select.

**SECURITY FIRST AND SECOND MONTH** - You will be using the promotion labeled Security First and Last Month. This will pay the commissions outlined in CLASS FOUR. Then select the appropriate MCA Security product, and press the next button.
Once you select the appropriate Promotion and Product, click Next and you will be taken to the Payment Screen.

![Payment Screen]

New Credit Card - Select this button if the member has given you credit card information to process his order.

New EFT - Select this button if the member has given you bank draft information to process his order.

New Direct Bill - Select this button if you received cash and did not receive an on-going method of payment. Such sales are paid only as-earned and are highly discouraged.

New EFS Account - Do Not Use

Once you select New Credit Card or New EFT, it will take you to one of the following screens depending on your selection.
Enter the appropriate information given to you by the member and click **Next**. The original payment screen will be redisplayed with the newly created payment methods listed at the top of the Ongoing Payment Methods.

Select the newly created payment method given to you by the member and press the **Next** button. A screen will appear asking you to confirm the order.
Once you have confirmed the information click the Place Order Button.

A results screen will appear letting you know the result of your transaction. If the credit card is declined or if the bank routing number is incorrect you will receive a message indicating that result. Once the order is completed, click on Order Entry Summary to see the order you have entered. You are ready to enter your next order.
Key in Direct Sales is the ability to think on your feet.
Learn how you will react – don’t freeze

Introduction To Merchants:

Hi I’m [your name] (shake hands)

I’ve been talking with some of the merchants and other citizens in the area and I have something I think you would be interested in.

PAGE 1

I represent Motor Club of America. When you join Motor Club of America you get a membership card that looks just like this. Your membership covers you in the United States and Canada.

PAGE 2

First thing your membership provides is Road Side Assistance. When you are in your vehicle and you have a problem, all you have to do is call us. 24/7 just sign and drive.

If you have a flat somewhere, you call us and we’ll send somebody out to you. Nobody likes to change a flat other than the guy getting paid to do it, right?

If you lock your keys in your car, have a dead battery, or you break down somewhere you call us 24 hours a day and we will take care of it.

PAGE 3

It also covers your RV, your dually pick-up truck over 1 ton, your boat trailer, your motorcycle, or your live stock trailer up to $100 for service.
You’ve also got $500 in travel assistance.

Here’s how this works –

If you have an accident, you hit somebody or somebody hits you or there may not be any one else involved. Maybe you hit a deer. This can help you continue to do your job.

So if you have an accident, it pays for your car rental for seven days up to $500.

Now if the accident is away from home, here’s what we will do for you –

If you are 50 miles or more away from home we’ll pay up to $500 for meals, lodging or for transportation home – now that may mean you have to rent a vehicle or you may have to get a flight to get back home. This will take care of you so you aren’t stranded.

If your car just breaks down it doesn’t cover that, but if you are in an accident regardless of who is at fault, we’re going to keep you from being stranded.

MCA also provides planning and travel reservations. When you get ready to take a trip – you’ll like this, a lot of our members say this is worth the money alone and they love it.

Call us – we’ll send you a nice trip pack, we can schedule your trip, you get detailed routings, maps, airline reservations, and hotel discounts.

So anytime you get ready to travel, you use this and that saves you money.
You also have $500 in bonds.

If you get stopped for a moving violation and there is a charge against you, we will post a $500 bond for you.

Here in Oklahoma they will just write you a ticket but in some states when they stop you it’s not so easy. They want you to pay the fine before they let you go. If you’re coming back from a trip somewhere, you might not have $95 or $100 in your pocket to pay for a ticket.

We’ll take care of you 24 hours a day – just call us.

You’ve also got $25,000 in bail bond to release you.

You’ve got $2,000 in legal fees to defend you for any of the over 100 moving violations you can be charged with. That’s everything from speeding to vehicular homicide.

It’s a good feeling when you head down the road to know that you already have legal benefits bought and paid for with your membership.

You also have $1,000 in legal fees for an attorney to help you collect on injuries you suffered when you are in an accident or someone damages your vehicle.

If someone hits your car and they don’t want to pay to fix it and you have to get an attorney involved – that’s how this works.
Also with your membership you have $5,000 in stolen vehicle reward.

If somebody steals your vehicle, you call the club to report it and you call the local law enforcement – we’ll put up a $5,000 reward for the recovery of your vehicle and the conviction of the person who stole it.

You also have up to $1,000 in credit card protection. Do you carry credit cards?

If your credit card is lost or stolen we have up to $1,000 in protection for you.

We also have a $500 reward for information leading to the arrest and conviction of someone that has stolen your livestock, your stock trailer, your tack or any farm equipment.

If someone steals something off the farm we put up $500 for the recovery of that equipment.

You get discounts on your prescriptions, eye care and dental. If you and your family are members you can all save.

You can go to any of the major pharmacies and receive discounts on your prescription drugs.

You also get discounts on your eye exams, contact lens, glasses and Lasik surgery.

You can use this for you and your entire family that are members. There are also dental savings up to 50%.
PAGE 14
You also have emergency benefits, that cover you on any accident, not just vehicle accidents.

PAGE 15
If you are injured in a covered accident we pay emergency room benefits up to $500.
If you are involved in an accident and the EMT says you need to go have yourself checked out, you know you have $500 in benefits. What a lot of people like about this is that it can help with your deductibles on your hospital benefits on your insurance.

PAGE 16
You’ve got hospital benefits. If you are injured in an accident and end up in the hospital this pays $150 a day for a full year.
That is $54,750 in benefits available to you.
The nice thing is these benefits are paid directly to you, not the hospital. If you have health insurance that’s going to pay the hospitals and doctors but this is paid directly to you because you are going to have a loss of income. You’re going to have expenses you have to cover, so this comes directly to the member.

PAGE 17
You have $10,000 death benefit. If a member is killed in any accident, we pay $10,000 to the estate.
Another benefit you have on your membership is an additional $50,000 accidental death benefit you may enroll in.

You have 3 choices:

1. Individual coverage
2. Husband and wife coverage or
3. Family coverage

You elect the level of coverage you want.

You can choose option one – which is $50,000 benefit. If something happens to you we pay $50,000 to your family if it is an accident.

You can choose option two which is $25,000 on you and $25,000 on your spouse.

Or you can choose option three that provides $30,000 on you, $15,000 on your spouse and $3,500 on each of your children.

Option 3 also carries some additional benefits of up to $1500 a year for day care for your children, it will pay up to $1500 a year for children who are enrolled in higher education, and it can provide retraining money up to $3000 for your spouse to re-enter the work force.

So you can choose the level of benefits you like.

You also have a travel assistance program. This is a worldwide travel benefit.

If you are 100 miles or more away from home and you have any kind of medical emergency, this will get you back home. I’ve heard these medical helicopters don’t get off the ground for less than $25,000. It costs a lot of money if you need this and it is a part of your membership.
This is worldwide - so if you were on a cruise, if you were in Hawaii, or if you were in London England, this protects you worldwide. This covers accidents and even if you get sick.

PAGE 20

So here’s what you get with your membership:

You have roadside service 24 hours a day – if you have children you can put them on the plan as well. If you don’t want to be broken down on the side of the road, you certainly don’t want your children broken down there either. So you want to have this for them also.

You’ve also got your emergency roadside assistance for your boat trailer, your RV, your motorcycle, your duley, and your livestock trailer.

You also have $500 travel interruption assistance if you’re involved in an accident more than 50 miles from home or car rental for an accident closer to home.

You’ve got your trip planning.

You have $25,000 bond.

You’ve got $2000 to defend you.

You’ve got $500 stolen vehicle reward.

You have $1000 credit card protection.

You have $500 in reward if anything happens to your farm equipment.

You’ve got prescription drug, vision and dental discounts.

You have $500 for emergency room benefits.

Over $54,000 in covered hospital benefits.

$10,000 accidental death benefit.

And you have an additional $50,000 death benefit tacked on to that.
Finally you have travel assistance anywhere in the world.

You get all these benefits and services for only $19.95 per month.

Now you can also put your spouse on this plan.

**CLOSE**

Let me show you our application –

You put your name here, then you can put your spouse on here, then you can add each of your children.

It’s only $19.95 for each one of them.

All the information we get from you is your name, address and phone number.

I’ll give you a copy of this and as you can see your benefits are in full force right now.

This is the 800 number if you need any help before you get your card, you just call this number and they will help you.

I’m going to give you a copy of this receipt and your membership is in full force today.

I would like to enroll you as a member today.
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.

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!
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

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

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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.
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.