

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

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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, a1so.

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)

1
2
3
4

Date _____

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 ____/____ Position
(MO) (YR) (MO) (YR)

Address _____ Immediate Superior _____ Monthly Income \$ _____

SHOW LENGTH OF TIME WORKED AT ANY OF THE FOLLOWING:

AVG. MO. INCOME

Wholesale selling	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Specialty selling	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Store Clerk, Retail	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Route Selling, Milk, Laundry, etc.	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Following Leads, Selling	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
House-to-House, Selling	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Sales Management	Years _____ Mos. _____	Mdse. Sold _____	\$ _____
Management, other than Sales	Years _____ Mos. _____	Mdse. Sold _____	\$ _____

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

FORMALEUCATION

CHECK HIGHEST LEVEL ATTAINED

PLEASE BE SURE YOU HAVE ANSWERED EACH QUESTION.

LOCAL REFERENCES (LIST INDIVIDUALS OTHER THAN RELATIVES).

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

NAME	ADDRESS	TELEPHONE
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Method of Contact _____ By Whom _____ Interviewed By _____

NOTES:

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 just 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 blotter.

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 . . .

	5	4	3	2	1	0	COMMENTS
PERSISTED							
PAID THE PRICE							
ACCEPTED RISKS							
ORGANIZED SELF							
RESPONDED TO A CHALLENGE							
IMPROVED AND ADVANCED SELF							
OFFERED SERVICE							
LEARNED QUICKLY							
CALLED ON PEOPLE							
WORKED DILIGENTLY							
COACHED AND TAUGHT OTHERS							
ACHIEVED SUCCESSFUL SALES RESULTS							
ENTERED COMPETITION AND WON							
TOOK CARE OF DETAILS							
DIRECTED AND MANAGED PEOPLE							
INITIATED NEW IDEAS AND ACTIVITIES							
MADE AND ACCUMULATED MONEY							

• *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.

TOTAL SCORE

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.

**17 – 21
Associates**

**21 – 25
Future Managers**

Scores to be strictly confidential.

To be scored by Manager only.

Manager Assigned to:

Truck Stop Assigned to:

1. Age	23 or younger	0
	24 to 49, inclusive	2
	50 and over	1
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 <i>Do not include newspaper or magazine selling. Check and correct duplications of time.</i>	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	Owens own furniture	4
	Rents furnished or lives with relatives	0

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 your 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.*

Who Do I Know?

From your old job?

- Former employers _____
- Former co-workers _____
- Trade/professional associates _____
- Former customers, clients _____
- Former competitors _____
- Someone in sales _____
- Other names _____

With interests similar to yours?

- Photography _____
- Sports _____
- Travel _____
- Theater _____
- Collectors _____
- Money-motivated _____
- Enthusiastic _____
- Other names _____

Because you own your home?

- Real estate agent _____
- Architect/builder _____
- Electrician _____
- Plumber _____
- Carpenter _____
- Yard/landscaping _____
- Pool maintenance _____
- Painter _____
- 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 _____

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 _____

From your spouse's interests?

- Alumni association _____
- Fraternity/Sorority _____
- Co-workers _____
- Sports _____
- Political affiliation _____
- Other names _____

Additional Names

My 3-Week Appointment Calendar

3 Weeks to Executive Director!

My 10 Most Wanted List

Name

Phone Number

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

REMEMBER THE BEST WAY TO TRAIN IS TO USE THE WITH HIM PRINCIPAL

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

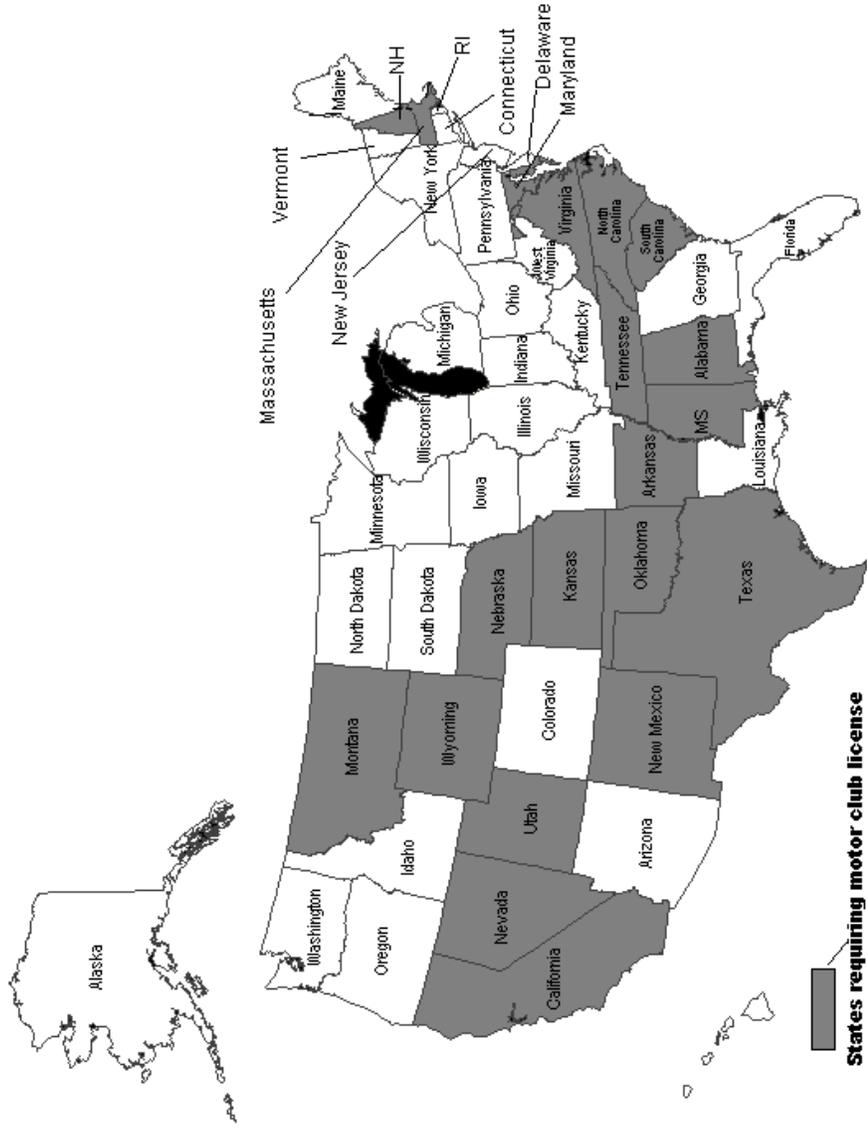
- ➔ Keep your invitations and presentation simple so your Trainees can duplicate them easily.
- ➔ Communicate with your team. Call them and watch their sales on the internet.
- ➔ Identify those who need your help. If someone has not made sales for a couple of days, have them work with you. Give them 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

MOTOR CLUB STATE LICENSE REQUIREMENT





INDEPENDENT ASSOCIATE AGREEMENT

TVC Marketing Associates, Inc.



NEW ASSOCIATE INFORMATION

First Name _____
 Middle Name _____
 Last Name _____
 Spouse Name _____
 Address1 _____
 Address2 _____
 City _____ State _____
 Zip _____ Phone _____
 SS#: Associate _____ Spouse _____

SHIPPING ADDRESS

Address1 _____
 Address2 _____
 City _____ State _____
 Zip _____
 Email _____

SPONSORING / RECRUITING ASSOCIATE

First Name _____
 Last Name _____
 Associate ID _____

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 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 Polices.
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 as an Associate. Any and all memberships sold by Associate along with all members 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, it's 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 be 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 _____

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 his/her business, the Associate shall safeguard and promote the reputation of the products of the Company and shall avoid all 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.

TAXES / LICENSING

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. If two Associates should claim to be the Sponsor of the same Associate, the Company shall regard the first application received by the Company's home office as controlling.
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 by an Associate of 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 telephone may not be listed under the Company name or any other manner which does not disclose the independent contractor status of the Associate.
24. The use of the Company name or copyrighted materials may not be made with automatic calling devices or 'boiler room' operations either to solicit Associates or retail consumers.
25. Any inquiries by the media are to be referred immediately to the Company.

TERMINATION

26. If an 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.
27. 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.
28. The Company reserves the right to terminate any Agreement at any time.
29. When a 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

30. 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 specifically expressed and implied, unless an officer of the Company who is authorized to bind the Company 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

DREAM SHEET

Vacations:
Where and how

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

24 Hours Later Write Why
In One Sentence Or Less

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 your 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.

CLASS ONE

COMPLETING THE APPLICATION

Pay Methods & Completing Different Types of Applications

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 weeks 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, you chose your Username to be "mynameis" then your personalized website would be:

www.tvcmatrix.com/mynameis

Once a prospective member purchases a membership, they to 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.

Motor Club of America, Corp.
 P.O. Box 20490, Oklahoma City, OK 73156 Phone: 800-227-6459

Effective Date
 Group #
 Sales Associate

First / MI / Last Name

M \$

1 _____ \$ _____

2 \$

3 _____ \$ _____

4 _____ \$ _____

Total Monthly Dues \$

TOTAL = MONTHLY DUES X 2 \$
First and Last Month

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 _____

CLASS TWO

PAY INCENTIVES & BONUSES

Understanding Your 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.

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 has 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.

DEFINITIONS

Personal Sales	Annual Override on Downline Sales			
Associate	Executive Director	Senior Director	National Director	Natl. Training Director*
Commission Advance	36 PGV in the Previous Month	36 PGV in the Previous Month & 3 or More Qualifying Executive Directors With 36 PGV in the Previous Month	36 PGV in the Previous Month & 5 or More Qualifying Executive Directors With 36 PGV in the Previous Month	36 PGV in the Previous Month & 20 or More Qualifying Executive Directors With 36 PGV in the Previous Month
	1st Gen. Overrides	1st Gen. Overrides	1st Gen. Overrides	1st Gen. Overrides
	2nd Gen. Overrides	2nd Gen. Overrides	2nd Gen. Overrides	2nd Gen. Overrides
	3rd Gen. Overrides	3rd Gen. Overrides	3rd Gen. Overrides	3rd Gen. Overrides
On Affiliated sales, last 2 levels of override are reserved		4th Gen. Overrides	4th Gen. Overrides	4th Gen. Overrides
			5th Gen. Overrides	5th Gen. Overrides

* See National Training Director definition above for exact qualifications

Personal Membership: A current, active membership of TVC Marketing is one of the following: Pro-Driver, Motor Club of America Enterprises, Inc. (MCA).

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. Earned commissions on a Renewal membership is paid at 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

PGV CREDIT TYPE	PRODUCT	CREDIT VALUE
Personal Sale	Any MCA	1
Personal Sale	Any TVC Pro-Driver	1
Renewal (at Anniversary Month)	Any MCA	1
Renewal (at Anniversary Month)	Any TVC Pro-Driver	1
Personal Sponsorship (New Associate)	N/A	1/6 of their PGV the first 3 months
Active Personal Membership in previous month	N/A	6
First Generation Associate with 36 PGV	N/A	6

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.

Advance Commission: When qualified, the sale of a MCA Total Security membership will pay a maximum advance commission of \$35. When qualified, the sale of a MCA Security Plus membership will pay a maximum advance commission of \$25. When qualified, the sale of a MCA Security membership will pay a maximum advance commission of \$15. When qualified, all levels of override will be paid "as-earned".

ADDITIONAL INFORMATION

1. Checks of \$10.00 or more may be paid via Direct deposit, or PayPal for Canadian Associates.
2. A Data Processing Fee will be deducted from weekly commission checks, according to the following chart:

WEEKLY COMMISSIONS	FEE
Up to \$100	\$ 3.00
\$101 to \$200	\$ 6.00
\$201 to \$300	\$ 9.00
\$301 to \$400	\$12.00
\$401 and above	\$15.00
3. Chargebacks:
MCA sales do not qualify for chargeback bonus.
4. The week the payment clears for an application is the week it will count and pay your commission.

BONUSES

Health Bonus

Sales of MCA memberships do not qualify for Health Bonus.

Cash Winner Bonus

Sales of MCA memberships do not qualify for Cash Winner Bonus.

Sales qualify for Advance Commissions when they are being paid with valid Visa, MasterCard and Discover credit cards, as well as, electronic fund transfers from your established personal checking account. Commissions on all other forms 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 memberships 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.

CLASS THREE

YOUR SUPPORT SYSTEM

Who's Who at MCA, Conference Calls, Understanding Your Website, Enter an App Online

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 you 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.

The screenshot shows the TVC Matrix website interface. At the top left is the TVC Matrix logo. To the right, it says "Nothing in Cart Total:\$0.00" and "William Associate This is the last opportunity you will need to take advantage of ever again." with a small image of a person. Below the logo is a navigation bar with tabs: Shopping, Opportunity, Account, Associates, and Support. Underneath are buttons for Order Entry (highlighted in yellow), PGV, Sales, Renewals, Matrix, Genealogy, and Team. A second row of buttons includes Matrix Tree, Picture, Associate Payments, Sales Support, and Team Sales. At the bottom of this row are Newsletter and FAQ buttons. On the right side, it says "Logged In • Logout". On the left side, there are links for "Enter New Order" and "Show all orders". Below these is a "Show Orders" section with "From" and "To" input fields and a "GO" button. The main heading is "Order Entry". Below it is "Order History From 1/19/2007" and a table header with columns "Date", "Member", and "Product".

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

The screenshot shows the TVC Matrix website interface for entering a tax ID. It features the same navigation and promotional elements as the previous screenshot. The main heading is "Tax ID". Below it is the instruction "Enter the Tax ID for the customer (including dashes)" and the example "594-33-9031". At the bottom right, there is a blue "Next" button.

Once you have entered the member's social security number, click the next button to enter the members personal information.

The screenshot shows the TVC Matrix website interface. At the top left is the logo "TVC Matrix". To the right, a cart icon shows "Nothing in Cart Total:\$0.00". Further right, a message says "William Associate This is the last opportunity you will need to take advantage of ever again." with a small image of a person. Below the logo is a navigation menu with buttons for "Shopping", "Opportunity", "Account", "Associates", and "Support". Underneath are more buttons: "Order Entry", "PGV", "Sales", "Renewals", "Matrix", "Genealogy", and "Team". A second row of buttons includes "Matrix Tree", "Picture", "Associate Payments", "Sales Support", and "Team Sales". At the bottom of the menu are "Newsletter" and "FAQ". On the right side, it says "Logged In • Logout".

Member Info

Tax ID	594-33-9031
First Name	John
Last Name	Doe
Address Line 1	3411 South Street
Address Line 2	
City	Oklahoma City
State	Oklahoma
Zip	73142
Country	USA
Province	
Phone	4058432722
Driver's Licence #	1234432110K
Driver's License State	Oklahoma
Birth Date	07-04-1960
Email	Jdoe@yahoo.com
User Name	jdoe
Password	

Previous Next

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 labled 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.

The screenshot shows the TVC Matrix website interface. At the top left is the logo "TVC Matrix". To the right, a cart status box says "Nothing in Cart Total: \$0.00". Below the logo is a navigation menu with buttons for "Shopping", "Opportunity", "Account", "Associates", and "Support". Under "Shopping" are buttons for "Order Entry", "PGV", "Sales", "Matrix", "Genealogy", "Team", and "Matrix Tree". Under "Opportunity" are buttons for "Picture", "Associate Payments", "Sales Support", and "Team Sales". Under "Account" are buttons for "Matrix Qualification" and "FAQ". On the right side, there is a promotional banner with the text "This is the last opportunity you will need to take advantage of ever again." and an image of a person in a dynamic pose. Below the banner, it says "Logged In as DAVID KIRCHER • Logout".

The main content area is titled "Ordering For Mary Doe". It contains two sections:

Choose a promotion for this order:

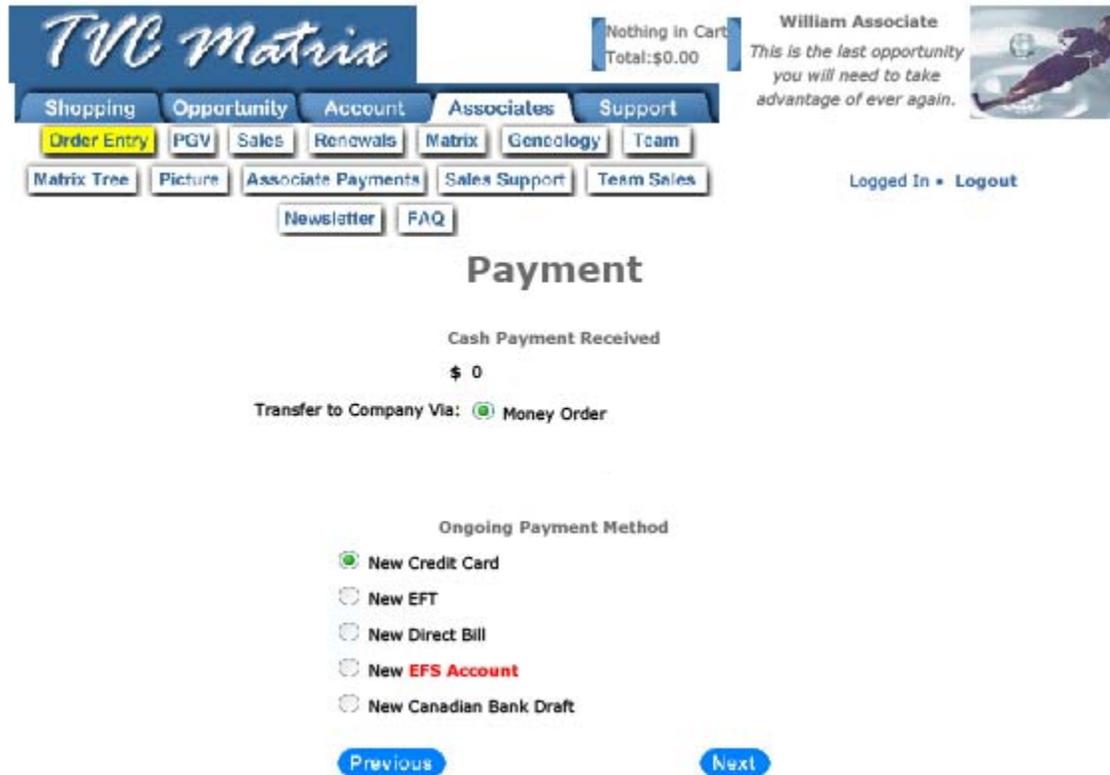
- Promotion
- Matrix Monthly
- SBCA Paid Annually
- SBCA First and Last Month Collection
- SBCA First Month Collection
- Prodriver/Matrix Combo Paid Annually
- Prodriver/Matrix Combo First and Last Month Collection
- Prodriver/Matrix Combo First Month Collection
- Motor Club First Month and Last Two Months
- Security First and Second Month

Choose a product for this order:

Product Name	Retail Price
<input type="radio"/> MCA Security	\$9.95
<input type="radio"/> MCA Security Plus	\$14.95
<input checked="" type="radio"/> MCA Total Security	\$19.95
<input type="radio"/> Pro-Driver 4885 Plan	\$48.85
<input type="radio"/> Pro-Driver Calif. Green Plus	\$31.90
<input type="radio"/> Pro-Driver Green Plus	\$31.90
<input type="radio"/> SBCA Green	\$42.90
<input type="radio"/> SBCA Platinum Plus	\$110.00
<input type="radio"/> TVC 100 Plus Motor Club nmo	\$11.25
<input type="radio"/> TVC PLUS MOTOR CLUB nmo	\$5.95

At the bottom of the selection area, there are "Previous" and "Next" buttons.

Once you select the appropriate Promotion and Product click Next and you will be taken to the 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.

Edit Payment Method

Credit Card

Name on Card
Card Number
Card Type
Exp Date /

[Previous](#)

[Next](#)

Edit Payment Method

Electronic Funds Transfer (EFT)

EFT Institute Name
EFT Institute Type Bank Credit Union
EFT Institute Phone
Routing Number
Account Number
Account Type Checking Savings
Is Business Yes No

[Previous](#)

[Next](#)

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.

TVC Matrix

Nothing in Cart
Total: \$0.00

William Associate
This is the last opportunity you will need to take advantage of ever again.

Shopping Opportunity Account Associates Support
Order Entry PGV Sales Renewals Matrix Genealogy Team
Matrix Tree Picture Associate Payments Sales Support Team Sales
Newsletter FAQ

Logged In • [Logout](#)

Payment

Cash Payment Received
\$ 0

Transfer to Company Via: Money Order

Ongoing Payment Method

- Bank Draft - xxx2341
- Bank Draft - xx5665
- New Credit Card
- New EFT
- New Direct Bill
- New **EFS Account**
- New Canadian Bank Draft

[Previous](#) [Next](#)

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.

TVC Matrix

Nothing in Cart
Total:\$0.00

William Associate
This is the last opportunity you will need to take advantage of ever again.

Shopping Opportunity Account Associates Support
 Order Entry PGV Sales Renewals Matrix Genealogy Team
 Matrix Tree Picture Associate Payments Sales Support Team Sales
 Newsletter FAQ

Logged In • Logout

Confirm Order

Sponsor Name **William Associate**
 Member Name **John Doe**
 Payment Method **Bank Draft - xx5665**
 Membership Name **MCA Total Security**
 Months To Be Collected **2**
 Promotion **MCA Total Security First and Last Month Collection**
 Amount Due **\$39.90**

[Previous](#) [Place Order](#)

Once you have confirmed the information click the Place Order Button.

TVC Matrix

Nothing in Cart
Total:\$0.00

William Associate
This is the last opportunity you will need to take advantage of ever again.

Shopping Opportunity Account Associates Support
 Order Entry PGV Sales Renewals Matrix Genealogy Team
 Matrix Tree Picture Associate Payments Sales Support Team Sales
 Newsletter FAQ

Logged In • Logout

Results

The order was completed successfully.

[Order Entry Summary](#)

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.

TVC Matrix

Nothing in Cart
Total:\$0.00

William Associate
This is the last opportunity you will need to take advantage of ever again.

Shopping Opportunity Account Associates Support
 Order Entry PGV Sales Renewals Matrix Genealogy Team
 Matrix Tree Picture Associate Payments Sales Support Team Sales
 Newsletter FAQ

Logged In • Logout

Order Entry

[Enter New Order](#)

[Show all orders](#)

Show Orders

From

To

Order History From 1/19/2007

Date	Member	Product
1/26/2007 1:33:25 PM	John Doe	MCA Total Security

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.

PAGE 4

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.

PAGE 5

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.

PAGE 6

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.

PAGE 7

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

PAGE 8

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.

PAGE 9

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.

PAGE 10

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.

PAGE 11

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.

PAGE 12

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.

PAGE 13

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.

PAGE 18

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.

PAGE 19

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 world wide - 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 road side 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 road side 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.
 4. **RECOMMENDATIONS . . .** The Key to **GROWING** Your **MCA Business** Is Learning **The Art Of Recommendations**.
-

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

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

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

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

MCA Approach

After you normal greeting

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

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.

