

# BUILD YOUR ORGANIZATION: 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:

- Kiosks set up across the nation in select locations which enable our sales Associates to talk to customers.
- Day, Evening and Weekend Shifts available to suit family needs.
- 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 \$141.98 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.
- Team (EDIR) Bonus paid on team sales and personal sales.
- Reward commissions paid monthly. (See qualifications for reward, and 1st and 2nd matching.)
- 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 1<sup>st</sup> 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 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> levels. 1<sup>st</sup> through 4<sup>th</sup> levels as a Sr Director and 1<sup>st</sup> through 5<sup>th</sup> levels as a National Director. (See page 30 for Understanding Your Marketing Plan and 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.

Don't be afraid to have more than one downline in a truck stop, competition between downlines will help them be active and build their organizations.

### 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. (Don't use this approach with truck stop employees. It is against our policy to recruit truck stop employees. Most people know someone who needs a better job or extra money.

### **USING MERCHANT RECRUITING**

When you go to a area to build your new team, MERCHANT RECRUITING is an 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 an 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" talk on the SBCA matric Plus Plan; 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 or truck stop coffee shop 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. (If you are working in the truck stop, always use the truck stop coffee shop, so that it does not take selling time away from you.)

### **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 and enough Associates to fully staff the truckstop.

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) or at the Truck Stop.

In order to run an ad, you must have it approved through the home office. Or, you can use one of the two pre-approved ads below:

#### **Customer Service Sales Rep**

Responsibilities include greeting customers, paperwork, explaining company benefits and procedures. Flexible hours. Call (YOUR PHONE NUMBER), (TIME FRAME YOU WANT TO TAKE CALLS).

#### **Sales Manager Trainer**

Association Sales. No prospecting. 6-hour days, flexible hours. 80% renewals with residual commissions and retirement income. Call (YOUR PHONE NUMBER), (TIME FRAME YOU WANT TO TAKE CALLS).

To use the following ads, you must first get permission from the Home Office:

#### **National Company Seeking**

Self-starting men and women for local area. Immediate start. Above average income potential. Complete training. Customers come to you. Weekly pay, commission advance. Retirement income. Management opportunity. Call (YOUR PHONE NUMBER), (TIME FRAME YOU WANT TO TAKE CALLS).

#### **Recruiter/Trainer Position**

National Company expanding. Advance commissions, bonuses; full company training and support; rapid advancement; benefits. Call (YOUR PHONE NUMBER), (TIME FRAME YOU WANT TO TAKE CALLS).

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 following gives you an idea of how to set up the appointments:

"Let me tell you what the position we have is all about."

1. "It's just like the ad says — it's a counter sales position which is inside sales. The customers come to you."
2. "Your duties would be to explain a membership-based product to our customers and help them complete the application."
3. "Does that sound like something you could do?"
4. "Okay, I have an interview time open at 10:30 and 1:30 on (date). Which would be best for you?"
5. "All other questions will be answered in detail during the interview."
6. If they persist, simply say, "I don't have that information available, I am just setting the appointments. However, the person conducting the interview will be able to answer those questions for you. Would morning or afternoon be better?"

#### **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 \$82 to \$102 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 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) Show Reward commission income to let them see the potential available to them as they build their business, which can used for house payments, car payments, children's education or even their retirement. e) Use the page "How to Earn \$8,000 Every Month" (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 booth train.

Explain how the training works:

1. The first day is classroom training and 1/2 day at the booth. Assign everyone shifts at the truck stop. If their is more than one stop, make sure they have shifts in all locations. Also, allow the new recruits to pick one shift at a time and rotate until all of their shifts have been selected.
2. Days 2 through 5 train each new recruit on their shift for 2 to 3 hours at the booth with different emphasis on skills for the invitation, presentation, and the close. This is covered in great detail on pages 16 through 18 in this manual.
3. There will be classroom training for 15 to 30 minutes each day to cover all of the aspects of the business for which you are being trained.
4. **TRAINING SCHEDULE** - Schedule your booth training times with each trainee for the next day before leaving.
5. Explain how commission will be earned while they are in training.

#### Truck Stop Lease

Schedule shifts one of the following ways based on the traffic at the Truck Stop:

A)	6am - Noon	Noon - 6pm	6pm - Midnight	1. 1 person per shift or 2. Busier stops 2 people per shift
B)	7am - 3pm	9am - 6pm	6pm - Midnight	1. This is used where you only have 2 people for part of the shifts. Shifts are 8 hours each on this schedule.
C)	7am - 3pm	3pm - Midnight		1. One person per shift or 2. Busier stops 2 people per shift. 8 hours

As an independent contractor, an associate can lease one or more shifts depending on how they want to build their business.

# APPLICATION FOR INTERVIEW

(ALL ANSWERS WILL BE TREATED CONFIDENTIALLY)

Date \_\_\_\_\_

Name \_\_\_\_\_

Phone No. ( ) \_\_\_\_\_

Present Address \_\_\_\_\_

(NUMBER & STREET)

(CITY)

(STATE)

(ZIP)

What is your Main Occupation? \_\_\_\_\_ Are you Working Now?  Yes  No

Who is your Present or Last Employer? \_\_\_\_\_ From     /     /     /     To     /     /     /     Your 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) <input type="checkbox"/> Yes <input type="checkbox"/> No Reason _____				

Is Applicant Bondable?  Yes  No

PLEASE BE SURE YOU HAVE ANSWERED EACH QUESTION.

## FORMALEUCATION

CHECK HIGHEST LEVEL ATTAINED

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

LOCAL REFERENCES (LIST INDIVIDUALS OTHER THAN RELATIVES).

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
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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 . . .

	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>COMMENTS</b>
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							
							<b>TOTAL SCORE</b>

• *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.

# INTERVIEW FORM

<b>1.</b> Tell me a little bit about your experience and what you are looking for?	
<b>2. MANAGEMENT EXPERIENCE</b>	<b>SALES EXPERIENCE</b>
a) Have you managed a location? an area?  b) Do you have any recruiting experience?  c) Did you Handle Money? Any Shortages?  d) How many people have you managed?  e) Where did your team rank in the company?	
<b>3. WORK ETHIC</b>	
1) How many awards have you won?	What are your:  2) Weak points
<b>4. EARNING REQUIREMENTS</b>	
1) What kind of money are you looking for at a minimum?  2) What kind of income do you want down the road after you are making a contribution?  3) What kind of income would really keep you motivated?	
<b>5. REVIEW OF INTERVIEW</b>	
Let me see if I have a good pocture of you...(Read back information)  Do you have anything to add?	
<b>6. CLOSE AND TRAINING OVERVIEW</b>	
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) What are your strong points? *This is their perception of themselves.*

c) 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.*

### **BOOTH TRAINING NEW ASSOCIATES**

The training is five days. When you get to the stop go over one section of the book and coach them for

# Income Projections for TVC Pro-Driver Marketing Plan

Truck Stop and Direct Sales

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week **	Earned Override Per Sale	Annual Override	Executive Dir. Bonus Per Week **	1st Level Override & Bonus Per Week **
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**Pro-Driver 4885 Plan (Monthly Retail Value \$48.85)**

Up To 7	82.78	\$579.47	\$30,132.65	13.77	96.41	1.31	15.77	\$35.00	\$131.41
8 - 9	87.78	\$790.04	\$41,081.98	13.77	123.95	1.31	15.77	\$45.00	\$168.95
10 - 11	90.28	\$993.10	\$51,641.30	13.77	151.50	1.31	15.77	\$55.00	\$206.50
12 - 14	92.78	\$1,298.95	\$67,545.30	13.77	192.82	1.31	15.77	\$70.00	\$262.82
15 - 19	97.78	\$1,857.86	\$96,608.62	13.77	261.68	1.31	15.77	\$95.00	\$356.68
20 - 29	102.78	\$2,980.68	\$154,995.26	13.77	399.40	1.31	15.77	\$145.00	\$544.40
30 Plus	112.78	\$3,383.46	\$175,939.92	13.77	413.18	1.31	15.77	\$150.00	\$563.18

**Pro-Driver Green Plus Plan (Monthly Retail Value \$31.90)**

Up To 7	33.33	\$233.29	\$12,131.03	5.54	38.81	0.53	6.35	\$35.00	\$73.81
8 - 9	38.33	\$344.94	\$17,937.04	5.54	49.90	0.53	6.35	\$45.00	\$94.90
10 - 11	40.83	\$449.10	\$23,353.04	5.54	60.99	0.53	6.35	\$55.00	\$115.99
12 - 14	43.33	\$606.58	\$31,542.06	5.54	77.63	0.53	6.35	\$70.00	\$147.63
15 - 19	48.33	\$918.21	\$47,747.08	5.54	105.35	0.53	6.35	\$95.00	\$200.35
20 - 29	53.33	\$1,546.48	\$80,417.12	5.54	160.80	0.53	6.35	\$145.00	\$305.80
30 Plus	63.33	\$1,899.81	\$98,790.12	5.54	166.34	0.53	6.35	\$150.00	\$316.34

\*\* "1st Level Override & Bonus Per Week" is the sum of "Executive Dir. Bonus Per Week" and "1st Level Override Adv. Per Week". See requirements and additional qualification on Bonuses. Dollar amount are based on the assumption that all sales are made by an associate 1st Generation to you. (Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.)

# INCOME PROJECTION

Based on sales of 4885  
Membership with 2 Months  
On-going Pay

APPROX. HRLY COMM. RATE	# OF SALES	COMM. ADV. PER YEAR	COMM. ADV. PER MONTH	COMM. ADV. PER WEEK
\$6.21	3	\$12,913.80	\$1,076.31	\$248.34
\$8.78	4	\$18,258.24	\$1,521.52	\$351.12
\$11.29	5	\$23,472.80	\$1,956.07	\$451.40
\$16.24	7	\$33,771.92	\$2,814.33	\$649.46
\$25.70	10	\$53,445.60	\$4,453.80	\$1,027.80
\$30.84	12	\$64,134.72	\$5,344.56	\$1,233.36
\$42.29	15	\$87,968.40	\$7,330.70	\$1,691.70
\$56.39	20	\$117,291.20	\$9,774.53	\$2,255.60
\$84.59	30	\$175,936.80	\$14,661.66	\$3,383.40

## Insurance Bonus

\$100 - 22.5 Applications per Month - Average 5.6 Applications per Week  
\$213 - 32.5 Applications per Month - Average 8.1 Applications per Week  
\$380 - 42.5 Applications per Month - Average 10.6 Applications per Week  
\$480 - 52.5 Applications per Month - Average 13.1 Applications per Week  
\$525 - 95 Applications per Month - Average 23.75 Applications per Week  
\$600 - 125 Applications per Month - Average 31.25 Applications per Week

## HOW TO EARN

# \$8,000 EVERY MONTH

You can earn \$8,000 a month by selling just 15 TVC 4885 Pro-Driver memberships each and every week! Here's how it works: Each TVC 4885 Pro-Driver Plan counts for two toward bonus.

15 - 4885 sales (paid advance) + the same 15 - 4885 sales (paid through matrix) = \$112.80 per sale (paid at the 30 level) or \$1,691.70 per week, \$6,766.80 per month (the first month).

In the 2nd and consecutive months, you could earn:

Sales Commissions	\$6,766.80
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Plus, Insurance Bonus paid for 120 (105 to qualify) sales previous month =	\$480.00
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Plus, EDIR Bonus (qualified previous month) paid for \$5 ea. on 60 sales current month =	\$300.00
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<b>Subtotal =</b>	<b>\$7,546.80</b>
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Plus, in a year or so, you could start qualifying for as much as \$800 in reward income each month.

<b>Subtotal =</b>	<b>\$7,546.80</b>
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<b>\$800.00</b>
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<b>TOTAL =</b>	<b>\$8,346.80</b>
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**per month!**

What other opportunity do you know where you can set your own paycheck? So aim high, and set your goal to enroll at least fifteen (15) 4885 Pro-Driver memberships each week.

# 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

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# My 3-Week Appointment Calendar


*3 Weeks to Executive Director!*

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## My 10 Most Wanted List

Name

Phone Number

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

## **BOOTH TRAINING NEW ASSOCIATES**

The training is five days. When you get to the stop go over one section of the book and coach them for about 15 minutes prior to the shift (with the exception of Day one with classroom training). The coaching should be done away from the booth. Try to do this at a quiet table in the truck stop, restaurant or coffee shop. When you are finished with the section, hand out the materials and let them put together 2 to 5 packets for the day. (You should booth train 2 to 3 hours during the trainee's shift each day and then release them to work the rest of their shift on their own.) The goal is to have them writing and closing sales without you as soon as possible.

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

**You Sell - They Watch --- Example - You invite, present, and close ... they watch.**

**You Sell - They Help --- Example - They invite ... You present and close.**

**You Help - They Sell --- Example - They invite and present ... You close.**

**You Watch - They Sell --- Example - They invite, present, and close ... You watch.**

## **DAY ONE - DAY FIVE Classroom Training**

Follow the classroom training sections for Day 1 through Day 5 which are pages 1-48 of the Classroom Training Manual.

## **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.

If a trainee tells you the truck stop is slow or doesn't have any drivers, this usually means they need help. Do not be critical, just schedule a time when you are able to help them.

## **FIVE KEYS TO SUCCESSFUL TRAINING**

1. Schedule time at the booth with the trainee.
2. Teach the trainee to get drivers to the booth.
3. Teach them how to use the presentation properly.
4. Teach the trainee how to handle objections and close.
5. Teach the trainee how to use the packet for a successful close and get a new member.

**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 driver to turn away.

Have your new Associates draw stick men on the fuel tank of the TVC envelope 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 and the envelope leaves the counter. If they do, they are missing a step — probably not asking for the information to start the application.

They should also keep a list of how many presentations they are making. If they are not getting to the presentation, they need to work on their invitation.

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 the hours in at the booth, you will reach your goals.

### **PERSONAL SALES**

- ➔ Be committed to your hours and truck stop schedule. Some days your count will be 20; other days it will be three. However, your weekly total should always be 20- 30 if you put your time in.
- ➔ Follow the System. We have an effective recipe to help Associates close their sales (See Class 2 "How to Close A Sale"). 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. There are all kinds of truck stops with all different type drivers and traffic flow. In all of them, if you follow the system, you will make good commissions.
- ➔ Remember when you are at the truck stop, it is time to make money! Always do your paperwork after your shift (or before), just not at the booth.
- ➔ Ask your family and friends not to call you when you are at the booth.
- ➔ Come to work with the number of 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.
- ➔ Always schedule Associates at the booth, during their shift. I have found that more people at the booth creates excitement. Drivers want to find out what's going on and sales start to soar.
- ➔ 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 on their shift. Pay attention and give them suggestions on how to increase their sales.

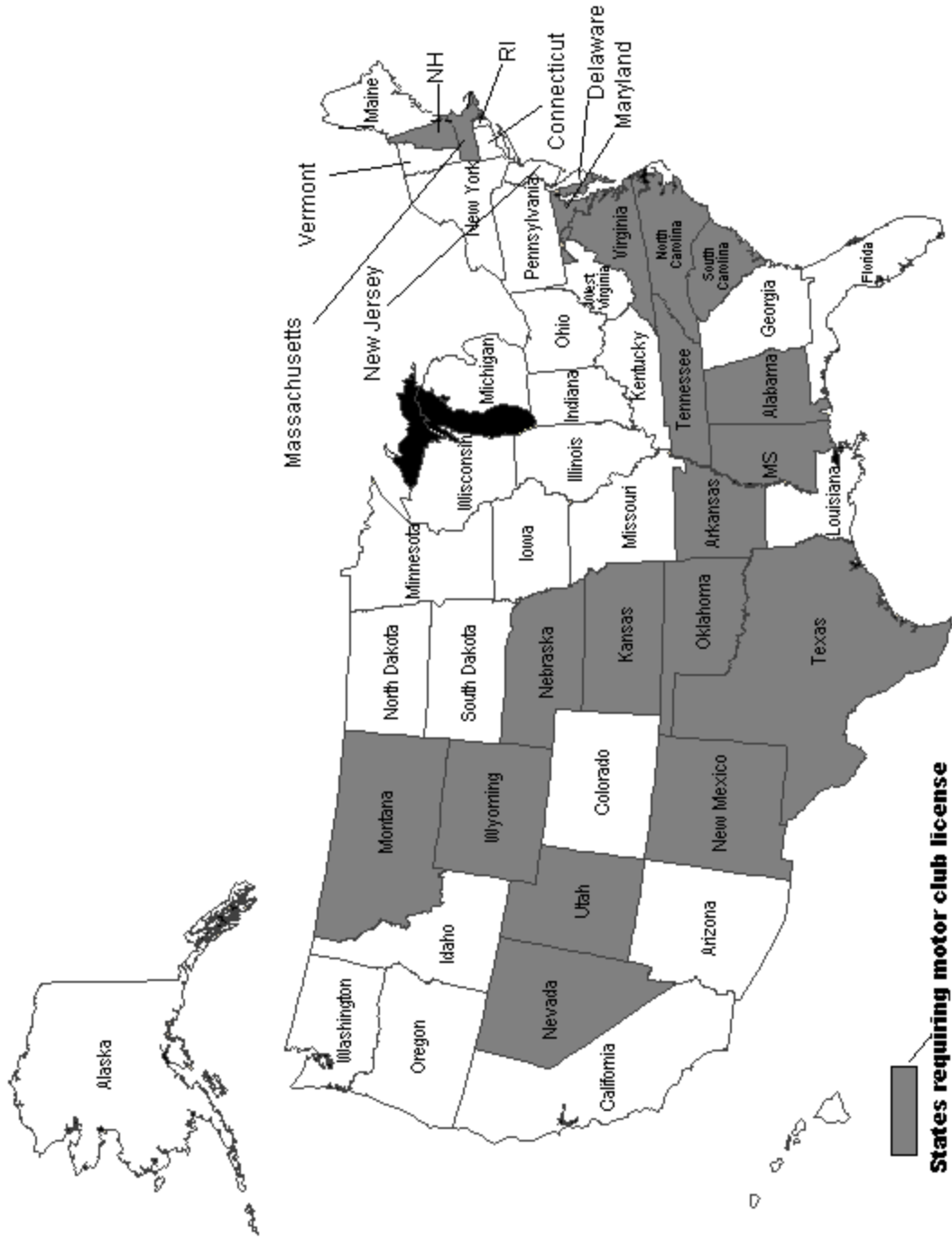


**BE A LEADER!** A team will follow a Leader.

- ➔ 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.
- ➔ Come to work with 15-20 packets, ready to sell.

## Notes

# TVC PRO-DRIVER STATE LICENSE REQUIREMENT



## State Agent Licensing Requirements

### Pro-Driver

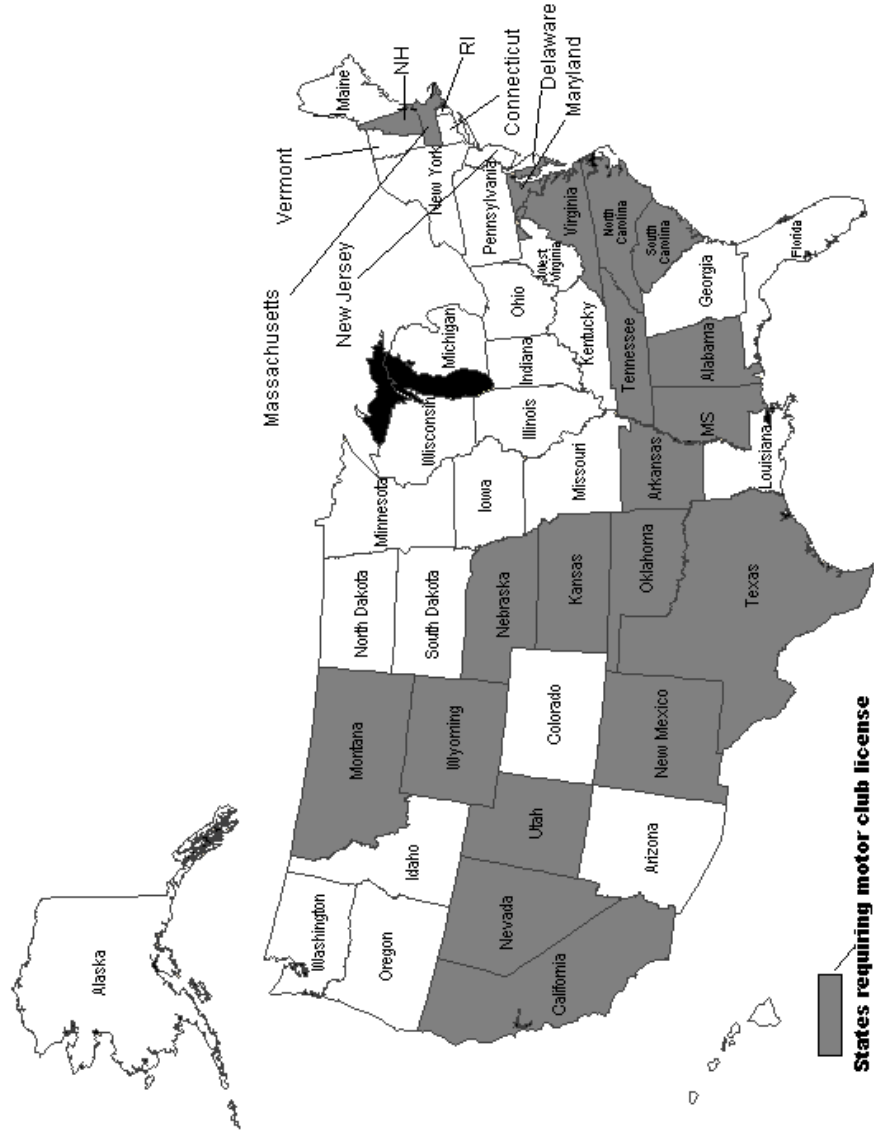
State	License Fee	Special Instructions	Renewal Fee	License Term	Renewal Date
Alabama	\$100.00		\$60.00	1 Year	Day of Issue
Arkansas**	\$55.00 in Even Years \$75.00 in Odd Years	\$35.00 of License Fee must be a Personal Check Required For the 1st Year	\$40.00	2 Years	Day of Issue
Kansas	\$15.00		\$15.00	2 Years	May 15th
Maryland	\$7.00 If Between May 1st and August 31st, Otherwise \$5.00		\$2.00	2 Years	Day of Issue
Massachusetts	\$25.00		\$25.00	1 Year	April 1st
Mississippi	\$5.00		\$5.00	1 Year	April 1st
Montana	N/A	Agent Appointment Required. No Fees Required	N/A	N/A	N/A
Nebraska	\$20 Resident \$40 Non-Resident	\$8.00 Annual appointment fee in addition to license fee	\$40 Resident \$80 Non-Resident	1 Year	Day of Issue
Nevada*	\$135 plus \$60 appointment fee	Finger print required at agent expense plus Agent criminal background check at agents expense of \$51.25	\$15.00 1st and 2nd Year \$150.00 3rd Year	3 Years	June 30th
New Hampshire	\$235.00		\$150.00	2 Years	Day of Issue
New Mexico	\$20.00		\$20.00	1 Year	Day of Issue
North Carolina	\$50.00		\$50.00	1 Year	April 1st
Oklahoma	\$20.00	Appointment Fee of \$40.00 due every 2 years	\$20.00	1 Year	July 1st
South Carolina	\$20.00		\$20.00	1 Year	April 30th
Tennessee	\$20.00	Background check required unless agent already has license with TN	\$20.00	1 Year	Day of Issue
Texas	\$10.00		\$10.00	1 Year	Day of Issue
Utah	\$57.00		\$57.00	1 Year	January 31st
Virginia	\$29.00		\$14.00	1 Year	Dec. 31st
Wyoming	\$10.00		\$10.00	1 Year	July 1st

\* These states require that a finger print card be filed with application

\*\* Applicant must list complete middle name of the applicant to be licensed.

Various states require that renewal fees be submitted at least 30 to 45 days in advance of the renewal date. Please be cautioned, if your renewal is not completed before the renewal expiration date, it will be necessary to re-submit a completed license application and appropriate licensing fees to your particular state.

# MOTOR CLUB STATE LICENSE REQUIREMENT



## State Agent Licensing Requirements

### Motor Club Agents

State	License Fee	Special Instructions	Renewal Fee	License Term	Renewal Date
Alabama	\$100.00		\$60.00	1 Year	Day of Issue
Arkansas**	\$55.00 in Even Years \$75.00 in Odd Years	\$35.00 of License Fee must be a Personal Check Required For the 1st Year	\$40.00	2 Years	Day of Issue
California	\$144.00	Agent Must be Fingerprinted by State designated entity. The cost of the fingerprinting is \$76.00 to be born by the applicant and paid via Visa or MC	\$144.00	2 Years	Day of Issue
Kansas	\$15.00		\$15.00	2 Years	May 15th
Maryland	\$7.00 If Between May 1st and August 31st, Otherwise \$5.00		\$2.00	2 Years	Day of Issue
Massachusetts	\$25.00		\$25.00	1 Year	April 1st
Mississippi	\$5.00		\$5.00	1 Year	April 1st
Montana	N/A	Agent Appointment Required. No Fees Required	N/A	N/A	N/A
Nebraska	\$20 Resident \$40 Non-Resident	\$8.00 Annual appointment fee in addition to license fee	\$40 Resident \$80 Non-Resident	1 Year	Day of Issue
Nevada*	\$135 plus \$60 appointment fee	Finger print required at agent expense plus Agent criminal background check at agents expense of \$51.25	\$15.00 1st and 2nd Year \$150.00 3rd Year	3 Years	June 30th
New Hampshire	\$235.00		\$150.00	2 Years	Day of Issue
New Mexico	\$20.00		\$20.00	1 Year	Day of Issue
North Carolina	\$50.00		\$50.00	1 Year	April 1st
Oklahoma	\$20.00	Appointment Fee of \$40.00 due every 2 years	\$20.00	1Year	July 1st
South Carolina	\$20.00		\$20.00	1 Year	April 30th
Tennessee	\$20.00	Background check required unless agent already has license with TN	\$20.00	1 Year	Day of Issue
Texas	\$10.00		\$10.00	1 Year	Day of Issue
Utah	\$57.00		\$57.00	1 Year	January 31st
Virginia	\$29.00		\$14.00	1 Year	Dec. 31st
Wyoming	\$10.00		\$10.00	1 Year	July 1st

\* These states require that a finger print card be filed with application

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# 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 Policies 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.



# Pro-Driver Training



# WELCOME TO TVC!

Your training will start at \_\_\_\_\_ am/pm at \_\_\_\_\_.  
(time) (location)

Your TVC Trainer will teach you all you will need to know to build a successful business. Your training will consist of five days, with a minimum of six hours per day.

TVC Associates get paid weekly. The sales week runs from Sunday through Saturday. All sales that have cleared for commission by Wednesday, pay on Friday. Direct deposit is available for all Associates; otherwise, checks are mailed every Thursday.

During your training period, your Trainer will use the "With Him" Principal:

- First - Your Trainer will Sell, You will Watch
- Second - Your Trainer will Sell, You will Help
- Third - You will Sell, Your Trainer will Help
- Fourth - You will Sell, Your Trainer will Watch

This process will ensure that you will be comfortable with the presentation, before you sell solo.

During your training, if you would like to work in the booth on your own so that you can practice, ask your Trainer to set this up for you. He or she will check the schedule and do their best to fit some time in for you. Any sale made on your own, will be your sale and commissioned to you.

Your Trainer \_\_\_\_\_ Phone \_\_\_\_\_

Your Truck Stop Schedule:

	LOCATION:						
	SUN	MON	TUE	WED	THU	FRI	SAT

## HOW TO EARN \$8,000 EVERY MONTH

You can earn \$8,000 a month by selling just 15 TVC 4885 Pro-Driver memberships, first and last with on-going pay, each and every week! Here's how it works: Each TVC 4885 Pro-Driver Plan counts for two toward bonus.

15 - 4885 sales (paid advance) + the same 15 - 4885 sales (paid through matrix) = \$112.80 per sale (paid at the 30 level) or \$1,691.70 per week, \$6,766.80 per month (the first month). In the 2nd and consecutive months, you could earn:

Sales Commissions	\$6,766.80
Plus, Insurance Commission Bonus paid for 120 (105 to qualify) sales the previous month =	\$480.00
Plus, EDIR Commission Bonus (qualified previous month) paid for \$5 ea. on 60 sales current month =	\$300.00
<b>Subtotal =</b>	<b>\$7,546.80</b>

Plus, in a year or so, you could start qualifying for as much as \$800 in reward commission income each month.

<b>Subtotal =</b>	<b>\$7,546.80</b>
	<b>\$800.00</b>
<b>TOTAL =</b>	<b>\$8,346.80 per month!</b>

What other opportunity do you know where you can set your own paycheck? So aim high, and set your goal to enroll at least fifteen (15) 4885 Pro-Driver memberships each week.



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



# SETTING YOUR BUSINESS GOALS

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 - 22.5 Applications per Month - Average 5.6 Applications per Week
  - \$213 - 32.5 Applications per Month - Average 8.1 Applications per Week
  - \$380 - 42.5 Applications per Month - Average 10.6 Applications per Week
  - \$480 - 52.5 Applications per Month - Average 13.1 Applications per Week
  - \$525 - 95 Applications per Month - Average 23.75 Applications per Week
  - \$600 - 125 Applications per Month - Average 31.25 Applications per Week
- (Based on sales of Pro-Driver 4885 with on-going pay)

You can also qualify for the Executive Director (EDIR) Bonus with 75 personal sales in the previous month. (Details, other bonuses and additional qualifications will be discussed in Class Four of this Training Manual.)

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.

# OF SALES	COMM. ADV. PER SALE	APPROX HRLY COMM	COMM. ADV. PER WK	COMM. ADV. PER YR
3	\$82.78	\$6.21	\$248.34	\$12,913.80
4	\$87.78	\$8.78	\$351.12	\$18,258.24
5	\$90.28	\$11.29	\$451.40	\$23,472.80
7	\$92.78	\$16.24	\$649.46	\$33,771.92
9	\$97.78	\$22.00	\$880.02	\$45,761.04
12	\$102.78	\$30.84	\$1,233.36	\$64,134.72
15	\$112.78	\$42.29	\$1,691.70	\$87,968.40
20	\$112.78	\$56.39	\$2,255.60	\$117,291.20
30	\$112.78	\$84.59	\$3,383.40	\$175,936.80

# 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 other 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

## THE PRESENTATION

Presentation Basics, Invitations & Approaches, Trial Closes & Issuing Membership Packet

### PRESENTATION BASICS

#### Preparation

**Think positive!** Prepare yourself to have a great day.

**Set a goal!** How many memberships do you plan to sell during your shift?

**Dress professionally!** Remember, you are asking a prospective member to entrust you with his money. He won't do this if you look and act like a bum. Besides, when you look good, you feel good, and if you feel good, it shows!

**Smile!** Come to the truck stop with a smile on your face. Remember, you are here to share an invaluable service with drivers.

**Prepare to Achieve!** If you set your goal for five applications, have five member packs ready to sell. If you set your goal for ten applications, have ten member packs ready to sell. Remember, if you can believe it, you can achieve it.

#### How to Present Yourself

Present yourself in a professional and confident manner. If you aren't confident about yourself and your product, why should a prospective member be?

Posture is extremely important. Good posture translates into confidence. Always stand at the booth, never sit. When you stand, **STAND TALL!** Also, stand beside or in front of the booth, don't hide behind it.

Avoid standing with your hands in your pockets. Many people, often without even being aware, associate this with hiding something. You are a TVC Pro-Driver Associate, and TVC Associates have nothing to hide. You sell a service that you can be proud of.

When you speak with prospective members, speak clearly. By speaking clearly, you present yourself as a professional, knowledgeable, and confident person.

It is basic knowledge to anyone in sales that first impressions are very important. Your appearance, your greeting and your overall attitude must be pleasing to the customer.

The booth counter should always be kept clean. Keep coffee cups, soft drinks, etc. out of sight.

## INVITATIONS & APPROACHES

**INVITE, INVITE, INVITE** drivers to the booth! Give everyone the opportunity to be a TVC Pro-Driver member. If you let one driver slip by without inviting him to the booth, you may have just lost a sale.

Introduce yourself and shake hands firmly with your prospect. Find out his name and use it repeatedly throughout your conversation. Everyone likes to hear his own name. And, it is especially impressive if you can remember it the next time he comes in, even if he didn't become a member. In this case, you can really "wow" him by letting him know that you remembered his name anyway; and he may buy this time.

### Some Approaches to Try

- Hello, my name is \_\_\_\_\_. And your name? It's nice to meet you. How many years have you been driving?
- Have you checked out our Pro-Driver program yet?
- Do you have your membership card?
- Have you seen our new program?
- Where are you from? Are you married?
- (If at a busy truckstop) When you finish your business, I would like to invite you to our counter. I have some important information to share with you before you leave.
- Who do you drive for?

### The Presentation

After you have someone at the booth, you need to be ready to give a well thought out and effective presentation. This section covers what we consider to be an effective presentation and mirrors what is in our training flip chart. In the training flip chart folder, there are bubbles over the pages with the words we want you to use while giving a presentation. This is not only effective, but also easily duplicatable. Refer to your training folder to see which pages go with the following presentation so that you will have it in the correct order. This presentation should take no more than 2 to 5 minutes.

**AD&D page:** We give you \$50,000 AD&D

**Serious Traffic Violation Page:** You know two tickets can cause you some problems, that is why we fight them all.

**You are covered page:** You are covered in the U.S.A. and Canada in anything that you drive.

**Membership Card page:** Here is what your membership card looks like. We are open to assist you 24 hours a day, 7 days a week.

**Moving and Non-Moving Violation page:** We fight all moving and non-moving violations, and we have over 17,000 provider attorneys on retainer to ensure you have the representation you need where you need it.

**Testimonial Page:** Have you ever driven in California? Well you know how tough it is out there then. This driver had a \$1,400 ticket carrying two points, we got it reduced to \$76 and no points on his license. This other driver had 5 tickets in 5 years - we got every single one of them dismissed.

**\$200 Bail Bond Page:** We give you a \$200 cash appearance bond. If the officer wants money on the spot, call us or hand him your membership card and we'll wire the money directly to the holding authority.

**\$5,000 Bond Serious Accident Page:** We have a \$5,000 police bond if you are ever in a serious accident....

**Serious Accident Page:** And we pay 100% of your legal defense for those same charges...

**Serious Accident Testimonial:** This was a driver that it actually happened to. He was in a serious accident where three people died. He was charged with 3 counts of misdemeanor death. He was facing 18 years in prison, \$4,500 in fines, and a three year suspension of his license. We represented him, and he got no jail time, no probation, and his fines were reduced to \$500. He couldn't drive in North Carolina for one year, but do you know what he had to pay our attorney for this defense and result? ZERO! We spent \$30,000 to represent him and he paid zero.

**Pre-Existing Page:** Do you have a ticket now? (If no, then skip, If yes, refer to the next section in this manual.)

**Personal Injury Page:** We also give you 2 1/2 hours of attorney time for personal injury and property damage collection.

**Credit Card Page:** You have credit and debit cards don't you? (Nod your head yes, while asking this question, also don't say "Do you have..." - always say "You have...") Great, we protect them if they are ever lost or stolen.

**Discount Benefit Pages:** You also get car rental, hotel and motel discounts. Prescription and eyewear discounts. A free simple will and set legal discounts on other legal matters.

**25% Discount Page:** If you ever need an attorney for anything other than a moving or non-moving violation, we get you a 25% discount off our provider attorney's normal rates.

**Tax Deductible Page:** The best part about this is that it's 100% tax deductible. At the end of the year you get to write off 100% of your membership dues. So Uncle Sam basically pays this for you!

Now you are ready to pick up the packet and go through the close. The close is covered in the next class.

**Now put your 5 packs together and go through your close until you nail it down tight.**

**(At the end of each day your trainer will help you put together 5 membership packs and then go through and mock the close with you. You will do this at the end of each class - each day)**

## Notes

# CLASS TWO

## CLOSING THE SALE

Common Objections & Rebuttals, Pre-Existing Citations & Truck Stop Etiquette

### TRIAL CLOSES

After each point, "trial" close your prospect with statements like these. Always begin with a positive statement and ask them to agree.

- You can see how this would benefit you, can't you?
- This would help you on the road, wouldn't it?
- Your CDL is important to you, isn't it?
- You can see how this could save you money, can't you?
- You can see how you would benefit by these savings, can't you?

If you feel that he is ready to purchase, start completing the application. Ask him to spell his name and start filling out the paperwork. When he responds with his name, continue on through the application. Once you have completed the application and given the new member his packet, summarize the benefits and explain how to use the service.

- One of the best things about this membership is that you can let your bank or credit card make the payments for you. And this will qualify you for monthly payments. Would you prefer to use your bank or credit card?
- Because they are on the road most of the time, most of our members prefer to let their bank or credit card make their payment each month. Which do you prefer?

These are Assumptive Closes. THIS IS HOW IT SHOULD BE DONE. When you arrive at the end of the presentation, you make your closing remark and end it with a question to start completing the application. (i.e. "What is your Social Security Number?" or "How do you spell your last name?")

When they reply with the information, follow through and complete the application.

After you have completed the application, ask them to "okay" their membership and point to the signature line. DO NOT ask them to "sign," ask them to "okay."

### SAMPLE CLOSE

After the presentation, pick up the member pack and say:

"I am going to give you this membership card and stickers for your log book and truck. If you get a ticket, need a bond, or have an accident, call the 800 number, they will help



you. The Power of Attorney is for tickets, and there is a Summary of Benefits. This is your pack for your truck. A membership pack will come to your house with all the other benefits. Be sure to look it over and fill out your beneficiary form."

Unfold the application and have a pen in your hand. The very next thing you say is "What is your name?" Be quiet and wait for a response. If you get an objection, answer it and then say again, "What is your name?" Be focused on getting the information. Do not mention the words price, check, credit card, money, or bank draft. Once he gives you his name ask for his address, phone number and social security number. If you get an objection, answer it and restate your question.

Once you have the name and address filled out, fill out the member's gray membership card. As soon as you have filled out his card, say, "We bill you through your bank. What is the name of your bank? Do you have that card in your wallet? Remember, keep quiet, the next person to talk loses.

If you have to hold a membership, hold it to the end of your work week. Tell the driver to call you if **HE DOES NOT WANT THE MEMBERSHIP.**

If you have a bank name and no account number, suggest calling his work if he has direct deposit for his paycheck, call his wife, or if the driver is from a small town, you may be able to call the bank with the driver on the phone and get the number.

The key to selling a lot of memberships is writing out information. The more information you get, the closer you are to finishing the sale. Be confident, look your prospect in the eye, assume that everybody wants what you are selling.

Do not give out cards or brochures. If they want that information they have to give you **their** information. Tell them it is better to write it on the application where he can keep a copy than to take information by fax or over the phone at a later date.

Just before the driver signs the application, tell him about the first and last months payment. Explain that we do it this way so that they never lose their ticket and accident protection even if for some reason they miss a payment. We also want their reward income to remain in force. Having a buffer month allows us to keep those safe for them.

## **Other Closing Techniques**

### **Feel, Felt, Found**

This is a great way to handle objections. It shows the customer that you are understanding his feelings.

**FEEL** - I can see why you'd FEEL that way...

**FELT** - Other drivers I have talked to have also FELT that way...

**FOUND** - What I have FOUND is that...

Then restate the objection in a way you feel comfortable handling it."

### **The 3-Step Close**

1. Use a softening statement. ("I can see why you might feel that way.")
2. Question the objection.
  - a. "Let me see if I understand what you are saying..."
  - b. "You like the membership, right?"
  - c. "And you feel like it is worth the investment. Is that what I understand you to be saying?"
3. Restate the objection in a way that you can solve the problem.
4. Then ask a closing question.

Read Zig Ziglar's *Secrets of Closing the Sale* for more great closing ideas.

## OVERCOMING COMMON OBJECTIONS & REBUTTALS

**Objection:** I need to think it over.

**Rebuttals:**

1. What do you need to think about? (Find out WHY and respond accordingly).
  - a. Amount (cost)?
  - b. Credit card use?
  - c. Can't spare the cash? No problem. You do have it in the bank, don't you? Okay, then we can just do a bank draft.
  - d. Specific benefits of the plan (moving violation representation, non-moving violation representation, traffic accident representation, etc.)
2. Is 30 days long enough to think about it? Great! The company will even cover you while you are thinking about it. Pay for one month, and if you decide you don't need the coverage, just send a letter to the home office saying you want to cancel.
3. How many years have you been driving? What is your plan if you get a ticket or have an accident? Wouldn't it be a relief to you to have one less worry? So, what is your social security number?

**Objection:** How do I know that this really works?

**Rebuttal:**

1. Well, let me show you the testimonials from other drivers. With our 17,000 provider attorneys representing our drivers, most of the tickets we have handled have either been reduced (less points on their record) or sometimes even dismissed (so that it won't appear on their record at all). One thing you will notice from the testimonials is that the member is still responsible for paying the fines and/or court costs; but you can see from their statements, that it was a big relief for the driver to know that his record was kept clean.

**Objection:** Can I take a brochure with me?

**Rebuttal:**

1. Well, you could take a brochure with you, but you know that the brochure would be exactly like the one that you are looking at here, and I'm sure that you can tell from the two or three things we have covered so far, that there is a lot more information that you would be missing by reading the brochure only. What I would really like to do is take the time to explain it here so I can answer any questions you might have. It will just take a few minutes to run over some of the major benefits of TVC Pro-Driver, and I'm sure that you will find that it really is worth your time to listen.
2. I would really be happy to send a brochure with you; but, when you see that police car with lights on in your rear view mirror, pulling you over for a ticket, that brochure isn't going to help you at all, but this membership card will.

**Objection:** I am against a Bank Draft.

**Rebuttal:**

1. I understand, but there are two other options: credit or debit card. Which would you prefer?
2. Why are you against a bank draft? It is so safe and easy. The bank gets the bill and sends the money, or you get the bill and send a check. It really is the same thing, except you don't have to worry about getting home in time to get the bill or remember to write a check and mail it. Did you know, most of our members pay by bank draft. Since they are on the road most of the time, they find it really convenient to have the bank take care of it for them.

**Objection:** Do you have a business card I can have?

**Rebuttal:**

1. Well, I could give you a business card, but what you really need is your membership card with the 800 number on it. First, if you have to call me long distance, it is going to cost you some money. Second, I can't really do anything for you once you get a ticket. So, I would rather give you a membership card with your name on it. Then, you can take the membership packet with you so if you do get a ticket, you'll be covered. If you look at this as costing only \$1.33 a day, isn't it worth a few cents a day for the knowledge that if you do get pulled over, you won't have to worry.

**Objection:** I don't have any charge cards.

**Rebuttal:**

1. That is only one payment method option. Let me show you how easy we can arrange a method that will work best for you.

**Objection:** I have to discuss this with my spouse.

**Rebuttal:**

1. I understand. But you'll have more information to give them if you have the membership packet, right? In order to get the packet, you need to fill out the application to get enrolled. If, after you talk it over with them, you decide against the coverage, just call the home office. You can cancel it at anytime.
2. I understand how you FEEL. I have talked to other drivers who have FELT the same way. What I have FOUND is that if they can go home with the membership packet, they have an easier time showing their spouse the value of TVC Pro-Driver. In order to give you this packet, I must have at least the first month to send in with your application. Then you'll be covered while you are talking it over. Remember, you are not obligated to more than one month at a time, so if you change your mind, you can just send in a cancel letter in one of the return envelopes you get with your membership packet. If this works for you, let's get this paperwork out of the way. What's your social security number?

**Objection:** I don't have a bank or credit union.

**Rebuttal:**

1. Just cash? Well, earlier you mentioned that you have credit cards. Do you have any with you today?
2. Does your spouse or someone handle your business affairs for you while you are on the road?

**Objection:** Just give me an application to take with me. I'll send it in later.

**Rebuttal:**

1. I'd like to do that, but the application has to be dated, timed and signed with my signature to say that you have everything you need to benefit from this service. And I can't give you a packet and membership card without a completed application.

**Objection:** I'll be back on \_\_\_\_\_. I'll have money then.

**Rebuttal:**

1. That's great. You know, the only problem with that is that I might not be here. I spend a lot of time here, but not 24 hours. And if your schedule and mine aren't the same, I might miss you. Even worse, you could get a citation between now and then, and if you do, there would be a \$295 handling fee.

You know you would benefit from the service, and you can see how much it can save you in time and money, so let's just get you enrolled now. After all, we can start counting down the ten-day pre-existing waiting period and a delay might only cost you more.

**Objection:** I don't have my bank numbers.

**Rebuttal:**

1. That's no problem. We can call you bank and get them. Or maybe someone is at home that can help us out.

**Objection:** My truck goes too slow so I'll never get a ticket.

**Rebuttal:**

1. Yes, it is true that some companies can fix trucks so that they can only go 60 or 65 mph, but they still give you an 80 mph trailer to put on the back.
2. True, you may only be able to get up to 60 or 65 mph, but many of the tickets our drivers get seem to be from small towns or in construction sites where the speed is drastically reduced. And often, we see tickets from drivers who were driving their car at home. With one computer system, all tickets, whether you get them in your car or truck, go on your record.
3. Well, our plan covers moving violation, not just speeding tickets. We also cover improper lane changes, following too closely, running a stop light, failure to obey a traffic signal, failure to yield, driving in the wrong lane, and much more.
4. We cover moving AND Non-moving violations. Did you know that there are more non-moving violations that carry the penalty of serious, than there are moving(in some states). Having a slow truck won't matter much then will it?

## PRE-EXISTING CITATIONS

**Definition:** A Pre-Existing citation is one which was received before becoming a member, or within the first 10 days of membership. A handling fee is required for all pre-existing tickets.

If you are enrolling a driver who has a citation he would like us to work, fax us the application immediately, call to confirm that the application was received, then have the member speak to Customer Service. He will need to give them the following information:

1. Type of Citation: If you are not sure if it is covered under the moving or non-moving violation representation benefit, call the home office to be sure.
2. Accident Involved: If an accident was involved, the ticket would be handled as a 25% case, meaning that the member would be responsible for the attorney's fees less a 25% discount off their normal hourly rate.
3. Court Date: The office must receive the information with at least 10 working days remaining prior to the court date to have time to get an attorney.
4. Handling fees: If the office receives the citation with at least 10 working days prior to the court date, the handling fee is \$295. If the office receives the citation with 5 or less days prior to the court date, the fee is \$395 and there is no guarantee that we can obtain an attorney on such short notice. If an attorney cannot be obtained, the pre-existing handling fee will be refunded. If the office receives the citation on or after the court date, the citation would be handled as a 25% case. All court costs and fines are not covered and are the responsibility of the driver.
5. The home office will have the member mail in the original citation (or legible copy of both front and back sides), a statement of fact regarding the citation, a completed and signed Power of Attorney certificate and the applicable handling fee. They need to mail this information to the home office IMMEDIATELY.

6. If Customer Service determines that the citation is to be handled as a 25% case, the member will still need to mail in the citation, (or legible copy of both front and back sides), a statement of fact regarding the citation, and the completed and signed Power of Attorney certificate IMMEDIATELY. The member will be informed that he is responsible for the attorney's fees (less a 25% discount off the normal hourly rate), as well as court costs and fines. He can discuss the approximate fee totals with his Provider Attorney when his case has been assigned.
7. Inform the member to call the toll-free number a couple of days after he has mailed the citation to be sure the office has everything they need to fight the case. If the case is a 25% discount case, the member will be able to get the name and number of the Provider Attorney at this time. Also, inform the member to call the home office a few days before the court date to make sure the attorney has everything he needs, and again about five days after the court date to find out the results of the case, and if he needs to mail fines to the court.
8. Inform the member to forward any correspondence he receives from the court to TVC as soon as possible.

## TRUCK STOP ETIQUETTE

You will be leasing a space at a Truck Stop so you will be working closely with others in that Truck Stop. Although you are not an employee of the Truck Stop, it is extremely important to be courteous and polite for several reasons. First, if you have developed good relationships with the truck stop employees, they will often bring drivers to your booth. You'll find your business will improve as a result. Second, the success of TVC's image at your truck stop may be the reason for TVC to be able to expand to another truck stop.

Under the unwritten rules of the "Vendor's Code," you should not bother another Vendor's customer. And, you should never invite a customer to your booth who may be standing in front of another vendor's booth. If you find yourself in a situation where a driver is asking you a question while standing at another vendor's booth, answer the question briefly and invite the driver to your booth after he has finished his business with the other vendor.

Each truck stop has an Employee/Vendor parking area. Always park in the designated areas, as truck stops want their customers to park as conveniently as possible.

Truck stops require professional conduct and appearance of their vendors. Some may also require drug testing.

**Now put your 5 packs together and go through your close until you nail it down tight.**

**(At the end of each day your trainer will help you put together 5 membership packs and then go through and mock the close with you. You will do this at the end of each class - each day)**

## CLASS THREE

# 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 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.

### **Convert Members**

If a driver is an ACTIVE member of any other motor club and enrolls as a TVC Pro-Driver member, the ten (10) day pre-existing waiting period is waived. However, if he has a ticket prior to enrollment, the pre-existing handling fees still apply.

Verification of the membership (his membership card) must accompany the application, and be mailed to the home office.

### **Pre-Existing Period**

The Pre-Existing Period is anytime before the member enrolled and ten (10) days after the enrollment date. If a member gets a ticket within this time, he will be charged a Pre-Existing Handling Fee.

The Enrollment Date is reflective of the date the membership was entered and accepted into the computer system. The Pre-Existing Period will extend for ten (10) days after that entry date.

A Pre-Existing Handling Fee of \$295 is due when a member has a citation that occurred prior to or within ten (10) days after membership enrollment date. **This fee CANNOT be waived.** If the pre-existing ticket is received in the office with five (5) or less business days from the court date, the pre-existing fee is \$395; however, there is no guarantee that an attorney can be obtained on such short notice. If an attorney cannot be obtained, the pre-existing handling fee will be refunded.

### **Other Helpful Tips**

Often, drivers do not wish to "sign up" for anything (they "signed up" for the army). So, if you use the term "enroll" instead, you may find a better success rate.

TVC Pro-Driver is 100% tax-deductible as a professional membership, so long as the taxes are itemized. Have the driver check with their accountant. Professional associations and membership dues are normally tax deductible.

**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.

**Now put your 5 packs together and go through your close until you nail it down tight.**

**(At the end of each day your trainer will help you put together 5 membership packs and then go through and mock the close with you. You will do this at the end of each class - each day)**

## **Notes**

# TVC MEMBERSHIP APPLICATION

TVC Marketing Associates, Inc.® and Subsidiaries  
PRINT ONLY

Social Security Number (MUST be filled out) 1

--	--	--	--	--	--	--	--	--	--

Enrollment Date 2 / 3 / 4 Time 5 am/pm

Pre-Existing Period Ends 6 / 7 / 8

Name 9 Last 10 First 11 Middle 12

DOB 13 DL# 14 ST 15

Email: 16

Mailing Address 17

City 18 State/Prov 19 Postal Code 20

Country 21 Phone: Area Code ( 22 ) 23

Employer 24

City and State 25

Dispatch 800 No. 26 TK/Code # 27

I hereby acknowledge that on the date hereof, I purchased this contract at:  
City 28 State 29

Truck Stop (if applicable) 30

**X** 31 Signature of Applicant

Selling Associate No:  

--	--	--	--	--	--	--	--

Selling Associate Name: 32

**X** 33 Signature of Selling Associate

Benefits pending application processibility and current member dues.

## SELECT ONE OF THE TWO (2) PAYMENT OPTIONS BELOW

Please indicate initial payment option as well as continuing payment option.

**1. Bank Draft** AUTHORIZATION TO HONOR CHECKS OR ELECTRONIC TRANSFERS drawn by and payable for Premium/Bond Forfeiture, Pre-Existing fees, fines or other costs. I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge/draft my checking account from the financial institution listed below. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. In the case of electronic funds transfer, we indemnify against the National Automated Clearing House and local clearing house rules. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my financial institution to provide TVC MARKETING ASSOCIATES, INC.® the information necessary to successfully draft this account.

Bank  Credit Union

34 Institution Name: \_\_\_\_\_

Address: 35 \_\_\_\_\_

I wish to pay: 36

Initial Draft: 37 month(s) @ \_\_\_\_\_ + Pre Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_

First Month  Last Month

Monthly Draft: \$ 38  Semi-Annual Draft: \$ \_\_\_\_\_

Annual Draft: \$ 39  Quarterly Draft: \$ \_\_\_\_\_

Checking Account 40  
(Attach check from Acct. to be drafted)

Account No. 41

Institution Transit No. 42

Savings Account 43

**X** 44 SIGNATURE OF APPLICANT

**2. Charge Card** I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge my credit card listed below for Premiums or costs, variously consisting of amounts for Bond Forfeiture, Pre-Existing fees, fines or other costs. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my credit card company to provide TVC MARKETING ASSOCIATES, INC the information necessary to successfully charge my account.

MasterCard  Visa  AmEx  Discover

45

I wish to pay:

Initial Charge: 46 month(s) \$ \_\_\_\_\_ + Pre Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_

First Month  Last Month

Card# 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

47 Exp. Date 

--	--	--	--

Monthly Charge: \$ \_\_\_\_\_  Semi-Annual Charge: \$ \_\_\_\_\_

Annual Charge: \$ 48  Quarterly Charge: \$ \_\_\_\_\_

49 **X** Signature of Cardholder

**Office Use Only**

DE \_\_\_\_\_ STAT \_\_\_\_\_

\_\_\_\_\_ CK \_\_\_\_\_ CA \_\_\_\_\_ MO \_\_\_\_\_

\_\_\_\_\_ BD \_\_\_\_\_ \_\_\_\_\_ EFT \_\_\_\_\_

COMM. 50

Plan (Please check one): 51

4885

Green Plus

SBCA \_\_\_\_\_

Other \_\_\_\_\_

(if other, please list)

**Total Enclosed** 52

Make payable to TVC Marketing Associates, Inc.®

\$ \_\_\_\_\_ enclosed  First Month  Last Month  Pre-Existing

Paid by:

Check  Cash  Money Order

\*\*\*This enrollment application, your handbook, and your Member/Bond card, together constitute your membership contract.



## Bank Draft or Credit Card (Red) Application

1. **Member's Social Security Number.** This will be the membership number for the member.
2. **Enrollment Date.** This should be the date you enroll him as a member. This date will change to reflect the date the application was entered and accepted into the computer system. So applications should be entered daily.
3. **Pre-existing Period Ends.** The Pre-existing period ends 10 days after the enrollment date.
4. **Name.** This is the primary member's name.
5. **DOB.** The primary member's date of birth.  
**DL #.** The primary member's driver's license number.  
**ST.** The state in which the primary member is licensed.
6. **Email.** This is the email address of the primary member.
7. **Mailing Address.** This is where the member will receive handbooks, direct bills, updates on benefits, important information pertaining to pending citations, and other mail from the home office.
8. **City/Prov., State, Zip/Postal Code, Country.** The city/prov., state and zip/postal code of the mailing address, as well as the country.
9. **Phone.** The member's home phone number.
10. **Employer.** The member's current employer.
11. **City and State.** The city and state where the employer is located.
12. **Dispatch 800 No.** The dispatcher's 800 number, in case we need to leave a message for the driver.  
**TK/Code #.** The member's truck code, identification, or driver number, if needed to refer to when calling the dispatch number.
13. **City, State and Truck Stop.** List where the membership was sold.
14. **Signature of Applicant.** Application cannot be processed without member's signature.
15. **Selling Associate No., Name and Signature.** Complete with your Social Security number, name and signature, to get credit for the sale.
16. **Bank Draft.**
  - 16a. **Bank or Credit Union Name**
  - 16b. **Address, and Phone of financial institution.**
  - 16c. **Signature of Applicant.**
  - 16d. **Initial Draft.** Complete the number of months to draft initially (usually one or two), and check the appropriate box (first month or first and last month). If a member is giving you cash, check or money order for the first or for the first and last months, do not complete the initial draft.
  - 16e. **Choice of Ongoing Draft.** Member can choose to be drafted monthly, quarterly, semiannually or annually. Check the appropriate box and put amount of draft in amount space.
  - 16f. **Checking or Savings Account.**
  - 16g. **Account Number and Insitution Transit Number.** Be sure that the member gives you his ACCOUNT number. This is not the number on his SCS/ATM card. We cannot draft from an SCS/ATM card number. The Transit or Routing Number is a nine digit number generally found to be the first nine digit on the bottom left hand side of a check.
17. **Credit Card Draft**
  - 17a. **Choice of Card.** We accept MasterCard, Visa, American Express, and Discover.
  - 17b. **Card Number and Expiration Date.** Be sure to double check these numbers for accuracy.
  - 17c. **Initial Charge.** Check the number of months to charge initially (usually one or two), check the appropriate box and put amount of charge in the space provided.
  - 17d. **Choice on Ongoing Charge.** Member can choose to be charged monthly, quarterly, semiannually or annually. Check appropriate box and put the amount to be charged in the space provided.
  - 17e. **Signature of Card Holder.** To charge a credit card, cardholder must sign here to authorize the charge. If the member and cardholder are different, the card holder must sign here to authorize the charge.
18. **Total Enclosed.** Complete this section **ONLY** if member gives you cash, check or money order. Be sure to check the box(es) that apply and circle the correct plan. IF CASH IS COLLECTED... the money and the application must be received in the home office by Tuesday so that commissions can be paid on Friday.
19. **Plan Type.** Check the appropriate box to select which plan they want.
20. **Office Use Only.** Do not mark in this box. It is used during processing by the Home Office.

Bank Account Draft  
With Two Months Up Front

This application will pay a  
75% ADVANCE

Notes

# TVC MEMBERSHIP APPLICATION

TVC Marketing Associates, Inc.® and Subsidiaries  
PRINT ONLY

Social Security Number (MUST be filled out)

1	2	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Enrollment Date 08 / 05 / 07 Time 8.45 am/pm  
Mo Day Yr

Pre-Existing Period Ends 8 / 15 / 07  
Mo Day Yr

Name Brown John W  
Last First Middle

DOB 7-1-50 DL# 123456789 ST TX

Email: jbrown@yahoo.com

Mailing Address 1234 Main St

City Dallas State/Prov TX Postal Code 75252

Country: USA Phone: Area Code ( 214 ) 123-2345

Benefits pending application processibility and current member dues.

Employer ABC Trucking

City and State Dallas , TX

Dispatch 800 No. 987-6543 TK/Code # None

I hereby acknowledge that on the date hereof, I purchased this contract at:  
City Denton State TX

Truck Stop (if applicable) 76

~~X~~ John Brown  
Signature of Applicant

Selling Associate No:

0	1	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Selling Associate Name:

Mary J Doe

~~X~~ MJDoe

Signature of Selling Associate

## SELECT ONE OF THE TWO (2) PAYMENT OPTIONS BELOW

Please indicate initial payment option as well as continuing payment option.

**1. Bank Draft** AUTHORIZATION TO HONOR CHECKS OR ELECTRONIC TRANSFERS drawn by and payable for Premium/Bond Forfeiture, Pre-Existing fees, fines or other costs. I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge/draft my checking account from the financial institution listed below. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. In the case of electronic funds transfer, we indemnify against the National Automated Clearing House and local clearing house rules. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my financial institution to provide TVC MARKETING ASSOCIATES, INC.® the information necessary to successfully draft this account.

Bank  Credit Union

Institution Name: National Bank

Address: 123 Bank Rd  
Dallas , TX

I wish to pay:

Initial Draft: 2 month(s) @ 48.85 + Pre \$ \_\_\_\_\_ = \$ 7.70  
 First Month  Last Month

Monthly Draft: \$ 48.85  Semi-Annual Draft: \$ \_\_\_\_\_

Annual Draft: \$ \_\_\_\_\_  Quarterly Draft: \$ \_\_\_\_\_

~~X~~ John Brown  
SIGNATURE OF APPLICANT

Checking Account  
(Attach check from Acct. to be drafted)

Account No. 12345678

Savings Account

Institution Transit No.

0	9	8	7	6	5	6	5	4
---	---	---	---	---	---	---	---	---

**2. Charge Card** I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge my credit card listed below for Premiums or costs, variously consisting of amounts for Bond Forfeiture, Pre-Existing fees, fines or other costs. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my credit card company to provide TVC MARKETING ASSOCIATES, INC the information necessary to successfully charge my account.

MasterCard  Visa  AmEx  Discover

I wish to pay:

Initial Charge: \_\_\_\_\_ month(s) \$ \_\_\_\_\_ + Pre Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 First Month  Last Month

Card# 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Exp. Date 

--	--	--	--

Monthly Charge: \$ \_\_\_\_\_  Semi-Annual Charge: \$ \_\_\_\_\_

Annual Charge: \$ \_\_\_\_\_  Quarterly Charge: \$ \_\_\_\_\_

~~X~~ \_\_\_\_\_  
Signature of Cardholder

### Office Use Only

DE \_\_\_\_\_ STAT \_\_\_\_\_  
\_\_\_\_\_ CK \_\_\_\_\_ CA \_\_\_\_\_ MO \_\_\_\_\_  
\_\_\_\_\_ BD \_\_\_\_\_ EFT \_\_\_\_\_  
COMM.

Plan (Please check one) :

4885  
 Green Plus  
 SBCA \_\_\_\_\_  
 Other \_\_\_\_\_  
(if other, please list)

### Total Enclosed

Make payable to TVC Marketing Associates, Inc.®

\$ N / A enclosed  First Month  Last Month  Pre-Existing

Paid by:

Check  Cash  Money Order

\*\*\*This enrollment application, your handbook, and your Member/Bond card, together constitute your membership contract.

©TVC MARKETING ASSOCIATES, INC.

3200 W. Wilshire Blvd. Oklahoma City, OK. 73116 (405) 843-2722 01/97

DISTRIBUTION \*White-Home Office \*Yellow-Associate \*Pink-Member

Bank Account Draft  
With One Month Up Front

This application will pay a  
50% ADVANCE

Notes



Credit Card Draft  
With Two Months Up Front

This Application will pay a  
75% ADVANCE

Notes

# TVC MEMBERSHIP APPLICATION

TVC Marketing Associates, Inc.® and Subsidiaries  
PRINT ONLY

Social Security Number (MUST be filled out)

1	2	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Enrollment Date 08 / 05 / 07 Time 8.45 am/pm

Pre-Existing Period Ends 8 / 15 / 07

Name Brown John W

DOB 7-1-50 DL# 123456789 ST TX

Email: jbrown@yahoo.com

Mailing Address 1234 Main St

City Dallas State/Prov TX Postal Code 75252

Country: USA Phone: Area Code ( 214 ) 123-2345

Employer ABC Trucking

City and State Dallas , TX

Dispatch 800 No. 987-6543 TK/Code # None

I hereby acknowledge that on the date hereof, I purchased this contract at:  
City Denton State TX

Truck Stop (if applicable) 76

X John Brown  
Signature of Applicant

Selling Associate No:

0	1	3	-	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

Selling Associate Name: Mary J Doe

X MJDoe  
Signature of Selling Associate

Benefits pending application processibility and current member dues.

## SELECT ONE OF THE TWO (2) PAYMENT OPTIONS BELOW

Please indicate initial payment option as well as continuing payment option.

**1. Bank Draft** AUTHORIZATION TO HONOR CHECKS OR ELECTRONIC TRANSFERS drawn by and payable for Premium/Bond Forfeiture, Pre-Existing fees, fines or other costs. I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge/draft my checking account from the financial institution listed below. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. In the case of electronic funds transfer, we indemnify against the National Automated Clearing House and local clearing house rules. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my financial institution to provide TVC MARKETING ASSOCIATES, INC.® the information necessary to successfully draft this account.

Bank  Credit Union

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

Address: \_\_\_\_\_

I wish to pay:

Initial Draft: \_\_\_\_\_ month(s) @ \_\_\_\_\_ + Pre \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 First Month  Last Month

Monthly Draft: \$ \_\_\_\_\_  Semi-Annual Draft: \$ \_\_\_\_\_

Annual Draft: \$ \_\_\_\_\_  Quarterly Draft: \$ \_\_\_\_\_

Checking Account  
(Attach check from Acct. to be drafted)

Account No. \_\_\_\_\_

Institution Transit No.

Savings Account

--	--	--	--	--	--	--	--	--	--

X \_\_\_\_\_  
SIGNATURE OF APPLICANT

**2. Charge Card** I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge my credit card listed below for Premiums or costs, variously consisting of amounts for Bond Forfeiture, Pre-Existing fees, fines or other costs. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my credit card company to provide TVC MARKETING ASSOCIATES, INC. the information necessary to successfully charge my account.

MasterCard  Visa  AmEx  Discover

I wish to pay:  
 Initial Charge: 2 month(s) \$ 48.85 + Pre Fee \$ \_\_\_\_\_ = \$ 97.70

First Month  Last Month

Card# 

4	0	9	8	7	6	5	6	5	4	3	6	2	1	4	3
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Exp. Date 

0	3	1	2
---	---	---	---

Monthly Charge: \$ 48.85  Semi-Annual Charge: \$ \_\_\_\_\_

Annual Charge: \$ \_\_\_\_\_  Quarterly Charge: \$ \_\_\_\_\_

X John Brown  
Signature of Cardholder

### Office Use Only

DE \_\_\_\_\_ STAT \_\_\_\_\_

\_\_\_\_\_ CK \_\_\_\_\_ CA  
\_\_\_\_\_ MO \_\_\_\_\_ BD

\_\_\_\_\_ EFT

COMM. \_\_\_\_\_

Plan (Please check one) :

4885

Green Plus

SBCA \_\_\_\_\_

Other \_\_\_\_\_

(if other, please list)

### Total Enclosed

Make payable to TVC Marketing Associates, Inc.®

\$ N/A enclosed

First Month

Last Month

Pre-Existing

Paid by :

Check  Cash

Money Order

\*\*\*This enrollment application, your handbook, and your Member/Bond card, together constitute your membership contract.

©TVC MARKETING ASSOCIATES, INC.

3200 W. Wilshire Blvd. Oklahoma City, OK. 73116 (405) 843-2922 01/97

DISTRIBUTION \*White-Home Office \*Yellow-Associate \*Pink-Member

Credit Card Draft  
With One Month Up Front

This Application will pay a  
50% ADVANCE

Notes



# TVC MEMBERSHIP APPLICATION

TVC Marketing Associates, Inc.<sup>®</sup> and Subsidiaries  
PRINT ONLY

Social Security Number (MUST be filled out)

1	2	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Enrollment Date 08 / 05 / 07 Time 8.45 am/pm  
Mo Day Yr

Pre-Existing Period Ends 8 / 15 / 07  
Mo Day Yr

Name Brown John W  
Last First Middle

DOB 7-1-50 DL# 123456789 ST TX

Email: jbrown@yahoo.com

Mailing Address 1234 Main St

City Dallas State/Prov TX Postal Code 75252

Country: USA Phone: Area Code ( 214 ) 123-2345

Benefits pending application processibility and current member dues.

Employer ABC Trucking

City and State Dallas, TX

Dispatch 800 No. 987-6543 TK/Code # None

I hereby acknowledge that on the date hereof, I purchased this contract at:

City Denton State TX

Truck Stop (if applicable) 76

John Brown  
Signature of Applicant

Selling Associate No:

0	1	3	-	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

Selling Associate Name:

Mary J Doe

MJDoe  
Signature of Selling Associate

## SELECT ONE OF THE TWO (2) PAYMENT OPTIONS BELOW

Please indicate initial payment option as well as continuing payment option.

**1. Bank Draft** AUTHORIZATION TO HONOR CHECKS OR ELECTRONIC TRANSFERS drawn by and payable for Premium/Bond Forfeiture, Pre-Existing fees, fines or other costs. I hereby authorize TVC MARKETING ASSOCIATES, INC.<sup>®</sup> of Oklahoma City, OK to charge/draft my checking account from the financial institution listed below. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.<sup>®</sup> shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.<sup>®</sup> RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. In the case of electronic funds transfer, we indemnify against the National Automated Clearing House and local clearing house rules. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my financial institution to provide TVC MARKETING ASSOCIATES, INC.<sup>®</sup> the information necessary to successfully draft this account.

Bank  Credit Union

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

Address: \_\_\_\_\_

I wish to pay:

Initial Draft: \_\_\_\_\_ month(s) @ \_\_\_\_\_ + Pre \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 First Month  Last Month

Monthly Draft: \$ \_\_\_\_\_  Semi-Annual Draft: \$ \_\_\_\_\_

Annual Draft: \$ \_\_\_\_\_  Quarterly Draft: \$ \_\_\_\_\_

Checking Account  
(Attach check from Acct. to be drafted)

Account No. \_\_\_\_\_

Institution Transit No.

Savings Account

--	--	--	--	--	--	--	--	--	--

\_\_\_\_\_  
SIGNATURE OF APPLICANT

**2. Charge Card** I hereby authorize TVC MARKETING ASSOCIATES, INC.<sup>®</sup> of Oklahoma City, OK to charge my credit card listed below for Premiums or costs, variously consisting of amounts for Bond Forfeiture, Pre-Existing fees, fines or other costs. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.<sup>®</sup> shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.<sup>®</sup> RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my credit card company to provide TVC MARKETING ASSOCIATES, INC the information necessary to successfully charge my account.

MasterCard  Visa  AmEx  Discover

I wish to pay:

Initial Charge: 1 month(s) \$ 48.85 + Pre Fee \$ \_\_\_\_\_ = \$ 48.85  
 First Month  Last Month

Monthly Charge: \$ 48.85  Semi-Annual Charge: \$ \_\_\_\_\_

Annual Charge: \$ \_\_\_\_\_  Quarterly Charge: \$ \_\_\_\_\_

Card# 

4	0	9	8	7	6	5	6	5	4	3	6	2	1	4	3
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Exp. Date 

0	3	1	2
---	---	---	---

John Brown  
Signature of Cardholder

### Office Use Only

DE \_\_\_\_\_ STAT \_\_\_\_\_  
\_\_\_\_\_ CK \_\_\_\_\_ CA \_\_\_\_\_  
\_\_\_\_\_ MO \_\_\_\_\_ BD \_\_\_\_\_  
\_\_\_\_\_ EFT \_\_\_\_\_  
COMM. \_\_\_\_\_

Plan (Please check one) :

4885  
 Green Plus  
 SBCA \_\_\_\_\_  
 Other \_\_\_\_\_  
(if other, please list)

### Total Enclosed

Make payable to TVC Marketing Associates, Inc.®

N/A enclosed  First Month  
 Last Month  
 Pre-Existing

Paid by :  
 Check  Cash  Money Order

\*\*\*This enrollment application, your handbook, and your Member/Bond card, together constitute your membership contract.

©TVC MARKETING ASSOCIATES, INC.

3200 W. Wilshire Blvd. Oklahoma City, OK. 73116 (405) 843-2722 01/97

DISTRIBUTION \*White-Home Office \*Yellow-Associate \*Pink-Member

Bank Draft  
With Two Months Cash Up Front

This Application will pay a  
25% ADVANCE

Notes

# TVC MEMBERSHIP APPLICATION

TVC Marketing Associates, Inc.® and Subsidiaries  
PRINT ONLY

Social Security Number (MUST be filled out)

1	2	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Enrollment Date 08 / 05 / 07 Time 8.45 am/pm  
Mo Day Yr

Pre-Existing Period Ends 8 / 15 / 07  
Mo Day Yr

Name Brown John W  
Last First Middle

DOB 7-1-50 DL# 123456789 ST TX

Email: jbrown@yahoo.com

Mailing Address 1234 Main St

City Dallas State/Prov TX Postal Code 75252

Country: USA Phone: Area Code ( 214 ) 123-2345

Benefits pending application processibility and current member dues.

Employer ABC Trucking

City and State Dallas, TX

Dispatch 800 No. 987-6543 TK/Code # None

I hereby acknowledge that on the date hereof, I purchased this contract at:  
City Denton State TX

Truck Stop (if applicable) 76

X John Brown  
Signature of Applicant

Selling Associate No:

0	1	3	-	4	5	-	6	7	8	9
---	---	---	---	---	---	---	---	---	---	---

Selling Associate Name: Mary J Doe

X MJDoe  
Signature of Selling Associate

## SELECT ONE OF THE TWO (2) PAYMENT OPTIONS BELOW

**Please indicate initial payment option as well as continuing payment option.**

**1. Bank Draft** AUTHORIZATION TO HONOR CHECKS OR ELECTRONIC TRANSFERS drawn by and payable for Premium/Bond Forfeiture, Pre-Existing fees, fines or other costs. I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge/draft my checking account from the financial institution listed below. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. In the case of electronic funds transfer, we indemnify against the National Automated Clearing House and local clearing house rules. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my financial institution to provide TVC MARKETING ASSOCIATES, INC.® the information necessary to successfully draft this account.

Bank  Credit Union  
Institution Name: National Bank

Address: 123 Bank Rd  
Dallas, TX

I wish to pay:  
 Initial Draft \_\_\_\_\_ month(s) @ \_\_\_\_\_ + Pre Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 First Month  Last Month

Monthly Draft: \$ 48.85  Semi-Annual Draft: \$ \_\_\_\_\_  
 Annual Draft: \$ \_\_\_\_\_  Quarterly Draft: \$ \_\_\_\_\_

<input checked="" type="checkbox"/> Checking Account <small>(Attach check from Acct. to be drafted)</small>	Account No. <u>12345678</u>  Institution Transit No. <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 12.5%;">0</td> <td style="width: 12.5%;">9</td> <td style="width: 12.5%;">8</td> <td style="width: 12.5%;">7</td> <td style="width: 12.5%;">6</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">6</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">4</td> </tr> </table>	0	9	8	7	6	5	6	5	4
0	9	8	7	6	5	6	5	4		
<input type="checkbox"/> Savings Account										

X John Brown  
SIGNATURE OF APPLICANT

**2. Charge Card** I hereby authorize TVC MARKETING ASSOCIATES, INC.® of Oklahoma City, OK to charge my credit card listed below for Premiums or costs, variously consisting of amounts for Bond Forfeiture, Pre-Existing fees, fines or other costs. I agree that if any charge is dishonored, whether intentionally or inadvertently, TVC MARKETING ASSOCIATES, INC.® shall be under no liability whatsoever. THIS AUTHORITY IS TO REMAIN IN EFFECT UNTIL TVC MARKETING ASSOCIATES, INC.® RECEIVES WRITTEN NOTIFICATION FROM ME REVOKING THE AUTHORIZATION. Furthermore, in the event that the information I have provided is incorrect or incomplete, I authorize my credit card company to provide TVC MARKETING ASSOCIATES, INC the information necessary to successfully charge my account.

MasterCard  Visa  AmEx  Discover

I wish to pay:  
 Initial Charge: \_\_\_\_\_ month(s) \$ \_\_\_\_\_ + Pre Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 First Month  Last Month

Card# 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Exp. Date 

--	--	--	--

Monthly Charge: \$ \_\_\_\_\_  Semi-Annual Charge: \$ \_\_\_\_\_  
 Annual Charge: \$ \_\_\_\_\_  Quarterly Charge: \$ \_\_\_\_\_

X \_\_\_\_\_  
Signature of Cardholder

### Office Use Only

DE \_\_\_\_\_ STAT \_\_\_\_\_  
\_\_\_\_\_ CK \_\_\_\_\_ CA \_\_\_\_\_ MO \_\_\_\_\_  
COMM. \_\_\_\_\_ BD \_\_\_\_\_ EFT \_\_\_\_\_

Plan (Please check one):

4885  
 Green Plus  
 SBCA \_\_\_\_\_  
 Other \_\_\_\_\_  
(if other, please list)

### Total Enclosed

Make payable to TVC Marketing Associates, Inc.®  
\$ 97.70 enclosed  First Month  
 Last Month  
 Pre-Existing

Paid by:  
 Check  Cash  Money Order

\*\*\*This enrollment application, your handbook, and your Member/Bond card, together constitute your membership contract.

# CLASS FOUR PAY INCENTIVES & BONUSES

Understanding Your TVC Marketing Plan & Bonuses

## UNDERSTANDING YOUR TVC MARKETING PLAN FOR DIRECT AND PRO-DRIVER 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 have 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 have 36 or more PGV, an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, of \$42.90 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 \$42.90 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.

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 & 1 or More Qualifying Associates With 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
ACA Pacesetter Product Pays 1, 2 or 3 levels of Overrides Only	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
		4th Gen. Overrides	4th Gen. Overrides	4th Gen. Overrides
			5th Gen. Overrides	5th Gen. Overrides

\* 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).

**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**

PGV CREDIT TYPE	PRODUCT	CREDIT VALUE
Personal Sale	Any TVC Pro-Driver	1
Personal Sale	Any SBCA	1
Personal Sale	Any Motor Club	1
Renewal (at Anniversary Month)	Any TVC Pro-Driver	1
Renewal (at Anniversary Month)	Any SBCA	1
Renewal (at Anniversary Month)	Any Motor Club	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 Associates 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 \$5.95 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 \$42.90 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:
  - a. Check mailed to you; or
  - b. Direct deposit.
  
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. Chargeback and Truck Stop Rent:

**Chargeback Bonus:** Associates may earn a chargeback bonus, which offsets a portion of their chargebacks for the week. The bonus amount depends on their sales count for the week.

  - With a sales count of 10 or more, 100% of chargeback deductions are bonused back.
  - With a sales count of 5-9, 75% of chargeback deductions are bonused back.

**Truck Stop Rent Bonus:** Truck stop rent is charged to an Associate based on the number of shifts worked at a TVC truck stop booth and is deducted from their commission checks. Truck stop rent generally costs \$5.95 per shift. Based upon the Associate's sales count for the week, the truck stop rent bonus can cancel out some or all of the truck stop rent an Associate has been charged.

  - If an Associate has a sales count of 10 or more in a week, no truck stop rent will be deducted from that week's commissions.
  - If an Associate has a sales count of 5 - 9 in a week, only 25% of the truck stop rent will be deducted from that week's commissions.
  - Truck stop rent will not exceed 50% of commissions in any given week.
  - New Associates automatically qualify for the truck stop rent bonus in their first eight weeks in business.
  
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 Pro-Driver and Matrix applications count for count to determine the level of your Pro-Driver advance commissions, even though some might be paid as-earned through the Matrix.

## BONUSES

### Health Bonus

To qualify for the health bonus you must have an ACTIVE SBCA MEMBERSHIP with an on-going method of payment worth \$42.90 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 4885 Pro-Driver memberships with on-going pay.)

\$100 - 22.5 Applications per Month - Average 5.6 Applications per Week  
\$213 - 32.5 Applications per Month - Average 8.1 Applications per Week  
\$380 - 42.5 Applications per Month - Average 10.6 Applications per Week  
\$480 - 52.5 Applications per Month - Average 13.1 Applications per Week  
\$525 - 95 Applications per Month - Average 23.75 Applications per Week  
\$600 - 125 Applications per Month - Average 31.25 Applications per Week

### Executive Director (EDIR) Bonus

To qualify for the Executive Director Bonus, you must have 36 PGV the previous month and you must have 75 personal Pro-Driver or SBCA sales with on-going payment method in the previous month or have a team of three first-level legs that produce 25 Pro-Driver or SBCA sales with on-going payment method per leg in the previous month. (One leg cannot count for more than 25 Pro-Driver or SBCA sales to qualify).

The following month, you will receive an additional \$5.00 on all personal Pro-Driver or SBCA sales with an on-going payment method and on all team Pro-Driver or SBCA sales with an on-going payment method, made that following month, down to the next Executive Director Bonus Qualifier. At that point, you receive \$2.50 on all Pro-Driver or SBCA sales with an on-going payment method down to the second Executive Director Bonus Qualifier; \$1.50 down to the third Executive Director Bonus Qualifier and \$1.00 per Pro-Driver or SBCA sale with on-going payment method down to the fourth Executive Director Bonus Qualifier in your downline.

### 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 4885 ProDriver memberships, you could earn: from \$82.78 to \$112.78 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.

4885 Apps.	COMM. ADV. PER SALE
1	\$82.78
4	\$87.78
5	\$90.28
6	\$92.78
8	\$97.78
10	\$102.78
15	\$112.78

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

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 Projections for TVC Pro-Driver Marketing Plan

Truck Stop and Direct Sales

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week **	Earned Override Per Sale	Annual Override	Executive Dir. Bonus Per Week **	1st Level Override & Bonus Per Week **
----------------	-----------------------------	-----------------------------	-----------------------------	----------------------------------	-------------------------------------	--------------------------	-----------------	----------------------------------	--

**Pro-Driver 4885 Plan (Monthly Retail Value \$48,85)**

Up To 7	82.78	\$579.47	\$30,132.65	13.77	96.41	1.31	15.77	\$35.00	\$131.41
8 - 9	87.78	\$790.04	\$41,081.98	13.77	123.95	1.31	15.77	\$45.00	\$168.95
10 - 11	90.28	\$993.10	\$51,641.30	13.77	151.50	1.31	15.77	\$55.00	\$206.50
12 - 14	92.78	\$1,298.95	\$67,545.30	13.77	192.82	1.31	15.77	\$70.00	\$262.82
15 - 19	97.78	\$1,857.86	\$96,608.62	13.77	261.68	1.31	15.77	\$95.00	\$356.68
20 - 29	102.78	\$2,980.68	\$154,995.26	13.77	399.40	1.31	15.77	\$145.00	\$544.40
30 Plus	112.78	\$3,383.46	\$175,939.92	13.77	413.18	1.31	15.77	\$150.00	\$563.18

**Pro-Driver Green Plus Plan (Monthly Retail Value \$31,90)**

Up To 7	33.33	\$233.29	\$12,131.03	5.54	38.81	0.53	6.35	\$35.00	\$73.81
8 - 9	38.33	\$344.94	\$17,937.04	5.54	49.90	0.53	6.35	\$45.00	\$94.90
10 - 11	40.83	\$449.10	\$23,353.04	5.54	60.99	0.53	6.35	\$55.00	\$115.99
12 - 14	43.33	\$606.58	\$31,542.06	5.54	77.63	0.53	6.35	\$70.00	\$147.63
15 - 19	48.33	\$918.21	\$47,747.08	5.54	105.35	0.53	6.35	\$95.00	\$200.35
20 - 29	53.33	\$1,546.48	\$80,417.12	5.54	160.80	0.53	6.35	\$145.00	\$305.80
30 Plus	63.33	\$1,899.81	\$98,790.12	5.54	166.34	0.53	6.35	\$150.00	\$316.34

\*\* "1st Level Override & Bonus Per Week" is the sum of "Executive Dir. Bonus Per Week" and "1st Level Override Adv. Per Week". See requirements and additional qualification on Bonuses. Dollar amount are based on the assumption that all sales are made by an associate 1st Generation to you. (Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.)

# CLASS FIVE

## YOUR SUPPORT SYSTEM

Who's Who at TVC, 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 Drivers):	1-800-288-2889
Lynn Havener, Associate Services	Ext. 579
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 American Express and Southwest Airlines).

You may be the only one representing TVC 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 TVC membership. Any membership you purchase gives you a website. (To qualify for bonuses, you must have a membership value of \$42.90 or above. See section in Training Class Four for more information).

Your web-site address will be [www.tvcmatrix.com/YOUR\\_USER\\_NAME](http://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.

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." 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. On the right side, it says "Logged In • Logout". The main content area is titled "Order Entry" and shows "Order History From 1/19/2007". Below this is a table header with columns "Date", "Member", and "Product". To the left of the table is a form with "Enter New Order" and "Show all orders" links, and a "Show Orders" section with "From" and "To" input fields and a "GO" button.

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, similar to the previous one. The main content area is titled "Tax ID" and contains the instruction "Enter the Tax ID for the customer (including dashes)". Below this instruction, the number "594-33-9031" is displayed. 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 member's personal information.

**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

### 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 # 123443211OK

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.

**Matrix Monthly** - This promotion pays 50% of the Commissionable Value of the product to the member and 10% of the Commissionable Value to the Selling Associate. This promotion is used primarily with the Motor Club Products - TVC Plus, TVC Plus Family, TVC Plus 100, and TVC Plus 100 Family - when you are only collecting 1 months membership dues on the sale.

**Motor Club First and Last Two Months** - This promotion pays the Selling Associate according to the commission plan outlined on page 40 based upon the type of Motor Club sold. This promotion is used in the sale of Motor Club Products - TVC Plus, TVC Plus Family, TVC Plus 100, and TVC Plus 100 Family - when you are collecting an initial payment of 3 months membership dues on the sale.

(Both of the above promotions require a valid On-Going method of payment - credit card or bank draft. No cash sales are accepted. All TVC Plus products have a sales count of 1 and a PGV count of 1.)

**Prodriver/Matrix Combo** - These promotions are used with the Pro-Driver products which have a Motor Club component with them - a TVC Plus \$5.95 membership. This includes the Pro-Driver 4885, Pro-Driver Green Plus, or Pro-Driver California Green Plus. (All of these products have a sales count of 2 and a PGV count of 1). The **Quarterly, Semi-Annual** and **Annual** promotions pay 3, 6 and 12 months earned commissions respectively. With an valid On-Going method of payment, credit card or bank draft, the **First Month Collection** pays a 6 month advance commission, and the **First and Last Month Collection** pays a 9 month advance commission. (See pages 38 and 39)

Ordering For John Doe

**Choose a promotion for this order:**

- Promotion
- Matrix Monthly
  - Prodriver Paid Quarterly
  - Prodriver Paid Semi-Annually
  - Prodriver Paid Annually
  - Prodriver First and Last Month Collection
  - Prodriver First Month Collection
  - Prodriver/Matrix Combo Paid Quarterly
  - Prodriver/Matrix Combo Paid Semi-Annually
  - 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

**Choose a product for this order:**

Product Name	Retail Price
<input checked="" 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"/> Pro-Driver Group Plan	\$29.95
<input type="radio"/> Pro-Driver Truckers Aid	\$14.95
<input type="radio"/> SBCA Green	\$42.90
<input type="radio"/> SBCA Matrix Plus	\$49.95
<input type="radio"/> SBCA Membership	\$29.95
<input type="radio"/> SBCA Platinum Plus	\$110.00
<input type="radio"/> TVC 100 Plus Motor Club	\$11.25
<input type="radio"/> TVC 100 Plus Motor Club Family	\$15.95
<input type="radio"/> TVC Plus Motor Club	\$5.95
<input type="radio"/> TVC Plus Motor Club Family	\$8.95

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**Prodriver** - These promotions are used when selling the SBCA products and the Pro-Driver Truckers Aid plan. (These products have a sales count of 1 and a PGV count of 1). The **Quarterly, Semi-Annual** and **Annual** promotions pay 3, 6 and 12 months earned commissions respectively. With an valid On-Going method of payment, credit card or bank draft, the **First Month Collection** pays a 6 month advance commission, and the **First and Last Month Collection** pays a 9 month advance commission. (See pages 38 and 39 for details). All SBCA products are placed in the matrix, and pay matrix commissions in the third month on money collected in the second month.

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

**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

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## Payment

Cash Payment Received  
\$ 0

Transfer to Company Via:  Money Order  
 American Express - xxxxxxxxxxxx3004

Ongoing Payment Method

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

Previous Next

**Cash Payment Received** - If the member paid you cash for any reason you must enter the amount received in the Cash Payment Received field. If you have a payment method on file, as our associate does in this example - **American Express - xxxxxxxxxxxx3004**, then you can select your credit card or bank draft to have the cash paid to you extracted from your credit card or bank account. Using this method to transfer cash to the company will expedite the commission process on the sale. If you do not have a method of payment on file you will need to select **Money Order**. You will need to get a money order for the amount of cash you received from the member, and send it to the home office. The processing of the sale for commission will be held until we have received the money order. **ALL CASH RECEIVED MUST BE SENT OR PAID TO THE HOME OFFICE.**

**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  /

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## 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

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Enter the appropriate information given 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.

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Order Entry PGV Sales Renewals Matrix Genealogy Team  
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### Payment

Cash Payment Received  
\$ 0

Transfer to Company Via:  Money Order  
 American Express - xxxxxxxxxxx3004

Ongoing Payment Method

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

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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.

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## Confirm Order

Sponsor Name: William Associate  
 Member Name: John Doe  
 Payment Method: Bank Draft - xx5665  
 Membership Name: Pro-Driver 4885 Plan  
 Months To Be Collected: 2  
 Promotion: Prodriver/Matrix Combo First and Last Month Collection  
 Amount Due: \$97.70

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.

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## 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 for to enter you 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

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Enter New Order

Show all orders

Show Orders

Order History From 1/19/2007

Date	Member	Product
1/26/2007 1:33:25 PM	John Doe	Pro-Driver 4885 Plan

From To

GO



# WEEKLY LEASE SCHEDULE

WEEK #

DAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

TRUCK STOP \_\_\_\_\_

SHIFT									

TRUCK STOP \_\_\_\_\_

SHIFT									