**A WAY TO SELL, COMMISSIONS, OVERRIDES AND**

**TEAM BUILDING**

Explanation of earnings achievable by way of distributing the A5 lists.

Sales can be made by other methods, like corporate sales and party plan, but we think putting the impressive A5's lists into people's hands directly leads to the highest response and sales rates and highest sales activity and revenues. You can help more people that way, build lots of good karma and turn the business into a social activity of fun while making lots of new friends and contacts – unlike regular work: a continual journey.

In 1984, when Midwest Research was first represented here in Australia by IMC, our state of the art programs sold for $45 each for initially 30 titles. If prices had kept pace with the CPI, program prices today should be $140 each. Currently, they are about half-priced at $75 each, a price rise of only $30 in 34 years. We still retain the 100% 90-day money back guarantee on all titles. Ours is a product which needs to be explained and for which people do not know to ask: hence we need reps to create the awareness, supply the information and do the sales as I have found internet presence lacks the personal touch, is overrated and just not enough.

Here is what you can earn if you follow the A5 handouts system.

2 hours per day @ 100 A5's per hour = 200 A5's given out per day.

5 days per week = 1000 A5's given out per week = 10 hours part-time work per week. Your printing cost = $85 = only 8.5c per A5.

200 A5's per day @ 5% response rate = say 10 enquiries per day from interested or curious prospects.

Ten enquiries per day competently handled should convert by phone or over coffee = 60% sale rate = 6 sales per day, not all at once but eventually attributable to that day's handouts.

If your average purchaser buys 4 cd's, i.e. buy 3 get one free, and you have 6 sales per day at that quantity (24 cd's on average per day) you earn 24 x $20 = $480 for the day’s work of doing the handouts = $2,400 over 5 days part time = $240 hourly rate = $2.40 for each handout, not counting coffee sits and phone attendance.

Competently handled, some will buy 5 and get 2 more free = $140 commission, 7 and 3 more free = $200 commission, 10 and 5 more free = $300 commission, 15 and 10 more free = $500 commission or 20 and get 20 more free = $800 commission - and beyond. On a buy 25 get 25 more free your commission is $1,000; buy 30 get 30 more free = $1,200; buy 40 get 40 more free = $1,600; buy 50 get 50 free = $2000. Bear in mind with these earnings you can negotiate off-the-record special lower prices for the client if they make up their mind to purchase promptly.

The more adept you are, the higher will be your percentages and number of cd's ordered per customer. When you are proficient you will have your first $1,000 day, maybe each day of the week giving you a $5,000 week.

If you would like to increase earnings, then increase the number of A5's you give out or increase your enquiry percentage and/or increase your close rate and/or increase the number of cd's purchasers buy. This can be achieved by being courteous and helpful at all times. Give out the A5's with a big smile, a few choice directive words and when they ring, or you again meet, narrow down the titles of interest as quickly as possible. If they are really quite interested, arrange to meet up and let them pore over the list and cross out all the ones they are not interested in to see which titles are left. Then maybe cut that total in half, thirds or quarters and organize payment into the bank or Paypal account and there is your order. Very enjoyable, easy, interesting, gratifying work and most will thank you.

You should encourage your enquirers to aim to obtain the maximum number of free cd's, as fits in with their desires, as it is a win-win for both of you, as you obtain commission for the free ones and when they have more titles they obtain an all round compounded result as the programs work with each other.

To encourage the larger orders, you can obtain a copy of the book Subliminal Treatment Procedures by Prof Paul Swingle and a portable cd display case for spontaneous conventional sales. The letter are readily available on the internet, and you can order them for yourself or your team.

Remember if a prospect or enquirer starts chatting and asking questions it is the birth of a sale so be ever ready to answer their questions and do trial closes and maybe meet up over coffee somewhere.

Payment must accompany order to the bank or Paypal account. This is executed by way of their phone app, Netbank or going to Commonwealth Bank or post office to make payment or by paying cash or via Paypal (although Paypal charges a commission which comes out of your commission, so the bank account is preferred). To get the more substantial sales, we allow time payment lay-by if the client prefers. Programs are despatched upon receipt of payment and order and delivery details.

Agent reps are requested to keep precise records as to how many A5's are given out each day, how many enquiries are made per day, how many go on to buy, how many CD's they buy and how much the customers spend each and which title numbers they order. By keeping good records you can learn how to increase your enquiry and close and number of programs bought rates, and so increase sales and income and your overall efficiency.

Part Two

Further earnings for building a team.

Inevitably some of the people to whom you have given the A5's and who have had good results may want to be part of your sales team. You can ask some of your friends etc. if they would like to join you in doing this part-time commission only work. You can do this work with a partner or friend or two or whomever you like.

Copy off copies of this page and give them to them. You earn $2.50 per cd ordered by those on your first and second level. You can build a team two levels in depth and with infinite width, i.e. as many on your first level as you like and they can have as many on their first level, your second level, as they like.

Example:

If you build a 3 x 3, that is 3 on your first level and 9 on your second level, i.e. 12 sub-agents and each sub-agent, by any means, sells an average of 20 programs per month, your total group sales, not counting yours, are 12 sub-agents x 20 programs each = 240 x $2.50 = $600 per month override training income.

If you build a 6 x 6 and each sells an average of 15 programs per month, by any means, your group sales are 42 agents x 15 cd's each = 630 programs upon which you earn $2.50 each = 630 x $2.50 = $1,575 per month override training income.

If you build a 12 x 12 and your 156 sub-agents sell an average of 10 programs each = 1,560 cd's per month = 1,560 x $2.50 = $3,900 per month override training income not counting the commission from your own sales of say the above $10,000 per month form your own 2-hours-per-day handout derived sales.

If an agent is inactive for the month and you are active that month you can benefit from pass up and not suffer pass over.

The stages you should aim for are to build 2x2, 3x3, 4x4, 5x5, 6x6 and so on up to 12x12.

You can go anywhere in Australia and do this business. You can have enjoyable weekend visits to stay in country towns on your own or together.

Make it your target to move up a notch each month, i.e. 2x2, 3x3, 4x4, up to 12x12 after 12 months, i.e. one year.

Remember: you increase your earnings by upwardly tweaking your two amounts and the two percentages.

You can increase the number of A5's you give out to a higher amount per day.

You can say a few encouraging words to each person you give the A5's to with a smile and invitation to catch up over coffee to increase your enquiry response percentage to say 15% or 20%.

Perhaps give out two A5's to each person, one for them and one for a friend and tell them to go through the list with a friend and give you call back and maybe meet over coffee to discuss their order if you are happy to do so. Those you meet over coffee may well go on to become your sub-agents and build their own teams, maybe even bigger than yours.

You can increase your close rate by how you greet them on the phone when they ring you and quickly determining how many titles they have found to be of interest altogether when they went through the list and which free cd's offer quantities they would like to go for.

If they sound particularly interested, but would be happy to meet up over coffee or at their place to further discuss, you can meet up with them and go through the list with them as they cross out all the titles they are definitely not interested in. This is how you secure the buy 7 get 10's, buy 10 get 15's, buy 15 get 25's and buy 20 get 20's and beyond. If you enjoy meeting the enquirers, you will inevitably get the higher sales and have new agents join under you. Set a good example as they will do what you do.

The key to your success is the degree, quality and variety of the exposure you create. The greater the degree, quality and variety of exposure you create, the greater your success.

Be consistent and persistent and treat this like a counseling profession, not just a job which people go to each day, day in and day out, and your income will grow.

You can only go so far with neighbours, friends and relatives but when you start dealing with strangers you will earn more. Friends will just give you their opinion and maybe buy a program or two. Offer friends, neighbours and relatives the opportunity to join as part of your team and you may get a better response from them.

For strangers, you start with selling to them and later you can invite them to join. If they have been customers first their purchase becomes tax deductible as training material.

Your only expenses as a rep are for your printing of A5's and other literature from the masters on the website scwl.org with your contact details inserted in place of mine. The other expenses are sociable coffees on sits.

Keep your own statistics and accounts on a spreadsheet program on your computer so you will always be able to analyze your steps taken to constantly improve your performance.

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