

High Velocity

System for Success in Advertising

Prepared By:

**A. Thomas Perhacs, Northeast Regional
Sales Manager**

January 2005

Dear TREB Partner:

Attached is the *TREB Big 6™* success system. Much of it is based on a proven program that has been used in a number of industries, over the last two decades.

TREB Big 6™ is a:

- Collaborative community to keep you informed of effective methods for building a profitable business selling and servicing Real Estate Advertising (TREB);
- Disciplined series of actions to serve your customers in the manner they need and want to be served (Big 6);
- Flexible program where you set your ultimate objective based on your personal and business objectives. (success); and
- Simple yet effective step-by-step plan enabling you to evaluate progress daily/weekly on your quest to achieve the level of success you desire (program).

I am very excited to provide you the first phase of the Big 6 program. Furthermore, we look forward to interacting with you and your peers monthly to share new insights on how to achieve greater success.

As you implement your own personalized *TREB Big 6™* success program, please email stories of what has and has not worked for you to me at aperhacs@TREB.com. We will review your experiences and work to further improve the program for everyone.

Thank you for your support. May *TREB Big 6™* serve you to help achieve some of your personal dreams.

Sincerely,

A Thomas Perhacs

A Thomas Perhacs
Northeast Regional Sales Manager
aperhacs@TREB.com
609.689.3787

TREB Big 6

Collaborative • Disciplined • Flexible • Effective

This document explains an exclusive TREB sales and service program for TREB Independent Distributors.

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January, 2005

Version: 2.0



Tips and Instructions

First Things First

All of the information on Big 6 is designed to be a comprehensive way to build your TREB business.

1. The materials are **laid out in a sequential fashion**. It is important that you review them in this logical way. Please do not skip ahead to other sections before you have read through the previous sections.
2. The materials are designed to be printed and then set into a workbook. Therefore, please **print out the Big 6 Master PDF file and place in a 3-ring binder**.

Printing and Using Documents

1. Review the scripts and letters and modify them to fit your style and your service abilities.
2. Always **PERSONALIZE LETTERS** wherever you see [bold type in brackets].
3. The prewritten letters in these materials are designed to be used either as hard copy mail or electronic mail.
4. **CHECK URL LINKS** to ensure that they work correctly!
5. **CHECK PHONE NUMBERS** to make sure they are accurate!
6. **REGISTER YOUR CUSTOMER BEFOREHAND**. If you are able to secure an email address for a prospect, be sure to register them **FIRST** and send them their login information with your store URL.

Getting Started

I. Cover Letter and Introduction

II. Big 6 Explanation

- **The Keys to Success – Big 6 (8 page document)**
- **Developing Loyal Long-term Customers**
- **Big 6 Strategy (3 page document)**
- **The Path to Business Success (3 page document)**
- **Multiply Your Efforts**
- **Profit Models**

III. Big 6 Tracking Tools

- **ID First Month Checklist**
- **Business Mentor First Month Checklist for IDs**
- **Weekly Objectives (make 11 copies)**
- **6-month Activity Calendar**

The Big 6 system was developed over years of research, trial, and error. The system has been implemented in many different industries and businesses with equal success. Small businesses to large corporations have used the system to install a repetitive-competitive message to their prospective customers.

In traditional marketing campaigns, often a shotgun approach is used to cover a large mass market with the hopes of attracting some form of response. It is similar to the approach of the SPAM e-mail marketers, who hope for a 1/1000th response rate to the millions of e-mails sent out. In contrast, the Big 6 method is a way to break into a *defined market vs. mass marketing*. It is using a ***focused method of attack*** similar to a sniper's rifle instead of a shotgun.

If you learn and utilize this proven method, your efforts will meet with success.

The Secret is in Repetitive/Competitive Messaging

Dr. J. Thomas Stanley, in his book "Marketing to the Affluent" makes perhaps the single most important Identification in successful sales people...**Successful sales people don't give up!**

He cites statistics that he used in defining the criteria for ***high achieving industry professionals*** and found the following:

- The affluent people cited in his marketing research generally bought from someone ***after 7 or 8 different calls***.
- Some of the largest sales to customers occurred after as many as **11 or 12** contacts!!

The ***average sales person*** today was polled by the same marketing research organization yielding the following results:

- Most sales people make **2 to 4** calls and then move on to the next prospect.

In a similar study of sales people, according to SellingPower.com, the following results ensued:

- 80% of all sales are made **after 5 calls**.
- 50% of all salespeople call once and give up.
- 30% call twice and quit.
- 10% call three times and quit.
- Only 10% call again, and it's this 10% that make 80% of all sales.

Many of us have heard the expression, "*He walks by more business than he writes*". This sums up the incredible sales opportunities that are unwittingly lost because

salespeople are either unaware, are too lazy, or are inconsistent with their approach. However, **Big 6 is a system** that, if followed will lay out a step-by-step game plan yielding the results you want so you won't be walking by business that could be yours!

"A person will not buy from you until he is convinced that you are a friend and are acting in his best interest. You must make this clear." -- Brian Tracy

Following a Process, Cultivating Relationships

In our business, we must nurture and cultivate relationships. It is much like planting a garden. With a garden, you wouldn't stand upon barren ground and demand a harvest without first going through a series of steps to insure your success. Rather...

- You would identify an area to plant.
- You would decide what you were going to plant
- You would prepare the soil.
- You would plant the seeds.
- You would water daily, adding nutrients as necessary.
- You would weed your garden, keeping out unwanted intruders



Then, and only then, would you believe that something good could happen. But, because you have prepared and cultivated the soil, you'd have the faith and expectation that a harvest will come.

At first, you might only be looking at dirt - wet dirt - yet you know that soon the seeds you have planted will start to sprout. Then, the greatest excitement occurs when the first green sliver of life breaks through to the light! But, to yield success, the sprout needs to be monitored, cared for, some even say encouraged, to grow to fruition and mature. Finally, after weeks of toil, care, and exasperation, your work begins to reward your efforts.

Developing customers that will return to you on a consistent basis requires a similar process and Big 6 will guide you through this process.

- **Market Focus** - You will Identify your market and how to maximize your potential in that market
- **Goal Focus** - You will decide what results you want to achieve
- **Product Focus** - How to sell all of the products in your TREB tool box
- **Geographical Focus** - How to breakdown your territory for greater focus
- **Schedule Focus** - You will decide what hours you will sell to increase your page count and profit

- **Commitment Focus** – You will decide what percentage of your time you have to commit to the sales process to become successful
- **Re-investment Focus** – You will decide how much of your income should be directed back into marketing, outdoor boxes, and other resources.

It is important to define the parameters stated above, before “jumping in” to the process. Further, the setting of realistic goals in relation to the time and money you are willing to commit is essential to your overall success. Finally, you will achieve your goals to the degree that you can commit and persist.

Once you’ve set the system into play and you begin to develop purchasing customers, you will then continue to strengthen your relationship with them on an on-going basis...In other words, nurturing and cultivating your business “garden” to yield a harvest.

We all know that we are in a great business, and a great environment for growth...so how does Big 6 specifically work as a strategy within various segments of our business?

Let’s first focus where you need to focus.

Advertising and Big 6



Question: Why Advertise with you?

Answer: We provide the best service and leads in our market.....period!

Why You Have a Competitive Advantage:

In the Real Estate Advertising business you offer something that your competitors cannot maIDh, **and that is YOU!** This market is a wide open and ripe for the personalization that you can offer, and that your competition can’t. Therefore, to be successful, you **must successfully market yourself to your potential clients.**

The business of marketing yourself is much like running a political campaign. It is a matter of **becoming well known in your targeted business trade zone.** You are selling your incredible knowledge and service, your personality, your values, AND your products.

Once your targeted customers come to know you, they will buy from you initially on the perceived relationship that you have worked to establish.

Understand this simple fact:

90% of all decisions are made emotionally, and justified rationally

So, if we know that most decisions are made emotionally, how do we capitalize on it?

We have all heard the concept of "Relational Marketing" ...and in some instances in the last 15 years we've often heard it to the point of over-kill. (In fact, it became a buzzword of major corporations, along with "thinking outside the box" and perhaps has been overused.) Nonetheless the irrefutable facts are, Relational Marketing works!

In other words, **if people know you, are comfortable with you, and have confidence in you, they are apt to make favorable decisions towards you based on the emotional strength of that relationship with you.**

A Personal Story From A. Thomas Perhacs

I remember back to the days when I ran a medium sized leasing company in the late 80's. We had certain purveyors that we dealt with on a weekly basis. Salespeople would often stop in with the hopes of obtaining my business. When they did, I would inform them that we already had our suppliers, and they would leave.

But, there were always a few people that would keep coming back. They would come in, say hello, and ask if there was anything they could get for me that week. Well, I'm sure you know what's coming, eventually there was something I needed, either forgotten, or shorted, and I gave the persistent person the order.

When you buy once, you become a qualified prospect; buy twice, and you are a customer. Buy 3 times, and you are now a client who will be interested in further services. That's what happened with the persistent salespeople who kept dropping in on me.

"It is repetitive, sincere efforts by you that will create the relationship necessary to bring in the multiple page sales, brochures, gatefolds, and long term clients." - A. Thomas Perhacs

Another very important item that I have learned throughout my years in business is that ***large sales and repetitive sales are the end result of a series of smaller purchases, backed by superior service.*** This is the nexus of our business. It is also the reason for Real Estate Advertising. The more exposure our clients get, the more leads they get, the more homes they can sell.

Work Smart, Not Hard

Lets face it; there are only so many hours in the day that you have to devote to work. If you increase your business to become more driven, and therefore labor dependent, then you create a self-limiting income stream. You are faced with either hiring more personnel to service the growth in business, or figuring out how to create other ways to increase your books growth.

I suggest that a coordinated balance between the two is the most desirable.

TREB offers the perfect solution to grow your business in a highly profitable manner: it allows you the ability to grow, and have a highly profitable business.

Real Estate Advertising Business Game Plan

Big 6 is a system of contacting potential customers in an extremely organized manner. The plan is simple; with each prospect/customer you will plan to make **6 personal contacts and with 6 follow up marketing contacts (emails, flyers, letters, faxes, eID...)** over a period of **6 consecutive months**.

1. First define a **specific geographic area** and outline a game plan for **Personal Contact Activities**. This also means getting all of your potential advertisers into some kind of contact management system, like ACT, Goldmine or even your Microsoft Outlook. (In this day of automated direct/fax/e-mail eID. a face means a lot.)
2. Your game plan is to **drop off 6 flyers with your business card per hour**. If you spend 2 hours per day (for example, an hour during your lunch time and/or an hour later in the afternoon) and do this 3 times per week, you **will establish 36 prospects in a week**.



The plan asks you to pick up a business card and obtain the following information about the business prospect:

- A. Broker and Agent(s) names
- B. E-mail address (ask permission to send follow up info)
- C. Fax number
- D. Who do they currently advertise from?
- E. Can you set up a time to come back and speak to them?

If a conversation develops, ask the prospect if they would be interested in advertising with you.

Example: **“If I can provide a better level of service, as well as more leads than your currently getting, would you do business with me”?**

If the time is convenient, ask to do full presentation of what you offer. If it is not, ask them to set up an appointment with you to do a complete presentation of your Value Proposition. (Of course, the meeting includes signing them up as a customer.)

3. Try to **drop off 12 flyers per day in an area**. This maximizes your time for the return trips. *The goal from each 12 dropped off, is to set up one appointment per week from this pool of 12 prospects over the next 6 months.*

Tips:

- The presentation will take an entire lunch hour, or time in the morning or afternoon.
- Try to hit all of the Real Estate Offices in a given area. Of course all businesses of substantial size are perfect prospects. In this type of company the receptionist may also order the Real Estate Advertising and is often a good initial contact.
- It is also imperative that you assist in the first order, and show them how AMS works
- After the initial contact, you ask permission to drop by additional specials, or fax them, or e-mail them.
- Carefully record the method of contact they will receive.
- You should follow the next week with a new additional offer.
- Follow the additional offer with a phone call to set up a client demo, or assist in the first order.
- Always thank them for their time and remind them of the virtue of The Real Estate Book.
 - More Leads
 - Great Local Distribution
 - Awesome Internet offering
 - Help them to increase their branding as well as give them a set of new listing tools.

What You Can Expect

This process will net you 36 contacts per week, 144 from your month's Personal Contact Marketing effort. With consistent effort dedicated to this pool of 144 prospects over a 6-month period, you should pick up between 4-8 new pages per month. The total number of new pages over the 12 month period should be between 24-48 pages.

Following the Big 6 method, with each established new customer, you must have a minimum of 6 personal contacts, with 6 follow-up contacts (via fax, phone, email) over a 6-month period of time.

How Does This Affect Your Business?

Recognize that you are not creating a new market, as ***it already exists!*** These businesses are going to continue to be spending money on advertising. However, because of your regular and highly personal contact, you are becoming known to them as a fellow business person who can provide an alternative solution for their business with a very compelling story. Once that relationship blossoms, they will come to rely on you for their Real Estate Advertising.

From your pool of 144 prospects and at a rate of 4-8 new page per month, over a 12 month period you can potentially establish 24 to 48 new pages. With an **average profit of \$150 per page**, your income from these sales could be between approximately **\$600 to \$1,200/mo**. Given the fact that they will need to advertise monthly and that you sign them to a 13 issue contract, you potentially be looking at earning an additional **\$40,000 to \$60,000+ per year** in a renewable income stream that you have created. **Any income derived from additional value ad-ons is all added on top of this.**

The model workweek described above is based on 12 to 14 hours per week to acquire and cultivate your prospects/customers over a 6-month period of time. This is a reasonable estimate of income and hours expended to **establish** that business. However, once your customer is comfortable with you, the online AMS process, and the service they receive from You/TREB, your investment of time to maintain those relationships diminishes. Once you have solid and loyal customers doing AMS totally on their own, you will not need to spend as much time maintaining them as it took to acquire them. Now, instead of spending 12 to 14 hours per week, you may be only spending only 12 to 14 hours per month to maintain that business

Other Income Streams

As a result of your customer/client relationship building process, your ad page sales will allow you to use other add-ons such as brochures, gatefolds and internet packages.

System and printer replacement sales should generate an additional \$5,000 to \$10,000 per month of volume through your store with an 8% profit margin. Installation, and ask Dr Tech service contracts should add an additional \$500 per month in commissions and fees. Online training could add even more.

Obtaining the goals of this plan could potentially easily generate to you a substantial increase in your bottom line profitability.

The growth of the plan is exponential, in other words, if you worked this full time, then you could have an increasing amount of advertisers wanting to come into your magazine on a monthly, quarterly and yearly basis.

Remember, this is primarily the result of renewable income streams and it is more dependable because the connection between the ordering business and you is based on a relationship between you.

Think about it.... How would it feel to wake up each month knowing you have a high five or six figure income stream, with the possibility to increase that over the years to come.

The business is there, the execution is up to you!





Developing Loyal Long-term Customers

Relational Marketing – people buy based on emotion and back their decisions with logic. Customers buy from people they know, like, and trust.

Goal – Establish customers who are loyal to you and who get the max value from their advertising dollars. Your book becomes their first choice from which to purchase advertising, because we are delivering more leads to them at the very lowest cost per lead.

3 Stages: 1. Customer Introduction, 2. Customer Cultivation & Acquisition, 3. Customer Maintenance.

Big 6 Process: 6 Personal Contacts and 6 Follow up Contacts every week that you sell

1. Personally speak with (and/or visit) all potential prospects/customers once per month through each of the 6 points of contact
2. Follow-up with your customer utilizing other marketing methods (e-mail, fax, posIDards, flyers) at least once per month over a 6-month period.

Game Plan

1. Customer Introduction

Sources of Customers

- **Personal Contact Marketing**
- Referrals
- Flyers
- PosIDards
- Walk ins
- Email Marketing
- Your Local Distribution
- Phone Calls



2. Customer Cultivation & Acquisition

Repetitive Contact Until Prospect Signs-up as a Customer



3. Customer Maintenance

On-going Contact Every Month Alternate Activity on Weeks 1 & 3



Phase One: Customer Introduction - Month One

Month One -Blitzing Your Business Territory

- Break your territory into zones
- Spend 2 hours per day, 3 days per week introducing TREB to 12 targeted businesses. **Personal Contact Marketing is best.**



This will result in 36 potential customers per week or a total of 144 by the end of the month. **These 144 prospects will represent the group of businesses from which you will try to cultivate and acquire as new customers over the next 6 months.**

Phase Two: Customer Cultivation, Acquisition, & Ordering Months 1- 6

Months One – Six - Beginning month one and following through to month 6 you will begin to turn your prospects into customers. **The goal is to develop 10 – 12 new customers each month from your pool of 144 business prospects.**

Cultivation: To cultivate new customers they must get to know who you are and what you can do for them. They will get to know you by repetitive exposures to you and your marketing efforts.

- Personally visit each **prospect** once per month and develop a friendship/relationship
- With each **prospect** get permission to e-mail them and/or to physically mail them information. Send them something once per month (e-mail, fax, flyer, eID.).

Acquisition: Customers are acquired once you have gone through a complete presentation to them, you provide them with the value of TREB and how they can maximize their advertising initiatives.

- From your pool of 144 prospects, set up at least **3 presentations per week, EVERY week**
- 3 presentations per week should yield **4-8 new pages per month**
- Over 6 months, your pool of 144 prospects should yield between **24 to 48 new pages.**

AMS: Customers are not really true customers until they control their advertising process through AMS.

- Show each registered customer **how to use AMS**
- **Follow through** with your customer to make sure they getting up to speed on AMS and are satisfied with the process.
- **Provide Personalized Service** – something your competition cannot provide!

Phase Three: Maintaining Customers – Months 1- 6

As you establish new customers from your pool of 144 prospects, it is important that you also provide them with repetitive exposures to you and your supplies business. The more personal contact, the more loyal they will become to you.

- Visit or call each customer at least once per month. In the early stages of your relationship a visit by you is always preferable. As your relationship grows and the number of customers grows, a short call once per month may be adequate to your well-established customers.
- Continue to e-mail your customers and/or to physically mail them information. Send them something once per month (e-mail, fax, flyer, eID.).

Month One - Sample Workweek Schedule to Acquire 144 Prospects and 10 –12 Customers

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Lunch time					Morning	
Make 6 contacts & distribute 6 flyers	1 demo	Make 6 contacts & distribute 6 flyers	1 demo	Make 10 follow-up calls to schedule demo appt.	Enter all contact information into database & prepare postcards, emails, fax, mail	
5:00 – 6:00 PM						
Make 6 contacts & distribute 6 flyers	1 demo					



Months Two - Six - **Sample Workweek Schedule to Acquire 60 – 72 Customers**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Lunch time					Morning	
Visit or call 6 prospects/ Customers in target area. Set up Presentations	1 demo	Visit or call 6 prospects/ Customers in target area. Set up Presentations	1 demo	Make 20 follow-up calls to schedule demo appt.	Enter all contact Information into database & prepare posDards, emails, fax, mail Send out!	
5:00 – 6:00 PM						
Visit or call 6 prospects/ Customers in target area. Set up Presentations	Visit or call 6 prospects/ Customers in target area. Set up Presentations	Visit or call 6 prospects/ Customers in target area. Set up Presentations	Visit or call 6 prospects/ Customers in target area. Set up Presentations	1 demo		





The Path to Business Success

The purpose of the Big 6 program is to help you establish a consistent and reliable on-going monthly income through a proven relationship building process that is **logical, methodical, and predictable**. To build your path to business success, the plan calls for a reasonable expenditure of effort expended in blocks of 6-month time increments. The goal at the end of each 6-month period is for you to acquire and maintain **18-36 new pages**. To reach your income goals, you simply decide how many times you want to repeat the process.

To go to the moon, a rocket expends over 90% of its fuel just escaping the forces of gravity. As the gravitational pull of the earth lessens, it takes very little energy to propel the vehicle through the vacuum of space. In much the same way, **the lion's share of the fuel (the physical WORK) of the Big 6 program is in the front-end...** meaning you'll be doing the majority of the work in the first 6 months and especially in the first month. However, once you have established strong customer relationships, your time investment to maintain these loyal customers is greatly reduced.

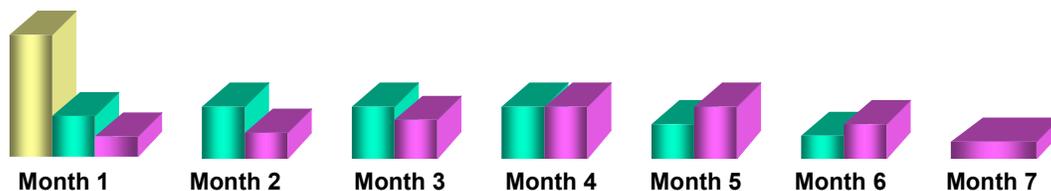
It's important in the early stages of your Big 6 program that you:

- **Focus on the results you are looking for!**
- **Don't get discouraged!**
- **Be consistent and persistent...Stay with it!**
- **Evaluate the Program ONLY after you do it for 6 months...not after 1 day!**

Remember that...**Successful sales people don't give up! This program will work for you if YOU WORK!**

Diagram One: Shift in Activity Over 6 Months

-  Phase One: Introduction – Month One
-  Phase Two: Cultivation, Acquisition, & Ordering – Months 1- 6
-  Phase Three: Maintenance – Months 1- 6



How You Earn Money

If you spend 2 hours per day 3 days per week, you **will establish 36 prospects in a week and a total of 144 for the month.** Then, with consistent effort focused on this pool of **144 prospects**, you should pick up between **10 and 12 new customers per month** in the SMB (small-to-medium business) market through the 6-month time period. This should result in **a total of 60 to 72 new customers.**

Diagram Two: Customer Acquisition from 144 Prospects Over 6 Months

Month	New Pages	Existing Pages	Total Pages
Month One	4-8	24	32
Month Two	4-8	32	40
Month Three	4-8	40	44
Month Four	4-8	44	48
Month Five	4-8	48	60
Month Six	4-8	60	72

Calculating Your Income

If you have targeted the right prospects, the **average new customer will spend \$250 per month gradually increasing to \$500 per month** (with the addition of purchases from your full catalogue). For our illustrations we will use an average of \$350/month.

On Real Estate Advertising, you can expect an **average profit of 10% or \$35/customer on \$350 in sales.** *(This is actually a conservative estimate of return. In a recent analysis of supplies sales among IDs, the average profit was 12.5%).*

Diagram Three: Potential Income from Real Estate Advertising Only

Number of Customers	X Average Profit	Monthly Income	Yearly Income
60	\$35	\$2100	\$25,200
72	\$35	\$2520	\$30,240
120	\$35	\$4200	50,400
144	\$35	\$5040	\$60,480
180	\$35	\$6300	\$75,600
216	\$35	\$7560	\$90,720
240	\$35	\$8400	\$100,800
288	\$35	\$10,080	\$120,960

Multiple Streams of Income

Obviously, you can sell more than just Real Estate Advertising. As a result of your customer/client relationship building process, your system sales and related products and services should grow exponentially.

What could your income potentially become if you also add:

- Online Training Packages
- Custom Publications
- Social Media Integration
- The Online Real Estate Book Store

From the array of products you can offer your customers, it is easy to see where you could grow your average income per customer to over \$50/mo. What does that income look like?

Diagram Four: Potential Income from All Services

Number of Customers	X Average Profit	Monthly Income	Yearly Income
60	\$50	\$3000	\$36,000
72	\$50	\$3600	\$43,200
120	\$50	\$6000	\$72,000
144	\$50	\$7200	\$86,400
180	\$50	\$9000	\$108,000
216	\$50	\$10,800	\$129,600
240	\$50	\$12,000	\$144,000
288	\$50	\$14,400	\$172,800

From these illustrations you can see that there is a tremendous potential income available to someone willing to work hard to win business that is already available in a growing market. Now, what if you took those earnings and put a portion of them to work for you?

Can you give 10 years of your life to guarantee your future?

As you implement your Big 6 program and begin to develop a growing clientele of loyal customers, your income will grow exponentially. For many of you, your Big 6 income will represent part-time **additional money**. We recommend that you reserve a portion of this income, 20%, of this income in an investment program. In the next chart, waIDh what time and the miracle of compound interest can do to help you create financial independence.

Diagram Five: Financial Success Path

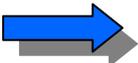
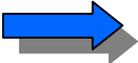
Assumptions: Save 20% each year compounded at 10% per year*

Year	Income	Amount Saved at 20%	Compounded Return in \$	Years of Compounding
1	25,200	\$5,080	\$11,884	9
2	50,400	\$10,080	\$21,607	8
3	75,600	\$15,120	\$29,464	7
4	100,800	\$20,160	\$35,714	6
5	126,000	\$27,720	\$44,463	5
6	151,200	\$30,240	\$44,274	4
7	176,400	\$35,280	\$46,958	3
8	201,000	\$40,320	\$48,787	2
9	226,800	\$45,360	\$45,360	no compounding

If you were able to achieve these savings goals and you could earn a 10% return (1% less than the historical stock market S & P 500 index)...

After 10 years... **YOU WOULD HAVE ACCUMULATED \$328,691 ****

Without ever adding another dime, and not taking any money out:

- At 15 years  your investment would grow to \$529,360
- At 20 years  your investment would grow to \$852,539
- At 25 years  your investment would grow to \$1,373,023

All from 10 years of hard work!!!!!!

Plus, you will have enjoyed an incredible income for the life of your business!!



*All numbers used are hypothetical in nature and don't correspond to any investment, interest, or savings vehicle. They simply reflect the result of compounded interest tables

** The numbers do not take into consideration income tax, and assume the self-employed person would open a tax-deferred retirement plan



Multiply Your Efforts

In the previous documents we've seen that a concerted and focused 6-month effort with the Big 6 program can yield 60 – 72 customers who purchase on average \$350 per month of Real Estate Advertising. At a 10% profit, this can return to you an on-going monthly income of \$2100 - \$2500/month. *(This is actually a conservative estimate of return. In a recent analysis of supplies sales among publishers, the average profit was 12.5%).*

Creating multiple streams of on-going income is an attractive concept to many people. The idea of building a solid business and having an extra \$25,000 - \$30,000/year from a reliable customer base is something that you can offer to potential TREB prospects.



Name: _____

Start Date: _____

ID First Month Checklist

Check off each accomplishment in your first four weeks

Objectives	Week 1		Week 2		Week 3		Week 4	
	Yes	No	Yes	No	Yes	No	Yes	No
<i>This week I will...</i>								
Select Geographical Area								
Write Workweek Objectives								
Determine Weekly Schedule								
Write Commitment Statement								
Determine Financial Investment								
Take Office Presentations Training								
Take Big 6 Training								
Print Business Cards								
Memorize Introduction Talk								
Role-Play with Mentor								
Memorize Follow-up Call								
Follow-up Role-Play w/ Mentor								
Print Marketing Materials								
Become Familiar with Products								
Learn How to Place Orders								
Learn to Register Customers								
Visit 36 Prospects								
Set Up 3 Demonstrations								
Register 2-3 Customers								
Follow-up in Person								
Follow-up by E-mail								
Follow-up by Phone								
Follow-up by Fax								
Review This Week's Activities								
Plan Next Week's Strategy								

(E-mail or fax copy to mentor every week and review results)



New TC: _____

Start Date: _____

Business Mentor's First Month Checklist For Publishers

Advise and monitor activities of each accomplishment of the ID

Objectives	Week 1		Week 2		Week 3		Week 4	
	Yes	No	Yes	No	No	Yes	No	Yes
Call/Discuss: "Have you..."	Yes	No	Yes	No	No	Yes	No	Yes
Selected Your Geographical Area?								
Written Your Workweek Objectives?								
Determined Your Weekly Schedule?								
Written Your Commitment Statement?								
Determined Your Financial Investment?								
Taken the online Products Training?								
Taken The Big 6 Training?								
Printed Business Cards?								
Memorized The Introduction Talk?								
Role-Played with Mentor?								
Memorized The Follow-up Call?								
Role-Played Follow-up w/ Mentor?								
Printed All Marketing Materials?								
Become Familiar with Products?								
Learned How to Place Orders?								
Set up Distribution								
Visited 36 Prospects This Week?								
Set Up 3 Demonstrations This Week?								
Registered 2-3 Customers This Week?								
Followed-up in Person? How Many?								
Followed-up by E-mail? How Many?								
Followed-up by Phone? How Many?								
Followed-up by Fax? How Many?								
Reviewed This Week's Activities?								
Planned Next Week's Strategy?								

Questions for Independent Distributors/Publishers

1. What questions do you have?
2. What do you think went right this week? Why?
3. Where do you feel you need improvement?
4. What do you think went wrong this week? Why?
5. How can I help you more?
6. When do you want to speak again?



Weekly Objectives

Daily Progress Report

Week No. _____

Date: _____

(E-mail or fax copy to mentor every week and review results)

Objectives	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual
Time Invested														
Prospect Visits														
Presentations Scheduled														
Presentations Performed														
New Customers														
Follow-up Visits														
Follow-up Calls														
Follow-up E-mails														
Follow-up Faxes														
PosIDards Sent														
Flyers Distributed														

6 Month Goals	Month One		Month Two		Month Three		Month Four		Month Five		Month Six	
	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual
Number of Total Customers												
Reward for Hitting the Goal												

Commitment Statement: _____

6 Month Activity Calendar

	Territory 1	Territory 2	Territory 3	Territory 4	Weekly Tasks
Week 1	36 New Prospects Introduce Office Presentation# 1				Visit 36 new Prospects Enter Info into Computer
Week 2	Follow Up Phone Call Office Presentation# 1	36 New Prospects Introduce Office Presentation# 1			Visit 36 new Prospects 12 Follow Up Calls (Product 1) Do 3 Personal Presentations Enter Info into Computer
Week 3	Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 1	Follow Up Phone Call Office Presentation# 1	36 New Prospects Introduce Office Presentation# 1		Visit 36 new Prospects 12 Mail/Email/Fax Follow Ups (Product 1) 12 Follow Up Calls (Product 1) Do 3 Personal Presentations Enter Info into Computer
Week 4	Follow Up Phone Call Office Presentation# 1	Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 1	Follow Up Phone Call Office Presentation# 1	36 New Prospects Introduce Office Presentation# 1	Visit 36 new Prospects 12 Mail/Email/Fax Follow Ups (Product 1) 24 Follow Up Calls (Product 1) Do 3 Personal Presentations Enter Info into Computer
Week 5	Introduce New Product Line Office Presentation# 2	Follow Up Phone Call Office Presentation# 1	Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 1	Follow Up Phone Call Office Presentation# 1	12 New Product (2) Intros 12 Follow Up Mail/ Email/Faxes(Product 1) 24 Follow Up Calls (Product 1) Do 3 Personal Presentations Enter Info into Computer
Week 6	Follow Up Phone Call Office Presentation# 2	Introduce New Product Line Office Presentation# 2	Follow Up Phone Call Office Presentation# 1	Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 1	12 New Product (2) Intros 12 Follow Up Mail/Email/Faxes(Product 1) 24 Follow Up Calls (Product 1) Do 3 Personal Presentations
Week 7	Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 2	Follow Up Phone Call Office Presentation# 2	Introduce New Product Line Office Presentation# 2	Follow Up Phone Call Office Presentation# 1	12 New Product (2) Intros 12 Follow Up Mail/ Email/Faxes(Product 2) 12 Follow Up Calls (Product 2) 12 Follow Up Calls (Product 1) Do 3 Personal Presentations
Week 8		Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 2	Follow Up Phone Call Office Presentation# 2	Introduce New Product Line Office Presentation# 2	12 New Product (2) Intros 12 Follow Up Mail/Email/Faxes(Product 2) 12 Follow Up Calls (Product 2) Do 3 Personal Presentations
Week 9	Introduce New Product Line: Office Presentation# 3		Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 2	Follow Up Phone Call Office Presentation# 2	12 New Product (3) Intros 12 Follow UP Mail/Email/Faxes(Product 2) 12 Follow Up Calls (Product 2) Do 3 Personal Presentations
Week 10	Follow Up Phone Call Office Presentation# 3	Introduce New Product Line: Office Presentation# 3		Follow Up Email/Direct Mail/Fax Campaign Office Presentation# 2	12 New Product (3) Intros 12 Follow Up Mail/Email/Faxes(Product 2) 12 Follow Up Calls (Product 3) Do 3 Personal Presentations
Week 11	Follow Up Email Office Presentation# 3	Follow Up Phone Call Office Presentation# 3	Introduce New Product Line: Office Presentation# 3		12 New Product (3) Intros 12 Follow Up Mail/Email/Faxes (Product 3) 12 Follow Up Calls (Product 3) Do 3 Personal Presentations
Week 12		Follow Up Email Office Presentation# 3	Follow Up Phone Call Office Presentation# 3	Introduce New Product Line: Office Presentation# 3	12 New Product (3) Intros 12 Follow Up Mail/Email/Faxes (Product 3) 12 Follow Up Calls (Product 3) Do 3 Personal Presentations

Week 13	Introduce New Product Line: TREB University		Follow Up Email Office Presentation# 3	Follow Up Phone Call Office Presentation# 3	12 New Product (4) Intros 12 Follow Up Mail/Email/Faxes (Product 3) 12 Follow Up Calls (Product 3) Do 3 Personal Presentations
Week 14	Follow Up Phone Call TREB University	Introduce New Product Line: TREB University		Follow Up Email Office Presentation# 3	12 New Product (4) Intros 12 Follow Up Mail/Email/Faxes (Product 3) 12 Follow Up Calls (Product 4) Do 3 Personal Presentations
Week 15	Follow Up Email TREB University	Follow Up Phone Call TREB University	Introduce New Product Line: TREB University		12 New Product (4) Intros 12 Follow Up Emails (Product 4) 12 Follow Up Calls (Product 4) Do 3 Personal Presentations
Week 16		Follow Up Email TREB University	Follow Up Phone Call TREB University	Introduce New Product Line: TREB University	12 New Product (4) Intros 12 Follow Up Emails (Product 4) 12 Follow Up Calls (Product 4) Do 3 Personal Presentations
Week 17	Introduce New Product Line: Social Media Strategies		Follow Up Email TREB University	Follow Up Phone Call TREB University	12 New Product (5) Intros 12 Follow Up Emails (Product 4) 12 Follow Up Calls (Product 4) Do 3 Personal Presentations
Week 18	Follow Up Email Social Media Strategies	Introduce New Product Line: Social Media Strategies		Follow Up Email TREB University	12 New Product (5) Intros 12 Follow Up Emails (Product 5) 12 Follow Up Emails (Product 4) Do 3 Personal Presentations
Week 19		Follow Up Email Social Media Strategies	Introduce New Product Line: Social Media Strategies		12 New Product (5) Intros 12 Follow Up Emails (Product 5) Do 3 Personal Presentations
Week 20	Introduce New Product Line: Online Packages		Follow Up Email Social Media Strategies	Introduce New Product Line: Social Media Strategies	12 New Product (5) Intros 12 Follow Up Emails (Product 5) 12 New Product (6) Intros Do 3 Personal Presentations
Week 21	Follow Up Phone Call Online Packages	Introduce New Product Line: Online Packages		Follow Up Email Social Media Strategies	12 New Product (6) Intros 12 Follow Up Calls (Product 6) 12 Follow Up Emails (Product 5) Do 3 Personal Presentations
Week 22	Follow Up Email Online Packages	Follow Up Phone Call Online Packages	Introduce New Product Line: Online Packages		12 New Product (6) Intros 12 Follow Up Calls (Product 6) 12 Follow Up Emails (Product 6) Do 3 Personal Presentations
Week 23		Follow Up Email Online Packages	Follow Up Phone Call Online Packages	Introduce New Product Line: Online Packages	12 New Product (6) Intros 12 Follow Up Calls (Product 6) 12 Follow Up Emails (Product 6) Do 3 Personal Presentations
Week 24	Follow Up Phone Call Online Packages		Follow Up Email Online Packages	Follow Up Phone Call Online Packages	12 New Product (6) Intros 12 Follow Up Calls (Product 6) 12 Follow Up Emails (Product 6) Do 3 Personal Presentations
Week 25		Follow Up Phone Call Online Packages		Follow Up Email Online Packages	12 Follow Up Calls (Product 6) 12 Follow Up Emails (Product 6) Do 3 Personal Presentations
Week 26	Prospect New Territory		Follow Up Phone Call Online Packages		Visit 36 New Prospects 12 Follow Up Calls (Product 6) Do 3 Personal Presentations Enter info into computer



First Visit Presentation

I. Mental Preparation

- Be confident
- See yourself as a consultant
- **Visualize a successful experience**
- **Have a *positive expectation***
- **Rehearse beforehand**
- Anticipate questions/objections

II. Posture

- **Dress appropriately and look professional**
- **Be friendly and courteous**
- SMILE
- Project a confident demeanor
- Introduce yourself
- Make eye contact
- Have a confident and strong voice
- Shake hands with a firm handshake
- Build rapport – by taking an interest in them and their business
- Compliment them on something about their business
- Position yourself as a consultant and local business person
- State the purpose of your meeting
- Ask questions about them/compliment them and their business operation

III. Major Points to Commit to Memory

- New Service
- Contracted with one of the largest wholesale office supply distributors in the world
- Convenient and hassle free
- Saves time and money
- Simple and easy
- Order online or via 800 #
- Competitive
- Free Delivery
- Credit approval of net 30 terms
- You are the Major advantage
- Other companies are using the service

IV. Say What You Have to Say Confidently and Succinctly

- You've got 30 seconds to make a first good impression so be prepared
- You will only get a short time (a few minutes) to get the gist of your business to your prospect

In Conclusion

Hopefully the information contained in this document will give you a clear path to develop your TREB business through the power of the Big 6 Success System. Now you can systematically apply the concepts, methods and strategies contained in this report to enable you to grow your business substantially.

I appreciate all of the hard work each and every Publisher puts into his or her practice and would like to let you know I am here to help you expand your business operation.

May you have great success with the Big 6 system.

Respectfully,

A Thomas Perhacs

A Thomas Perhacs
Regional Sales Manager