KEY #7 (S)

ENROLL TEACHERS SYSTEMATICALLY

80% of people buy on the approval of others. So if the odds are stacked that much in your favor . . . Show names, names, and more names. USA's system of marketing by working with the center of influence first, then seeing each and every employee, is one of the secrets to your continued success.

A. Go to the principal – center of influence -- (see meeting the superintendent page 88)

B. Go to the building representative

C. See teachers (policyholders first for add-ons and additional product sells, then use their names for inference as you continue your sale calls throughout the day.)

   1. One on one

   2. Group meeting

   3. Virtual meetings

D. Go room to room (planning periods)

E. See each and every employee (teachers, teacher aides, administrators, counselor, etc.)

USA TEAM MEMBER NOTES SECTION

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