

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR NATIONWIDE, ADVANTAGE, KEY HOMES,
INSTANT LIVING, AND THE FACTORY OUTLET STORES

Sales Centers in Metroplex, Houston and New Mexico Hold Very Successful Fall Extravaganza Sales, Start Counting Profits

Top 5 Salespeople, Year to Date

1. **Sandy Arkelin**
Tyler, 129.6 pts.
2. **Mike Smith**
Key-Ath., 128.1 pts.
3. **Dave Schwartz**
Inst-Gulf, 122.2 pts
4. **Diane Miller**
Huntsville, 113.0 pts
5. **Jack Williams**
Jackson., 108.4 pts.

Quarterly Contest Leaders

1. **Jim Stevenson**
OKC, 60.3 pts
2. **Rick Crosby**
288 SprCtr, 52.9 pts
3. **Brandon Newman**
Mesquite, 50.2 pts
4. **David McMichael**
Key-Athens, 41.9
5. **Mike Smith**
Key-Athens, 41.1 pts

Mesquite Shines with a little help from some friends...

Nationwide of Mesquite, who originated the promotion just three short years ago, held their 9th annual Fall Extravaganza Sale (huh?) on the weekend of October 22 through 24. The team exploded for 10 sales on 50 customers thanks to excellent salesmanship on the part of their staff and the support of their lender and manufacturing rep's. Vanderbilt's David Tweel proved to everyone that he was there to *rock and roll* by buying aggressively for the better part of the whole weekend. Redman's Charlie "Quality" Lohin, Southern Energy's Jerry Buerger, and American Homestar's John Wilkenson and Brian Owens all got into the act by helping anyone who showed an interest in their product. Mesquite's super-pro, Janice Pickett, took down honors of "top salesperson" by selling 4 customers for over \$20,000 in deposits.

Nationwide in Lancaster takes down 14 deals in amazing weekend...

Sales Manager Tom Wilson called the sale "a fantastic success" and it looks like he has the numbers to prove it. 74 customers walked onto the location and 14 left as "new home owners" thanks to the work of Tom, Don Simonson, and the rest of their great sales team. Ford's Claude Towery provided the on-site financing as the boys took down deal after deal. Wilson expects that 5 of the deals can be booked into October while the rest will fall into November and December. David Dalley took down the "top salesman" award by taking 5 deposits. Job well done, team!

SuperCenter in Houston Holds first sale...

Jim Taylor and his sales heroes in Houston held their first Fall Extravaganza Sale and had promising results.

64 people visited their lot from the 22nd through the 24th and 10 of them pledged their hearts and their money towards becoming new home owners. Vince Cippilone shined brightest at the SuperCenter by taking 4 deposits. Jim was so excited by the results of the sale, he says he will participate in it from now on. His direct mail approach of using his customer database list (Pursuit) and apartment listings provided for excellent response for a minimal investment. Oak Creek's Rick Joseph, Security Pacific's Steve Bowers and Larry Simmons, Redman's Charlotte Lee and American Homestar's Carol Cooper all lended their support during the busy weekend.

(Continued on next page)

Inside

WHO'S HOT	5
CRAIG REYNOLDS' PROGRESS REPORT	8
CREDIT LIFE- IS IT A GOOD PRODUCT?	4
PROFILES IN EXCELLENCE	3
SCHWEP ON THE COMPANY STORY	7

OCTOBER, 1993

President's Club Monthly

Fall Extraganza *On the Horizon...*

COMPANY BIRTHDAYS IN NOVEMBER

Cindy Garcia
November 1st

Laura Wilson
November 8th

Richard De la
Garza Nov. 12th

Doris Jones
November 13th

Jim Tierney
November 17th

Eddie Vilano
November 17th

Dusty
Kollmansberger
November 18th

Randy Taylor
November 19th

Avis Ladiski
November 22nd

Charles Carroll
November 22nd

Jeannie Golden
November 22nd

Gilbert Chavez
November 30th

(Continued from page 1)
Mike Wallace and the gang at Nationwide in Albuquerque will be having their big sale this weekend. This Halloween blow out has been in the works for weeks and promises to be a huge success. Look to next month's newsletter for their results.

READ THIS TO ENSURE A COMPLETE MODEL VALUE GUIDE *Production Time Improves*

Due to increased cooperation from some of our manufacturers, Model Value Guides are now getting to the locations in a more timely manner. Redman of Athens, American Homestar of Lancaster and Burleson, Oak Creek and Southern Energy of Texas are now sending copies of invoices to the home office before the home leaves the yard. As a result, guides should be arriving at the same time as the houses. However, do not assume that all of your guides will arrive in this manner. Patriot's two plants, Southern Energy of Alabama, Gateway, Redman of Burleson and Spirit are not sending information so if you get one of these houses, send us your invoice immediately. We'll then make good on our now famous guarantee... a guide in the mail in two days or its free!

Anniversaries still are not
noted in the newsletter.
-editor

Farewell to One of the Greatest

Sandy Arkelin Retires

The company's number 1 salesperson YTD and consistently one of its top performers, **Sandy Arkelin**, has decided to retire. Despite only being in her mid-forties, Sandy has decided to take it easy and leave with the grace that has been the trademark of her career with Nationwide of East Texas. Each year that she has been with the company, Sandy has been in the top five in almost every important sales category, including customer service.

Always Among the Very Best

"Sandy has been the consummate professional for us since day one and she will be sorely missed," said Nationwide of East Texas President **Jim Clark**, "I've

known few people who could sell so many homes and keep so many customers happy." **Chuck Carney, Jr.** agreed. "Sandy has set the standard for professional salespeople for many years. I respect the fact that she has decided to retire while she's at the top of her game." "Someone with the talent and work ethic of Sandy comes along very rarely," said Mobile America Housing Corporation CEO **Buck Teeter**, "...she will be long remembered in our company as a superstar."

What Lies Ahead for Sandy...

Sandy hopes to spend a lot of time touring the United States in her motor home when she's not taking it easy. If she ever decides to come back, though, she knows there will always be an open door. Good luck, Sandy!

Its Nice to Know that You Did the Job Right

The following letter was recently sent to the attention of Nationwide Housing Systems President, **Chuck Carney, Jr.**.....

OCTOBER 5, 1993

THIS PAST AUGUST, MY HUSBAND AND I PURCHASED A NEW REDMAN DOUBLEWIDE FROM NATIONWIDE IN LANCASTER. WE ARE VERY, VERY PLEASED WITH THE QUALITY OF OUR HOME. WE HAD THE MOST POSITIVE BUYING EXPERIENCE OF OUR LIVES FROM THIS DEALERSHIP. WE WERE TREATED FAIRLY, COURTEOUSLY AND THE SALESPERSON WERE VERY KNOWLEDGABLE ABOUT THEIR HOMES. WE HAD SHOPPED AT SEVERAL OTHER LOTS, BUT THE TREATMENT WE RECEIVED AT NATIONWIDE WAS EXCEPTIONAL. WE HAVE LIVED IN OUR HOME TWO MONTHS NOW AND FROM THE BEGINNING ALL THE CREWS THAT HAVE WORKED ON OUR HOME HAVE DONE EXCELLENT WORK. THEY WERE VERY COURTEOUS, KNOWLEDGABLE AND DID ALL THE WORK ON TIME.

**THANK YOU
SINCERELY,
DONNA & BILL WARREN**

FYI, The Warren's worked with Don Blackburn. Way to go, Don!

PROFILES IN EXCELLENCE

The Clark's of East Texas

Every Month, "Profiles in Excellence" interviews people in the company who have consistently strived to be the best. This month, we take a look at Jim and Dawn Clark, two superstars whose drive, talent and work ethic have helped them rise to the top...and stay there.

Born into a military family in Washington, PA in 1965, Dawn Clark spent much of her childhood moving from one army installation to another. Making a whole new group of friends every few years helped her to develop the people skills that have been one of her greatest attributes. After finishing school, she put these skills to work by getting a job as a salesperson at A-1 Mobile Homes in Killeen, TX. It didn't take long for Dawn to figure out that she had found her calling. With the help of her mentor and manager, Jim Clark, she started moving product at a rapid pace. In 1986, she was the company's top salesperson, a feat that she would duplicate her first two years with Nationwide. Born in New Orleans in 1958, Jim Clark was the son of a prominent Doctor and enjoyed a basically normal upbringing. He enjoyed the usual things young men enjoyed: athletics, girls and celebrating (for whatever reason). After graduation from Mississippi State University in 1979, Jim took, and then left, a number of "normal, limited" jobs that had little opportunity for making the kind of money he

wanted. Consequently, Jim moved to Houston to begin what some friends and family considered at the time to be an unusual choice of careers.

A Chance at Big Bucks...

He began selling mobile homes at A-1's successful South Houston location (now the home of Instant Living-Gulf Freeway). There he displayed a talent at his new vocation, and after a few years of successful selling, was promoted to manager of the Killeen location. It was the Number 1 or Number 2 net profit location for A-1 all three years that he was there. He got more than a successful lot out of this move, though...

The Move to Nationwide...

Jim and Dawn Clark were married in 1988 and later that year, after considering other options, founded the Nationwide location in Tyler, TX. From the first month, their success has been phenomenal. As a company, not only has Jim never lost money, he has also consistently placed as either the number one or number two company in the Mobile America family. Even when times were tough, and most lots were struggling just to get in the black, the Jim could be counted on for contributing big profits. With an eye towards expansion, he opened up the Jacksonville Advantage Housing location

in December of 1991 and named Dawn the General Manager. Like its parent lot, Jacksonville has consistently displayed remarkable numbers and, because of its powerhouse staff, is considered the "playground of the sales superstars."

Jim and Dawn live in a quiet Tyler neighborhood with their two wonderful children, Jordan (age 4) and Taylor (age 3). Jim's fine son, Tyler (age 8) currently lives in Jackson, MS and visits his dad often. The President's Club Monthly recently had the chance to sit down with Jim and Dawn Clark to ask them about their successes...

The Interview

Jim, when did you realize that the mobile home industry was for you?

When I made three grand in my first 10 days on the job. Where else could you go and make the money of a doctor or a sleazy ambulance-chasing lawyer without special training?

As managers, you both consistently rank among the top locations in the company. This quality... consistency... seems to be the hardest for many to achieve. How do you do it?

Jim: In this business, whether in sales or management, with all the highs and lows, you absolutely have to have a long term goal in order to be consistently successful. My long term goal of becoming financially independent at a young age, has made me work harder during those tough months when things are not

going well. Everone will have a good month here and there, but the difference between success and failure is not how well you do in the good months, but how well you handle the bad months.

Dawn: I agree when things get tough, that just means you have to work that much harder to make sure that you succeed.

Working in the mobile home business takes a lot of time. What advice do you have for others who are trying to successfully manage the important balance of family and work?

Jim: It is difficult, as most of you know, to raise a family and work. There are a number of sacrifices made by everyone. We have decided that providing for our families future is more important than being home every evening at 5:00 and being off on weekends. We also believe in the old saying "quality time with family is much more important than quantity time."

Dawn: You need to prioritize your personal and professional responsibilities and then do as much as you can in order of importance. (jokingly) Don't worry about doing the dishes!

You both have played vital roles in this company's long, hard journey towards going public. Once this happens, how will it change Nationwide of East Texas...what opportunities will it create?

Jim: Before coming on

President's Club Monthly

board with Nationwide in 1988, Dawn and I had many other opportunities, including going in business for ourselves. One of the main reasons we chose Nationwide was the fact that they had access to the public market. For all of us who have fought that long hard journey, it is very rewarding to see it come together. What does this mean for us: (1) a stronger company - more leverage in the market place, (2) ability to grow - more opportunities for successful employees, (3) able to better compete, (4) offer more stability and better benefits to employees, and (5) stock options for employees. Needless to say, this would change Nationwide of East Texas in a great way!

One look at your roster of sales pros...Gay Clary, Sandy Arkelin, Jack Williams and all of your other superstars included, shows that the two of you know how to build a team. What do you look for in a person when they interview and, once they join the team and prove themselves, what's the key to keeping them?

Dawn: When hiring someone, I look for a strong aggressive sales type but I also look for a team player. I want to find someone that will fit into our group. One of the keys to keeping and developing good people is in finding their strong points and building on those. Find a spot in your organization that will foster success and this will in turn build their

confidence. It's also important to have for their individual situations as employees and people. I always remember that my staff is my important asset and I treat them accordingly. Having a key person such as Gay Clary is also a major boost to attracting and keeping good people. She's a team player and sets the standard for all salespeople. I'm very fortunate to have her and my other pros, Jack Williams, Jim Tierney, Mark Pell, and Cynthia Munsinger.

Jim: When interviewing, I look for... Self Confidence, someone who is not afraid to ask for the order. Stability in Past Work History because I don't want a job hopper. Competitive Nature - I want someone who wants and needs to be the best. Willingness to pay the price for good money - I don't need someone who doesn't like pressure and wants to work 40 hours per week. They also need to have an aggressive attitude and a good attitude. I never hire an applicant on the 1st visit; I always check references. References are a major part of my hiring process. I try to get 5-8, and personally call all of them. I ask the references about the applicant's past responsibilities and how well he or she performed them. I also explain the position to the reference and ask how he or she feels they would do. By calling

this many references you can get a good feel for his or her past performance and what you should expect from them.

You keep people by building teams which they are integral parts of...have them set the goals, show them how to reach them, and keep them motivated.

Dawn, profit as a percentage of sales dollars is a very important measure of success in our company. In terms of this statistic, your lot is one of the best performers in the company. How do you explain this success?

It's a simple formula...low overhead, good mark-ups and paying attention to the bottom line.

Jim, you are considered one of the best one-on-one closers in the company. What is the best closing tactic that you know?

The close is the most important part of the presentation and where most salespeople have problems. They ask for the sale one time, get a negative response, and let the customer walk - expecting them to "be back", and have no clue as to why they did not buy.

When I go for the close, I expect them to say no the first time. I will ask the customer what is it about the deal that they do not feel comfortable with. There are a number of answers you will get so I will take the most common: we want to shop around or we want to think about it. My answer to the customer is as follows: "I can understand

your concern about wanting to shop around; this is a big decision and you want to make sure you pick a good quality home, deal with a reputable dealer, and get a good deal. I will explain to the customer that whether he buys from us or someone else, he should do something as quickly as possible due to the interest rates being at a 28 year low and lumber prices rising weekly...NOW is the perfect time to buy.

I will also remind the customer of the way our homes are built and how strong our company and service programs are. I will explain to our customer that we want everyone's business. Some customers are ready to buy immediately and others, such as yourself are not. Fortunately for you, the only way I feel I can get your business now is to offer you something really special. If I could offer you something special on this home, would you be willing to purchase it today? The customer will either say yes and you take down the deal or they will say no and tell you the real objection.

Overcome it and you still make the sale. If he won't buy today, at least you know the real reason why.

Dawn, you achieve high volume in a small market. What's your secret?

Target markets in outlying areas and place many classified ads to get the phones ringing. Also train salespeople to get these callers onto the lot.

The editor wishes to thank Jim and Dawn for their help!

President's Club Monthly

WHO'S HOT

Don't Forget the Deposit Contest!

Remember, every month, the salesperson who takes the most deposits (\$200 minimum) wins the deposit contest. Also, the person with the highest average deposit (minimum 8 deposits) is also a big winner. First place in each category wins \$100, second place wins \$75 and third place racks up \$50! Unbelievable!

Rick Crosby ***The SuperCenter***

Now that he has an extra mouth to feed, Rick has put his nose to the grind stone...he exploded for 6 homes in September...5 of them new. That places him in the #2 position for the 2nd quarter contest (see page one) Keep it going, Ricky Boy!

Vincent Cipollone ***The SuperCenter*** 3 New Homes in September with an amazing average payable of over \$6,200! Holy Canoli! This boy is hot!

Jim Stevenson
Oklahoma City
The man does it all! He manages OKC and then takes over in Tulsa...he sells 5 new homes with big payables...he sells a ton of insurance...he balances the United States budget...he throws out the first pitch of the world series. This guy is really hot!

Tom Threadgill
Instant-Albu.
I know a lot of you were wondering "what happened to that big, bad stud-o-rama, Tom "150 pt quarter" Threadgill. He's kept a low profile lately but now he's back with a vengeance...5 1/2 deals in September! Whoa! That was good for 36.1

President's Club Points and a pat on the back from his buddy, Jack "Maximum" Maxey.

Diane Miller ***Huntsville***

Diane can sell mobile homes like few can, and when she does, she sells them for a lot of money...3 new homes in September for an average payable gross of over \$7,300. Holy Toledo! Keep going, Diane!

Tom Wilson
Lancaster N/W
When he's not juggling the responsibility of being Sales Manager, Tom finds time to sell homes...lots of them! The big man took down 5 deals in September, 4 of them new with home-run style profits. What's next for Tommy? Possibly public office, maybe a run at the Governor's mansion? Stay tuned to this column...

Mike Smith
Key-Athens
Yes, those superstars in Athens are at it again. Once again, its Mike Smith making the noise...4 deals in September...3 of them new with an average payable gross of over \$7,610! Super Job, Mike. A few more months like this and Mike will be counting his 2nd quarter contest earnings.

David McMichael ***Key-Athens***

The move to Athens has proven to be a fruitful one for David...he went ballistic in September selling 4 new homes for an impressive \$22,753 in payable gross.

Brandon Newman ***Mesquite***

The *Sales Stallion* strikes again, this time for 6 deals in September...5 of them new! His 50.2 President's Club Points gives him enough to place 3rd in the quarterly contest. Knowing Brandon, he'll be in the money come the end of November!

Janice Pickett
Mesquite
4 deals with an average payable of over 5k! Way to go, Janice! That's good for a whopping 40.0 President's Club Points in September. Keep it going!

The Rest of the Mesquite Team
What a month! \$91,588 in payable gross and 18 deals! Whoa! **Dusty Kollmansberger** and **Donna Nash** got into the act big-time by each selling 3 new homes, all with good payable grosses. With these ladies on the team, Mesquite can't lose!

Skip Clark
Nationwide in Tyler
The new guy took off in September...4 new home deals, good insurance penetration and 35.4 President's Club Points! Get down on your bad self, Skip!

President's Club Monthly

LAURIE LOWERY

Live Longer, Sell Credit Life

Well, we can't guarantee you will live longer but we can guarantee you will live with more money in the bank and less on your conscience! Credit Life is a not-so-new, high commission (12% to salespeople) insurance product we are now able to finance on Ford, CIT, SePac, and Vanderbilt-Repo deals. What exactly is Credit Life, you say? It is life insurance protection which pays off or greatly reduces the balance of a loan when an insured borrower dies during the coverage term. In contrast to true life insurance, the claim is paid directly to the leinholder rather than the beneficiary.

Is it a Good Product?

Historically, credit life insurance has been a controversial product to customers, salespeople and lenders alike. Educated customers feel they could get better coverage at a better price if they were to purchase term life insurance. Some salespeople agree with the above and do not feel comfortable selling it if they wouldn't buy it themselves. And, several lenders maintain that the cost of credit life added to the loan can lead (and has led) to repossessions. The facts are that credit life is now heavily regulated by the state(s), which has resulted in lower rates and a shorter

maximum term. The recent changes make for a much better value to the customer while insuring them when the loan balance is at its highest. It is also an excellent product for many people who would not ordinarily enjoy inexpensive life insurance rates due to sex, age, minor health problems, smoking habits and dangerous hobbies or occupations. There is no rate discrimination due to these factors with credit life. In addition, the public perception of credit life is much better than most salespeople realize. According to a study by the Survey Research Center for the Fed. Reserve Board in 1985... 2/3 of installment loan borrowers protect their loans by buying credit insurance. 94% of those who bought it, would buy it again. Of those who did not buy it, 56% think its a good idea. Finally, 55% of those who did not purchase credit life, said it was not offered. If it is offered....many customers will buy it.

Heck, Yeah, Its a Good Product!

The bottom line is that all customers can benefit from credit life. For many of our customers it could be the only form of life insurance they have....PERIOD. I can't tell you how many calls we have gotten from widowed spouses, desperately trying to find out if credit life was included on

their loan. For others it can serve as a compliment to the life insurance they have already purchased. It is extremely rare to find someone who has enough insurance to cover all of their major debt should they pass away. You have the ability to give them peace of mind.... and yourself a great bonus, all at the same time!

Give me a Call!

For more information regarding credit life, i.e. features and benefits info., overcoming objections info., rating guides, etc., please call Laurie Lowery at x3060. Do it now!

SEMINAR PLANNED BUSINESS MANAGERS TO GATHER IN NOV.

For those of you who have Business Managers on your location, you won't be seeing them around the office November 9, 10, 11. They will be honing their skills at Nationwide's first Professional Business Managers School, hosted by American Modern Home's V.P. of Marketing, **Dennis Gassaway**. The goal of the school is to bring all ten Business Managers and representatives from the other locations together to discuss their role on the location and (continued on Page 5)

EDITOR Q&A

Dwayne M. Teeter
is the Editor of the
President's Club Monthly
and is Asst. Vice President of
Nationwide Housing
Systems, Inc.

Dear Editor,

Aside from my chronic bad breath and my compulsion to miss work because of long *Mad Dog 20/20* drinking binges, I consider myself to be a top flight salesman and a fine candidate for promotion. Do you have any advice for someone wanting to advance in my situation?

Sincerely,
Tank in Texas

Dear Tanked,

Thanks for the letter. Frankly, though, I have to tell you that no one can succeed in this business when they are constantly going on cheap-wine drinking binges. That's absolutely ludicrous! Try switching to Crown Royal, Myer's Rum or even a good imported beer. The hangovers aren't as bad and your breath at least smells like you have money.

Upper Management would like to express that the views of the editor are not necessarily the views of the management of Mobile America or, for that manner, any living person.

MVP HEAVY HITTERS

The following salespeople have taken advantage of the MVP program, an incentive designed to reward those who excel at selling company provided product. The list applies to September production only.

HOME RUN HITTERS

7 Extra Points

Diane Miller, Huntsville

August Murray, Instant Living-Gulf Freeway

Skip Crosby, Sprcenter

Chris Richey, Granbury

Jack Doss, J. Dubose (split)

TRIPLE HITTERS

5 Extra Points

Jim Tierney, Jackson.

Bill Reynolds, Tulsa

DOUBLE PLAYERS

5 Extra Points

Bill Reynolds, Tulsa

Jim Stevenson, OKC

Seminar

Continued

receive training in every facet of the closing process. The topics covered for these three days are almost endless. However, you can bet that insurance will be one of them, being that out of the twelve locations that have Business Managers, only Nationwide South, Nationwide Albuquerque, Nationwide Lancaster and Instant Living-Albuquerque have succeeded in producing insurance penetration levels above the lackluster Company average.

Grayson Schwepfinger

Why Use the Company Story?

Grayson Schwepfinger is the primary trainer for Nationwide Housing Systems and former Vice President of Sales for Mobile America Housing Corporation. He is considered the foremost authority on Manufactured Housing Sales Training in the United States. He has agreed to write an article for the P.C.M. on a semi-regular basis...

Can you give three reasons why we developed the company story and why we want it told to the prospect, up front, before any sales questions are asked? If you are having any difficulty answering this question, please take the time to read the rest of this article and refresh your memory. Currently the company closing ratio is around 10% of the prospects talked to. We are currently losing 9

prospects to every one we deliver. Why? Because buyers are liars! The biggest reason they lie is that we continue to talk to the prospect as a salesperson. They walk on our locations, you start walking toward them and their normal reaction is: oh boy, here comes the salesperson. Soon they get the feeling that they don't know what they're doing and that they are going to be taken to the cleaners. So they start lying by telling you their favorite get-a-way story: "I'm just looking, we aren't going to do

anything until next year, I'm looking for my sister," etc. etc. They continue to "protect" themselves by lying about what they are looking for in a home. At this point what you have done is add to their information base so they can buy from your competitor once they have gathered enough answers to make a decision. (This is why the unit they buy is entirely different than what they told you they were looking for.) How do we overcome these problems with getting the prospect to tell you the truth? It is essential that you change the attitude of how the prospect views you. As long as you remain a salesperson they will have no problem lying to you. After all, salespeople lie to them, so fair is fair. You must convince them that you are a professional housing consultant

that they can trust, not the salesperson who they fear. They don't lie to professionals, they do lie to salespeople! I can't think of a quicker, more effective way of convincing them that you are the pro they are looking for than by making a well constructed, smoothly presented company story. So reason one is to have them stop lying to you by becoming a

4 out of 5 Doctors Recommend the Use of the Company Story at the Beginning of Every Sales Presentation*

professional housing consultant that can be trusted to help them and does not present a threat to taking advantage of them.

Reason two

is that by taking care of their concerns up front, you eliminate their concerns in the demo step. You want their complete attention as you are creating value as you show the home. You don't want them wondering if you have financing or a good service department that detracts from the value of the home that you are showing. The less they have to worry about, the more attention they are paying to your presentation! Reason number three is that by doing the company story presentation up front, you give them a chance to get used to the office environment before you get to asking serious questions. You make it easier for them to relax and tell you the truth. about what they want, need and are willing and able to pay to satisfy these wants and needs. In order to get the maximum impact from the company story,

you must use the the flip chart and not shoot from the hip and do it from memory. There are also three reasons this makes sense. First, what someone sees and hears they are 8 times more likely to remember it than if they just heard it! Second, just the fact that they are seeing it in print makes it more believable! Last, the flip chart makes sure you aren't forgetting anything. If you do it from memory, you start with a good presentation but over time it gets shorter and shorter until your company story consists of, "We have a heck of a company" - end of story!

Until the next article
...GOOD SELLING!

GRAPEVINE

Wedding Bells Ring in Channelview

On October 16, Channelview's office manager extraordinaire **Linda Steward** married **Don Simpson**, Chuck Sr.'s longtime delivery contractor and all-round good guy. The wedding took place in Las Vegas, Nevada. Congratulations to both of you!

Oak Creek Debuts Newsletter

In an effort to facilitate better communication between retailer and manufacturer, Oak Creek printed the first "Under the Oaks" Newsletter in October. The publication is designed to keep everyone up to date on product

changes and improvements. Being that this is the kind of info which can be extremely important when special ordering homes (with current backlogs), all salespeople are strongly encouraged to thoroughly read every issue.

Homestar Lancaster Production Improves

The Lancaster Homestar facility has built four floors per day for three straight weeks and expects production to increase even more in the near future. According to **Brian Owens**, the current goal is to reach 5 per day by November. "The piece-work plan is proving to be an excellent incentive for our workers," said Brian, "I expect things to get even

better." Because of the recent improvements and great sales, Homestar's backlog now reaches only through mid-1997. (just joking, get those orders in now!)

Rookie Stanley starts strong

Keep your eye on the Super-Center's **David Stanley**...in his first 45 days on the job, he's taken down 13 deposits, eight of which should result in sales. According to Business Manager **Randy Wilson**, David is successful because of his ability to listen. "David came in knowing that he did not know a lot about this business. He's taken every opportunity to learn what he could about the business and our industry. He follows the Schwep system to the letter and he will always be successful because of that."

CRAIG REYNOLDS

Your Company on the Move...

In last month's issue the big news was the merger of Oak Creek and Mobile America. I'm pleased to tell you that all the paperwork (there were mountains of it) was completed as the deal was closed effective August 31, 1993. Your company is now much larger and more diverse than ever. It's 3 manufacturing plants (Oak Creek, Homestar-Lancaster and Homestar-Burleson), 24 company sales centers, ARG and Roadmaster's are expected to produce combined sales of over \$120

million this fiscal year (ending May, 1994)! In Mid-October we also purchased a "Grand Fathered" managing general insurance agency, a special type of agency which can be owned by another corporation. If you start seeing the Western Insurance Agency name soon, don't worry, it's the newest part of your company. Making those insurance sales is now more important than ever. With all of this recent merger and acquisition activity, you may be wondering what it means to you, or how you will be affected. I can tell you that the day-to-day operations in our individual companies remain much the

same as before, but the long-term benefits will be dramatic. The manufacturing side of the company now has a direct interest in the success of the retail operations as vice-versa. There is no longer a "we" and a "them"; we are truly one company with one mission - to make your growing company everything it can be.

We're one major step close to having a company with maximum appeal to the public markets. Stay tuned for more.....

One More Appeal Send in Your Pictures

Thanks are extended to the gangs at the Key-Athens, Channelview and Eastex Freeway locations. So far, they are the only folks to send

in pictures of their staff. In case you don't know, photographs of the entire staff (including office management), both taken separately and together, are requested from each lot. This way, pictures can be included in the Who's Hot section of this newsletter. Hey people, make this happen, it's not that hard!

Roadmaster's News

No Info Right Now

Because there was no monthly update from the Roadmaster's camp this month, their regular feature was not included. We we're thinking about making up a bunch of stuff, but hey, they're making lots of money right now and we don't want to rock the boat. Keep it going, gang!