

The President's Club Monthly

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

Company Explodes in October, Records One of its Best Months Ever, Louis Murray Leads the Way with Record Sales

QUARTERLY CONTEST HEATS UP...

Below are the standings
for the second quarter
contest. Winnings range
from \$500 to \$2,000.

1. Louis Murray 106.1
Instant Living - Gulf Fwy
2. Brandon Newman 81.1
Nationwide of Mesquite
3. Yvonne Lujan 78.3
Nationwide of Albuquerque
4. Jack Doss 75.9
Advantage of Channelview
5. Garland Boles 69.6
Factory Outlet-Lancaster
6. Rick Crosby 67.7
288 SuperCenter
7. Dave Schwartz 67.5
Instant Gulf - Instant
8. Diane Miller 65.2
Nationwide of Huntsville
9. Jim Stevenson 60.3
Nationwide of Tulsa
10. Mike Smith 60.0
Key Homes in Athens

Everyone Made a Contribution...

What a fantastic month!
The entire company was
running on all cylinders in
October and put together
the second best month in
Nationwide history.
Locations such as Instant
Living in Houston,
Nationwide in Albuquerque
and Nationwide in
Mesquite combined
powerhouse volume with
profit maximization to
produce near-record profits.

In Houston, it was Instant-
Gulf's **Louis Murray** who
shined brightest. His
\$51,518 in payable gross is
a new record for
Nationwide and was
achieved on only 7 deals.
That means he averaged
over \$7,350 per deal. Not
only did Louis hit a home
run every time he went to
bat, he also sold \$8,585 in
physical damage insurance.
Folks, his October
production was single
handedly more than the
entire production of some
of our smaller locations.
All-Pro **Dave Schwartz**
also contributed a big

month to help make Instant-
Gulf the number one
location in October.

In Albuquerque, it was
Mike Wallace's team who
made things happen in
October. Lead by superstar
Yvonne Lujan, Mike's
sales force exploded for
nearly \$90,000 in payable
gross!

In Mesquite, **Dave Davis**
and company put together
their second blockbuster
month in a row. The whole
team contributed to the
month's production, the
success of which having
much to do with the now-
famous Fall Extravaganza
Sale.

A number of other locations
had excellent month's, also.
Jim Clark's East Texas
conglomerate (Tyler,
Jacksonville and Longview)
did a great job with each
location contributing high
production. **Jim Taylor's**
SuperCenter on Highway
288 in Houston also had its
second big month in a row
in October and promises to
continue the trend in
November. A new
participant in the Fall
Extravaganza Sale, Jim's

sales were increased by the
effective promotion. **Chuck
Carney, Sr.'s** Channelview
location, **Jeff Goodrich's**
Oklahoma City lot, and the
Factory Outlet's in Burleson
and Lancaster (run by **Ray
McKinney** with **Bob Sivyer**
and **Don Simonson** with
Scott Votaw, respectively)
all contributed better than
average months.

According to **Chuck
Carney, Jr.**, what made
October special wasn't only
the volume, it was the way
most locations maximized
their deals. "Only 2 years
ago, our average payable
gross per home was \$4,100.
In October, it was \$5,800.
Not only were our profits up,
we also sold more insurance
than ever before. We're
finally achieving quality in
our sales, not just quantity."

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COMPANY BIRTHDAYS IN DECEMBER

Guy Chamberland
December 7

August Murray
December 8

Charla Ferguson
December 8

Chuck Carney, Sr.
December 12

Bruce Reynolds
December 14

Russell Cowan
December 16

Cheryl Black
December 17

Mary Morton
December 19

Jesus Christ
December 25

Jose Vasques
December 26

Curtis Pope
December 28

Janice Pickett
December 31

Don Simonson
December 31

LAURIE LOWERY

Extended Warranties: A powerful & profitable marketing tool.

Don't let the assortment of similar-sounding, "marketing-friendly" product names fool you....extended warranties are a competitive force to be reckoned with in our market today. Our competition, dealers and manufacturers alike, are using these products to add credibility to their homes and the industry, while adding profits to their bottom line. **Extended warranties** can and should be used in the advertising, sale and closing of our homes, not only to compete and make money but also to **increase buying confidence** and decrease unwanted service problems.

Two of our finance companies, **CIT & Ford** will allow the financing of extended warranties. The product we have begun to market is the **Manufactured Home Service Contract**, provided by American Modern Home. This particular extended warranty pays to repair or replace defects in materials or workmanship of the home, major components (i.e. plumbing, electrical, heating and air systems) and all manufacturer supplied appliances, **after the manufacturers warranty has expired**. Available **contract terms are 24-60 months, on new homes only.**

The coverage is also **transferable** in the case the home is sold during the contract period. An added benefit to the dealer is that **the extended warranty contract can be sold up to 3 months after the close of the home**, if the customer is not financing the warranty.

What many of our customers do not realize is that manufacturers, be it site-built or manufactured housing, are required by law to back their product for a full year after purchase.....after that period, it is **their** responsibility- not yours and not the manufacturers. In educating the consumer of their responsibility as a homeowner, you can also sell them the peace of mind that any major maintenance expense would be covered by their warranty. Often the replacement of one major appliance can more than offset the cost of this coverage over a five year period. In addition, your customer will not have to endure the pressure of coming up with hundreds of dollars in a short period of time.

American Bankers Home Buyer Protection Plan is also available to sell if you need to solicit a contract up to 11 months after the sale, if you would like to sell a **one year contract on a used home**, or if the customer would like to pay the contract out on a **payment plan**. American

Modern Home currently does not have a payment plan or a used home program. Salesperson commission is 10% on either of these products. Please contact **Laurie Lowery @ x3060** for product materials, features and benefits info., or **comparison info. on the Fleetwood Manufactured Warranty.**

GREAT MEETING!

Business Manager's Seminar Very Successful

The Business Manager's Seminar held from November 8th though 10th was considered very informative by all who attended and will become an annual program with the company. Conducted by American Modern Home's V.P. of Marketing, **Dennis Gassaway**, the meeting covered topics as broad as the scheduling and handling of service to proper closing techniques to insurance selling methods.

Nationwide of Fort Worth President **Ray McKinney** considered it to be "one of the best seminars I've ever attended...and I've been to a bunch." "It resulted in a 180 degree attitude adjustment on my part about the sale of warranty and insurance products," continued Ray, "the information offered was so practical and relevant that I scheduled a similar class for my sales force later this month." Keep you eyes opened for the next seminar, people. Its worth attending.

WHO'S HOT

INSTANT LIVING, ALB. N/W SHINE IN OCTOBER

The sales pros at Houston's Instant Living and Albuquerque's Nationwide had marvelous months in October. In each case, it was a team effort that made things happen. Each location achieved a total payable gross of \$90k and had contributions from their entire staff. Congratulations!

David Stanley 288 SuperCenter

I told you so! In last month's newsletter, I said to watch out for this superstar on the rise. Well, he took down 4 new home deals in October for 51.5 President's Club Points! Keep going, Dave!

Louis Murray Instant-Gulf

If you haven't read the front page already, let me spell it out for you again...Louis exploded in October for the best month by any one salesperson in Nationwide History. 7 new home deals, \$7,360 average payable, 90.2 points...SUPER JOB!

Dave Schwartz Instant-Living

Month in, month out, you'll find this man's name right here. The Davemeister racked up 5 sales in October, placing him #2 year to date in President's Club Points company-wide. Keep doing what you do, Big Dave!

Yvonne Lujan Albuquerque N/W

New Mexico's superstar rocked everyone's world in October by selling 5 new homes for an amazing 55 President's Club Points. Always a top salesperson, this fantastic month places her in the thick of the 2nd quarter sales contest! Watch out everyone, Yvonne's on a roll!

Tom Threadgill Albuquerque Instant

Just down the street from Yvonne, Tom keeps showing everyone why he is referred to as a superstar. In October, Tom nailed down 6 deals! Whoa!

Dewayne Click Midland

What could be written in this newsletter that hasn't been written before about the astute salesperson, Dewayne Click? The man put together yet another unbelievable month October by taking down 5 deals (4 of them new) for \$19,129 in payable gross and 39 President's Club Points! Holy Toledo!

Jim Tierney & Mark Pell

Jacksonville

It hasn't taken long for Jim and Mark to make a big impression in East Texas. These two relatively new guys exploded for a combined seven deals in October which translates into \$37,677 in Payable Gross...Wow! These two guys were part of a very impressive effort by the entire staff of Advantage in Jacksonville. Congratulations to everyone involved!

Gary Robson Fort Worth - N/W

5 new deals in October by the sleeping giant! If you are regular reader of this column, you'll know to keep looking for Gary's name in here because when he's hot, he stays hot!

Garland Boles Lancaster - F/O

Garland put it together in

October by selling four homes for an impressive \$23,536 in payable gross and 44.6 President's Club Points. That puts him in the hunt for the contest money. Go for it, Big G!

Jack Doss Channelview

All hail the King! All hail the King! 5 deals in October for the amazing Jack Doss, quite possibly the man who has sold more mobile home than anyone else in the state of Texas. His 49.8 President's Club Points in October propelled him to good standing the 2nd quarter contest. Roll, Jack, Roll!

Charles Walser Lancaster - N/W

The new guy takes charge! Charles went to town in October with 4 deals and 27.3 President's Club Points. Great Job, Charles!

The Entire Staff of Nationwide of Mesquite

What a month! 14 deals for 80k in payable gross for last years #1 lot in the company. Fearless leader Dave Davis (see Profiles in Excellence) has put together a staff that runs like a fine tuned selling machine! Congratulations, everyone!

The Ladiski's Oklahoma City - N/W

This powerhouse duo has made it their personal goal to provide shelter to the state of Oklahoma. In October, they combined for 7 deals and \$37,420 in payable gross! What a month!

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

Gay Wood of Longview

TRIPLE HITTERS 5 Extra Points

Yvonne Lujan, #69
Nathan Templeton, #59
Garland Boles, #51
Avis Ladiski, #54

DOUBLE PLAYERS 5 Extra Points

Dewayne Click, #88
Bruce Reynolds, #23

Editor's Note: On top of his triple, Garland Boles also had 2 singles!

Grayson Schwepfenger

Keep Sharpening the Sword!

Grayson Schwepfenger is a 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...

I recently listened to a taped interview of Stephen R. Covey, author of "The Seven Habits of Highly Effective People," which told the following story. A man came across a logger who was sawing down a tree. He watched the logger sweat and use a great deal of effort with very little results. When asked why it was taking so long to cut into the tree, the man was told that the saw was very dull and the logger couldn't take the time to sharpen it.

How many times are we guilty of this mistake in sales? We don't take the time to sharpen our tools and go about trying to make the sale the hard way. As an example, have you ever noticed how brilliant we become when the prospect is a mile and a half down the road? Then we think of all kinds of things that we should have said or techniques that we should have used. Think about this for a minute! You know these things or you wouldn't

be able to think of them after the prospect leaves. Why don't you use them when the prospect is still with you? *Because you can't remember them.* Due to a lack of review or use, they slip back into your sub-conscious and you can't bring them into your conscious fast enough to use them. Unless you constantly review your selling techniques, you too will allow your tools to get dull.

There are a number of ways to keep your tools sharp and ready to use:

Read a few pages of your workbook every day! When you are finished, turn it over and start all over again. If you have a thought about what you are reading or want to remember something extra about the information being covered, make notes in the border. What you write down in the review is less likely to be forgotten. *Your workbook should be a constantly referenced source!*

Learn from your presentations. After each prospect leaves, mentally review everything that happened during that attempted sale. Identify what you did correctly so you can strengthen future presentations. Also, identify what you did wrong so that you don't do it again. When you had a prospect that did something that you didn't know how to handle, go to your audio tapes, video tapes or workbook find a possible solution for future instances of the problem. I can understand a salesperson that gets stopped once by a prospect but when they get stopped time and time again by the same problem and don't do anything about it, I feel

this is rather dumb. By identifying problems and possible answers, you can steadily increase your skill level until the answers become second nature.

An excellent way to conduct an ongoing training program is to hold a one hour sales meeting once a week to view the video tapes on my sales program these are available through Dwayne Teeter). I would suggest that you watch only a half hour of these tapes at each meeting. Take the other half hour to discuss what was covered. If you have any questions about the information on the tapes, you should refer to the workbook or you might check the audio tapes. If you still need clarification, please call me at (215)434-2643, leave your message on the machine, and I will get back to you with 24 hours.

Take the time to attend the classes we conduct on a regular basis. I am constantly told by people who have been to the classes many times before that they were reminded of many things during the seminar. If you have experience with the program, you will also find that you hear the information on a different level. This is why the Super Bowl winners start the next season by going back to the basics and review the play book!

Big Promotion

Billy Alt Makes Good

The man called "mobile" has just been promoted to Sales Manager of Mesquite. Be sure to congratulate him when you see him!

DWAYNE TEETER

Company Story Script

As with any sales presentation, the author would like to emphasize that the use of profanity and lewd innuendo during the company story should be kept to a bare minimum.

Have you ever had a customer come in with a chip on their shoulder, ready to do battle? This combativeness is a reaction to fear. Customers come in fearing that terrible things could happen to them... they'll get ripped off by a dishonest salesperson, the company is one of ill repute and will mislead them, they'll buy a home that won't be serviced. Every one of these concerns is legitimate and can be calmed through the use of the company story.

Following is a suggested guideline for the company story, a script per se. It is strongly suggested that key verbiage be used verbatim along with all important transitional statements. Before taking a customer, position your flip chart on your desk within a foot of your body. Make sure that the cover page is facing out so that you do not fumble around for it in front of the customer. The story can best be learned by (a) memorizing the introductory statement (taken verbatim from Schwep's workbook) and then associating each page of the story with the listed comment. With a little bit of work, it really will sound natural.

The most important keys to using this story effectively are these: **DO NOT READ THE PAGES TO YOUR CUSTOMER!** By flipping the page, they will do this automatically. Learn to simply compliment the information presented in a conversational manner as detailed below. Also, just like when you're selling a home, **DON'T NAME A FEATURE WITHOUT A BENEFIT.** It's the benefit that creates value. Customers buy what things do, not what they are. Every sheet details a feature, its up to you to name the benefit. Also, **ASK TIE DOWN QUESTIONS**, preferably open ended ones. Every third or fourth page, get the customer involved by asking a question such as "how important is that to you?" or "how much of a consideration would that be?" This keeps the presentation from sounding like a lecture. Knowing that he'll have to answer questions will also make the customer pay attention.

LET'S BEGIN...

For our purposes, our customers are named Smith. Engage in proper greeting with the customer and return to the office. Offer them a beverage and, if they want one, get it for them. Start into the story...

"Mr. & Mrs. Smith, let me explain how we normally show homes. We have developed a four step

process that is designed to give you as much information as possible about our homes so you can make an informed decision. First, I would like to give you a little background information on who we are and what we think our company has to offer you and your family. Next, I would like to explain our matchmaker program, and get a little information to get an idea of what kind of a home you are looking for and how you plan on enjoying it. Then third, I will take you out and show you every home we have that fits the information you give me. And last, if we do find any homes that you are interested in we can return to the office and I will give you information to take home and consider. How does that sound to you, OK?"

Flip the cover page of the story, revealing the "Four Major Concerns" page and go into the following statement...

"When considering an investment of this importance, you need to cover these four bases (count with your fingers - one) make sure that you are buying from a company with a good reputation who will be in business to take care of you after the sale, (two) make sure that they only sell proven products

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,

The other day, I showed up at work in my usual attire... shirt, slacks, tie, etc. My manager was in his usual attire... big red plastic nose, white make-up, big curly wig, floppy shoes and squirting flower on his lapel. This makes me wonder, is there a set dress code in this company?

Sincerely,
Dressed Up and Dainty

Dear Dressed Up,

There is no written dress code that has been implemented company wide as each location has their own policy. However, it is strongly suggested that everyone dress as professionally as possible...much like the outfit you consider your "usual attire." As for your manager, next time he goes to work dressed as you described, throw a pie in his face.

The views of the editor are not the views of the rest of management, no matter what he says.

because, quite frankly Mr. and Mrs. Smith, there are good manufactured homes and there are not-so-good manufactured homes. (three) Also, you need to make sure that the company you do business with offers the kind of financing that is right for

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your needs because the right home with the wrong financing will just make you unhappy in the long run. (four) Finally, make sure that the company you buy from will service your home after the sale."

PAGE: We're a Texas-Based Company in Business since 1971

"Mr. and Mrs. Smith, manufactured housing dealerships have a way of coming and going with the slight change of the economical climate. I think it says a lot that we have been in business 22 years. We're a healthy company and we have every intention of being in business 22 more. That means we'll be here when you need us.

PAGE: Our Housing Centers are Mgmt Owned

Nationwide is unique in the respect that its management actually owns the business. Because he's here for the long run, our location President, Willie Clinton, has a vested interest in you being a satisfied customer.

PAGE: At Nationwide, we care about your family.

"You know, Mr. and Mrs. Smith, a lot of dealerships would just throw you a set of keys and let you wander out through the homes with no one there to answer your questions. At Nationwide, we have something called the matchmaker system which insure that you will see that the right homes during your visit. We won't

waste any of your time."

PAGE: We are one of the largest retailers in the Southwestern...

"If you put everyone that we have ever sold a home to in one place, the group would have a larger population than the city of Waco, Texas. After years of providing Americans with quality housing, we've learned to do it right."

PAGE: We are able to choose from the best manufacturers...

(Transitional Statement)

"Because we are so large, we could do business with any manufacturer that we want to. However, there are just a few on the market that we feel offer the best home for the money." (flip page and continue without skipping a beat)

PAGE: List of Manufacturers At this point in the story, mention each manufacturer that your lot carries and say something specific about each one. Because no lot carries the same combination, I have listed some suggestions about some of our largest manufacturers...

American Homestar... "This is our own manufacturing company. After years of hearing what people wanted out of a home, we combined their ideas into one of the nation's finest houses."

Redman... "Probably the most famous name in mobile homes. They've been in business since 1937, are one of the industry's most respected builders... and we're their largest customer in the country!"

Oak Creek Homes... "Oak Creek, also a part of our company, is a

builder of high quality, luxurious homes in Fort Worth, Texas."

Patriot Homes... "For 25 years, Patriot has been building low-priced, high quality homes out their Alabama plant. In fact, they recently opened a new plant in Waco, Texas which builds an exclusive line of homes for Nationwide."

PAGE: We Offer Texas' Largest Selection of Finance Programs

"Nationwide offers the very largest selection of finance programs in the state of Texas (or wherever you're at!). We do business with every major lender in the area. Nationwide is the only retailer in the United States to have an exclusive finance program with Ford Consumer Finance. It features low, rates, lower down payments and flexible terms. Our financing will save you money."

PAGE: We handle the many details of the loan

"I do not know when the last time you obtained financing for house was, but as you may know, there can be a lot of T's to cross and I's to dot. Working through all of this is my specialty. I've been trained by the company to make sure that your loan goes through as smoothly as possible. Also, our financing manager has been very successful at getting approvals, even with people who have had finance problems in the past."

PAGE: Our service manager...

(This page is unique to each location so I will relate this

comment to the SuperCenter in Houston...)

Our service manager, Gilbert Chavez, has been handling our service for seven years. He has proven to be very dependable and hard working. What makes him really unique, though, is that he lives right here on the lot. At most dealerships, you call either the factory or the dealership and then they call somebody else who in turn must come to the dealership, pick up parts, and then do the service. Its not that way here. All of Gilbert's materials are right here and he's scheduled right out of this office. That means we can respond to your service very quickly and you can deal with the people that you bought your home from, not some stranger at a factory.

PAGE: Factory Service

(transitional statement)

Gilbert handles roughly 95% of our service, but we can get the factory involved if the situation warrants. Because we represent so much of our factory's business, they make our service request their top priority resulting in faster service for you.

PAGE: Major investment...

"As you can see we cover these four bases...We are a reputable company, otherwise we would not have been in business this long. We also offer the best manufactured homes on the market, which I'll prove to you on the lot in a few minutes, we offer great financing options and we have the best service department in the area."

Turn over the "Major Investment Concerns" sheet and leave the "Satisfied Home

PROFILES IN EXCELLENCE

Dave Davis, General Manager of Mesquite

Born and raised in Linton, Indiana, Dave Davis was one of four sons in a large, close knit family. Competitive at an early age, Dave participated in all of his school's sports and was all-conference in three of them...football, baseball and basketball. After graduation in 1958, he did as most of his peers did at the time and attended Indiana State University (Alma mater of Larry Bird). There he got a walk-on scholarship with their basketball program. College didn't work out for Dave, though, and after a severe case of love sickness, he quit. He then enlisted in the U.S. Army and was assigned to special services as Basketball Coach of the officers and military kids.

After leaving the military, Dave got married, had a couple of wonderful children and got a job with Associates Finance as a Branch Manager. He liked the work but the pay was horrible. One day while playing ball with a friend, Dave's friend told him about a mobile home dealer in Champaign, IL that was very successful and liked to hire former finance guys as salespeople.

Because Dave had sales experience from summer jobs during college, he ended up taking the job and made more money his first weekend than he had in a month working for Associate's. Soon he was selling homes full time and

within three months, he was named Sales Manager. He left Champagne with more than mobile home experience, though. It was there that he met his current wonderful, beautiful wife, Laurie (affectionately referred to as "Fox" by her family). It wasn't quite love at first sight. They worked together quite a while but didn't hit it off...in fact they hated each other. To make a long story short, though, they soon fell in love and were married in 1975. Soon thereafter, they moved to Bloomington, Ill. and together ran the #1 single lot in the state for 5 years. Not a small accomplishment considering that when they took it over, it was \$75k in the red!

A year or so after his kids had already moved there with his ex-wife, Dave and Laurie made the move to Texas. Dave immediately got a job with McDonald's, firstly as a store manager and later as Regional V.P. supervising four stores. It was there that he learned what it meant to work for a company who had a commitment to quality. It was while working in a McDonald's that Dave met Glen Meier, then Sales Manager for Kaufman & Broad's Burleson plant. He convinced Dave to interview for a sales position, which Dave did. After getting the position, Dave quickly became K & B's top producer (as you can tell, there is no room for 2nd place in Dave's game plan). One of Dave's dealers while working for K & B was Wylie Mobile Homes. When Dave found out that K & B would

be closing, he took over his own account as Manager. He took the unsuccessful lot and turned it into Collin County's top producing location from 1983 through 1988. That was followed by a short stint with Nationwide Mobile Homes, a return to Wylie and a subsequent return to Nationwide, through the recruiting of Larry Speck. During both stints as a salesperson with Nationwide, Dave was a top salesperson in every respect. Approximately one year ago, he took over Mesquite as General Manager and has not slowed down one bit. Nationwide in Mesquite was last year's Number One location and is Number One year to date in fiscal year 1994.

The President's Club Monthly recently had the opportunity to speak with Dave Davis...

Dave, you have been equally successful as a salesperson and as a General Manager. How is running a location the size of Mesquite changed the way you work?

Its made me more of a decision maker and, out of necessity, helped me make the correct decisions faster. Its given me more confidence in all areas of management.

You have one of the largest staffs in the company... sometimes as many as ten people. What's the secret to managing this large of a work force and keeping everyone happy and productive? Also, how can you keep track of that much business when its divided so many ways?

I have no secrets as to managing a large staff. I truly care (sometimes to a fault)

about the people who work with me and for our company. I got my first experience managing this many people while working with McDonald's and you know, they are what we are striving to be in this industry. I've always known, though, that it takes great support people to do a big job!

You have a unique way of ordering your product... most homes on your lot come with certain options that are not usually found on our stock homes. Why do you order your this way? When a customer is buying a house, where are they looking for the quality...are there key things?

Dwayne, as you know, I feel our industry is a rip-off if we sell people a "true trailer" and know it! I have always been good at selling what I sincerely believe in, otherwise I would never have lived in the products that I sell. If someone would sell me important options such as a washer/dryer cord, steel door w/ storm in the front and rear, upgraded insulation, storm windows, skirting, one-piece tub/shower, etc., I would not mind paying \$1,500 more for these options and I buy from the person who built the value of these items into my head. Why? Because he obviously cared about my best interest.

You have enjoyed a long and successful career in the Texas mobile home industry. When you decided to leave Wylie Mobile Homes, you received a number of offers from other retailers, yet

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you chose to rejoin Nationwide. Why? Because I felt people like Buck Teeter, Chuck Carney, Jr., and Larry Speck were responsive, aggressive and competitive...all qualities that I also have. The people make the difference! Its a fact that in our industry, not every great salesperson will make a great General Manager. In fact, many fine people are lost when they reach a level that they have aspired to and find that their talents weren't suited to the task. What advice do you have to other salespeople who want to move upward in the company...what skills and habits should they develop before seeking promotion? I think anyone seeking to become a manager in a top company such as ours should understand that it takes real commitment to be a winner! We, as trainers, must focus on improving the skills and tenacity of those who want to be the leaders.

You are known as a "hands-on" General Manager..you don't mind walking the pavement or getting involved with most of your customers in order to insure the sale. Why this approach?

To me this is obvious...our customers deserve to have the best person with them and I feel the greatest impact I can have on the sales centers is to be in front of the customer and salesperson all of the time. I do it more than most, but if I did it all the time our sales

would double! Also, you can tell them all you want, but nothing can replace the qualified person in front of our customers and salespeople.

In many ways, Mesquite is considered a model sales center. However, like all other locations, it is not perfect. In what areas would you like to improve Nationwide in Mesquite and in what ways could the company as a whole improve?

One thing that I probably have is a reputation as a critic.... one reason that I work for this company is because people listen to us when we say there's a problem. Look at the situation with the generic applications. True, our company and Mesquite are not perfect, but it is our goal as well as mine! Improvement is needed and I could site many areas at corporate and Mesquite, but one thing maturity has taught me is to recognize what you can improve and, at the same time, keep moving upward and forward, without affecting profits and growth.

Improvement requires change and you need to have solid priorities to improve. I know that most of our improvement at all levels should be in our people and consistent stability of the things all people cherish most... money, growth, stability, family and recognition.

Any final thoughts? Yes. I feel I'm part of a

great company and the Larry's, Don's and Clark's of this company keep me on my toes and help motivate me constantly. I'm determined to find the ways (honestly) to be #1, stay #1 and the people in this organization are absolutely the key to it all. You, Chuck Jr. and several other people are the reason I accept and look forward to the challenges of each day, each month, quarter and year. You must have the rest of your life in priority, however, as a balanced family life is essential. My wife, Laurie, who still thinks I hung the moon with one hand, is the inspiration for my success. When given the task, I will always be very dedicated to accomplishment in the area I decide to work within, but I'm not ever satisfied very long with just doing the job. I will always desire to be on top and be dedicated to getting there. Our group is the reason I have been able to realize some of my goals and I find comfort in the fact that tomorrow is a new day!

Dwayne Teeter Co. Story Continued

Owners" sheet showing. In my opinion, its not necessary to say anything about this sheet. Just leave it where they can see it. This, of course, leads you to the interview. Use the following transitional statement:

"Up until now, I've been doing all of the talking...do either you have any questions?

After answering any questions that they have, use these lines (word for word) to begin the interview...

"Mr. and Mrs. Smith, as I mentioned earlier, our company likes to gather some information that gives us an idea of what you are looking for and how you are planning on enjoying your home. This way I will only get the keys to homes that are designed to fit your family. In fact, we think this is so important, I am going to take a few notes so I am sure I can give you as much help as possible." At this point, slide over a copy of the interview sheet from the side of your desk. Continue with... "They are really very simple questions, like" - (start with the first question) "How many bedrooms will you require?"

Attention All Knuckleheads

You know exactly who you are...

Who are the knuckleheads? They are the ones who have not been able to complete the seemingly impossible task of photographing their staff. As a result, their neglect will cause these fine people from getting the recognition they deserve. If any of you have a change of heart and decide to actually complete this monumental task, please send your photos to the attention of the P.O.'d editor.