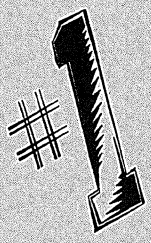
The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE AMERICAN HOMESTAR CORPORATION

With the Future on the Line, Company Surges in April, Many Locations Step Up to the Plate with Great Production

4th Quarter Contest Standings!

Diane Miller took the lead in the big 4th Quarter Sales Contest. Her 93.4 President's Club Points gives her a slight edge over Corpus Christi's resident pro, **Billie Rolando** (90.6 pts). Not far behind them is Mr. MVP, Albuquerque's **Al Chavez** with 88.8 points. Never one to be left out of the money, the SuperCenter's **Rick Crosby** is in fourth place with 84.7 points, less than a point ahead of Midland's **Byron Cook**. Rounding out the top ten are **Randy Taylor, Bob Mackie, Vince Cippollone** (of course!), **Jack Williams** and **Garland Gregory**. Keep the heat on, sales superstars!



Tyler, Denton Pros Lead the Way...

In what has turned into a regular occurance, the Tyler and Denton sales teams each put together 20-deal months in April. These two locations have stepped forward in the fourth quarter, a time when the company needs their contributions most, and did what they had to do to make it happen.

Other Big Players...

The Nationwide locations in Lancaster, Albuquerque, Huntsville, Midland and Oklahoma City, along with Instant-Gulf and Key-Bryan had better than average months marked by high payable grosses and good new home volume. Also, physical damage and credit life insurance sales levels reached record highs last month.

Now is the Time...

By the time you read this, most of you will be finishing up your month. By all indications, May will be a record month, in a record quarter, in a record year for the company. However, we won't get there without a concentrated effort on everyone's part to get every deal possible and make sure that each is turned into the home office complete and in a timely manner. Our results in the month of May will have a dramatic effect on the upcoming public offering. Just as **Jim Clark** and **Robbie Golden** have done, make sure that your location carries their weight by contributing a barn-burning month.

The SuperCenter Holds a SuperSale, 15 Deals Go Down in 3 Days

From May 13th through May 15th, the SuperCenter in Houston held their 2nd annual "End of the Year Sale." Pushing the theme of clearing all 1994 models, the sales pros in Houston took down an amazing 15 deals with a little help from their friends. Redman's **Charlotte Lee** and Homestar's **Carol Cooper** made the trip and offered their expertise to any interested parties.

The Top Dog...

288's new salesman, **Larry Moore**, was the sale's top pro. He took down five deals and also got a number of hot leads.

According to Nationwide South President **Jim Taylor**, the new computer system, Nationwide Tracker, played a major role in the sale's success. "Of the 15 people who bought this weekend, nine of them were carrying flyers that we mailed out with Nationwide Tracker. I'd say that computer just paid for itself about twenty times over."

Prime Advertising

Jim's comment drives home the point that direct mail advertising using your own customer lists is the most cost efficient and effective way to advertise for a sale. Learn from his experience!

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MAY, 1994

COMPANY BIRTHDAYS

Diana Yauger
June 3rd

Bobbi Watson
June 4th

William Wise
June 5th

Bob Woznick
June 6th

Bob Bennett
June 7th

Al Duran
June 8th

Debbie Maxey
June 9th

Eugene Dudek
June 10th

Bill Hopkins
June 12th

Tom Wilson
June 13th

Craig Pickett
June 16th

Kelly Wait
June 16th

Lona McLaughlin
June 16th

Continued on the Next Page

One Giant Step Forward

Company Files Registration Statement

On Thursday, May 5, American Homestar Corporation filed its registration statement with the Securities Exchange Commission. This is a major step in the public offering process and took many months (and hundreds of man-hours) to prepare. The SEC will now review the document and send their comments and questions by early June. In the meantime, 3rd Quarter audits are being finalized and preparations are being made for the next important step... the "road show." Scheduled to begin on June 13th, the "road show" is the process by which our company's principles travel to the major financial centers and essentially "sell" the various financial institutions and other prospective investors on the value of the company.

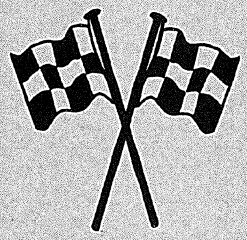
After a successful "road show," the underwriters make a final decision on the offering itself and on the offering price of the stock. With the recent volatility in the stock market, no one can predict the results of this process. However, at this point, the company is still preceeding. If the market conditions improve and the final price is acceptable, we could be a publicly-held company by late June or early July.

President's Club for Fiscal Year 1995

Salespeople

Hey, listen up, people! There have been some dramatic changes to the President's Club for fiscal year 1995 including greater rewards for insurance sales, a double-points program for big payables and an altered fast start program. Because we will be carrying a larger perecentage of our own products, gone are the MVP programs and new home bonus points. In a nutshell, here is how the salespeople's program works...

1 Point for each $1,000 in payable gross
2 Points for each $1,000 in physical damage insurance premium
2 Points for each $1,000 in credit life insurance premium
1 Point for each extended warranty
1 Point for each Flex-Bill Insurance Policy
2 Points for each deal into the home office by the 15th of the month
1 Point for each deal into the home office by the 20th of the month



Double Payable Gross Points for each new singlewide deal over a $7,000 payable and each doublewide deal over a $9,500 payable!

The Award Levels

Gold- 225 Points	Gold P.C. Watch
The Top Ten Gold Level Pros Win a Trip for Two on the Year-End President's Club Trip	
Silver- 175 Points	Engraved P.C. Clock
Bronze- 125 Points	Signed Certificate

NOTE: The President's Club reserves the right to spontaneously reward salespeople throughout the year!

President's Club for Fiscal Year 1995

Business Managers

The Business Manager's purpose is to increase profits through increased sales of insurance, improved funding and lender relations, and increased approval and closing ratios. Because it is difficult to quantitatively measure improvements in most of these categories, the majority of the new program is designed around insurance sales. The monthly point awards for the new program is as follows:

(1) 1 Point award per $1,000 insurance income (PD & CL!)

(2) Physical Damage Penetration
- 10 pts awarded for 100%
- 9 pts awarded for 90%
- 8 pts awarded for 80%
- 7 pts awarded for 70%

(3) Credit Life Penetration
- 10 pts awarded for 100%
- 9 pts awarded for 90%
- 8 pts awarded for 80%
- 7 pts awarded for 70%
- 6 pts awarded for 60%
- 5 pts awarded for 50%
- 4 pts awarded for 40%

(4) 1 pt. awarded per extended service product sold
(5) 1 pt. awarded per cash policy sold on payment plan
(6) 1 pt. awarded per $1,000 payable gross on personal sales

The different levels and awards are identical to the salesperson's program.

COMPANY BIRTHDAY'S CONTINUED

Mike Smith
June 16th

George Hargrove
June 17th

Jim Lee
June 19th

Larry Goings
June 21st

Janis Bane
June 23rd

Betty Clampitt
June 23rd

William Rollins
June 26th

Billie Rolando
June 27th

Vince Cippollone
June 27th

Steve Clark
June 29th

Howard Odom
June 29th

Office ManagerPosition Available to Qualified Person!

If You Can...
Do All of the Reports...Keep Up with All the Deals...Do All the Typing...Design All the Forms...Do the Shopping...Buy the Paper Towels, the Soap and the Toilet Paper...Protect Us from our Worst Enemies...."Ourselves"...Make Sense of What Home Office Asks for...Keep Up with all the Deadlines and Make Sure they are Met... Be Unfailingly Cheerful and Chipper...Drop What you are Doing on a Moments Notice and Fix "Our" Problems....Without Complaining...
If You Can Do All these Things "Plus"
Plan and Coordinate the Company Get-Togethers
Do All the "Little" Jobs No One Else Wants to Do.
And if You Can Do All these Things with Little or no Supervision, PLUS have a Great Attitude....*then... We at Nationwide in Tyler would "consider" you as a replacement for Mrs. Betty Haney, the best office manager in the galaxy, and then some!!! Please inquire at our location upon her retirement in the year 2584.*
A hearty congratulations to you, Betty. We Love You!!!
The Tyler Sales Team.

The Superstar Office Manager in Action... Betty Haney

Company Promotions

People on the Move

Gary Robson, the superstar from Burleson, has been named Sales Manager of the American Homestar Factory Outlet in Burleson. In this capacity, Gary will be responsible for the day-to-day operations of the lot, along with any of the plant's groundskeeping and maintenance (just joking, Gary!). Robson is the kind of spark plug that can take this location to the next level.

"I'm really excited about this opportunity because this is a first class location with a really low overhead," said Gary, "look for great things out of here starting next month!"

In Denton, **Susan Lewis** has been named Sales Managaer. A real star who has played a large role in Denton's recent success, Susan brings to the table a new level of professionalism and a "get things done" attitude. Good luck in your new position, Susan!

The Following Classified Ad was Paid for By Jack Maxey and is not necessarility, but could quite possibly be, the opinion of anyone at the home office.

Was-The Homestar Factory Outlet Now- The Burleson Country Club

Hours
Open 10:30 am - 3:30 pm
Closed 11:00 am - 2:00 pm for lunch
*features office interiors by the Goddess of Decor
*Restroom design featured on "Lifestyles of the Rich and Shameless"
*See the elegance of "His Highness of Homestar" - Shiek UrBootie (formerly Gary Robson)

Etc. Etc. Etc. Etc. Etc.

Back From Beaumont Dept: Bill Hopkins, one-time Nationwide of Beaumont salesman, has left the land of lawsuits and litigation and returned to the company at the Instant-Gulf location. A top notch pro with sales talent to spare, Bill is someone to watch out for in the future!

On the Horizon: Look for the formal announcement of two new retail locations in the next edition of this newsletter!

Two in the Oven: Missy and Monica, those nutty home office girls, are both expecting! Please send your pickles and ice cream to the home office, attn: maternity ward.

Life of Brian: Greenville's Brian Shear made his location profitable his first month at the helm!

WHO'S HOT

The Impact Player Award

New salesperson **Tim White** came on board in Granbury six short weeks ago and proceded to set the world on fire. Along with the leadership of G.M. Jack "Maximum" Maxey, his five deals in April helped propel Granbury to profitability. Way to go, Tim, you are truly an impact player!

Editor's Note: At Press Time, the President's Club Monthly's Team of Researchers discovered that Tim also won last month's deposit contest! Wow!

Billie Rolando Nationwide in Corpus Christi

She sells in her sleep! If you've ever met this woman, you know she is a gifted salesperson and also a fun lady to be around. In April, Billie made it happen, as she usually does, by selling new houses... lots of them. She finished with four deals and an amazing 67.7 President's Club Points for the month. That places her in second for the quarterly contest! Keep it going, Billie!

Garland Gregory Nationwide in Tyler

Expect to see this man's name in this column regularly. He's a professional saleman who's made the commitment to be at the top. How's he gonna get there? By putting together months like April's... 6 deals, 20k in payable gross and an impressive 39.7 President's Club Points. Keep rolling, Garland, keep rolling!

Craig Pickett Nationwide in Tyler

We knew he was bound for greatness, we just figured it would take a little while for him to reach it. WRONG! Craig is a 4-deal-a-month guy who can be counted on when he's needed. In April, he took down (you guessed it) four deals for 17k in payable gross and 39.5 President's Club Points. In just eight short months with the company, Craig has sold enough this year to put himself in range to make the Gold Level! Wow!

Randy Taylor Nationwide in Tyler

Tyler's current top dog already is a gold level pro and continues to make his drive for the annual President's Club Trip. He continued his surge in April by taking down four deals, most of which included lots of physical damage and credit life insurance. Keep it going, Randy-Man!

Byron Cook Nationwide in Midland

Lord Byron, King of Profit! Byron sold everyone he met in April! Let's look at the numbers... 7 new home deals, 34k in payable gross and 74.5 President's Club Points. Unbelievable! With this kind of momentum, look for Byron to make a run at the quarterly contest. Run, Byron!

Diane Miller Nationwide in Huntsville

Wow! Diane continues to roll! In April, she took down four more deals (one third of her lot's production!) to take control of first place in the quarterly contest. Diane has made a major contribution towards elevating the Huntsville location to its current "superstar" status. Way to go, Diane!

Howard Odom Nationwide in Denton

Howard exploded in April by taking down five deals (four of them new!) for an impressive 34.9 President's Club Points. Howard's great production helped propel the Denton team to another bell-ringing month. Keep it going, Howard! Keep rolling, Denton team!

Yvonne Lujan Nationwide in Albuquerque

Every year she does what it takes to be a Gold Level pro. Fiscal Year 1994 is no exception for this New Mexico Superstar. Yvonne rocked the world in April by selling four new home deals for a whopping 48.7 President's Club Points. With the help of Business Manager **Richard Fenley**, she also sold her fair share of physical damage and credit life insurance! Nice month, Yvonne!

Jerry Naill Key Homes in Bryan

In what is becoming a habit for Mr. Naill, the big man took down four deals in April. Not one to settle for a skinny deal, Mr. Naill's production resulted in 36.8 President's Club Points. Keep doing your thing, Jerry!

Nancy McCann Key Homes in Bryan

Four New Singlewides in April! Nancy made it happen last month and her amazing output earned her 34.2 President's Club Points.

Bob Legg Key Homes in Bryan

Not one to be left out of the

WHO'S HOT
Continued

MVP
ROLANDO POWER!

Home Run Hitters
William Binkley, #47
Billie Rolando, #68

Triple Hitters
Diane Miller, #47
Nick Deblasio, #47
Curtis Pope, #29
Billie Rolando, #68
Richard Khan, #78

Double Players
Bob Mackie, #41
Rick Crosby, #28
Billie Rolando, #68
Yvonne Lujan, #69
Robert Bennett, #54

Bob Mackie Advantage on the Eastex Freeway
Bob had an excellent month in April. His four deals (three of them new) were good for 44.9 President's Club Points and made up half of his location's production.

action, Bob threw in four deals of his own in April. Much like **Rene Nino** in Corpus and **Dave Miller** in Huntsville, Bob has taken a start-up location, and in a short span of time, turned it into a consistent profit contributor. With his winning personality and his top notch staff, there was no way he could lose.

Stephanie Hicks Nationwide in Lancaster
You've seen her name here before, and chances are, you'll see it here again very soon. Stephanie put together another stellar month in April... 4 new home deals, 20k in payable gross and 37.7 President's Club Points. It looks like **Don Simonson**'s got another superstar on his hands. Go, Stephanie!

John Raine Nationwide in Lancaster
He brings home the bacon and fries it up in a pan! Lancaster's new sales manager does it all folks, that's why he is a Gold Level President's Club Member for the third year in a row! In April, Johnny took down 5 deals, four of them new, for an impressive 37.6 President's Club Points.

Dave Cuellar Instant Living-Albuquerque
Ring that Bell, Dave-Baby! In April, Dave had quantity (5 deals) and quality (big payables, Phyiscal Damage and Credit Life) which translated into an incredible 63.8 President's Club Points. What a month!

Tom Threadgill Instant Living-Albuquerque
The big man is making another run for the Gold Level this year. His four deals in April will help put him there! Go, Tommy, Go, Tommy, Get Busy!

Billy X. Alt Nationwide in Mesquite
When this guy isn't changing diapers he's selling houses. Five new home deals in the month of April for the X-Man... not to mention great Physical Damage and Credit Life penetration. Keep going, big dog!

Hugh Poindexter Nationwide in Mesquite
Hugh put together a humdinger month in April. His four deals and excellent insurance penetration earned him a fantastic 42.3 President's Club Points. Dave Davis said when he hired Hugh that he knew he had a winner. Well, Dave you were absolutely right! Heck of a month, Hugh, let's do it again!

Robert Bennett Nationwide in Oklahoma
Four new home deals in April for Big Bad Bob Bennett! Holy Cow! He combined the volume with the right mix by nailing down a double play in the MVP program. Bob is part of the Oklahoma City team that continues to impress everyone in the company!

Wayne Collins Nationwide in Oklahoma
Bob Bennett isn't the only one selling up a storm North of the border. Wayne Collins struck gold in Apil by taking down four big doublewide deals! Keep your eye on these newcomers from OKC, they mean business!

Those Partners in Profit Dave Schwartz and Louis Murray Instant-Gulf
For the past year, you've seen them running neck and neck in the sales standings. They've proven once and for all that there is room for more than one superstar on a location. In April, these two Maestos of Mobile Homes combined for seven deals, almost 33k in profit (now that kind of payable isn't gross!) and an amazing 87 President's Club Points. Way to go, guys!

AHS Burleson News

New Sales Manager

Glenn Meier has joined the company as Sales Manager at the Burleson plant. Previously a part of the Silvercrest team in Northern California, Glenn brings to the table much experience and expertise at this kind of product. He will soon be joined in Texas by his wife, **Rita**, who has stayed behind temporarily so that she can oversee the sale of their home.

The New 852

The new Burleson model 852 has everyone talking. It's a totally new class of product with lots of features that only Burleson can build into a house. It's taped and textured throughout with lots eye-catching extras such as plant ledges, arches and even some "bull nosed" corners at strategic locations. This 52 foot (box length) home also offers an exciting new option borrowed from the Pacific Northwest, the circular window. This is another unique feature that will further set our product apart from the rest.

Order Now, Operators are Standing By...

Don't wait long to get your new 852 on order. Everyone who has seen the floor plan has ordered one and we expect the turn time on this home to be measured in minutes, not days.

Renting vs. Owning

Reorder Posters Now!

Hey, all of you Point-of-Sale Marketeers! The world famous "Renting vs. Owning" poster is being offered once again for the unbelievably low price of $60 a piece (OK, so that's unbelievably high, it's the best we could do, though). The turn around time for your order is approximately 3 to 4 weeks, and if you order right now, Time-Life will include a copy of their new compilation CD, "Get Down On It- The Disco Sounds of the 70's." Place your order through Dwayne, ext. 3207.

More Plant News

The Lancaster Lowdown

The new model 694 MVP with the island kitchen has a new nick name... HOT WHEELS! The name comes from the fact that is has been a hot seller on every lot it's hit. Midland sold their's literally in a matter of minutes and ordered two more, Jacksonville has already sold their stock unit and Mesquite's will be gone by the time you read this. Why is this home so hot? According to Jacksonville G.M. **Dawn Clark**, it has great eye appeal. "This is the kind of home that a customer walks into it and says they have to have it. Other houses have to be sold, this one sells itself."

Make sure you leave room on your lot for the new model 570, Lancaster's 28x68 floor plan which will be prototyped in June and ready for stocking in July. It will be offered in a 3 bedroom variation with a large (18 foot) family room and a 21 foot living room. You will also have the option of ordering it in a four bedroom arrangement with a smaller family room.

Production to be Stepped Up

Worried about the availability of your best sellers? Worry no more because production is going to be stepped up one floor plan per week. For two months we've been at a steady 6 per day pace, but it will be increased so that we can reach our goal of 8 per day by July.

New Decor on the Way

Look for the new Ledge Wood decor to be available in homes off line in late June or early July. This is the decor that we all saw at the TQM meeting recently in Lancaster. Lots of

New Mangager of Design

Welcome Nancy Cantu

Welcome to **Nancy Cantu**, the new Manager of Design for American Homestar's manufacturing group. Nancy comes to us after working for Fleetwood's Mid-Atlantic and Western divisions. Nancy is a graduate of Incarnate Word College in San Antonio where she earned a Bachelor's degree in interior design. Nancy's husband, Alex, is an engineer with MCI in the Dallas area. They have a 2 1/2 year old son named Adam.

When she's not coordinating the decors for the new American Homestar products (including the new Southern Star line and the model 852 out of Burleson), Nancy is coordinating the new Manufacturing Executive Office design and furnishings in Arlington and looking for a home to buy.

Welcome back to Texas and the fast track at American Homestar, Nancy. Everyone wishes you the very best of luck!

Profiles in Excellence

Two of the Top Business Managers Interviewed

The role of Business Manager has become increasingly important to the profitability of our retail operations. In adding these key players and developing their job description, we have discovered that this person must be able to wear many varied hats. They must be a salesperson, yet be detail-oriented, organized yet flexible, unyeilding yet diplomatic. Needless to say, its a hard job to fill and a harder job to be successful in.

Business Managers, **Cathy Jackson** of Nationwide Lancaster and **Bruce Reynolds** of Nationwide Burleson, represent the epitome of success in their new position. Both have brought unique talents from other careers within our industry and have embraced the challenges of dealing with multiple locations and sagging insurance sales. Both have produced excellent results.

The President's Club Monthly recently interviewed Bruce and Cathy to gain insight into their success and the importance of the Business Manager to the Nationwide team.

The position of Business Manager is relatively new to our Company. How would you characterize your job responsibilities and your contribution to the success of your location(s)?

Bruce: *Effectively communicating with the customer about the financing, closing, delivery, and funding of their loan.*
-maximize the financial process
-resolving communication problems
-maintain the professionalism between our customers and our Company

Cathy*: My job responsibilities include everything from credit app. submission to funding, with plenty of help from our Office Manager, of course. By narrowing the responsibilities of the sales staff, I feel that it enables them to focus on what they do best; thus creating more sales for me to close. This is what makes us all more successful.*

There is tremendous debate between different schools of thought on where insurance should be introduced in the sales process and who should introduce it. What is the philosophy at your location and why do you feel it is successful?

Cathy*: At my particular locations, there is a tremendous amount of team effort. For the most part, the salesperson sets the stage by simply informing the customer of our intent to meet their insurance needs. By utilizing the relationship between the salesperson and the customer to plant the seed, I feel it enables a smoother closing. The customer isn't totally taken by surprise when it comes time for me to make the sale.*

Bruce*: I prefer the salesperson defer the insurance questions to the Business Manager. As the question of insurance comes up during the sales process, I would ask the salesperson to tell the customer, " All your insurance needs will be taken care of at closing. The Business Manager will tailor your financing to fit those needs."*

Many Business Managers find it difficult to do their job due to a lack of support from their salespeople. How do you promote an atmosphere of teamwork so everyone can work together to produce the best results?

Bruce: *The salesperson making the SALE is the most important part. Nothing can happen until that is accomplished. We must do everything possible to help in that process. As salespeople see that you are sincerely interested in helping them, they generally will try and make your part go smoother. Our Presidents Club insurance points help make the sales force our cheerleaders. After a closing, the first person to find me is the salesperson wanting to confirm the closing went OK and did I close the INSURANCE. (High Fives being in order!)*

Cathy: *That's simple. I split the commissions. $$$$$!*

Interesting Facts

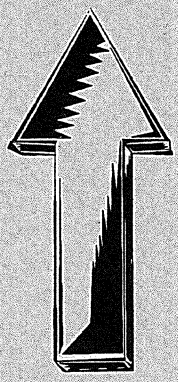
The Skin Cleansing Benefits of insurance

Rearrange the letters of the word "insurance" and they will spell "ruins acne." Coincidence? I don't think so.

Laurie Lowery

The Trend is our Friend

The celebrated words of **Buck Teeter**, as he eyes our latest insurance results, couldn't be more dead on. The trend is our friend and has been since the beginning of this fiscal year. How did we get where we are today? Most of our lenders now allow us to finance three years physical damage in addition to credit life. In the coming year, we can expect lenders to continue to compete for our business, supplying us with creative financing programs. The addition of Business Managers have produced more professional closings, increased approvals and maximized insurance opportunities. The key, however, is still tenacity. We have to want to make the most profitable sale possible. With very few exceptions, all of our locations have had their eye on that goal and moved closer to it as a result. Nationwide of Huntsville and Nationwide of East Texas have made such consistant strides, they make the Company trend look bad. And, Nationwide South, well....they have become "the goal".



Oak Creek News

Charlie Boyer

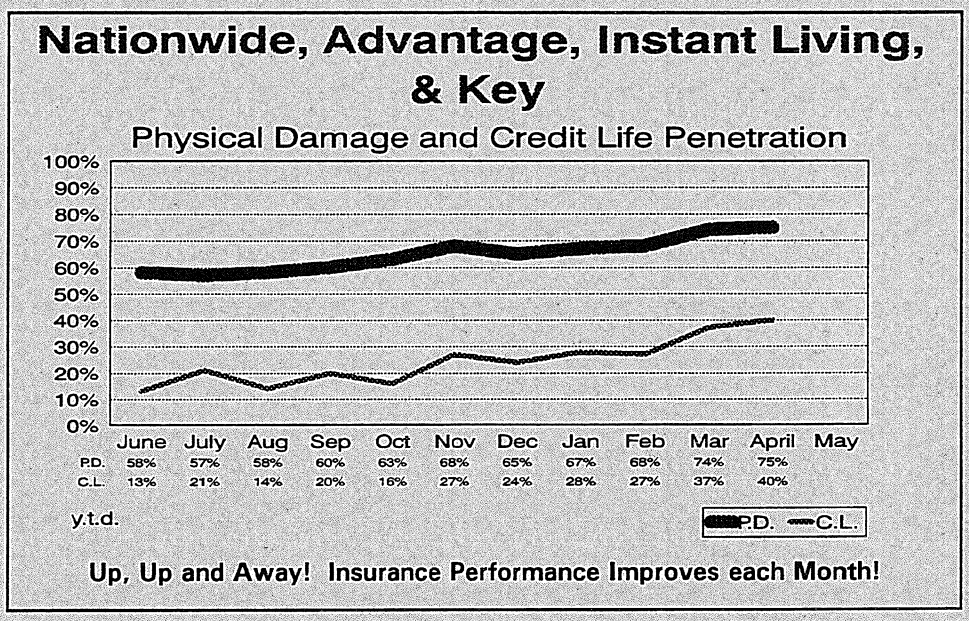
Greetings from Oak Creek!!! Seems like we are on a natural high these days; sales are up, quality is the best ever, and production has reach an all-time high of 35 floors per week. What could be better than this?!!

The Southern Star Line

That's right, we have finally kicked off our brand new series of homes, the unique "Southern Star," a fully packaged line that will replace those out of state competitive brand products quite nicely.

On Saturday, May 21st, Oak Creek held our first annual company picnic which also included a ceremony to honor our 5 and 10 year employee's. We served Bar-B-Que to 750 members of our plant and their families along with a full day of children's games, Horseshoes and Volleyball tournements. Because our employees enjoyed themselves so much, Oak Creek has decided to make this an annual event.

Nationwide, Advantage, Instant Living, & Key



Up, Up and Away! Insurance Performance Improves each Month!

The Tracker Page

Reader's Digest Style

Mind Your Ps and 0s (Peas and Zer0s).

Attention all Office Managers! Regarding the Customer Status on the Enter Prospect Info Form , I have failed to clarify the Ps and 0s situation. When I say 0 I mean the first whole number, not the fourth vowel. Presently "0" takes the prospect out of the callback routine, including callbacks, letters, and reports If a customer can't or won't buy s/he should receive a status of Zero.(0), but a status of zero is not all bad, those who leave a deposit are classified status of 0. The rule is: if a salesman does not want a customer to be returned on the callback sheet give them a status of 0. Please do not use the letter o or O (Oh). Please do not adjust dates, to achieve this result. There are three reasons to take s prospect out of the callback routine: 1) they bought from us, 2) they bought from someone else, 3) they are unable or unwilling to buy. If a customer is not in the market presently, for example does not have the down payment then enter their next call date appropriately.

With regard to Ps, use this customer status for folk that have never come to the sales location. This allows you to follow up with these people, or send them a letter on an individual basis (and include them in any report, for that matter). These prospects will not be counted as traffic and will not affect conversion ratios. Change there status to A,B,C,D, or 0 when they make their first visit.

Why Use Tracker?

A conversation with President of Nationwide South, Jim Taylor revealed that he values his customers at about $312.00 a piece. Spreading the fixed costs opperation over the number of prospects confirms his estimate. If a customer costs $200.00 to get in the door it behooves us to at least know his vital statistics. Certainly not every prospect that comes to a sales location is a buyer. Some of those prospects who are buyers will go elsewhere, but the list of people that come to your location is a vital marketing tool. This list's value can be enhanced by incorperating the information obtained from a careful interview. TRACKER provides the medium for making sense of this information. Nationwide locations in total see as many as 3,500 prospects a month. How many of those people who left the location without buying are qualified buyers? How many of those qualified buyers received a follow-up call, a letter? TRACKER provides each salesperson with a reminder to call a prospect even if that call is to be made months later. A followup letter is available for keeping both the name of the company and the salesman in front of the customer. TRACKER provides management with a list of prospects that have target sales dates for a specifed period of time. Using this report in conjunction with a well placed next call date can bring prospects back , and keep management appraised of potential business base for any time period.