

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE RETAIL DIVISION OF
THE AMERICAN HOMESTAR CORPORATION

American Homestar Moves into 21st Century with Development of Finance Company; Stock Rises to New Heights with Release of News

What A Finish! Snouffer Takes 1st Qtr Contest!!!

Sales, like football, is a game of inches! Lancaster Factory Outlet's **Elaine Snouffer** edged out Cleveland's **Richard Loftin** by a margin of less than one point! Her total of 130.68 points earned her \$2,000 while Richard's 130.60 was good for \$1,500. In third place with 129.55 points (earning \$1,000) was **John Estes**, from the surging sales center in Lufkin. Two new superstars from the amazing Mesquite location rounded out the top five: **J'Nette West** with 116.07 points (\$750) and **Phil Essex** with 115.57 (\$500). Congratulations super sales pros! You are the cream of the crop!

Another Giant Step Forward...

On September 19, 1995, American Homestar Corporation, Clayton Homes and three former Clayton Executives announced the formation of a new finance company, 21st Century Mortgage. This new joint venture represents an exciting new opportunity for our company, both in terms of added control and growth potential. "Being able to finance our

products, along with manufacturing and retailing the same, provides us with a greater ability to control our own destiny," said Chairman and Co-CEO **Buck Teeter**. "It's essential to remember, though," Teeter continued, "that the relationships we've developed with our outside finance partners are still very important to us. They will play a role in our continued growth plan."

Our stock price, propelled

by the Company's new status of being a fully vertically integrated manufactured housing company, reacted with an immediate increase of \$2.00 per share and reached a high of 16 3/4. This represents an increase of 109% over its offering price in July of 1994.

A much more detailed account of this new venture is described in the press release on page 6 of this newsletter.

Manufacturing to Recognize Retail w/ New Awards Program

by **Ronnie Richards**

The outstanding job the Company's retail sales centers are doing for the Company's three manufacturing plants is something that the plant General Managers, Sales Managers, and sales staff all appreciate. In order to share this appreciation and acknowledge the retail sales centers in a more formal way, a special program has been developed that will include quarterly and annual recognition of the top performers.

Each quarter the leading group of retail sales centers (based on purchases from each plant) will be recognized in the President's Club Monthly Newsletter. The results for the first quarter are now being calculated and will be published in your next newsletter. In addition to each plant's top sales centers, the top performers based on combined purchases from all plants will also be recognized. All calculations will be based on the base price and options on the factory invoice. Sorry Albuquerque, we won't count freight.

At the end of the Company's

fiscal year, sales centers will be presented special awards based on their dollar volume

Continued on Page 6

Inside

<i>Under the Oaks</i>	2
<i>Lil' Laurie Lowery</i>	3
<i>Who's Hot</i>	4-5
<i>Press Release</i>	6
<i>Burleson Star Notes</i>	7
<i>New Audio Tape</i>	8
<i>Ask Tim</i>	8

President's Club Monthly

COMPANY BIRTHDAYS, October of 1995

Philip Kussman, 1st
Susan Lewis, 1st
Larry Key, 3rd
Reinhold Brennan, 5th
Steve Wray, 5th
Dwayne Teeter, 6th
Tomas Ybarra, 6th
Aysun Decker, 7th
Carol Pollitt, 10th
Jim Mixon, 10th
Tammy Burrell, 11th
M'Lissa Manning, 11th
David Barnett, 12th
Pete Bachechi, 12th
Patrick Crawford, 14th
Sadonna Rogers, 14th
Larry Moore, 14th
John Gutierrez, 15th
Michelle Butler, 15th
Tambra Lowrey, 15th
Belinda Humphrey, 17th
Douglas Davis, 20th
J'Nette West, 21st
Vicki Beeson, 22nd
Paul Taylor, 22nd
Glenn Rupiequet, 23rd
Lisa Douglas, 23rd
Sandy Cantu, 23rd
Barbara McCallister, 24th
Laurie Lowery, 24th
Jackie Westbrook, 24th
Stephanie Goddard, 25th
Craig Geffert, 26th
Toby Cocksey, 26th
Cliff Kubicek, 27th
Randy Wilson, 27th
Sandy Hemlyn, 31st

Under the Oaks

by Charlie Boyer

Oak Creek Prices are Slashed!!!

What better news could we offer to you!? That's right - we are cutting prices on all homes, effective October 1, 1995!!! The following changes in pricing have been made:

- Wood Products Surcharge Line Item Eliminated
- Reduced profit margins to create Winter Sales!
- Reduced Southern Star Standard Specifications for Doublewides to match the exciting new singlewides (except w/ composition roof)!

New Southern Star Multi-Sectional!!!

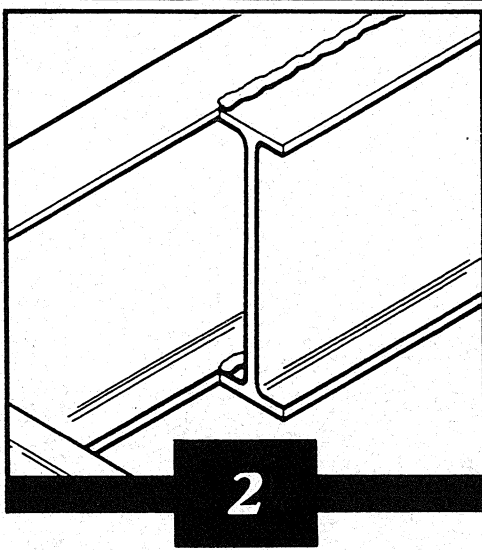
Model #962: 28x60 3Br/2Ba

The prototype of this new Southern Star Doublewide is now complete! This 1550 Sq. Ft. plan has a high impact look in a smaller home for the Southern Star Series. Many of

Promotions

Many Company Wide

Randy Wilson, loyal company veteran and Business Manager extraordinaire, has been promoted to the position of General Manager at the SuperCenter in Houston. Randy is very excited about taking over last year's number one retail location. He plans to



#2 - Heavy Duty Steel I-Beam Frame - A solid home must rest on a solid foundation. Oak Creek makes sure of that with solid steel heavy duty I-Beam frames, continuous arc-welded connections of all steel components, and heavy duty cross members, tow bars and outriggers. The entire frame is fully painted to protect against corrosion. The double I-Beam construction in the axle area of each multi-section home chassis gives extra support and rigid strength during transportation.

29 Reasons You Live Better in an Oak Creek Home

you will remember a similar plan (Model #966) in our Custom Classic Series which had great success until the price reached a new high. The Southern Star #962 has been competitively priced to fit nicely in the smaller doublewide market.

29 Reasons You Live Better in an Oak Creek Home!!!

continue his duties as Business Manager while running this large sales center. His boss, **Jim "Big Dawg" Taylor** has taken the reigns at Instant Living Gulf Freeway, the third location in his growing domain.

Key-Bryan's **Bob Legg** has a second location in his fold with the acquisition of Instant

- Reason #2!!!!

Each month we will feature one of our copyrighted "29 Reasons" to assist in your education of "Why You Live Better in an Oak Creek Home." This information is also listed in detail in our famous "29 Reasons" brochure. Each sales center has this brochure to use as a sales training tool and point of purchase sales brochure.

Living in Spring. This fine location will surely continue to prosper under Bob's leadership.

A big Nationwide welcome goes out to industry veteran **Ron Burnett, Sr.**, who has come out of retirement to take over son Greg's successful Midland location. We are pleased to have you on the team, Ron!

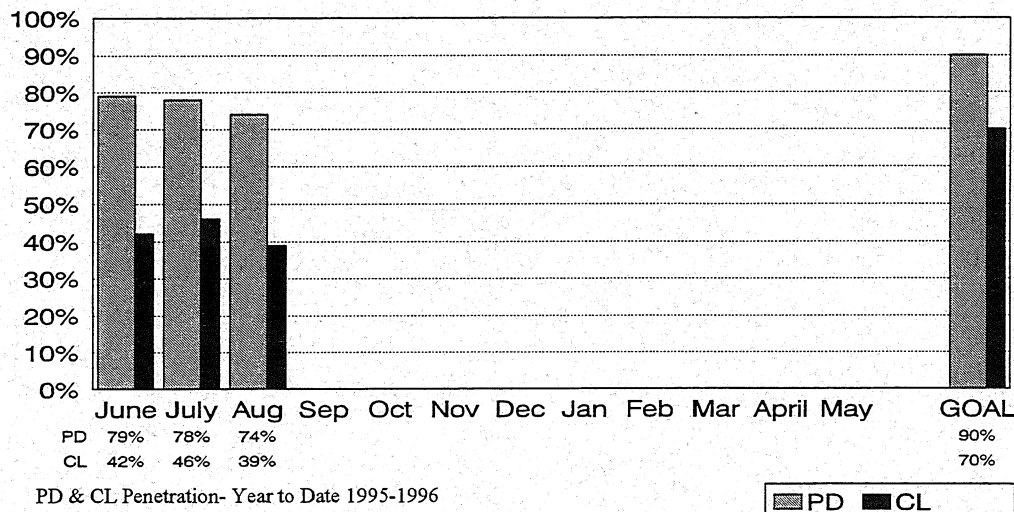
President's Club Monthly

Laurie Lowery

A KINDER AND GENTLER FINANCE APPROACH

In early September, Business Managers from all locations were brought together to listen, learn and exchange ideas on everything from closing techniques to credit applications. However, if you were to ask them what they remembered most, I would be willing to bet Jim Rea's bonus that they would say the words "10% cap". On the day of last month's meeting, it was announced that for an indefinite time period, our company would enforce our own limitations on the insurance premium dollars financed on our deals. Currently, the limit has been set at 10% of the selling price. The point of the cap is two fold. First, it will force us all to be more responsible and focus on the future repercussions of our actions on both our customer and our company. There are many who blame the windfall of reposessions in the 80's on irresponsible financing of large physical damage and credit life premiums. Although we are not apt to repeat the past, it is wise to learn from it and therefore protect ourselves from a similar fate. The second point is to promote a more consistent insurance sale on every deal from every location. Instead of making most of our insurance profits off a minority of customers or a minority of locations, the goal is to sell all of our customers a reasonable amount of insurance. Beginning with September business, penetration will be calculated based on a combination of the old principles and the new cap depending on the sales price. For the majority of our locations, this may seem as though we have lowered the goal posts but do not be deceived, the goals remain the same.

AUGUST RESULTS



This month put the "ug" in August. It was the worst penetration month since December of 1994 and our premium volume dropped by more than \$150,000 which put us just under our usual 1 million in sales. I hate it when that happens! So, it is with heartfelt gratitude that I acknowledge the following outstanding Business Managers for they not only succeeded in having a strong month but they allowed me the opportunity to say something positive for a change. Mr. Jim Rea of Instant Living-Spring managed to steal home with 87K on only 14 deals and near perfect penetration. Bruce Reynolds of Granbury followed suit with 73K in insurance sales. Jim Carpenter of Burleson fame had a fabulous credit life month at 85% penetration and almost 25K in premiums. Connie Prather, North Texas' favorite sometime Business Manager seems to do best when she's trying to quit. Connie closed over 78K in premiums in August. Don't do it, Connie! And, finally Cathy "Action" Jackson rounds out the month with her characteristic consistency and near perfect penetration. She has actually managed to maintain 100% penetration at at least one of her locations for as long as I can remember (probably much longer). Happy selling in October!



what's new at western

It seems a gigantic black cloud has descended upon our doublewide bringing bad luck for all. The list is too long to print here but this summer's misfortune has left us very shorthanded. So, it is with great sincerity that we ask that you (a) keep phone calls to a minimum, (b) reserve all quote requests to the out to the ordinary, unless you have not been trained yet, (c) double and triple check all paperwork. I can almost guarantee that our usually lovable staff will become pretty nasty if they have to spend most of their time chasing down information that should have been on the app., instead of processing policies as our customers demand. Thanks for your

RACE FOR GOLD

Bus Mgr PC Club

Single Store

Jim Rea	197.0
Marc Beauchamp	143.0
John Gutierrez	80.0
Connie Prather	73.0
Mitch Brown	69.0

Multi-Store

Cathy Jackson	155.0
Bruce Reynolds	126.0
Jim Carpenter	84.0

President's Club Monthly

WHO'S HOT

The Monthly Deposit Contest

Every month, the three salespeople who have taken the most deposits (min. \$200) win \$100, \$75 and \$50 respectively. Also, the three salespeople who have the highest average deposits (minimum 8 total deposits to qualify) win the same amount of money. In the event of a tie for total number of deposits, the person with the highest average wins. Must be 18 or old to win, Winners cannot be family members of American Homestar Employees, unless their last name is Murray. As always, fourth place wins a free dinner at Denny's on his or her birthday.

Craig Geffert *Instant Spring*

Craig exploded in August, selling 3 new single sectionals and 2 new multi-sectionals. His excellent production earned him 73.3 President's Club Points, more than anyone else that month!

Bill Matthews *Instant Granbury*

Whoa, this man (and this location) can't be stopped. In August, he took down five big new home deals for 54.7 President's Club Points, 2nd highest of all salespeople. Way to go, Bill!

Tony Nash *Advantage in Longview*

Tony's excellent production was a big reason for Longview's resurgence in August. All totalled, he sold six homes and earned a very impressive 53.47 President's Club Points. Well done!

Phil Essex *Nationwide in Mesquite*

Folks, it is official... Phil is a force with whom to be contended, someone who won't take no for an answer! The proof: in August he took down five new home deals and surged to fifth place in the big contest. Nice Month!

Wayne Peacock *N/W in Cedar Park*

Call him MISTER Peacock. Wayne sold like a man possessed in August, taking down every deal in sight. His August production in total: SEVEN big deals (6 new), 34k in payable gross and 47.8 President's Club Points. Nice

month, big man!

Roy Youngblood *N/W in Lufkin*

Another star on the rise from that amazing team in Lufkin, Roy really put it together in August. His 6 big deals were instrumental in propelling Jim Tierney and company to another banner month. Keep it going, Roy!

Joe Cannon *N/W Burleson*

Get out of the way, folks, Joe's on a roll. In August, he took down four new home deals for 20k in payable gross and earned 46.8 President's Club Points in the process. Heck of a month, Mr. Cannon!

Tim White *Instant Granbury*

Tim is the man. Always was the man. Always will be the man. In August, he sold four big new home deals, sold a number of insurance packages and made a tidy sum in the process. Way to go, sales pro!

John Estes *N/W Lufkin*

Big John is \$1,000 richer now that he's won third place in the 1st Quarter Contest. He also earned a nice sum selling the five new homes he took down in August. Roll, John, Roll!

Ken Andoe, Susan Lewis & Christi Lancaster *N/W in Denton*

These three each sold three new homes and a used one for good measure in August. Their combined volume helped pro-

pel Denton to their best month ever! Way to go Denton team!

Jim Cummings *N/W New Iberia*

Jim sold five big deals in August and helped this new location reach new heights. Now, thanks to Jim's diligence, five happy cajun families are living in new manufactured housing. Yeah!

Nick Deblasio *Nationwide Huntsville*

This star from the piney country of Huntsville took down four big new home deals in August and earned 33.2 President's Club Points in the process! Whoa, heck of a month!

Tom Botzenhardt *N/W in Corpus*

What got into this guy? Has he changed his diet? Is he wearing his pants looser? Whatever he's done, I hope he keeps doing it because Tom is selling homes faster than he can get them! Four more deals in August for big man Botzenhardt!

Sandra Roberson *Advantage in Greenville*

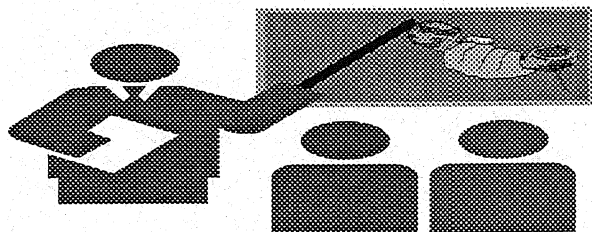
Greenville's dependable Sandra Roberson showed everyone what she was made of in August, taking down 6 big deals and earning 31.2 President's Club Points. Nice going, Sandra!

Rick Vaughan *N/W in Tulsa*

Tulsa's resident superstar did his usual gig in August.. he sold a ton of homes! All in all, Rick sold SEVEN homes and earned 30.4 President's Club Points. Nice month, Mr. Vaughan!

President's Club Monthly

Secrets of Inbound Telemarketing *Lanette Carpenter*



Denton and Instant Granbury Locations Propel Company to Another Strong Month

Robby Golden's team in Denton and Dave Davis' group in Granbury, put together fantastic months in August, each selling in excess of twenty units. North of Dallas, the Denton Group combined high volume with strong mark-ups to achieve their most profitable month ever. Their 24 deals was also a location high. **Susan Lewis, Ken Andoe and Christi Lancaster** were the top sales pros.

West of Fort Worth, **Dave Davis** and Company had another stellar month. These beacons of consistency keeping proving themselves month after month. **Tim White** and **Bill Matthews** were top performers.

Secret #3 - The Telemarketing Meeting

Can you imagine any sports team taking the field without first having a meeting to discuss their game plan. Of course not. Meetings are a necessary part of any team's preparation to win!

Prepare to Win at Telemarketing...

- 1) Prepare by making a weekly telemarketing meeting a priority.
- 2) Prepare by reviewing the process (secret #8) in the telemarketing book.
- 3) Prepare by having team members bring accurate information concerning how many calls from which ads and what papers to the

meeting.

- 4) Prepare by handing out an "ad effectiveness sheet." This sheet contains the ads and the stories associated with each.

- 5) Prepare by having the team agree on how to handle each ad.

- 6) Prepare by having all team mem-

bers use a Matchmaker Interview Sheet to record the teleprospector's information.

- 7) Prepare by making sure this information is entered into the American Homestar Tracker Business Management System.

- 8) Prepare by practicing the calls by role-playing.

Remember, Sports Fans, "The Game is Won in the Pre-Season!"

The second edition of the Telemarketing book has a sample of the Ad Effectiveness sheet on page 12. If you want a copy, call Helena Jackson at (214) 230-4874, ext. 53.

To summarize, I guess the new Reebok Ads say it best..."the game is won in the pre-season," meaning the one which is best prepared, wins!



Carney's 40th Birthday Recognize by Company's President's - Chuck Carney, Jr. (5th from left) receives a sculpture from (l to r) Dave Whitson, Greg Burnett, Larry Speck, Jim Taylor, Jim Clark, Chuck Carney, Sr. Jim Rudolph, Dave Miller, and Chuck Ladd





Cabo San Lucas Trip Tripped Up - Many of our sales pros thought they were headed to sunny Cabo San Lucas a few days ago, but instead wound up on a round trip to nowhere. Why? Because a deadly hurricane struck the Pacific Coast of Mexico, closing the airports and causing great damage to the resort areas. An alternative trip is being planned for October.

New Boerne Location one of Company's Prettiest - Want to see what a model location looks like? Look no further than Chet Kerney's beautiful new sales center in Boerne, Texas, 20 miles West of San Antonio. It's location in the wooded, rolling terrain of the Hill Country (with a view that spans for miles), new office unit with garage and front deck, antique wood mills and water tanks, and curbed parking area make for an overall appearance that is truly unique. Stop by and appreciate this fine location.

New Awards

Continued from Pg. 1

of purchases. These awards will be presented by each plant based on the purchases from that plant. In addition, combined dollar volume purchases from all plants will be recognized.

It's important that our retail sales centers sell company manufactured product to fully benefit from vertical integration and the opportunities it offers. This is our chance to recognize everyone for their efforts in this area.

Lancaster News

Brian Shaw

Model 688 is Hot

The model 688 is starting to retail as most of you are already aware of. The 688 has been a great price leader for all of the Nationwide dealers. This model gives us a competitive edge in the lower priced 16x80 singlewide market. The most important standard features this house has to offer are the full hitch bedroom, large master bedroom with walk in closet, enclosed utility room with freezer space, and a kitchen loaded with overhead and base cabinets. This house also has a standard living room side bar with overhead cabinets with glass inserts. Also, options that have been well received in the market are the three cathedral windows in the full hitch bedroom and the Luxury bath with split lavies, shower stall, corner

The Following is the Mortgage Company Press Release as it was Issued Verbatim **AMERICAN HOMESTAR ANNOUNCES FORMATION OF MORTGAGE SUBSIDIARY**

HOUSTON, TEXAS. September 19, 1995 - American Homestar Corporation (NASDAQ-HSTR) today announced that it has entered into a definitive agreement with Clayton Homes (NYSE - CMH) and three former Clayton executives regarding the initial capitalization and operation of a new mortgage company - 21st Century Mortgage Corporation.

This new mortgage venture, headquartered in Knoxville, Tennessee, is 50% owned by American Homestar with the remaining 50% equally divided between Clayton Homes and the 21st Century management team. Tim Williams, former president of Vanderbilt Mortgage, is 21st Century's Co-Chairman and President, Richard Ray, former CFO of Clayton Homes is the Co-Chairman and Chief Financial Officer and James Conner, former Vice President of Clayton is 21st Century's Vice President and Secretary. The Company will provide mortgages to American Homestar's Retail Customers.

Buck Teeter and Lad Dawson, Co-CEO's of American Homestar, added that 21st Century Mortgage represents an important element in American Homestar's growth and vertical integration plan and will afford us greater control over our business as well as a significant additional source of revenue and earnings over time. The talent and experience of this management team and access to several key operating resources stemming from Clayton's ownership interest will allow a smoother transition and much faster start-up of this new venture. We plan to build 21st Century's loan portfolio by providing competitive mortgage programs to our rapidly growing retail operations while continuing to work closely with our current independent lenders to maintain the strategic alliances we have built with them over many years.

American Homestar Corporation, based in Webster, Texas (Houston), is a vertically integrated manufactured housing company which produces manufactured homes in the Dallas/ Fort Worth area, retails its products through company-owned and independently-owned retailers and provides transportation and insurance services.

Clayton Homes, Inc., based in Knoxville, Tennessee, is a vertically integrated manufactured housing company engaged in manufacturing, retailing, providing finance and insurance services, and owning manufactured home communities.

tub, and pentagon bathroom window. This home has been pricing under \$20,000 delivered. Make sure you have your model 688's on order!

What's New with the Singlewide Lineup...

Keep an eye out for your mail and fax because we are in the process of introducing new singlewides to the lineup. Wait until

you see these fantastic designs.

Quality is Up

HATS OFF TO PRODUCTION AND DAVE SHELTON. We have received many compliments on the quality of our homes. **Dave Shelton** is the new player in town recruited from Oakwood. He is the last person to inspect the homes before they are shipped

President's Club Monthly

BURLESON **STAR** NOTES

by Glenn Meier

A New Star Has Risen!!!

The hot selling model 776 has taken the lead in most homes delivered for the 1st quarter. The appeal and flexibility of the model makes it a sure fire winner. Running a close 2nd is the ever popular 858 model. This one has a wide appeal and features that are sure to win the hearts of even the most reluctant buyer. The big GRAN-DADDY of the MVP series, the 852, is running at a very competitive 3rd. This model is sure to attract those buyers looking for a quality home at a reasonable price.

NARI's Continued Success

The 1995 NARI show held

at the Dallas County Convention Center was another huge success. The three day event held on Aug. 25, 26, & 27 allowed many home owners, contractors as well as prospective buyers the opportunity to view the quality of Homestar.

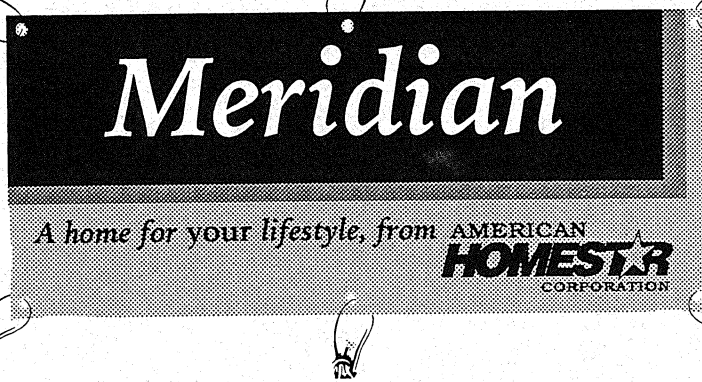
mented the quality and overall appearance of our product and were relatively surprised that such a product was on the market.

This just goes to show that a HOMESTAR is truly at the top of the customer's list of needs and desires. We expect continuing results from the show and others to come in various regions, so keep your eyes open and your ears

Burleson factory: **Gary Meadows** is fronting up our new quality process by making sure all of the homes are completed and ready for delivery. Gary has had an extensive background in quality inspection and we are looking forward to satisfying you by putting out the best home possible. Good luck, Gary, and remember... what you see is what you get.

Hang the Banner!!!

For all of you anxious and overjoyed salesmen, we here at HOMESTAR of Burleson have something to make your time at the retail center much more exciting. Now available for your use are high quality vinyl banners promoting the Meridian products. For those interested in this selling tool, please contact your District Sales Manager so that shipping arrangements can be made. With all of your lots as weapons, this will be something you'll need to add to your already usable arsenal. Happy Selling and, remember, TAKE NO PRISONERS!



The model 776 shown at the event was the main attraction this year. It was surrounded by a multi-thousand square foot garden with a variety of waterfalls, birdbaths and many other extraordinary features. The overall reaction from those attending the show was that of complete satisfaction. Many people compli-

finely tuned for that customer wanting that little extra touch in their home.

The Eyes of Homestar

A new face as well as a fresh pair of pupils are in the final stages of production at the American Homestar

POWERFUL SALES TOOL COSTS ONLY TWENTY CENTS

In this edition of the PCM you will find an inserted copy of one of the most powerful sales tools available today. Is it...

A way to bring in more traffic?

A way to follow up on previous customers?

A way to generate referrals from previous customers?

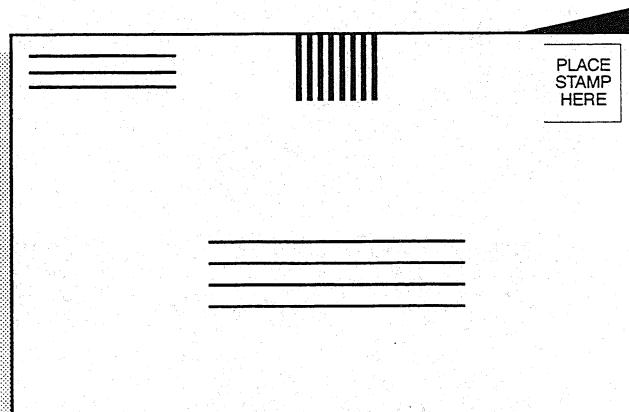
A way to thank your customers?

A way to augment your Tracker mailers?

Less expensive than a long distance call or letter?

Great for sending to your envious friends while you are on a Pres. Club Trip? Yes, it's all of these and more. It's the new post card that **Lanette Carpenter** and **Ronnie Richards** have developed and distributed to all sales centers. And, guess what, postage is not thirty two cents but only twenty cents.

If you need any more of these 4 color post cards like the one enclosed, just call your friendly sales rep at the American Homestar plant in Burleson and they will be glad to accommodate.

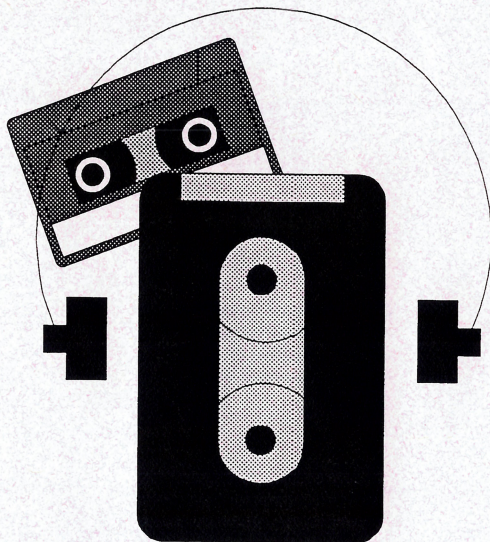


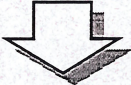
President's Club Monthly

The Lowdown on Polybutylene *Know the Facts*

The recent announcements you may see on television and in news publications concerning polybutylene pipe relate to litigation that is pending in Tennessee. This litigation is a proposed class action that affects owners of homes equipped with defective polybutylene systems who have experienced chronic leaks with their system. It does not affect the millions of homes equipped with the polybutylene systems that have been problem free. The manufacturers of the polybutylene systems believe that those systems that have defects are those that used plastic Acetal insert fittings. These plastic fittings have not been produced or sold since 1990 and American Homestar has never purchased or used the plastic Acetal fittings in their homes. American Homestar has used either brass or copper fittings since its inception. Our homes have been designed and built so as to eliminate any potential fitting leaks. Any leaks that may occur with copper or brass fittings are the result of assembly errors. Such leaks are very infrequent, but if they occur, are readily corrected, are covered by home's warranty, and once repaired, will cause no further problems.

Therefore, the publicity you may hear about polybutylene plumbing systems DOES NOT relate to either Oak Creek or American Homestar homes. Our homes have a functional and durable plumbing system that will give your customers many years of trouble free service.

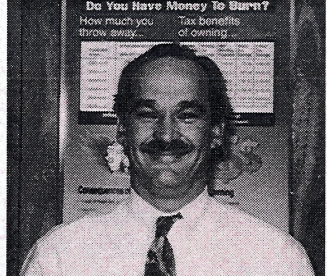




Straight Talk from the Top Pro!



ASK TIM



Instant
Granbury's
Tim
White

Tim White is the #1 Salesperson in the company and has agreed to share his wealth of knowledge with his fellow sales professionals.

Question: Do you ever show customers a home before you bring them into the office? If you won't show them a home before an interview, how do you handle the stubborn customer that doesn't want to come into your office? - **Mary Ann Castellano**, Instant Living in Albuquerque

Dear Mary Ann,

No! I do not show homes before I bring them to my office for a conversational interview. Why? Because I always work the system. The odds are always in my favor when I stick firmly

to the system.

First, don't get into a long conversation in the lobby. A simple "Please Follow Me" works very well for me at least 90% of the time. For the other 10%, I simply tell them that we have over 40 homes and it would be unfair to them to just start showing them homes, hoping to luck into something that would fit their needs. It's like going to the doctor, I can't really help them if I don't know anything about their wants and needs.

In all but a few very rare cases, this works for me. With those very stubborn customers that refuse to cooperate, I tell them I'm sorry I couldn't help them and I let them walk. What chance do I have to sell them if they will not even talk to me. Remember, I always work the system!

American Homestar of Burleson Value Selling

A FEATURE/BENEFIT PRESENTATION AUDIO TAPE

by **Grayson Schwepfinger** has been distributed to all sales centers. Be sure that you and everyone on your sales center gets out the old Sony Walkman and walks a Burleson model as the feature/benefit presentation takes you on a guided tour.

THIS IS A Great Opportunity

No more waiting for the factory sales rep to come by and train you.

- All that's needed is an inexpensive cassette player
- Walk the home and listen as each feature/benefit is explained.
- Learn how to feature/benefit even standard features.
- Put romance back into your presentation with word picture phrases.
- Includes tie down questions you can use to increase your sales.
- Set your own training schedule at your sales center.
- Take advantage of drive time by listening to this in your car.

WHO SHOULD LISTEN TO THIS TAPE?

- Anyone wanting to increase their sales skills and make more money.
- All new sales people.
- Anyone that wants more product knowledge.
- The General Manager, Sales Manager and anyone taking TO's
- Anyone wanting a refresher in sales techniques such as trial closes.
- Anyone that wants to be more professional in their sales presentation.