



SELLING RETAIL INTERNATIONAL

in association with  
The Business of Selling™

EVERYTHING YOU EVER WANTED  
TO KNOW ABOUT

# BUSINESS EXCELLENCE

## EDUCATION & TRAINING PROGRAMS

***MOST OF OUR CUSTOMERS HAVE A FULL RETURN ON THEIR INVESTMENT AND REALIZE AN INCREASE IN THEIR CLOSING RATIOS OF 50-70%—IN LESS THAN 90 DAYS. THE SYSTEM IS NOT A QUICK-FIX. IT IS A PERMANENT, ONGOING EDUCATIONAL PROGRAM THAT CAUSES CONTINUOUS IMPROVEMENT, AND SHOWS SALESPEOPLE HOW TO MAKE CUSTOMERS THEIRS—AND YOURS—FOR LIFE.***

There are other training programs available to you. You have likely spent thousands of dollars and hours on them already. We understand the breadth of your selection, so we've posed a few questions about what you've used to train your sales and retail management employees, so that we might help specifically define your needs.

If you answer no to *even one* of these questions, one you expected to be a yes, we can imagine how frustrated you are, and we can empathize. Unfortunately, managers and owners usually answer no to most all of them. Take a look at your "No's" after you go through the list...which of them were vital to your training needs?

You can go on using these systems...and failing to improve, wasting your valuable time and money. Or, you can finally achieve your training, and sales goals, and increase those goals continually, for a fraction of the cost with Business Excellence: the #1 System in simplicity, ongoing learning, & measurable effectiveness for retail training.

We invite you to take a moment to consider the training you've used, and how well it met your needs...

- |  |  |
|--|--|
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Did you find your training plan simple? Was it easy to implement, step-by-step, and still comprehensive?   |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Did the training not only measure learning, but also the outcome of that specific learning on the sales floor, and did that translate into increased sales, volume per sale, or customer satisfaction levels?  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Were the costs you incurred in purchasing & implementing the training offset after a month or two of using it?   |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Were these programs facilitated? Did they include engaging audio, video, and interactive learning? Was the multimedia or facilitation by a certified educator who also had personal retail sales, management, and ownership experience?  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Did you have experienced professionals to walk you through it or customize something when it got confusing or when something didn't work (without added costs)?  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Was it ongoing? Or was it finite? In other words, did your price include everything you needed for training from then on (ie you didn't have to either renew a subscription or buy a new one for every round of training)? And, once a salesperson had "finished it," did it have a plan for continuous training & improvement (or was that it...training over)? |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | While implementing the training with existing salespeople, could they be on the floor during all normal working hours, without you paying overtime, so your company or employees didn't lose personal or company income?   |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | Did you find anything about the training which caused your salespeople to <i>get excited</i> about learning (or to want to get out there and practice their learning on the floor)?  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | How many of your salespeople actually fell asleep before even their first hour in a chair, "learning," was up? First day? First Month?   |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | And, after weeks of this training, did your salespeople have less questions for you, or more? Did they seem self-sufficient and self-motivated? Did they require less of your time than before?  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | At the end of the training, did you see any actual, measurable, or significant improvement in your salespeople's performance, batting averages, volume per sale, satisfied customers, or bottom line?  |

The Business Excellence training programs are exceptional in so many ways...primarily in their ability to administer continuous and applied training (without extra time off the sales floor) in an almost unimaginably basic manner. This feat is even more impressive when you consider our Systems' comprehensiveness (integrated multi-faceted digital, auditory, visual, verbal, and interpersonal training, just to name a few). And, *this is the only plan that measures its own results.*

Our Business Excellence Sales Education Systems will change how you train, and if you follow the simple plans, step-by-step, they will get you the results you want. Business Excellence Education offers the only programs that...

- pay for themselves – any or all levels purchased – in 30-90 days.
- measure learning and comprehension, *and* measure the effectiveness of that on the sales floor.
- include service beyond the call of duty...Lawhon herself will work with you as much as you need to overcome any hitches and ensure the plan is running smoothly.
- require salespeople to work full time while training (and minimizes pre-sales-floor new hire time)
- make employees' personal goals part of their plan – because their increased incomes are guaranteed when they follow the system, they see the benefit in committing to following it and staying at your company (and, bonus, they are self-motivated to commit). When they are personally invested, they want to purchase their own books & apps, do their homework & learning on their own time, and they see *how* the plan will work for them.
- provide your salespeople with a certificate of completion each time they complete any element of the system and awards as they level-up their batting averages. (Basic & Individual-Glass, Lava, Firestone, Mgr-Pyrite) TSS-SalesTier 1: Bronze, Silver, Platinum Sales Tier 2: Platinum+ Emerald, Sapphire, Ruby, Diamond. Management: White Gold, Black Gold, Rose Gold, 24K)
- incorporate engaging, interesting, integrated training with practice *while they are selling* in a plan for systematic improvement.
- use accredited textbooks

- are facilitated by credentialed Master-Level teacher, author, and editor, CC Lawhon with extensive experience in retail sales, online sales, corporate/company/department process management, employee engagement, and three fields of psychology – and of course as the “apple” which did not fall far from the John F. Lawhon tree
- are ongoing. You can purchase the Self-Competence Course, Basic Plan, any tier Sales Plan, Management Plan, New Hire Plan, or the Total Solution System, and use it on an ongoing basis (repeating it, because it’s different every time), with no additional costs, forever. If your company levels up to a higher income/employee Grade (see table), you pay the balance of that Grade system to continue your customer service and add the elements needed in larger businesses. At any time from your second year on, you may add BE-CURRENT (a per store/unit subscription) and you will get rolling content updates, from E-Books, templates, and articles, to videos and online extras.

BECAUSE OF THE WAY THE TEXTBOOKS ARE WRITTEN, DIFFERENT PARTS SEEM IMPORTANT EACH TIME YOU RE-READ THEM AFTER PRACTICING YOUR TECHNIQUES. AND, *SELLING RETAIL* AND *THE SELLING BIBLE* DON’T FEEL LIKE TEXTBOOKS. PERSONAL STORIES AND APPLIED REAL-LIFE EXAMPLES SUPPORT THE STATISTICS, SKILLS, AND FACTS. THEY HAVE LAYERS OF DEPTH, SOME THINGS YOU WON’T EVEN SEE THE FIRST TIME YOU READ ONE, AND ON THE SECOND READING, THEY WILL JUMP OUT AT YOU AS VITAL. THE MORE YOU PRACTICE THE TECHNIQUES, THE MORE EACH BOOK BECOMES NEW AGAIN. THIS BASIC SYSTEM HAS EVERYTHING YOU NEED – THE BASICS. IT DOES REQUIRE MORE DISCIPLINE ON THE PART OF MANAGERS AND SALESPEOPLE THAN THE COMPREHENSIVE SYSTEMS DO, AS OUR TSS IS COMPLETELY LAID OUT IN EVERY DETAIL FROM SCHEDULING TO ACTION PLANS TO ADMIN MANUALS. EVEN SO, THE BE-SEP BASIC IS THE MOST COST-EFFECTIVE, SIMPLEST WAY TO GET SALES TRAINING THAT ACTUALLY WORKS ON AN ONGOING BASIS ESTABLISHED IN YOUR COMPANY.

All Lawhon Education systems are based on an upward spiral of learning; Mr. Lawhon calls this “The Wellspring.” It’s the fountain of an endless supply of knowledge and information as the basis of your educational system. Because our textbooks and systems are based on The Wellspring, any of them will stand alone and work forever, without added training costs. And with all of them, the Basic included, we walk our talk so you get *Service Beyond the Call of Duty*. CC Lawhon and her team at The Lawhon Educational Resource Center are on call to support your journey down the road to selling success. We facilitate your plan & get you solutions if you run into any unexpected challenges.

**WHEN YOU SEE THE POSITIVE RESULTS OF BE-SEP BASIC (AND YOU MOST DEFINITELY WILL), YOU MAY DECIDE YOU WANT A MORE DETAILED, IN-DEPTH SYSTEM. AT THAT POINT, IMPLEMENTING THE ENTIRE SYSTEM FROM THE BEGINNING CAUSES “CHANGE MANAGEMENT” TO GO MUCH MORE SMOOTHLY. BE-TSS, THE BUSINESS EXCELLENCE TOTAL SYSTEM SOLUTION PROVIDES ALL PLANS, ADMINISTRATION, CUSTOMIZED COMPANY POLICIES AND PROCEDURES MANUALS, REWARDS SYSTEMS, CUSTOMIZED COMPANY SELLING RETAIL APPS, AND MORE, WITH THE OPTIONS TO ADD LIVE COMPANY SEMINARS AND/OR BE-LEAN WORKPLACE OPTIMIZATION.**

## **SRI™ is different.**

- ★ Yes, we help salespeople & managers to realize their career and life's goals with solid, easy plans.
- ★ Yes, we work with sales managers and company owners to create profitable businesses (& to level-up already successful companies) with emphasis on customer driven systems and plans.

*If "That's what they all say" is your reaction, read on...*

## **Why is SRI™ different?**

**The difference is in the integrity of what SRI™ suggests you do to become successful.**

Retail salespeople and managers – or those who sell their products to the end-user of those products – must

- ★ first, like the customers to whom they sell
- ★ second, believe in the products they sell,
- ★ third, appreciate the company they work for.

**The difference is in the methodology of what SRI™ suggests you do to become successful.**

You become the "master of your fate" as you set your personal and career goals. You need never rely on deceitful tricks to achieve your selling goals, because you have a learn-as-you-go, simple-to-follow, step-by-step plan to go by, as you learn what you need to know and to grow in your career as a professional, on an ongoing basis – and yet it soon becomes obvious that you've made it your own personal plan. You and your integrity are the key ingredients.

**The difference is our hands-on experience.** Everything we do and teach is based on real-life business, no theories, and proven to work in thousands of companies across the world. SRI™ founder and author, John F. Lawhon, after 35 years in business and 25+ years of subsequent research, consulting and writing, defined "selling" (and with this breakthrough has eliminated many of the "losers in the lounge" and other stereotypical people who harass, pressure, "close," and otherwise try to bamboozle their customers). With "selling" defined, the manager's role crystallizes also, and whether it

is a single store operation or a vast network of multiples, all the priorities fall into place – with everyone in the company striving for, and in our experience, *realizing* the same goal: satisfied customers who return to do business with that salesperson in that company. Today, CC Lawhon, M.Ed. is expanding SRI into the Business Excellence Editions based on her 20 years of Educational Technology & Learning Psychology practice & research...so Mr. Lawhon's timeless, proven methods now integrate cutting-edge technology and state-of-the-art educational tools.

**The difference is in the best-selling textbooks.** As Mr. Lawhon says, "You don't get an education with a textbook, but you don't get one without it either." Salespeople and managers alike have found the author's solid advice and interactive learning the springboard for success. Selling Retail© is the first business book to cross over into the textbook category – even though it reads like a novel – and the salespeople who have read it and simply done what it says to do have achieved success beyond their wildest dreams. The Selling Bible© has opened new doors for salespeople and managers alike – in many fields – including Real Estate, automobile, jewelry, insurance as well as furniture retailers. Furniture Facts© is a helpful selling tool for those in the furniture, design, and other related fields which is distributed exclusively by SRI™.

**The difference is in the definite action plans,** not the hyped motivational stuff that later leaves you flat with no plan to follow. The motivational elements of Lawhon's world are specific common-sense type things to do and personalize to achieve success and pride in what you do. Mr. Lawhon always got the most satisfaction from his career when salespeople told him, (and they often still tell CC), "For the first time, I am proud of what I do for a living."

**The difference is in the support** to those who follow Mr. Lawhon's plans and systems. There are many and varied selling aids available to you, once the textbooks have put salespeople and managers on the same page. The Lawhon Educational Resource Center is always at your service and you will find constant support by calling or emailing, as well as in our updates & supplemental products.

*SRI™ Business Excellence© Plans & Systems consist of many elements and variations and are recommended to a company in part or in total depending on the company's needs and individual circumstance. This is why we suggest you read one of Mr. Lawhon's books. If you agree with the what you read, and you see the instant results, then contact us to set up a video conference with Ms. Lawhon, so she can evaluate what elements are right for you and your company.*

### World's Leading Authority

*"John F. Lawhon must now be considered the world's leading authority on selling."*

*-Jim Halsey, founder of one of the top entertainment agencies in the world*

### **THE BUSINESS EXCELLENCE TOTAL SOLUTIONS SYSTEM (BE-TSS) GENERAL SEQUENCE:**

- **BE-SEP BASIC** managers implement for salespeople (for less than the cost of a month of lattes, you get to know the system methods, requirements, and psychology, and to prove to yourself, your salespeople, and your managers, *it works*—before you invest in anything else)
- **BE-METS** for Managers (so they maintain their authority by knowing everything first)
- **BE-SEMINAR** Live Business Excellence Seminar at your company (Optional Add-On CC Lawhon comes to you to cement manager training, perform live administration training, and engage salespeople, showing them exactly how this new system will benefit them the most)
- **BE-UA & MM** for New Hires (so you only bring in people who will succeed, and will stay with your company for their entire career)
- **BE-SETS1** for Salespeople (Tier 1 helps low performers improve by following the plan or choose to leave-average and even top performers improve significantly in less than 3 months)
- **BE-SETS2** for Salespeople (Tier 2 turns your salespeople into masters of selling, true professionals in the business of selling, with enough understanding to determine if their next goal is management – for which you already have integrated training).
- **BE-LEAN** streamline operations (Optional Add-On can be implemented anytime, though optimizing your back-end procedures first saves time re-training them later...basic management LEAN occurs in BE-METS, other necessary sales LEAN occurs in Tier 1-2, our new hire plan The Ultimate Agenda with Management Missives is built on Lean principles so when used exclusively for hiring, it won't ever need BE-LEAN optimization)

If the entire system isn't feasible for you (and please call us to discuss your exact needs before you decide), each part of the system can be successfully implemented separately, one at a time, in any order. And any or all can stand alone, and be repeated with continued learning and improvement on an ongoing basis.\*

\*Exception: BE-SETS Tier 1 with *Selling Retail* is a pre-requisite to Tier 2 with *The Selling Bible* implementation, and SCC1 is required to begin SCC2.

**INDIVIDUAL SALESPeOPLE** *who want it all:* If you are interested in becoming a Certified Sales Professional, or your management is not providing you a systematic personal selling plan, you can purchase the BE-SCC Self-Competence Course Level 1 then Level 2. As you submit your documentation of improvement, you can gain Quartz, Lava, then Firestone Certification Levels and Awards. When you document and follow the plan to the letter, you will make back the cost of each SCC Level within 90 days or we will issue you a full refund!

## Next...The Details

But first, take a look at these training stats...and what is recommended to improve:

<https://www.shiftelearning.com/blog/statistics-on-corporate-training>  
**ShiftLearning.Com Infographic**



<b>Plans &amp; Systems</b>	<b>Basic Sales/Mgmt</b> <b>S: Selling Retail</b> <b>M: Selling Bible</b>	<b>Sales Tier 1</b> <b>Selling Retail</b>	<b>Sales Tier 2</b> <b>The Selling Bible</b>	<b>Management Tier</b> <b>Selling Retail</b> <b>Selling Bible</b>	<b>New Hires</b> <b>Selling Retail</b> <i>The Ultimate Agenda, Management Missives</i>
<b>Store</b>	BE-SEP BASIC Includes ↓ Manager Implementation Plan	BE-SETS1 (Level 1)	BE-SETS2 (Level 1)	BE-METS (Tier 1)	BE-UA The Ultimate Agenda New Hire Training Plan
	BE-NTEP New Hire Plan	BE-SETS1 (Level 2)	BE-SETS2 (Level 2)	BE-METS (Tier 2)	Full Manual & System from finding new hires to training them (no lost hours)
	BE-KIP Knowledge & Information Plan	BE-SETS1 (Level 3)	BE-SETS2 (Level 3)	Full admin manual & plan, all repeatable, current or new mgrs	BE-MM Management Missives for Managers Hiring and/or Working with New Hires
	Intro to The Yardstick & RoCC Measurement System	Incl: all action plans, Intro RoCC, admin manual/plan	All repeatable, ongoing basis, Advanced RoCC, 10 Objectives Mastery	4 Manager Certification Levels, 4 Manager Award Levels	3 M's Coaching Plan- Mentoring, Monitoring, Measuring
<b>Full System</b> Store Online Group Company	<b>BE-TSS</b> Total Solutions System -includes all plans above scc/basic	Admin System + Admin Training	BE-TSS+ Total Solutions System + Satellites <i>customized for location, laws, &amp; store variables</i>	Graded Pricing -Systems Based on #employees + GI	<b>Year 2:</b> Add-On Subscription to BE-CURRENT optional for continuously updated content.
<b>Add-Ons</b>	<b>BE-LEAN</b> online or brick & mortar process streamlining *based on business complexity level	<b>BE-LIVE</b> Seminars 1 Day-Sales 1 Day-Management 2 Day-Sales/Mgmt 3 Day-Store 3 Day-Company 3 Day + Walkthrough Also Keynotes /Associations	<b>BE-CURRENT</b> Continually updated content, newsletter, webinars, and more	<i>Bronze</i> <i>Silver</i> <i>Platinum</i> <i>Platinum Emerald</i> <i>Platinum Sapphire</i> <i>Platinum Ruby</i> <i>Platinum Diamond 1</i> <i>Platinum Diamond 2</i> <i>Platinum Diamond 3</i>	🌟 6 mo @ > 30% customer contacts 🌟 6 mo @ > 40% customer contacts 🌟 6 mo @ > 50% customer contacts 🌟 1 yr @ > 60% customer contacts 🌟 1 yr @ > 70% customer contacts 🌟 1 yr @ > 80% customer contacts 🌟 1 yr @ > 85% customer contacts 🌟 1 yr @ > 90% customer contacts 🌟 1 yr @ > 95% cust. contacts
<b>Individual</b>	BE-SCC L-1 BE-SCC L-2	Selling Retail The Selling Bible	2 Cert. Levels 3 Awards Levels	BE-SCC M Certification, Award	SCC:      SCCM: 🌟 Glass      🌟 Pyrite 🌟 Lava 🌟 Firestone
<b>All</b>	Tiered Pricing based on size	Non-Recurring Costs	Ongoing Learning	<b>Level-Up</b> your price tier to bigger plan as your company grows, to maintain the guarantee and customer service.	

**ALL SALESPeOPLE PURCHASE THEIR OWN BOOKS (OR EBOOKS) AND APP SUBSCRIPTIONS**  
 WHEN THEY INVEST, FOLLOWING THE SYSTEM BECOMES PERSONAL, AND MORE VALUABLE TO THEM

## ONCE YOU'VE BEEN USING BE-SEP BASIC FOR 60 DAYS, AND HAVE PROVEN TO YOURSELF IT WORKS...

Beginning at the top with BE-METS integrated Business Excellence Management Education & Training System allows your managers to be the authorities. They will know more about how to successfully follow the plan and their competence (success), confidence, and enthusiasm will filter down. It also allows you to pinpoint those managers who do not choose to have their own best-interests, or the company's, at heart. The plan includes a systematic (positive) method to get them on board. BE-METS includes two phases based on Selling Retail and then The Selling Bible: for People in the Business of Selling. If you follow the plan, it works. It's that simple.

At any point, you can level-up your Salespeople with BE-SETS Tier 1, the comprehensive 3-Level plan based on the foundational book Selling Retail. Then again with BE-SETS Tier 2, Levels 4-6, based on the advanced book The Selling Bible: for People in the Business of Selling. If salespeople are meeting or exceeding company sales requirements, you may choose to have them begin at Level 2 in each Tier (they will view video series and complete reviews weekly on their day off).

Finally BE-UA and BE-MM make up our streamlined Business Excellence New Hire Training Plan (The Ultimate Agenda & Management Missives). This simple and expedited new hire plan ensures you hire the right people: those who will succeed in selling at your company. It then systematically provides the plan that causes them to succeed (personally and professionally), so they stay at your company for their whole career.

*BE-SEP BASIC is implemented by managers. All our other plans and systems include simple yet thorough administration manuals so they can be administered by anyone (saving managers valuable time).*

BE-LIVE Seminars and/or BE-LEAN Optimization can be added anytime. BE-CURRENT Updates Subscription can be added after you've completed the full BE-TSS once through with all employees and managers.

# THE BREAKDOWNS

## **BE-SETS1** Tier 1 Business Excellence Sales Education Plan

*This three-level system is based on John F. Lawhon's book **Selling Retail** which has sold over a million copies. It provides certificates of completion for each level of training, plus individuals can opt to become Certified Sales Professionals as they achieve Bronze, Silver, & Platinum levels in percentage of customers sold. BE-SETS1 is far more thorough and detailed than BE-SEP Basic.\**

- *Level 1-Beginning Training*, is a 3-week intensive course which includes daily work assignments (completed while working, either on the floor with customers or during downtime), and daily homework assignments (like reading, listening to audio, completing reviews of video/audio, or integrating the App), 6 days a week. Personal and professional goals and action plans (to guarantee salespeople achieve those goals) are included. This phase is the most challenging as it is the one where salespeople will be making a commitment, learning product knowledge and everything about your company and competitors', breaking counter-productive habits, and beginning to form productive selling skills.
- *Level 2-Intermediate Training*, is a 6-week course including daily work and homework assignments. Continue learning, begin practicing to develop productive selling skills, and begin to implement the measurement system for plans. If salespeople are meeting or exceeding company sales requirements, you may choose to have them begin at Level 2 (they will view video series and complete reviews weekly on their day off).
- *Level 3-Advanced Training* is an 8 month course with the daily work assignments delving deeply into one selling technique per month, plus continued daily homework assignments, 5 days a week (with video reviews optional on day off). L-3 focuses on increasing what salespeople measure for themselves (and thus what they improve) and the accuracy of that measurement. Productive learning, and practice, become productive selling skills, and then these form productive habits which cause ongoing improvement.

\* with each level you provide us documentation, and either you have certificates professionally printed from our templates, or with US shipping and handling costs of \$2-\$10, we'll send each Level Certificate and paper award: Bronze, Silver, Platinum. For the physical award, you can provide your salespeople your own medal/trophy/etc, or our lapel pins (Bronze, Silver, Platinum CSP) are available for purchase

You can repeat Tier 1 as many times as you like. Each time you do, salespeople will learn more, hone their skills more, and further improve their batting averages. And, each time it's repeated, you will find salespeople increasing volume per sale, increasing percentages of satisfied customers, selling more customers, and all the while it is taking them less and less time to make the sale. Plus, we continue to update the App, the ebook, the ebook extras, and add video and audio content, so you will have new material interspersed each year. This is ongoing, and it is all included in your Tier 1 system. The benefits are ongoing too, from employee satisfaction and productivity to your bottom line. You see, now your salespeople have returning customers, and referrals (booked by appointment), coming in during their downtime. They are likely working less hours at significantly higher incomes, and they love their customers, their products, what they do, and who they do it for: your company.

## **BE-SETS2** Tier 2 Business Excellence Sales Education Plan

**When your salespeople are ready to level-up from a job in sales to being a professional in *The Business of Selling*, it's time for Tier 2.**

*This three-level system is based on **The Selling Bible: for People in the Business of Selling**. Tier 2 provides certificates of completion for each level of training, plus the option to level-up further as a Certified Sales Professional from Tier 1's Platinum, adding Emerald, Sapphire, Ruby, then Diamond. Double and Triple Diamond become available on the second round of Tier 2.*

- *Level 4-Beginning Training*, is a 3-week intensive course which includes daily work assignments (completed while working, either on the floor with customers or during downtime), and daily homework assignments (like reading, listening to audio, completing reviews of video/audio, or integrating the App), 6 days a week. You begin with revisiting personal goals based on understanding exactly what you want to do, be, and have in your life, then create professional goals and action plans for success. This phase focuses on *The Business of Selling*: the difference between a job and a career. It highlights understanding the company as an

integrated whole of working parts, and how to live by your only shared goal: every prospective customer is turned into a satisfied customer. Level-4 teaches you to level-up with the greatest franchise that ever was: a personal investment in your *business* of selling. It is the most challenging of Tier 2 because it requires deep introspection, total inner honesty, personal responsibility, commitment to yourself, and a decision to be made that will involve more work in the short term for unimaginable rewards in the near future.

- *Level 5-Intermediate Training*, is a 6-week course including daily work and homework assignments. Continue learning about how things get done in your company, gaining a more complete knowledge of your competitors, begin practicing honing and fine-tuning productive selling skills, and full implementation of Advanced RoCC with *every* prospective customer contact (the measurement system for your plans).
- *Level 6-Advanced Training* is an 8 month course with the daily work assignments delving deeply into one selling technique per month, plus continued daily homework assignments, 5 days a week (with video reviews optional on day off). L-6 focuses on the fine-tuned improvement that will take salespeople from their Tier 1 batting average to 60, 70, 80% and higher. Productive learning, and practice, now hone productive selling skills into habits which cause ongoing (exponential) improvement. Level 6 is also where you see salespeople begin to work significantly less hours, all the while, improving their income, and your percentage of satisfied customers sold. Now, all your salespeople are in *The Business of Selling*, and your store's bottom line will show it. As an owner, you may now have a decision to make on whether you will expand, add stores, or more, with your increased success. Even if you do not expand your company, your store sales will continue to improve monthly at this level, because *The Selling Bible* has shattered your glass ceiling.

\* with each level you provide us documentation, and either you have certificates professionally printed from our templates, or with US shipping and handling costs of \$2-\$10, we'll send each Level Certificate and paper award: Emerald, Sapphire, Ruby, Diamond. For the physical award, you can provide your salespeople your own medal/trophy/etc, or our lapel pins (Platinum CSP with Emerald, Sapphire, Ruby, Diamond, 2xD, 3xD) are available for purchase.

## **BE-METS** Business Excellence Management Education & Training System

**When your company is ready to implement a measurable system for managers, with the same high standards across the board, it's time for BE-METS.**

*This two-level system trains managers based on their own personal goals. Once they are invested in those, their improvement in the company is what will ensure they reach their goals. The company benefits not only by having motivated, driven managers, but also by having standards which cause there to be less HR issues, less legal issues, less wasted time, and more productivity. The ultimate result is an ever-increasing bottom line. BE-METS provides certificates of completion for both levels of training, plus managers who complete the system and meet the sales number requirements have the option to level-up as a Certified Sales Management Professional-Gold Levels.\**

- *Tier 1* is a 6-week intensive course which takes place during working hours in the form of work assignments based on homework reading assignments. Managers learn first how to productively execute their technical job-and they see how much it benefits them. Then, they learn how to manage their salespeople. When they manage their salespeople according to BE-SEP, or BE-SETS, TIER 1, or TIER 2, managers' jobs get easier and easier, requiring less and less time and effort—all while their numbers get higher and higher.
- *Tier 2* is a 4-month course to build the habits of ongoing learning and success. Now, managers learn how to improve on an ongoing basis, staying up to date on the latest industry information, legal policies and procedures, advertising, and more. With the time saved in no longer needing to extensively coach salespeople, they have time to improve the store's bottom line (from every area of the company). This course shows them step-by-step how to do that.
- BE-METS gives managers a systematic basis for competence and self-motivation. As they become more competent, they become more motivated to learn and improve. Then, their confidence increases, and they begin to react to customers and salespeople with enthusiasm, instead of annoyance and disapproval. The energy that is sparked in managers as they go through the system is

contagious. Losers in the lounge and legal HR battles naturally fall away and positive attitudes begin to take hold. Change management is simple when your managers and their salespeople are personally invested in it, and it is almost impossible when it's dictated by automated metrics or cold authority. It's not just the immediate improvement in dollars that causes this system's success...it is the changes that BE-METS makes possible in your company—and the palpable enthusiasm surrounding them—that sets our system apart from the rest.

- \* With each level, you provide us documentation, and either you have certificates professionally printed from our templates, or with US shipping and handling costs of \$2-\$10, we'll send each Tier Certificate and paper award: Management 1, Management 2. For the physical award upon completion of the system and with the set numbers goal reached, you can provide your managers your own medal/trophy/etc, or our White Gold, Black Gold, Rose Gold, and 24K CSMP lapel pins are available for purchase.

## **BE-UAMM**

**Business Excellence Ultimate Agenda & Management Missives Hiring & Training Plan for Managers and New Hires**

**When your company is ready to implement a simple, and totally comprehensive, measurable system for new hires that guarantees success and little to no turnover, it's time for **The Ultimate Agenda**.**

*This double system trains managers to effectively hire the right people, train them, and mentor them on an ongoing basis. And, it trains new-hires to develop only productive skills so they can succeed in selling. It is unimaginably simple, fast, and cost-effective. With this plan, you will see dramatic improvements in initial sales percentages, ongoing improvement in these new-hires, and if implemented to the letter, close to zero turnover (so far, our only exception circumstances are family emergencies, natural disasters, and acts of God).*

- **BE-MM** gives managers a straightforward system to find, hire, train, and mentor quality professional salespeople. The hiring process is streamlined and explains where to find your potential new-hires, how to determine whether they can and will succeed

at your company, and how to screen them for potential assets and/or liabilities. It includes the legalities of hiring and policies and procedures. The Business Excellence Edition features a Social Media scan (and what to look for), and “personality” tests (researched & implemented for over 15 years by CC Lawhon, M.Ed.) to determine potential engagement of your new-hires at your company—how they feel rewarded, communication & comprehension styles, and their Multiple Intelligences learning styles.

- When this simple plan is followed, your newly hired salespeople will no longer require extensive (often exasperating) time with managers, HR, or other employees. The mentoring system recommends implementing the effective techniques of The One Minute Manager (no need to re-invent the wheel). Then, your job as a manager gets easier and easier, and takes less and less time. Because of the way the goal/action plan commitments are set up in the UA training, your new hires will have a full personal investment in working at (and staying with) your company—in other words, your turnover will be almost non-existent. Potential New Hires know everything that will be expected of them up front, and have homework before they are hired (you’ll know immediately if they’re self-motivated to improve)! New hires buy their own textbooks and App subscriptions, and can “pay the company back” for their sales study plans. Thus they become invested from the beginning, they choose to learn the system because they are eager to succeed, and thus there are very few, if any, events of complaint or failure—as long as managers follow their Management Missives!
- **BE-UA** trains new hires using *Selling Retail* as a foundation. This is not just a textbook. It includes everything—from customer psychology understanding, our App resources and bonus training, E-Book Extras online, training plans and schedules, KIP (Product Knowledge and Information Plan), RoCC 1-3 guaranteed improvement measurement system, techniques and skills, audio/video, to company and competitor knowledge—yes, everything they need to begin selling effectively the first week they’re on your floor.
- Salespeople who are hired are the right people, with the right training, so they stay, and they succeed. Just one employee turnover a year costs your company between \$7 and \$35 thousand dollars. Spending less than one thousand to ensure that doesn’t happen, and to actually cause your bottom line to increase, is simply the only viable option.



- **The Ultimate Agenda** and **Management Missives** work in tandem using the 3 M's: Mentoring, Monitoring, Measuring. They create a positive environment in your company. All training and mentoring disciplines and rewards are based on positive reinforcement—education and motivation—there is no punishment or humiliation. It educates within a context of personal commitment and responsibility, and succeeds. Over 60 years of collective research (35 by Mr. Lawhon and 25 by Ms. Lawhon) have gone into making this the easiest to implement, most effective, most cost-effective, state-of-the-art new hire training and management plan ever.

**BUSINESS EXCELLENCE MEASURES AND PROVES ITS OWN RESULTS. IT COMBINES THE POWER OF OUR EDUCATION SYSTEM'S FOUR ADVANCED EDUCATIONAL SCIENCES COUPLED WITH THE LATEST IN INTERACTIVE LEARNING TECHNOLOGY.**

**AND BEST OF ALL, COMPARED TO OTHER PROGRAMS, IT COSTS FAR LESS TO PURCHASE AND IMPLEMENT— AND IT IS PROVEN TO ACHIEVE ALMOST IMMEDIATE RESULTS WHICH PAY FOR THE COST OF THE TOTAL SOLUTION SYSTEM OR ANY PART OF IT IN THE FIRST 30-90 DAYS. THE BASIC PLAN COSTS ARE MOST OFTEN RECOVERED WITHIN THREE WEEKS OF JUST ONE SALESPERSON USING IT. THEN IT PAYS FOR ITSELF EXPONENTIALLY AS EVERY MONTH IT'S FOLLOWED, YOU'LL SEE AN INCREASE IN % CUSTOMERS SOLD AND VOLUME PER SALE.**

**SELLING WITH INTEGRITY IS OUR PRIMARY CORE VALUE WE INSTILL IN ALL OUR PROGRAMS. BECAUSE OUR SYSTEMS WORK AS WELL FOR THE SMALLEST BUSINESSES (LIKE SELLING INSURANCE OR PRODUCTS OR SERVICES AT PARTIES) AS THEY DO FOR THE LARGEST (MULTI-STORE CHAINS, ONLINE MASS MARKET STORES, REAL ESTATE COMPANIES), WE PRICE ALL SYSTEMS AND PLANS ON A TIERED SCALE, ACCORDING TO BUSINESS SIZE AND GROSS INCOME. WHEN YOU LEVEL-UP WITH A SYSTEM, YOU LEVEL-UP TO THAT GRADE COST SO WE CAN ENSURE YOU HAVE THE RIGHT MATERIALS FOR YOUR SIZE/INCOME BUSINESS.**

***BUSINESS EXCELLENCE TRAINING & EDUCATION IS AS EFFECTIVE—AND COST-EFFECTIVE—FOR SOMEONE RUNNING A SMALL ONLINE STORE OR SELLING INDIVIDUALLY, AS IT IS FOR A CHAIN OF OVER A HUNDRED BRICK AND MORTAR STORES.***

**BE-LEAN...coming soon!**

## Pricing Grades\*:

GRADE <sup>+</sup> ➔	Micro	Small	Medium	Medium +	Large
PROGRAM <sup>x</sup> ↓ #emp gross store income	1 < 5 Emp. < \$100K	2 < 20 Emp. < \$500K	3 < 35 Emp. \$1-2 million	4 < 50 Emp. \$2-5 million	5 50 + Emp. > \$5 million
BE-SEP Basic	\$100	\$100	\$100	\$100	\$100
BE-UA & MM <sup>++</sup>	\$500, \$350	\$2000, \$1400	\$3500, \$2,450	\$5,000, \$3,500	\$10,000, \$8,000 + please call
BE-SETS1	\$1,000 year 1	\$4,000 year 1	\$8,000 year 1	\$12,000 year 1	Based on # of employees & gross income (please call)
BE-SETS2	\$2,000 year 1	\$6,000 year 1	\$10,000 year 1	\$16,000 year 1	
BE-METS	\$2,000 year 1	\$6,000 year 1	\$10,000 year 1	\$16,000 year 1	
BE-TSS	\$6,000 year 1	\$17,000 year 1	\$35,000 year 1	\$50,000 year 1	
Seminars <sup>+</sup>	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5
BE-SEMINAR <sup>✓</sup> TSS Add-On with CC Lawhon, M.Ed.	1 Day Basic \$2,500 + exp	2 Day BE-SETS \$3,500 + exp	2 Day BE-SETS + 1 Day BE-METS \$5,000 + exp	BE-TSS Store 3 Day \$9,500 + exp	TSS Company 3 Day + Custom Walkthrough \$15,500 + exp
BE-LEAN <sup>+</sup>	1	2	3	4	5
BE-LEAN <sup>✓</sup> TSS Add-On Brick & Mortar	GMROI \$100/ft <sup>2</sup> < 10 emp \$1600	GMROI < \$200/ft <sup>2</sup> 11-25 emp \$3000 + UA/mgr	GMROI < \$250/ft <sup>2</sup> 26-50 emp \$5000 + UA/mgr	GMROI < \$350/ft <sup>2</sup> 51-100 emp \$10K + UA/mgr	GMROI > \$350/ft <sup>2</sup> 100 + emp \$15K + UA/mgr
BE-LEAN <sup>✓</sup> TSS Add-On Online• (please call)	GI < \$100K Complexity-1	GI < \$250K Complexity-2	GI < \$500K Complexity-3	GI < \$1,000,000 Complexity-4	GI > \$1,000,000 Complexity-5

**Year 1** refers to the size of your company when you first implement a system. When your company grows to the next tier in subsequent years, you'll pay the difference to gain access to that tier's added materials, online logins, & customer service, with the seamless ongoing learning you've already experienced.

Footnote markers are listed below...including more information, terms & conditions

**ALL SALESPeOPLE PURCHASE THEIR OWN BOOKS (OR EBOOKS) AND APP SUBSCRIPTIONS**  
WHEN THEY INVEST, FOLLOWING THE SYSTEM BECOMES PERSONAL, AND MORE VALUABLE TO THEM

\* Prices and Grades are with the previous 12 months' requested documentation per store. Seminar prices subject to change, please check the website [www.sellingretailinc.com](http://www.sellingretailinc.com) for the most current prices.

- ✕ Your initial price is for your first year. The second year, if you have expanded into the next Grade Level, you pay that level minus your previous year's cost. This goes for all consecutive years expanding into a new Grade Level. If you stay at a Grade for two consecutive years, we assume you wish to keep your company at that size and so your purchase is then final at the price you already paid. If you choose to expand your business further after that, we ask that you upgrade to the larger systems (which are slightly different depending on company size, especially with policies and procedures manuals and training) in order to keep your customer service and success guarantee in tact. We can only help you and ensure success of the system if you have the right system in place for the size of your company. As you grow in size/scope, you will have different business requirements than before—it is imperative to us (ie. to your success) that we know you have everything you need to meet those requirements as they occur.
- ✕ So we can guarantee your success and serve you best, you agree with each purchase that after 1, 2, and 5 years, we will contact you to see how you are doing on the systems, and check your Grade Level. If your company has significantly grown in size, we will discuss adding materials for your new grade. Our reputation and ability to help future customers to succeed is based solely on our customers' increasing success and satisfaction with our products. If we neglect to get the correct system in place in even the smallest company, (the one which best meets your company's needs), you will not improve on an ongoing basis, and we both fail. We carry the name Business Excellence with deep pride, and we will always take only those proven productive actions which cause continuous improvement and excellence in every area of Selling Retail.
- ✕ TSS is designed at a store level for standard company sizes: micro, small, medium, and large.
- ✦ Grades determined by whichever is greater (ex. If you have 19 employees but Gross Income is \$2.5 million, you're Grade 4).
- ✦ Add-on seminar prices are set— depending on the seminar, not company size/income (because by now, you know you'll earn the cost back in no time!). Expenses include all travel, food, and lodging for presenter and assistant. Seminars may have limits to numbers of attendees, and prices may change. Please check the website for the latest seminar prices: [www.sellingretailinc.com](http://www.sellingretailinc.com).
- ✦ BE-LEAN Grades are based differently according to business type & complexity. BE-LEAN guarantees you will make up the costs within 3-6 months by streamlining your processes. If you choose the 4-installment plan, you will have made enough to pay it off long before you even have to. BE-LEAN requires implementing the UA & MM (which are included in the price). If you're a start-up, please contact us to get in on our pilot program to create a lean company from the ground up! •Initial Process Complexity Survey allows us to more accurately determine your tier.
- ✦✦ UA pricing assumes one manager (of any level) per five employees, as each manager at the store will receive a dedicated UA/MM, pricing will be adjusted depending on the exact number of managers at the store. If you have questions about our tiers for UA, please call or email and we will be happy to answer them!

## INDUSTRY STANDARDS OBLITERATED

Our pricing for the entire system (BE-TSS) runs at about the recommended 3% training budget and, if followed exactly in all aspects on an ongoing basis, returns the investment within the year, usually in less than 90 days, many times in less than 30 days, then adds ongoing increases for the life of your store. In no time your 3% training budget becomes less than 1% you spend on the most effective training you've ever used. The same thing happens with your advertising dollars. Most managers report salespeople on the system increase their batting average from 15% to 30% in 3 weeks. The average reported increase in store income is from 25-50% over quota in the first year. The volume per sale and percent customers sold averages usually double in the first three months. Those who continue to use the system exactly as they have been, report ongoing monthly increases in dollars/percentages/sales/income and decreases in advertising dollars spent.

IMPROVEMENT?  
**PROVEN.** 

EXCITING THINGS ARE HAPPENING. I HAVE PEOPLE IN THEIR FIRST WEEK OF SELLING BATTING 28%. ONE SALESPERSON IN HER FIRST WEEK WAS BATTING 28% AND 4 WEEKS LATER IN LEVEL 2 SHE IS BATTING IN THE 50'S ...

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## Individuals

Exciting things are happening. I have people in their first week of selling batting 28%. One lady in her first week was batting 28% and 4 weeks later in Level 2 she is batting in the 50's ...

The Sales Education System's whole approach to selling has really helped me. I didn't know anything about selling before, and now (four months later), I've already had three \$25,000 days.

I just finished my best month ever—over \$190,000 in sales. That's the second highest monthly total ever at our company.

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## Stores

Our closing ratios and average sale doubled in only three weeks after we started the Sales Education System.

We've seen increases every month, in our batting averages and our average tickets, over the last year.

Our store is up 46% over quota—largely because of the Sales Education System.

The Sales Education System is the best measuring and coaching tool I could imagine.

I reduced my advertising expenses in one year by 1/3 and increased my business by 25%. I attribute it 100% to the Sales Education System.

Fantastic ... It's really fabulous! I have salespeople that started selling 15% or less of their customers who are now selling at 30% three weeks later. ... It really does work.

I called John F. Lawhon... and told him he had undercharged me for the program. If he had charged me \$50,000, it wouldn't have been enough.

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## Companies

Your program made the difference in my company surviving last year .... We wouldn't have made it without it. And now, this year we are *making* money.

We paid for our [ten store systems] in the first 30 days. Your system is the back bone, and skeleton of everything we will do with our salespeople.

I know I am sitting on a gold mine. July is usually my slowest month, but this year business was up 53% for the month of July compared to last year. It is a result of the Sales Education System. One of my employees on the System had no previous selling experience. He has been selling furniture for only 90 days and already has a 35% closing ratio. I have a 10-year veteran who is not on the program. Her closing ratio is less than 11% . She will begin the program next month.

We had done everything we could to continue to improve our company and to guarantee its growth through merchandising, advertising, display, etc. That's when we decided to take your program. With the Sales Education System, we were able to continue to grow our business... With your program, we got the increases we wanted... It's because of your program that we were able to continue to have the same 30% increases we had had each year in the past, even in these tough times. We know that with the RoCC, we can get continuous business that would have otherwise been lost.

In a start-up business like Rooms to Go, which is growing so rapidly, continuity is very important. The Sales Education System has given our sales force just that by not only teaching the basics of selling, but by also showing the sales associates how to make their jobs easier and more profitable. (Yes, they're still using the system!)

Most of the top salespeople in our company have come out of your program.

The difference between people on the System and those that aren't is like night and day ... the salespeople who aren't on the system are constantly asking me questions ... people on the System don't have to ask, they already know.

Things are really going well ... some of the people that didn't originally join the program have seen how well the other people are doing ... and have decided to start. I have a couple of people who are just doing outstandingly well... salespeople have said this is something that everyone should be exposed to.

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