

# Motor Club of America

A TRUSTED NAME SINCE 1926



A MEMBERSHIP GIVING *YOU* PEACE OF MIND  
WHETHER AT HOME OR ON THE ROAD

UNITED STATES

CANADA

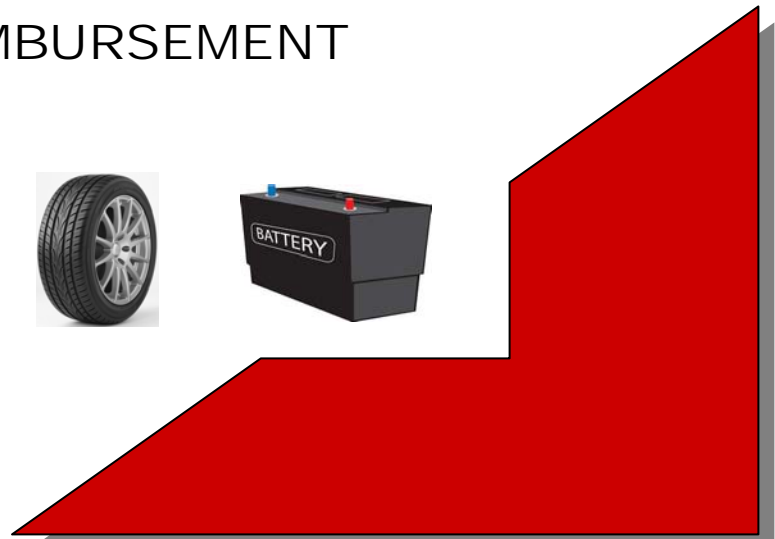
**THIS IS NOT AN AUTOMOBILE LIABILITY INSURANCE CONTRACT AND  
DOES NOT COMPLY WITH ANY FINANCIAL RESPONSIBILITY LAW**

# YOU RECEIVE EMERGENCY ROADSIDE

ASSISTANCE DISPATCH OR REIMBURSEMENT



24/7 "SIGN & GO" DISPATCH SERVICE WITH  
TOWING UP TO 100 MILES  
TO THE DESTINATION OF YOUR CHOICE  
OR CALL THE PROVIDER OF YOUR CHOICE FOR  
UP TO \$100 REIMBURSEMENT



# YOU RECEIVE EMERGENCY ROADSIDE

ASSISTANCE DISPATCH OR REIMBURSEMENT

**\$100** COVERAGE FOR  
SERVICE ON:



YOUR RV



YOUR MOTORCYCLE



YOUR BOAT



YOUR LIVESTOCK  
TRAILER



YOUR DUALY PICKUP  
OVER 1 TON

\*18 Wheeled vehicles dispatch only\*



# RECEIVE UP TO

# \$500

## TRAVEL ASSISTANCE REIMBURSEMENT

FOR A LOCAL ACCIDENT:



LOCAL  
CAR RENTAL

FOR ACCIDENTS MORE THAN **50 MILES** FROM HOME:



MEALS



LODGING



TRANSPORTATION

WHEN ANY VEHICLE *YOU* ARE DRIVING  
IS DISABLED DUE TO AN ACCIDENT



# MCA PROVIDES TRIP

## PLANNING & TRAVEL RESERVATIONS



DETAILED  
ROUTINGS



MAPS &  
BROCHURES



AIRLINE  
RESERVATIONS



HOTEL INFO &  
DISCOUNTS

PERSONALIZED **TRAVEL SERVICES**  
ANYWHERE IN THE UNITED STATES AND CANADA  
RESERVATION SERVICE PROVIDED THROUGH  
OUR **PROFESSIONAL** TRAVEL SERVICE



PROVIDES UP TO  
**\$500**  
ARREST BOND CERTIFICATE



YOUR MEMBERSHIP CARD WILL BE  
ACCEPTED AS CASH BOND  
WHEN INVOLVED IN TRAFFIC VIOLATIONS

Not available in California.



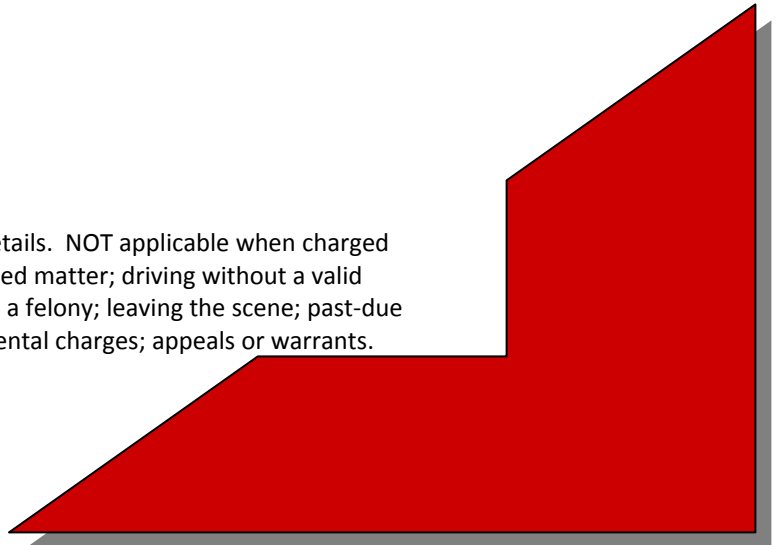
UP TO  
**\$25,000**

BAIL BOND TO RELEASE YOU



WHEN *YOU* ARE  
DRIVING A VEHICLE AND  
ARE CHARGED WITH A  
COVERED MOVING  
TRAFFIC  
LAW VIOLATION  
INCLUDING VEHICULAR  
MANSLAUGHTER AND  
NEGLIGENT HOMICIDE

See membership contract for details. NOT applicable when charged with any drug or alcohol-related matter; driving without a valid operator's permit, license, or tag; a felony; leaving the scene; past-due citations; parking or environmental charges; appeals or warrants.



RECEIVE UP TO

**\$2,000**

FOR ATTORNEY'S FEES



**UP TO \$200** FOR COVERED MOVING VIOLATIONS  
AND

**UP TO \$2,000** FOR CRIMINAL CHARGES OF  
NEGLIGENT HOMICIDE OR MANSLAUGHTER  
ARISING FROM A COVERED TRAFFIC ACCIDENT

Any fines or court costs are member's responsibility. NOT applicable when charged with any drug or alcohol-related matter; driving without a valid operator's permit, license, or tag; a felony; leaving the scene; past-due citations; parking or environmental charges; appeals or warrants.





# RECEIVE UP TO

# \$1,000

# FOR ATTORNEY'S FEES



UP TO \$500 FOR PERSONAL INJURY  
&  
UP TO \$500 FOR VEHICLE DAMAGES

Any fines or court costs are member's responsibility. NOT applicable when charged with any drug or alcohol-related matter; driving without a valid operator's permit, license, or tag; a felony; leaving the scene; past-due citations; parking or environmental charges; appeals or warrants.



INCLUDES A  
**\$5,000**

STOLEN VEHICLE REWARD



PROTECT **YOUR** VEHICLE BY  
DISCOURAGING THEFT

REWARD WILL BE PAID TO THE LAW ENFORCEMENT AGENCY OR  
INDIVIDUAL RESPONSIBLE FOR INFORMATION  
LEADING TO THE ARREST AND CONVICTION OF THE THIEF



RECEIVE UP TO

\$1,000

CREDIT CARD PROTECTION

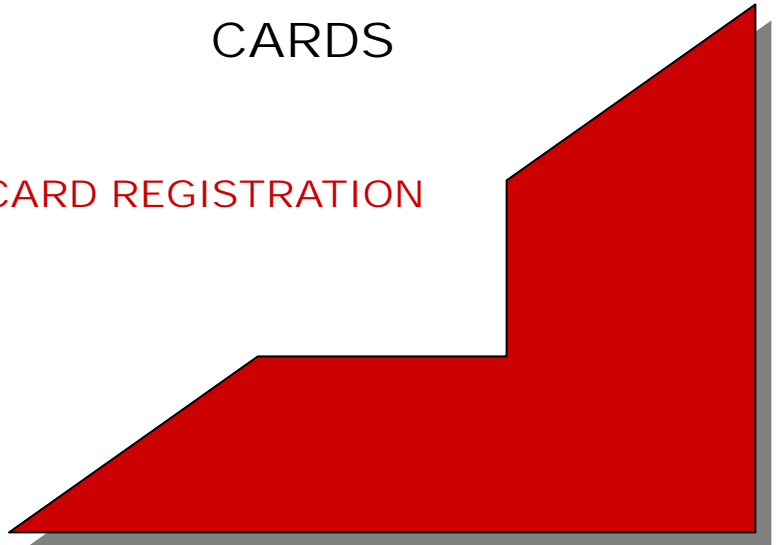


YOU  
KNOW  
THE  
RISKS  
INVOLVED



WHEN HELD  
LIABLE FOR THE  
MISUSE OF LOST OR  
STOLEN CREDIT  
CARDS

ALSO FREE CREDIT CARD REGISTRATION



# RECEIVE UP TO

# \$500

FOR INFORMATION LEADING TO THE ARREST  
AND CONVICTION OF ANYONE FOUND GUILTY  
OF STEALING A MEMBER'S:



LIVESTOCK



SADDLE OR TACK

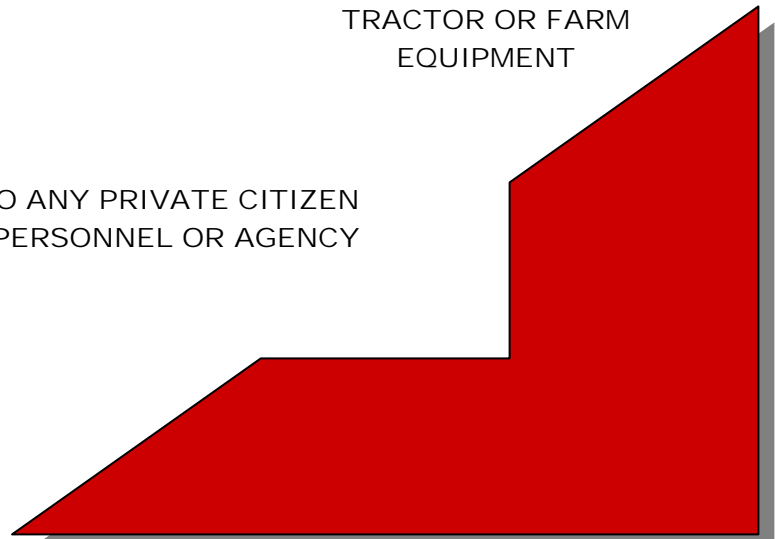


LIVESTOCK/IMPLEMENT  
TRAILER



TRACTOR OR FARM  
EQUIPMENT

REWARD WILL BE PAID TO ANY PRIVATE CITIZEN  
OR LAW ENFORCEMENT PERSONNEL OR AGENCY



# MEMBERSHIP INCLUDES DISCOUNTS

ON PRESCRIPTIONS, VISION CARE AND DENTAL



RECEIVE PHARMACY DISCOUNTS UP TO:

60% ON GENERIC PRESCRIPTIONS &  
25% ON BRAND NAME PRESCRIPTIONS



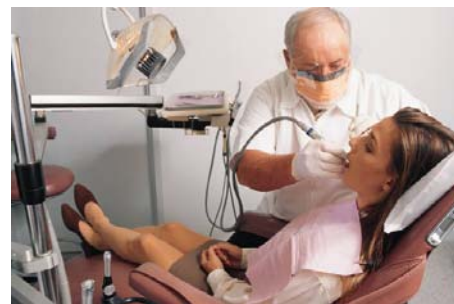
VISION SAVINGS

UP TO:

60% FOR VISION CARE &  
PRODUCTS

&

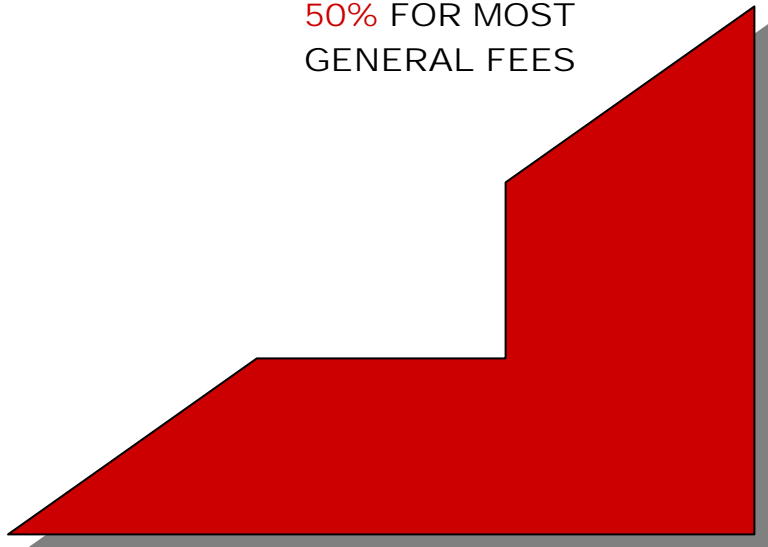
15% FOR OPHTHALMOLOGY  
SERVICES SUCH AS LASIK



DENTAL SAVINGS

UP TO:

50% FOR MOST  
GENERAL FEES





AS A **TOTAL SECURITY** MEMBER OF MCA  
YOU ARE COVERED 24 HOURS A DAY  
WHENEVER YOU ARE INJURED IN A  
COVERED ACCIDENT AND HOSPITALIZED AS  
A RESULT OF YOUR INJURIES



AT HOME



AT WORK



IN TOWN



AROUND THE CORNER



IN ANOTHER STATE

Underwritten by Zurich American Insurance Company.



# RECEIVE UP TO **\$500** IN EMERGENCY CASH



## FOR ALL EMERGENCY ROOM COSTS

RELATED TO A COVERED ACCIDENT PROVIDED IN A TRAUMA CENTER OR EMERGENCY ROOM, INCLUDING BUT NOT LIMITED TO...



CASTS OR SPLINTS

LAB WORK



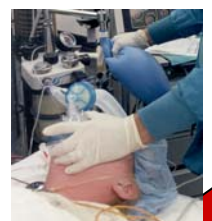
X-RAYS

NURSING SERVICES



TRANSFUSIONS

ANESTHETICS



DOCTOR CARE

IV's



FACILITY



Covers up to 4 visits per policy year for treatment within 30 days of the covered accident.

Underwritten by Zurich American Insurance Company.

RECEIVE UP TO  
**\$54,750**

IN DAILY HOSPITAL BENEFITS



YOU WILL RECEIVE \$150 PER DAY  
UP TO 365 CONSECUTIVE DAYS  
FOR HOSPITAL ROOM AND BOARD

Benefits are for hospitalization as the result of injuries sustained in a covered accident.

Underwritten by Zurich American Insurance Company.





# YOUR ESTATE RECEIVES

# \$10,000

## ACCIDENTAL DEATH BENEFIT



IF YOU DIE WITHIN 90 DAYS OF A COVERED  
ACCIDENT AS A DIRECT RESULT FROM YOUR  
INJURIES RECEIVED IN THAT ACCIDENT

Underwritten by Zurich American Insurance Company.



*TOTAL SECURITY* MEMBERS  
RECEIVE AN ADDITIONAL

**\$50,000**

ACCIDENTAL DEATH COVERAGE



MEMBERS MAY ENROLL IN  
ONE OF THREE ACCIDENT AD&D COVERAGES\*:

- \$50,000 PRINCIPAL SUM FOR THE NAMED MEMBER
- \$25,000 PRINCIPAL SUM EACH FOR NAMED MEMBER AND SPOUSE
  - \$30,000 PRINCIPAL SUM FOR NAMED MEMBER,  
\$15,000 FOR SPOUSE AND \$3,500 FOR EACH CHILD
- UP TO \$1,500 PER YEAR FOR QUALIFIED DAYCARE OF DEPENDENT CHILDREN UNDER THE AGE OF 13 (UP TO 4 CONSECUTIVE YEARS)
  - UP TO \$1,500 PER YEAR FOR EACH DEPENDENT CHILD ENROLLED IN A QUALIFIED INSTITUTION OF HIGHER EDUCATION OR DEPENDENT CHILDREN IN THE 12TH GRADE LEVEL (UP TO 4 CONSECUTIVE YEARS)
    - UP TO \$3,000 TO RETRAIN A SURVIVING SPOUSE TO ENTER THE JOB MARKET

\*See description of coverage for qualifications and restrictions.



# YOU ALSO RECEIVE TRAVEL ASSISTANCE PROGRAM



AS A COVERED MEMBER WHEN YOU ARE  
**MORE THAN 100 MILES** AWAY FROM YOUR HOME AND  
IN A MEDICAL EMERGENCY **YOU** RECEIVE:

- MEDICAL CONSULTATION
  - CARE FOR MINORS
- PRESCRIPTION ASSISTANCE
- MEDICAL REPATRIATION
  - RETURN OF MORTAL REMAINS
- EMERGENCY EVACUATION
  - HOSPITAL ADMISSION GUARANTEE
  - LEGAL REFERRALS
  - MEDICAL EVALUATION
  - PLUS MUCH MORE



# MCA TOTAL SECURITY

## MEMBERSHIP

### INCLUDES



VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



BOAT TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



RV  
EMERGENCY  
ROADSIDE  
ASSISTANCE



MOTORCYCLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



DUALY  
OVER 1 TON  
EMERGENCY  
ROADSIDE  
ASSISTANCE



LIVESTOCK  
TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU



UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU



A \$5,000  
STOLEN  
VEHICLE  
REWARD



\$1,000  
CREDIT CARD  
PROTECTION



\$500 FARM  
EQUIPMENT  
REWARD



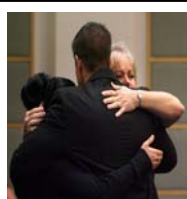
PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS



UP TO \$500  
EMERGENCY  
BENEFITS



UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS



\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT



\$50,000  
ACCIDENTAL  
DEATH  
COVERAGE



TRAVEL  
ASSISTANCE  
PROGRAM

All Accident—At Work—At Home—At Play



# TOTAL SECURITY

# MEMBERSHIP

... ONLY \$19.95 A MONTH

*Simple to Join:*  
First and Last Months Dues

Number of Members	Monthly Dues	Total Today
1	\$19.95	\$39.90
2	\$39.90	\$79.80
3	\$59.85	\$119.70
4	\$79.80	\$159.60
5	\$99.75	\$199.50

BEGINNING 1 MONTH FROM THE EFFECTIVE DATE,  
YOUR DUES ARE AUTOMATICALLY PAID THROUGH  
YOUR BANK ACCOUNT OR CREDIT CARD

AS A MEMBER, YOU ARE ALWAYS IN CONTROL OF YOUR  
MEMBERSHIP THROUGH MCA'S 1-800 NUMBER



# MCA SECURITY PLUS

## MEMBERSHIP

### INCLUDES



4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE  
WITH LOCAL TOW



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



UP TO **\$25,000**  
BAIL BOND TO  
RELEASE YOU



UP TO **\$2,000**  
FEES TO DEFEND  
& **\$1,000** TO  
PROTECT YOU



A **\$5,000**  
STOLEN  
VEHICLE  
REWARD



UP TO **\$500**  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



**\$1,000**  
CREDIT CARD  
PROTECTION



**\$500** FARM  
EQUIPMENT  
REWARD



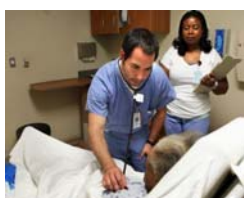
PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS



TRAVEL  
ASSISTANCE  
PROGRAM



UP TO **\$500**  
EMERGENCY  
BENEFITS



UP TO **\$54,750**  
DAILY  
HOSPITAL  
BENEFITS



**\$10,000**  
ACCIDENTAL  
DEATH  
BENEFIT

All Accident—At Work—At Home—At Play



...ONLY \$14.95 PER MONTH

# MCA SECURITY

## MEMBERSHIP

### INCLUDES



4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE  
WITH LOCAL TOW



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



UP TO **\$25,000**  
BAIL BOND TO  
RELEASE YOU



UP TO **\$2,000**  
FEES TO DEFEND  
& **\$1,000** TO  
PROTECT YOU



A **\$5,000**  
STOLEN  
VEHICLE  
REWARD



UP TO **\$500**  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



**\$1,000**  
CREDIT CARD  
PROTECTION



**\$500** FARM  
EQUIPMENT  
REWARD



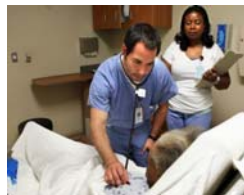
PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS



TRAVEL  
ASSISTANCE  
PROGRAM



UP TO **\$500**  
EMERGENCY  
BENEFITS



UP TO **\$54,750**  
DAILY  
HOSPITAL  
BENEFITS



**\$10,000**  
ACCIDENTAL  
DEATH  
BENEFIT

**Auto Accident Only**

...ONLY \$9.95 PER MONTH







Key in Direct Sales is the ability to think on your feet.

Learn how you will react – don't freeze

### **Introduction To Merchants:**

Hi I'm [*your name*] (shake hands)

I've been talking with some of the merchants and other citizens in the area and I have something I think you would be interested in.

### **PAGE 1**

I represent Motor Club of America. When you join Motor Club of America you get a membership card that looks just like this. Your membership covers you in the United States and Canada.

### **PAGE 2**

First thing your membership provides is Road Side Assistance. When you are in your vehicle and you have a problem, all you have to do is call us. 24/7 just sign and drive.

If you have a flat somewhere, you call us and we'll send somebody out to you. Nobody likes to change a flat other than the guy getting paid to do it, right?

If you lock your keys in your car, have a dead battery, or you break down somewhere you call us 24 hours a day and we will take care of it.

### **PAGE 3**

It also covers your RV, your dually pick-up truck over 1 ton, your boat trailer, your motorcycle, or your live stock trailer up to \$100 for service.

## **PAGE 4**

You've also got \$500 in travel assistance.

Here's how this works –

If you have an accident, you hit somebody or somebody hits you or there may not be any one else involved. Maybe you hit a deer. This can help you continue to do your job.

So if you have an accident, it pays for your car rental for seven days up to \$500.

Now if the accident is away from home, here's what we will do for you –

If you are 50 miles or more away from home we'll pay up to \$500 for meals, lodging or for transportation home – now that may mean you have to rent a vehicle or you may have to get a flight to get back home. This will take care of you so you aren't stranded.

If your car just breaks down it doesn't cover that, but if you are in an accident regardless of who is at fault, we're going to keep you from being stranded.

## **PAGE 5**

MCA also provides planning and travel reservations. When you get ready to take a trip – you'll like this, a lot of our members say this is worth the money alone and they love it.

Call us – we'll send you a nice trip pack, we can schedule your trip, you get detailed routings, maps, airline reservations, and hotel discounts.

So anytime you get ready to travel, you use this and that saves you money.

## **PAGE 6**

You also have \$500 in bonds.

If you get stopped for a moving violation and there is a charge against you, we will post a \$500 bond for you.

Here in Oklahoma they will just write you a ticket but in some states when they stop you it's not so easy. They want you to pay the fine before they let you go. If you're coming back from a trip somewhere, you might not have \$95 or \$100 in your pocket to pay for a ticket.

We'll take care of you 24 hours a day – just call us.

## **PAGE 7**

You've also got \$25,000 in bail bond to release you.

## **PAGE 8**

You've got \$2,000 in legal fees to defend you for any of the over 100 moving violations you can be charged with. That's everything from speeding to vehicular homicide.

It's a good feeling when you head down the road to know that you already have legal benefits bought and paid for with your membership.

## **PAGE 9**

You also have \$1,000 in legal fees for an attorney to help you collect on injuries you suffered when you are in an accident or someone damages your vehicle.

If someone hits your car and they don't want to pay to fix it and you have to get an attorney involved – that's how this works.

## **PAGE 10**

Also with your membership you have \$5,000 in stolen vehicle reward.

If somebody steals your vehicle, you call the club to report it and you call the local law enforcement – we'll put up a \$5,000 reward for the recovery of your vehicle and the conviction of the person who stole it.

## **PAGE 11**

You also have up to \$1,000 in credit card protection. Do you carry credit cards?

If your credit card is lost or stolen we have up to \$1,000 in protection for you.

## **PAGE 12**

We also have a \$500 reward for information leading to the arrest and conviction of someone that has stolen your livestock, your stock trailer, your tack or any farm equipment.

If someone steals something off the farm we put up \$500 for the recovery of that equipment.

## **PAGE 13**

You get discounts on your prescriptions, eye care and dental. If you and your family are members you can all save.

You can go to any of the major pharmacies and receive discounts on your prescription drugs.

You also get discounts on your eye exams, contact lens, glasses and Lasik surgery.

You can use this for you and your entire family that are members. There are also dental savings up to 50%.

## **PAGE 14**

You also have emergency benefits, that cover you on any accident, not just vehicle accidents.

## **PAGE 15**

If you are injured in a covered accident we pay emergency room benefits up to \$500.

If you are involved in an accident and the EMT says you need to go have yourself checked out, you know you have \$500 in benefits. What a lot of people like about this is that it can help with your deductibles on your hospital benefits on your insurance.

## **PAGE 16**

You've got hospital benefits. If you are injured in an accident and end up in the hospital this pays \$150 a day for a full year.

That is \$54,750 in benefits available to you.

The nice thing is these benefits are paid directly to you, not the hospital. If you have health insurance that's going to pay the hospitals and doctors but this is paid directly to you because you are going to have a loss of income. You're going to have expenses you have to cover, so this comes directly to the member.

## **PAGE 17**

You have \$10,000 death benefit. If a member is killed in any accident, we pay \$10,000 to the estate.

## **PAGE 18**

Another benefit you have on your membership is an additional \$50,000 accidental death benefit you may enroll in.

You have 3 choices:

1. Individual coverage
2. Husband and wife coverage or
3. Family coverage

You elect the level of coverage you want.

You can choose option one – which is \$50,000 benefit. If something happens to you we pay \$50,000 to your family if it is an accident.

You can choose option two which is \$25,000 on you and \$25,000 on your spouse.

Or you can choose option three that provides \$30,000 on you, \$15,000 on your spouse and \$3,500 on each of your children.

Option 3 also carries some additional benefits of up to \$1500 a year for day care for your children, it will pay up to \$1500 a year for children who are enrolled in higher education, and it can provide retraining money up to \$3000 for your spouse to re-enter the work force.

So you can choose the level of benefits you like.

## **PAGE 19**

You also have a travel assistance program. This is a worldwide travel benefit.

If you are 100 miles or more away from home and you have any kind of medical emergency, this will get you back home. I've heard these medical helicopters don't get off the ground for less than \$25,000. It costs a lot of money if you need this and it is a part of your membership.

This is world wide - so if you were on a cruise, if you were in Hawaii, or if you were in London England, this protects you worldwide. This covers accidents and even if you get sick.

## **PAGE 20**

So here's what you get with your membership:

You have road side service 24 hours a day – if you have children you can put them on the plan as well. If you don't want to be broken down on the side of the road, you certainly don't want your children broken down there either. So you want to have this for them also.

You've also got your emergency road side assistance for your boat trailer, your RV, your motorcycle, your duley, and your livestock trailer.

You also have \$500 travel interruption assistance if you're involved in an accident more than 50 miles from home or car rental for an accident closer to home.

You've got your trip planning.

You have \$25,000 bond.

You've got \$2000 to defend you.

You've got \$500 stolen vehicle reward.

You have \$1000 credit card protection.

You have \$500 in reward if anything happens to your farm equipment.

You've got prescription drug, vision and dental discounts.

You have \$500 for emergency room benefits.

Over \$54,000 in covered hospital benefits.

\$10,000 accidental death benefit.

And you have an additional \$50,000 death benefit tacked on to that.

Finally you have travel assistance anywhere in the world.

You get all these benefits and services for only \$19.95 per month.

Now you can also put your spouse on this plan.

## **CLOSE**

Let me show you our application –

You put your name here, then you can put your spouse on here, then you can add each of your children.

It's only \$19.95 for each one of them.

All the information we get from you is your name, address and phone number.

I'll give you a copy of this and as you can see your benefits are in full force right now.

This is the 800 number if you need any help before you get your card, you just call this number and they will help you.

I'm going to give you a copy of this receipt and your membership is in full force today.

I would like to enroll you as a member today.



# Income Projections for MCA Marketing Plan

## Direct Sales

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week	Earned Override Per Month	Annual Override Per Sale
MCA Total Security Plan (Monthly Retail Value \$19.95)							
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92
Security Plus (Monthly Retail Value \$14.95)							
1	\$60.00	\$60.00	\$3,120.00	5.00	5.00	0.52	6.24
5	\$61.50	\$307.50	\$15,990.00	5.00	25.00	0.52	6.24
10	\$63.00	\$630.00	\$32,760.00	5.00	50.00	0.52	6.24
15	\$64.50	\$967.50	\$50,310.00	5.00	75.00	0.52	6.24
20	\$66.00	\$1,320.00	\$68,640.00	5.00	100.00	0.52	6.24
30	\$67.50	\$2,025.00	\$105,300.00	5.00	150.00	0.52	6.24
Security (Monthly Retail Value \$9.95)							
1	\$40.00	\$40.00	\$2,080.00	4.00	4.00	0.39	4.68
5	\$41.00	\$205.00	\$10,660.00	4.00	20.00	0.39	4.68
10	\$42.00	\$420.00	\$21,840.00	4.00	40.00	0.39	4.68
15	\$43.00	\$645.00	\$33,540.00	4.00	60.00	0.39	4.68
20	\$44.00	\$880.00	\$45,760.00	4.00	80.00	0.39	4.68
30	\$45.00	\$1,350.00	\$70,200.00	4.00	120.00	0.39	4.68

Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.

# INCOME PROJECTION

Based on sales of MCA Total Security  
Membership with 2 Months On-going Pay  
with Advances and Insurance Bonus

APPROX. HRLY COMM. RATE	# OF SALES	COMM. ADV. PER YEAR	COMM. ADV. PER MONTH	COMM. ADV. PER WEEK
\$6.00	3	\$12,480.00	\$1,040.00	\$240.00
\$10.25	5	\$21,320.00	\$1,776.00	\$410.00
\$21.00	10	\$43,600.00	\$3,640.00	\$840.00
\$33.58	15	\$69,849.00	\$5,821.00	\$1,343.00
\$46.25	20	\$96,200.00	\$8,016.00	\$1,850.00
\$70.50	30	\$146,160.00	\$12,180.00	\$2,820.00

## Insurance Bonus

\$100 - 45 Memberships per Month - Average 11.25 Memberships per Week  
\$213 - 65 Memberships per Month - Average 16.25 Memberships per Week  
\$380 - 85 Memberships per Month - Average 21.25 Memberships per Week  
\$480 - 105 Memberships per Month - Average 26.25 Memberships per Week  
\$525 - 190 Memberships per Month - Average 47.50 Memberships per Week  
\$600 - 250 Memberships per Month - Average 62.50 Memberships per Week

*MCA*  
Getting Started Right: The System!  
4 STEP PLAN

Following this system has proven time and time again to be the BEST way to Launch your MCA Business. Follow the system exactly, and you will be amazed at the results.

1. Learn your **SALES PRESENTATION**  
A) Know What To Say B) Know How To Say It C) Know How To Close
  2. Make a **LIST** of everyone you know. (First 25 on back) Don't Judge anyone . . . you don't know who they know!
  3. **CONTACT** everyone on your list. Set up at least 3 or 4 appointments a day for you and your Manager to work as a part of your Training.
  4. **RECOMMENDATIONS . . .** The Key to **GROWING** Your **MCA Business** Is Learning **The Art Of Recommendations**.
- 

**Four Principals You Need to Look At Everyday**

- 1) **Goals:** Set yourself goals for how many presentations you will make each day you work.  
Set yourself a goal for how many sales you will make each day you work.  
Set yourself a goal for the income you desire . . . daily, weekly, monthly and yearly.
- 2) **Your System:** If you are going to have consistent success at anything you have to establish a system for working your business. When- Where- How long.
- 3) **Focus:** Life comes at you fast and it is easy to get distracted. Have your goals and system clearly defined and written down so you know why you are working and have a "track to follow".
- 4) **Make it Fun:** Do not make this just another job. Keep your mind *on* the things you want and *off* the things you don't want and "above all else" have fun!

# MCA Fast Start Prospecting List

## Make a Copy for your Manager

Congratulations, you've started a new business and to help you launch your business you need to let your friends and family know about your business. If you opened a new restaurant you might invite them to the "Grand Opening." This business is no different, and they can refer people to you. Trust this process . . . it works. Do it and you will see the results?

### 10 "WARMEST" Prospects – Friends and Family

	Name	Phone #	Relationship	Contact	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

### 15 "WARM" Prospects – Somebody from Church, Work, Community Clubs (Lions, Civitan, Rotary, etc.)

11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

## MCA Approach

After you normal greeting . . . . .

I've started a new Business. As a part of my training, I've got to show our program to 20 people. It will only take about 15 minutes. You may or may not be interested.

## The Art of getting Recommendations

When you've made the sale, you close your kit, and when the prospect sees you close the kit, the process is over in their mind and they kind of relax. Then the first thing I say is,

**“I want to ask you a question. As a matter of fact, I need your help. We've found as a company that we get our best members from people just like you, hard-working, responsible people. Who do you know here in this area that would make me a good member?”**

When somebody says “I want to ask you a question” an antenna goes up. They kind of perk up a little bit. And then you say “As a matter of fact, I need your help.” They immediately move to ‘how can I help this guy?’ Then you say “we've found as a company” – not that I've found, but “we've found as a company that our very best members come from people just like you, hard-working, responsible people. Who do you know here in the area that would make a good member?” You don't say, “Who do you know that would buy this?” or “Who'd be interested in it?” because you don't want your prospect trying to figure out, ‘who would buy it or who would be interested.’ You just say, “who'd make a good member?” The average person will give you five names of people to go see. With those people you call on as a result of recommendations, the closing ratio is a lot higher than cold calls, because a friend or relative, someone they respect or love, sent you over there. If you want a long career in the motor club business, learn the art of getting recommendations.

After many years in the Direct Sales Industry, I have found that the people that are successful and have long careers with any company, have learned the art of getting recommendations.