



Accelerated Corporate Mentor Program

What is the Accelerated Corporate Mentor Program?

The Accelerated Corporate Mentor Program has been established in response to requests from owners and executives of direct selling companies who want assistance in developing strategies that will accelerate and sustain their growth for decades to come. Its purpose is to provide decision makers with insights, expertise and guidance in line with the latest trends and advancements in the areas of sales, marketing, sales force growth and leadership development.

In short, it is a program designed to support company executives in making sound decisions and avoiding costly mistakes in the course of growing their direct selling business.

Why Participate in the Corporate Mentor Program?

Participants in the program will...

- ✓ Address numerous needs in a time efficient manner;
- ✓ Get our absolute best advice up front for accelerated progress;
- ✓ Increase your likelihood of sustained success;
- ✓ Avoid making costly decisions that prevent or slow growth;
- ✓ Allocate capital where it will do the most good;
- ✓ Strengthen the company culture and your relationship with the field;
- ✓ And so much more!

What Companies Can Participate?

Participation in the Accelerated Mentor Program is for a select group of companies only. Selection is based on the ethics, vision and principles upon which the company is, or will be, founded and their comment to develop distributor focused programs. Up to four key personnel may participate on the calls and consulting session.

Benefit #1: Pre-session Material Review and Orientation Call

Upon acceptance into the program, you will be asked to schedule a pre-session call, during which we will discuss the objectives you would like us to meet during the one-day Strategic Planning Session.

Prior to the call, we encourage you to send existing material that will help the DSWA team gain a better understanding of your program. Please mail or e-mail copies of any marketing or training material you would like us to review. (See your DSWA Executive for the address.)

Throughout the program, you may receive a variety of documents, checklists and articles that will support you in taking the steps necessary to launch and grow your new enterprise. This material is copyrighted and for your internal use only unless otherwise specified. Sharing of the information outside your company is a violation of the mutual non-disclosure agreement you will be signing with DSWA.

Benefit #2: Personalized Strategic Planning Session

As a participant in the program you are entitled to a full-day Strategic Planning Session with one of the DSWA Founders. Its purpose is to address your company's immediate and primary needs through an agenda that is jointly designed to meet approximately five previously determined objectives on any aspect of establishing or growing your direct selling company.

Following are examples of topics that have been addressed with previous clients:

- ✓ Establishing or revisiting your company's vision, mission and primary objectives,
- ✓ Your competitive advantage, strategic markets and subsequent marketing strategies,
- ✓ Fine tuning your product mix to attract a wider target market,
- ✓ Pre-launch and post-launch marketing strategies (on and off-line components),
- ✓ Leadership training and development programs,
- ✓ Annual calendar of sales promotions and incentives.
- ✓ The design or update of your product sales demonstration format.
- ✓ The design or update of your business opportunity presentation format.
- ✓ Enhancement of the company's field communication, which may include monthly newsletters, website communication, teleconferencing, etc.
- ✓ The planning of upcoming launch or regional launch events so that the maximum benefit can be derived from your efforts prior to, during and following the event.

These are just a limited list of possibilities. We look forward to determining how best to use our time together.

Benefit #3: Brief Summary of the Strategy Session

Within 2 weeks of the Strategic Planning Session, DSWA will provide a brief summary of the topics covered throughout the day. This summary will also include additional insights on what steps could be taken next in each area.

Benefit #4: Conference Call Support

Included in the program is a one-hour conference call for your sales force. This call may address program enhancement or on a topic related to a current need your distributors are facing. Examples are:

- ✓ Tax Benefits of Home Based Business
- ✓ Principle Centered Coaching
- ✓ Leadership Lessons
- ✓ Four Essential Elements of Successful Hostess Coaching
- ✓ Marketing to Generation X

Previous clients have chosen to use this complimentary call as a prelude to an upcoming event to build anticipation and improve attendance.

Fee for Participation

Participation in the Accelerated Corporate Mentor Program is \$5,000. The enrolling company is responsible for travel expenses relating to the Strategic Planning Session including transportation, meals, lodging and rental car if necessary.

Enrollment Process

To enroll in the Accelerated Corporate Mentor Program, please take the following steps:

1. Arrange payment by company credit card for the initial deposit of \$2500 prior to the first conference call to design your agenda. The remaining \$2500 will be run at the close of the strategic planning session.
2. Sign the **Mentor Program Engagement Form**, which includes the Mutual Non-Disclosure.
3. Schedule the date of your strategy session.

In addition...

The Quick Start Workbook and/or Comprehensive Designer's Manual

Creation of the document/documents include weekly consulting sessions (maximum 1 hour) with Independent Consultant to discuss content, strategies, and program enhancements that will positively impact the growth of the Company. Suggested formats for supporting forms will also be presented.

Scope of Work:

During the duration of this contract, the Independent Consultant shall conduct a review of all materials presented by the Company. Through written correspondence, phone conversations and conference calls with relevant team members Independent Consultant will provide feedback and recommendations for the purpose of enhancing the Company's Designer training program. In addition, Consultant will provide two finished documents; a Quick Start Workbook and a comprehensive Designer's Manual, which will serve as the foundation of the Company's National Training Program. These documents will be delivered in Microsoft Word format.

Creation of the documents includes weekly consulting sessions (maximum 1 hour) with Independent Consultant to discuss content, strategies, and program enhancements that will positively impact the growth of the Company. Suggested formats for supporting forms will also be presented.

Quick Start Workbook - \$2000

Comprehensive Designer's Manual - \$5000

To request creation of one or both of the above documents, please take the following steps:

1. Arrange payment by company credit card for the initial 50% deposit. The remaining 50% will be run upon completion of the Workbook and or Manual.
2. Sign the Independent Consultant Agreement, which includes the Mutual Non-Disclosure.
3. Submit sample products and any additional material that will assist consultant in assessing existing materials and Designer support programs.

Thank you for taking your time to learn about the DSWA Accelerated Corporate Mentor Program. I look forward to discussing how we can serve you in your efforts to take your business to the next level.

Sincerely,

Joy L. Hinshaw

Director of Corporate Service

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Note: Participants in the DSWA's Corporate Mentor Program acknowledge that the DSWA cannot be held responsible for actions taken by the client following the session. DSWA suggests that all participants perform their own due diligence regarding their business decisions.