



**SCHOOLEY
MITCHELL**

Schooley Mitchell has instituted an optional telemarketing program for Franchisees. The program is designed to provide significant aid to Franchisees in order to add new revenue streams.

This is an optional program.

Each Franchisee has the option to participate as follows:

Details of the Program

- 1) Cost – \$5,000.
- 2) Guarantee - Telemarketing services by Head Office staff will be provided for four full weeks for the Franchisee.
- 3) Guarantee – The Franchisee will be guaranteed that accepted savings by clients obtained under this program will be a minimum of \$30,000, or that 20 appointments will be provided through the program, whichever is achieved first. However, the minimum will always be four full weeks of calling. The expectation is that revenues will be much higher than these levels. Additional calling will be provided at no additional charge until one of these minimum levels is reached through the program.
- 4) The calling program will begin as soon as the schedule has an opening on a first-come-first-served basis.
- 5) One week of calling per month will be provided for four consecutive months once the program begins
- 6) Head Office will supply the list of prospective clients as part of the program. Head Office staff will discuss the list with the Franchisee in terms of distance, preferences, targets, etc.

