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INTRODUCTION

THIS IS - _____

RETURNING YOUR CALL FROM THE HEADQUARTERS OF
INTERNATIONAL TOY CORPORATION.

YOU HAD CALLED US REPLYING TO OUR NEWSPAPER AD
REGARDING A PROFITABLE BUSINESS - DISTRUBITING DISNEY PRODUCTS

(The script below is used for incoming "front" calls and to continue outgoing "front" calls)

SLOW ! SLOW ! SLOW !

1 - QUALIFICATION

(MY NAME IS _____)

I AM WITH THE DISTRIBUTOR DEVELOPMENT DEPARTMENT -
HERE AT INTERNATIONAL TOY CORPORATION.

WHAT NAME DO YOU PREFER THAT I CALL YOU BY ? (take notes)

_____ THERE ARE NO BETTER KNOWN NAMES IN THE ENTIRE WORLD
THAN DISNEY AND MICKEY MOUSE.

WE ARE THE COMPANY THAT PUTS PEOPLE JUST LIKE YOU INTO THE DISNEY
PRODUCTS BUSINESS -
WHICH IS PROBABLY THE MOST PROFITABLE BUSINESSES GOING TODAY.

THERE ARE DISNEY PRODUCTS DISTRIBUTORS ALL ACROSS THE NATION
GROWING VERY SUCCESSFULLY BECAUSE THEY WERE TAKEN BY THE HAND
AND LED STEP BY STEP THROUGH EVERY PART OF THE SYSTEM
FOR MAKING BIG - IN THE DISNEY PRODUCTS BUSINESS.

BUT - I HONESTLY WON'T KNOW IF WE CAN BE OF ANY SERVICE TO YOU !
UNTIL I GET YOUR ANSWERS TO A COUPLE OF REALLY QUICK QUESTIONS.

DO - YOU - MIND - IF - I - ASK - THEM ? (WFA)

1 -HAVE YOU EVER LOOKED INTO GETTING INVOLVED WITH DISNEY
PRODUCTS AS A
BUSINESS BEFORE THIS ? (WFA),

2 - WHAT KIND OF WORK DO YOU CURRENTLY DO ? (take notes)

3 - WHAT FIRST MOTIVATED YOU INTO LOOKING FOR A BUSINESS ? (take
notes)

4- DOES THE IDEA OF HAVING A VERY LARGE SECOND INCOME

WITHOUT HAVING TO HAVE A SECOND JOB - APPEAL TO YOU ?

5 - DO YOU HAVE A SPARE 3 TO 4 HOURS A WEEK
THAT YOU CAN DEVOTE TO A PROFITABLE BUSINESS ?

6 - ARE YOU LOOKING INTO THIS BUSINESS FOR YOURSELF -
OR FOR SOMEONE ELSE ? (take notes)

*(IF BUSINESS IS NOT FOR THEM OR FOR SPOUSE): -
"OK, WE NEED TO ARRANGE FOR ALL OF US TO GO OVER THIS TOGETHER !
ON THE PHONE. WHEN CAN WE DO THAT" ? (SHUT UP) WFA*

7 - IF YOU FOUND THE RIGHT BUSINESS,
THAT YOU REALLY FELT COMFORTABLE WITH,
ARE YOU READY TO GO INTO IT RIGHT NOW ? (SHUT UP AND LISTEN) (take notes)

8 WE CAN GET A PERSON STARTED IN THIS BUSINESS FOR AS LITTLE
(\$15,000)
FIFTEEN THOUSAND DOLLARS
WHICH INCLUDES SUFFICIENT DISNEY PRODUCTS AND STORE DISPLAYS
FOR YOU
TO ACTUALLY OWN THE DISNEY PRODUCTS DEPARTMENTS IN 5 RETAIL
STORES IN
YOUR AREA..

 DO YOU HAVE THAT FULL AMOUNT AVAILABLE NOW, - IN LIQUID
CASH,
TO INVEST, RIGHT NOW WITHOUT BORROWING ?
OR WOULD YOU NEED TO ARRANGE FINANCING ? (WFA) !!! (take notes)

*("I CAN GET IT", - OR - "NO PROBLEM" - ETC. ARE NOT !!! A SOLID YES ANSWER.
IF ANY ANSWER EXCEPT A VERY SOLID "YES" ! I HAVE ALL THE MONEY LIQUID NOW,"
YOU MUST PUSH FOR A SOLID ANSWER BEFORE YOU GO ON).*

IF "NO" - - OR IF ANY HESITATION
THEN QUALIFY THE PROSPECT MUCH HARDER WITH;

HOW MUCH OF THAT AMOUNT WOULD YOU HAVE TO FIND ? (WFA) (take notes)

EXACTLY HOW MUCH CASH DO YOU HAVE TO INVEST IN A BUSINESS RIGHT NOW ?
(WFA) (take notes)

IN WHAT FORM IS YOUR MONEY IN NOW ? (WFA) (take notes)

***** **(STOP LOSS POINT)** *****

(this is your point you decide if you want to continue the presentation or stop it right now)

11 - ARE YOU MARRIED ? (take notes)

12 - (OTHER THAN YOUR WIFE/HUSBAND) IS THERE ANYONE ELSE WHO WILL BE

IN ANY WAY INVOLVED IN THE DECISION MAKING PROCESS WITH YOU ?
(take notes)

(Do your best to get them on an extension phone to listen also)

If not able make your presentation anyway

=====

(we do not sell to anyone ! living in, or calling from, Etc. the State of Nevada - we are saving the entire area for ourselves- this includes all ! people calling from area code 702, since we never advertise inside the state of Nevada, for distributors, we must be suspicious of everyone who calls from Nevada. most of these people who do call are our competitors, Etc. who are trying to learn all about our program so they can figure out how to best sell against us. (no matter what they tell us, even if they claim to be just visiting Nevada) tell all of these Nevada people that we do not want any dealers in Nevada, that the entire state is reserved for our own eventual corporate routes and end the conversation without going into any ! part of the presentation, or answering any questions about our business, system or products. also, do not ever return any phone calls from anyone ! inside the State of Nevada).

I HAVE FOUND THAT I AM ABLE TO HAVE A PERSON TOTALLY UNDERSTANDING EVERY SINGLE PART OF THIS BUSINESS IN ABOUT A FIFTEEN MINUTE CONVERSATION OVER THE TELEPHONE

WOULD YOU LIKE ME - TO TAKE 15 MINUTES RIGHT NOW - AND FULLY EXPLAIN THE DISNEY PRODUCTS BUSINESS TO YOU ? (WFA)

2 - OUR COMPANY

YOU ARE NEVER TO MAKE THE PROSPECT FEEL THAT WE ARE IN ANY WAY PART OF, ASSOCIATED WITH, OR APPROVED BY, THE WALT DISNEY COMPANY. THE DISNEY COMPANY DOES NOT MANUFACTURE ANY PRODUCTS THEMSELVES. THEREFORE WE HAVE NO DIRECT DEALINGS AT ALL WITH THE DISNEY COMPANY. WE ARE A TOTALLY INDEPENDENT COMPANY. WE ARE "CONSOLIDATORS" OF DISNEY PRODUCTS. THAT MEANS, WE BUY DISNEY PRODUCTS IN LARGE QUANTITY FROM MANY OF THE HUNDREDS OF LICENSED DISNEY PRODUCT MANUFACTURERS. WE FORM THEM INTO A DISNEY PRODUCT LINE FOR THE STORES, AND SELL THEM TO OUR DISTRIBUTORS IN SMALLER QUANTITIES.

LET ME FIRST TELL YOU WHO WE ARE

OUR ONLY BUSINESS IS DISTRIBUTING OFFICIAL DISNEY LICENCED PRODUCTS.

3 - WHY DISNEY PRODUCTS

WE ALL GREW UP WITH DISNEY
DO YOU REMEMBER ?

PINOCCHIO - BAMBI - SLEEPING BEAUTY - SNOW WHITE - CINDERELLA -
ALICE IN WONDERLAND - WINNIE THE POOH - ALADDIN - PETER PAN -
MARY POPPINS - 101 DALMATIANS - LION KING - POCAHONTAS - TOY STORY.

WE ALL HAVE FOND MEMORIES OF:
MICKEY - MINNIE - GOOFY - DONALD - AND PLUTO.

THE NEXT DISNEY BLOCKBUSTER ANIMATED MOVIE RELEASE IS GOING TO
BE

“HE HUNCHBACK OF NOTRE DAME.”

MANUFACTURERS OF LICENSED DISNEY PRODUCTS ALL ACROSS THE
WORLD ARE ALREADY HARD AT WORK DESIGNING AND PRODUCING THE
FLOOD OF RELATED PRODUCTS TO BE RELEASED FOR SALE AT THE TIME OF
THE MAJOR PROMOTION FOR THIS MOVIE.

PUT THESE HUNCHBACK OF NOTRE DAME PRODUCTS ON YOUR DISPLAYS
AND SMILE ALL THE WAY TO THE BANK.

ALSO IN WORKS RIGHT NOW AT DISNEY FILMS ?

GLENN CLOSE - WILL STAR IN A LIVE ACTION VERSION OF 101 DALMATIANS.
SIGOURNEY WEAVER - WILL STAR IN A LIVE ACTION VERSION OF SNOW
WHITE.

GET READY FOR HUNDREDS OF MILLIONS OF PEOPLE TO BE

“WHIPPED INTO A FRENZY” - TO BUY -

HUNCHBACK OF NOTRE DAME - 101 DALMATIANS - AND - SNOW WHITE
LICENSED DISNEY PRODUCTS FROM YOUR DISPLAYS

4 - HOW THE BUSINESS WORKS

DISNEY TRADITIONALLY MARKETS THEIR CHARACTERS, MOTION PICTURES, AND FEATURES WITH MILLIONS UPON MILLIONS OF PROMOTIONAL DOLLARS, THEREBY CREATING INSTANT ACCEPTANCE AND DEMAND FOR YOUR PRODUCTS.

WE MAKE AVAILABLE TO YOU A SELECTION OF THE HOTTEST, MOST APPEALING (AND MOST PROFITABLE) LICENSED DISNEY AND APPROVED PRODUCTS AVAILABLE TODAY. THIS IS ONE BUSINESS WHERE ADVERTISING ON YOUR PART IS ABSOLUTELY NOT NEEDED.

HUNDREDS OF MILLIONS OF DOLLARS HAVE BEEN SPENT CREATING A DEMAND FOR YOUR LICENSED DISNEY PRODUCTS.

YOUR JOB IS SIMPLY TO MAKE THESE PRODUCTS AVAILABLE TO THE PRE-CONDITIONED, READY AND EAGER, BUYING PUBLIC.

INTERNATIONAL TOY'S 5 STEP DISTRIBUTORSHIP PROGRAM FOR LICENSED DISNEY PRODUCTS IS SIMPLE

1. HAVE YOUR CAROUSELS PLACED INTO HIGH TRAFFIC RETAIL LOCATIONS
2. SERVICE AND RESTOCK YOUR CAROUSELS
3. CHECK WITH OUR DISTRIBUTOR SUPPORT DEPARTMENT AS TO WHAT IS NEW, HOT, AND SELLING STRONGLY & TO REORDER TO FILL IN YOUR SOLD DISNEY PRODUCTS
4. COUNT YOUR MONEY!
5. USE OUR EASY EXPANSION PROGRAMS TO HAVE MORE CAROUSELS PLACED INTO MORE LOCATIONS

AND: IF YOU DESIRE, INDEPENDENT PROFESSIONAL LOCATORS ARE AVAILABLE TO SECURE YOUR RETAIL LOCATIONS.

KINGDOM OF TOYS DISNEY PRODUCT CAROUSELS ARE PLACED IN STRATEGIC, HIGHLY VISIBLE, HIGH TRAFFIC RETAIL STORE LOCATIONS.

THESE CAROUSELS AND PRODUCTS ARE OFFERED TO THE RETAILER AT NO INITIAL COST. THEY PROVIDE A NO INVESTMENT, MONEY-MAKING OPPORTUNITY TO THE RETAILER, THROUGH THE SALE OF PRODUCTS FROM THE CAROUSEL.

GETTING STARTED

THE DISTRIBUTOR (THAT'S YOU) SERVICES THE LICENSED DISNEY PRODUCTS CAROUSEL ON A REGULAR BASIS. WHEN THE CAROUSEL IS SERVICED, AN INVENTORY IS TAKEN AND COMPARED TO THE PRIOR INVENTORY FOR THAT PARTICULAR ACCOUNT. AN INVOICE IS PREPARED FOR THE DIFFERENCE AND PRESENTED TO THE RETAIL LOCATION FOR PAYMENT AT THAT TIME. THIS SUCCESSFUL METHOD OF MARKETING IS KNOWN AS PLACING MERCHANDISE ON CONSIGNMENT OR ALSO KNOWN AS CONVENIENCE MERCHANDISING.

AFTER THE STORE CONFIRMS THE INVOICE, THE DISTRIBUTOR THEN RESTOCKS THE CAROUSEL TO THE "FULL" INVENTORY CONDITION. IT IS DURING THIS RESTOCKING THAT THE INVENTORY IS ROTATED AND NEW EXCITING LICENSED DISNEY ITEMS ARE ADDED TO THE CAROUSEL. THIS KEEPS THE CAROUSEL NEW AND FRESH BY OFFERING A DIFFERENT SELECTION OF LICENSED DISNEY PRODUCTS FOR YOUR STEADY REPEAT CUSTOMERS. KINGDOM OF TOYS HAS CONSTANTLY CHANGING PRE-PACK ASSORTMENTS OF TOP DISNEY PRODUCTS, READY TO RUSH TO YOU TO INSTANTLY REFILL YOUR CAROUSELS.

STRONG REPEAT SALES

AFTER CUSTOMERS BECOME FAMILIAR WITH THE CAROUSEL, THEY WILL CHECK IT OFTEN, TO SEE WHAT'S NEW.

AS YOU BECOME FAMILIAR WITH THE RESTOCKING PROCEDURES, YOU WILL TYPICALLY NEED ONLY ABOUT 30 MINUTES TO COMPLETELY SERVICE AN ACCOUNT. A DOZEN CAROUSELS CAN EASILY BE SERVICED IN ABOUT THREE DAYS PER MONTH, 50 CAROUSELS CAN EASILY BE SERVICED IN ABOUT TWELVE DAYS PER MONTH (OR 6 DAYS PER MONTH EACH IF TWO PEOPLE

SHARE THE SERVICING). 100 CAROUSELS BECOMES A FULL TIME BUSINESS, IF YOU DO ALL THE SERVICING YOURSELF.

IT CAN ALL BE YOURS

WE PROVIDE THESE ESSENTIAL ELEMENTS TO CREATE AN INTELLIGENT BUSINESS INVESTMENT PROGRAM. OUR PURPOSE IS TO HELP OUR KINGDOM OF TOYS DISTRIBUTORS, WHO DISTRIBUTE ONLY LICENSED DISNEY PRODUCTS, TO BECOME SUCCESSFUL IN A BUSINESS WHICH IS SIMPLE TO OPERATE AND IS FINANCIALLY PROFITABLE. BY BECOMING A KINGDOM OF TOYS DISTRIBUTOR, YOU CAN SHARE - AT YOUR LOCAL LEVEL - IN THE SUCCESS BROUGHT ABOUT THROUGH OUR POWERFUL INTERNATIONAL DISTRIBUTOR NETWORK.

GOOD FOR BUSINESS

THE KINGDOM OF TOYS' MARKETING SYSTEM IS ATTRACTIVE TO RETAILERS FOR SEVERAL REASONS. THE MOST OBVIOUS BEING THAT IT ENABLES THEM TO SELL HIGHLY SOUGHT AFTER PRODUCTS WITH PROVEN TRACK RECORDS WITHOUT ANY CAPITAL INVESTMENT ON THEIR PART. THERE IS ALSO NO NEED TO MAINTAIN A SEPARATE INVENTORY OR THE NEED TO PAY SOMEONE TO KEEP THE CAROUSEL STOCKED! THIS PUTS YOU, THE DISTRIBUTOR, IN A UNIQUE POSITION OF MAKING AN OFFER TO THE RETAILERS THAT ANY SMART BUSINESS PERSON CANNOT REFUSE, SINCE IT CREATES A WIN WIN, "I CAN'T LOSE" SITUATION FOR THE RETAIL STORE AND YOU.

LICENSED DISNEY PRODUCTS SELL !

AS DISNEY CONTINUES THEIR CONSTANT NEW MOVIES AND PROMOTIONS, MORE AND MORE LICENSED DISNEY PRODUCTS ARE INTRODUCED INTO THE MARKETPLACE. INTERNATIONAL TOY DISTRIBUTORS HAVE ACCESS TO 100% OF THE AMERICAN BUYING POPULATION: INFANTS, TODDLERS, CHILDREN, TEENS, ADULTS AND SENIORS.

THESE DISNEY CHARACTERS ARE HOUSEHOLD NAMES. THE RECOGNITION AND REPUTATION OF DISNEY GIVES INTERNATIONAL TOY DISTRIBUTORS IMMEDIATE ACCEPTANCE AND CREDIBILITY IN THE BUSINESS WORLD. AS AN INTERNATIONAL TOY DISTRIBUTOR, YOU WILL ENJOY THIS ACCEPTANCE. DISNEY "FEVER" FOR THESE PRODUCTS HAS BEEN CREATED FOR YOU. THE

INTEGRITY, REPUTATION AND QUALITY ASSOCIATED WITH THE DISNEY NAME IS INDISPUTABLE... AND QUITE VALUABLE! HAVING YOUR NAME ASSOCIATED WITH LICENSED DISNEY PRODUCTS WILL CREATE A SOLID BUSINESS INVESTMENT.

CONSTANT FRESH NEW MERCHANDISE FOR OUR DISTRIBUTORS BECAUSE, IN ADDITION TO ALL THE PUBLICITY GENERATED BY DISNEY, THE ORGANIZATION CONTINUALLY CREATES NEW CHARACTERS AND MOVIES, THE ON-GOING IMAGINATION OF DISNEY KEEPS INTERNATIONAL TOY DISTRIBUTORS CURRENT WITH THE NEWEST AND MOST EXCITING MERCHANDISE IN THE MARKETPLACE.

THE PRICE OF THE MERCHANDISE IS LOW ENOUGH TO PROMOTE A TREMENDOUS AMOUNT OF IMPULSE BUYING. EVEN THE HIGHER PRICED ITEMS PRODUCE VERY HIGH QUANTITIES OF IMPULSE PURCHASES. THE IMPACT OF DISNEY ASSISTS IN THE SALE BECAUSE THE NAME RECOGNITION AND QUALITY ASSOCIATED WITH DISNEY IS EXTRAORDINARILY HIGH. THE CAROUSEL IS A HIGH-IMPACT SALES DEVICE, AND IT IS A PROVEN FACT THAT HIGH-IMPACT FLOOR CAROUSELS STIMULATE LOTS OF IMPULSE SALES!

DISNEY IS VERY AGGRESSIVE IN THE LICENSE AND PRODUCTION OF TOYS AND OTHER MERCHANDISE BASED ON DISNEY CHARACTERS. THEY ARE ALSO CONSTANTLY PROMOTING THESE CHARACTERS.

RECENTLY, DISNEY BUDGETED TEN MILLION DOLLARS TO LAUNCH ONE SINGLE PRODUCT. AS AN INTERNATIONAL TOY DISTRIBUTOR, THIS TEN MILLION DOLLAR DISNEY BUDGET NOW BECOMES YOUR ADVERTISING BUDGET, TOO !

EVERY AD FOR DISNEY ENHANCES THE APPEAL AND SALE OF THE CHARACTERS FEATURED ON YOUR CAROUSEL. IN THIS WAY, YOU ARE CONSISTENTLY PROVIDED WITH SOME OF THE HOTTEST-SELLING DISNEY MERCHANDISING IN THE COUNTRY!

DISNEY[®] SELLS!..... YOU PROFIT!.

DISNEY TRADITIONALLY MARKETS THEIR CHARACTERS, MOTION PICTURES AND FEATURES WITH MILLIONS UPON MILLIONS OF PROMOTIONAL AND ADVERTISING DOLLARS. THIS CREATES INSTANT ACCEPTANCE AND DEMAND FOR YOUR PRODUCTS. YOUR SUCCESS IS SIMPLY BASED UPON MAKING THESE PRODUCTS AVAILABLE TO THE EAGER BUYING PUBLIC.

LET THE "MAGIC" OF OFFICIAL LICENSED DISNEY PRODUCTS OPEN THE DOORS TO FINANCIAL SUCCESS FOR YOU.

REORDERING PRODUCT

YOU MAY TELEPHONE OUR REORDER DESK OR IF YOU ARE ORDERING OUR VERY POPULAR CONSTANTLY CHANGING REPRESENTATIVE SELECTION PRE-PACKS OF LICENSED DISNEY MERCHANDISE, AS MOST OF OUR DISTRIBUTORS DO, YOU MAY ALSO FAX OR MAIL YOUR RE-ORDER TO KINGDOM OF TOYS. SOMETIMES, YOU MIGHT WANT TO SELECT SPECIFIC REFILL ITEMS RIGHT OUT OF OUR CATALOG, BUT YOUR BEST BET IS ALWAYS THE POPULAR PRE-PACK. REORDERS ARE PROCESSED BY OUR RE-ORDER DESK IMMEDIATELY AFTER THEY ARE RECEIVED.

AFTER YOU PAY FOR YOUR FIRST DISTRIBUTORSHIP OPENING ORDER, YOUR FUTURE REFILL REORDERS MAY BE PAID FOR BY CHECK OR CHARGED TO YOUR VISA CARD, MASTER CARD OR DISCOVER CARD.

ALL ORDERS ARE SHIPPED TO YOU EITHER FROM ONE OF OUR WAREHOUSES, OUR SUPPLIERS' WAREHOUSE OR DIRECTLY FROM THE MANUFACTURER. THIS QUALITY SYSTEM ELIMINATES THE NEED FOR YOU TO INVENTORY AND WAREHOUSE LARGE QUANTITIES OF LICENSED DISNEY MERCHANDISE, AND KEEPS YOUR OVERHEAD AT AN ABSOLUTE MINIMUM BY REDUCING OR ELIMINATING THE NEED FOR OVERHEAD ITEMS SUCH AS OFFICES, EMPLOYEES, BUSINESS TELEPHONE LINES, WAREHOUSE SPACE, SPECIAL EQUIPMENT, AND/OR VEHICLES.

WE PUBLISH, AND SUPPLY TO OUR DISTRIBUTORS, A CONSTANTLY CHANGING CATALOG OF A REPRESENTATIVE SELECTION OF LICENSED DISNEY MERCHANDISE. WE ALSO PROVIDE OUR DISTRIBUTORS WITH OUR LATEST AVAILABILITY LIST.

IF YOU DESIRE SOME OF THE DISNEY ITEMS THAT WE JUST DON'T CARRY, OUR REORDER DESK WILL BE PLEASED TO DO THEIR BEST TO GIVE YOU THE INFORMATION NECESSARY FOR YOU TO PURCHASE THEM DIRECTLY FROM THE MANUFACTURER.

THE INTERNATIONAL TOY HIGH IMPACT CAROUSEL DISPLAY IS THE VEHICLE USED TO EXHIBIT YOUR PRODUCTS TO THE PUBLIC. IT BECOMES THE

DISNEY PRODUCTS CENTER, OR DEPARTMENT, FOR THE STORE. THEREFORE, ALWAYS REMEMBER THAT THE CAROUSEL IS YOUR SILENT SALESPERSON.

DISTRIBUTING DISNEY PRODUCTS IS A MOST PROFITABLE AND ENJOYABLE BUSINESS.

ANYONE ASSOCIATED WITH OFFICIAL DISNEY LICENSED PRODUCTS IS VIRTUALLY ASSURED OF ASTOUNDING SUCCESS.

DISNEY CHARACTERS ARE HOUSEHOLD NAMES. IT WOULD BE HARD TO FIND SOMEONE WHO IS NOT FAMILIAR WITH MICKEY AND ALL OF HIS FRIENDS.

YOU WILL DO NO SELLING - INTERNATIONAL TOY DISTRIBUTORS TYPICALLY HAVE PROFESSIONAL LOCATION COMPANIES PLACE THEIR DISPLAYS FULL OF TOP SELLING OFFICIAL LICENSED DISNEY PRODUCTS INTO HIGH TRAFFIC LOCAL STORES.

YOU ACTUALLY OWN THE VERY PROFITABLE LICENCED PRODUCTS DEPARTMENTS IN MANY OF THE RETAIL STORES THROUGHT YOUR AREA.

NOW YOU CAN CASH IN ON THE NATIONS LOVE AFFAIR WITH DISNEY LICENSED PRODUCTS.

WE AT INTERNATIONAL TOY CORPORATION HAVE DESIGNED THE ULTIMATE HIGH PROFIT BUSINESS FOR YOU. - PROFIT AND GROWTH WISE IT'S LIGHT YEARS AHEAD OF ANY OTHER BUSINESS.

DID YOU KNOW THAT... ®

LICENSED DISNEY® PRODUCTS OUTSELL ALL OTHER LICENSED PRODUCTS BY 20 TO 1.

THOUSANDS UPON THOUSANDS OF UNIQUE PRODUCTS ARE MANUFACTURED UNDER LICENSE FROM DISNEY® .

EVEN THOUGH DISNEY DOES NOT MANUFACTURE ANY OF ITS OWN PRODUCTS, EXCEPT FOR TAPES AND VIDEOS, IT DOES HAVE THE NATION'S TOP OF THE LINE MANUFACTURERS PRODUCING ITS LICENSED PRODUCTS.

HUNDREDS OF DIFFERENT MANUFACTURERS PRODUCE LICENSED DISNEY PRODUCTS.

LICENSED DISNEY PRODUCTS REPRESENT MANY BILLIONS OF DOLLARS IN ANNUAL SALES.

DISNEY RETAIL STORES OUTSELL OTHER RETAIL TOY STORES BY 3 TO 1 PER SQUARE FOOT.

THESE STORES DO ALMOST ALL OF THE WORK FOR YOU. THEY PAY EVERY PENNY OF THE RETAIL OVERHEAD, AND SUPPLY ALL OF THE IN-STORE LABOR.

YOU SIMPLY:

VISIT THE STORE ONCE EVERY WEEK OR SO
RESTOCK THE CAROUSEL.
AND COUNT YOUR PROFITS

THE RECOGNITION AND REPUTATION OF THE DISNEY NAME GIVES OUR DISTRIBUTORS IMMEDIATE ACCEPTANCE AND CREDIBILITY IN ALL RETAIL STORES.

YOU DON'T HAVE TO DO ANY ADVERTISING BECAUSE THE DISNEY COMPANY AND THEIR LICENSED MANUFACTURERS CAUSE ALL THE ADVERTISING, PROMOTION AND PUBLICITY TO HAPPEN FOR YOU

DUE TO THE MASSIVE AMOUNTS OF ADVERTISING, PROMOTION AND PUBLICITY
DISNEY LICENSED PRODUCTS ARE VIRTUALLY PRE SOLD FOR OUR DISTRIBUTORS.

EVERY CHARACTER, MOVIE AND PROMOTION THAT DISNEY PLANS IS ACTUALLY DONE WITH THE THOUGHT OF HOW IT CAN SELL AS MUCH LICENSED DISNEY MERCHANDISE AS POSSIBLE.

DISNEY CHARACTERS ARE CONSTANTLY ON NETWORK TELEVISION. EVERY DAY DURING THE WEEK, AND NOW WITH DISNEY'S PURCHASE OF THE ABC NETWORK, THEY WILL BE ON EXTENSIVELY DURING SATURDAY MORNINGS ALSO.

DISNEY PLANS THESE TELEVISION PROGRAMS TO BE COMMERCIALS CONSTANTLY SELLING THE DISNEY PRODUCTS THAT ARE ON YOUR DISPLAYS.

DON'T FORGET THE MASSIVE SELLING BENEFIT THAT YOU RECEIVE FROM THE CONSTANT PUBLIC EXPOSURE TO THE PROGRAMING ON THE DISNEY CHANNEL ON CABLE TV.

YOUR SALES ALSO BENEFIT GREATLY FROM THE CONSTANT PRODUCT PROMOTIONS THAT DISNEY DOES WITH MAJOR CONSUMER PRODUCTS COMPANIES AND FAST FOOD CHAINS LIKE MAC DONALDS AND BURGER KING. TO KEEP PUBLIC AWARENESS FOR DISNEY PRODUCTS HIGH.

DISNEY CHARACTER'S FACES ALSO ADORN PRODUCTS ON SUPERMARKET AND STORE SHELVES AND ON FAST FOOD RESTAURANTS CUPS, PACKAGING, PROMOTIONS AND GIVE AWAYS.

EACH ONE OF DISNEYS BLOCKBUSTER MOVIES IS ACTUALLY A TWO HOUR COMMERCIAL HELPING TO SELL BILLIONS OF DOLLARS WORTH OF DISNEY LICENSED PRODUCTS OFF OF STORE SHELVES AND OFF OF YOUR CAROUSELS.

DISNEY MAKES BILLIONS IN LICENSING FEES FROM THE SALE OF THESE PRODUCTS AND DISNEY CONSTANTLY HELP PUSH THE SALES OF AS MANY OF THEIR LICENCED PRODUCTS AS POSSIBLE.

EVERY NEWSPAPER, MAGAZINE AND TELEVISION STATION IN AMERICA CONSTANTLY RUNS STORIES ABOUT DISNEY'S LATEST PROJECTS, PROMOTIONS AND CHARACTERS.

JUST PICTURE HOW THESE HUNDREDS OF MILLIONS OF DOLLARS WORTH OF ADDITIONAL PUBLICITY AND FREE ADVERTISING EACH YEAR CAUSE A "TIDAL WAVE" OF DISNEY PRODUCTS TO ABSOLUTELY "FLOW" OFF OF YOUR CAROUSELS.

BECAUSE OF ALL OF THIS CONSTANT ONGOING PROMOTION "TIDAL WAVES" OF DISNEY LICENSED PRODUCTS KEEP FLOWING OFF OF OUR DISTRIBUTORS DISPLAYS, DAY AFTER DAY, WEEK AFTER WEEK, YEAR AFTER YEAR.

MERCHANDISING OF LICENSED DISNEY PRODUCTS IS A. IS A MULTI-BILLION DOLLAR_A YEAR BUSINESS AND IT'S GROWING BIGGER AND BIGGER EVERY YEAR.

IT'S A VERY SAFE BUSINESS WITH A BROAD APPEAL TO ALL. IT'S THE BUSINESS

WHICH NEVER BECOMES OBSOLETE, - DISNEY IS HERE TO STAY.

IT'S SUCH A SIMPLE BUSINESS - ALL YOU HAVE TO DO IS HAVE YOUR DISNEY LICENSED PRODUCTS CAROUSEL DISPLAYS LOCATED WHERE IT'S CONVENIENT FOR PEOPLE TO BUY. YOU INSTANTLY GET YOUR SHARE OF THIS MULTI-BILLION DOLLAR A YEAR BUSINESS - THAT'S ALL THERE IS TO IT !

YOU CAN START OFF IN THIS BUSINESS PART TIME - OR FULL TIME.

YOU CAN RUN THIS BUSINESS ENTIRELY FROM YOUR HOME.

5 - HOW WE CONTINUE TO SUPPORT YOU

YOUR SUCCESS IS OUR MOST IMPORTANT CONCERN.

WE HAVE A DISTRIBUTOR SUPPORT SYSTEM WHICH IS THE BEST IN THE INDUSTRY !

AFTER ALL, WE WANT YOU TO SUCCEED.WE ONLY GROW IF YOU GROW.

AS A DISTRIBUTOR OF LICENSED DISNEY PRODUCTS YOU ARE IN BUSINESS FOR YOURSELF,BUT NEVER BY YOURSELF !

EVERY INTERNATIONAL TOY DISTRIBUTOR HAS FULL ACCESS TO THE TOTAL RESOURCES OF THE INTERNATIONAL TOY DISTRIBUTOR SUPPORT DEPARTMENT.

THEY WILL BE CONSTANTLY WORKING WITH YOU AND WILL BE ANSWERING ALL OF YOUR QUESTIONS.

THEY WILL ASSIST YOU IN BUILDING YOUR BUSINESS AND WILL RECOMMEND THE LATEST HOT PRODUCTS AND PRE-PACKS TO RESTOCK YOUR DISPLAYS. THEY WILL ALSO KEEP YOU ADVISED OF NEW DISNEY PROMOTIONS AND EVENTS.

YOUR DISTRIBUTOR SUPPORT DEPARTMENT IS NEVER MORE THAN A PHONE CALL AWAY

5 - PRODUCT REORDERS

5 - FORTUNE BUILDER PROGRAM

YOU CAN GROW AS LARGE AS YOU DESIRE WITH OUR 4 PART FORTUNE BUILDER PROGRAM.

PART 1

DEPENDING ON WHICH ONE OF OUR ENTRY PROGRAMS YOU START WITH

A MAJOR PORTION, OR EVERY PENNY OF YOUR FIRST PURCHASE WILL BE CREDITED BACK TO YOU.

YES, YOU HEARD THAT CORRECTLY ! FROM PURCHASE LEVEL 4 ON, EVERY PENNY OF YOUR INITIAL START-UP PURCHASE WILL BE CREDITED BACK TO YOUR DISTRIBUTOR ACCOUNT (25% OF OUR LEVEL 1 PROGRAM PURCHASE, 50% OF OUR LEVEL 2 PROGRAM PURCHASE, 75% OF OUR LEVEL 3 PROGRAM PURCHASE AND 100% OF ALL OTHER PROGRAM ENTRY PURCHASE LEVELS). YOU MAY USE THIS CREDIT TOWARDS YOUR FUTURE REORDERS TO FILL IN LICENSED DISNEY PRODUCTS AS THEY SELL FROM YOUR CAROUSELS. YOU MAY USE YOUR CREDIT TOWARDS 10% OF THE PRICE OF ANY PRODUCTS YOU ORDER FROM US. FOR EXAMPLE, WHEN YOU REORDER \$1,000 WORTH

OF LICENSED DISNEY PRODUCTS FROM US, YOU WOULD ONLY REMIT \$900. THIS CONTINUES UNTIL YOUR ENTIRE CREDIT BALANCE HAS BEEN USED UP.

BECAUSE OF THIS MAJOR CREDIT ON YOUR OPENING DISTRIBUTORSHIP ORDER ONLY, IT IS TO YOUR BEST FINANCIAL ADVANTAGE TO MAKE YOUR OPENING DISTRIBUTORSHIP ORDER AS LARGE AS FINANCIALLY POSSIBLE.

PART 2 -

WE WILL FINANCE UP TO 4 ADDITIONAL CAROUSELS FOR EACH CAROUSEL YOU ORIGINALLY PURCHASE.

EXAMPLE: IF YOU START WITH 15 CAROUSELS, A MINIMUM OF 45 DAYS AFTER YOUR BUSINESS IS ESTABLISHED, AT YOUR OPTION, WE WILL FINANCE ALL OR ANY PART OF 60 ADDITIONAL CAROUSELS FOR A TOTAL OF 75 CAROUSELS.

PART 3 -

YOU CAN DOUBLE YOUR BUSINESS IN ONE YEAR WITH FREE CAROUSEL DISPLAYS

THIS IS THE PART WHICH WILL BUILD YOUR DISTRIBUTORSHIP EVEN FASTER.

HERE'S HOW IT WORKS. FOR ONE FULL YEAR AFTER YOUR ORIGINAL CAROUSELS ARE SHIPPED TO YOU, EVERY TIME THAT YOU REACH A CUMULATIVE \$7,500 IN REORDER MERCHANDISE YOU PURCHASE FROM US, WE WILL SHIP YOU ONE CAROUSEL, UP TO THE NUMBER OF CAROUSELS THAT YOU ORIGINALLY STARTED WITH, ABSOLUTELY FREE FOR YOU TO FILL WITH PRODUCT. THIS WAY YOU CAN DOUBLE THE CAROUSELS IN YOUR DISTRIBUTORSHIP FREE WITHOUT HAVING TO SPEND ONE ADDITIONAL CENT.

PART 4

CONSTANTLY CHANGING PRODUCT LINE

THERE ARE THOUSANDS UPON THOUSANDS OF LICENSED DISNEY PRODUCTS THAT ARE CURRENTLY BEING MANUFACTURED. WE MAKE AVAILABLE TO YOU A CONSTANTLY CHANGING REPRESENTATIVE SELECTION OF THESE PRODUCTS FOR YOU TO ROTATE THROUGH YOUR GROWING ROUTE OF CAROUSELS.

NEW ITEMS ARE ALWAYS BEING ADDED.

ALL OF THE ITEMS IN YOUR INITIAL SHIPMENT ARE PRE-SELECTED FOR YOU BY KINGDOM OF TOYS FROM A REPRESENTATIVE SELECTION OF LICENSED ITEMS WHICH HAVE A HISTORY OF CONSISTENT TURNOVER.

THE MERCHANDISE IN OUR WAREHOUSE IS CONSTANTLY BEING CHANGED. WHEN YOU REORDER TO REFILL SOLD MERCHANDISE FROM YOUR CAROUSEL YOU CAN HAVE ENTIRELY NEW MERCHANDISE IN THE FORM OF READY TO GO PRE-PACKS, WHICH MOST OF OUR DISTRIBUTORS RELY ON, OR YOU MAY CHOOSE SPECIFIC AVAILABLE ITEMS DIRECTLY FROM OUR CATALOG. THIS IS MAINTAINED TO ALLOW DISTRIBUTORS TO HAVE THE ABILITY TO CONTINUALLY ROTATE AND UPDATE THE ITEM SELECTION AVAILABLE TO THE CUSTOMER, MAKING THEM RETURN TO THE CAROUSEL AGAIN AND AGAIN TO BUY WHAT'S NEW. KINGDOM OF TOYS CONSTANTLY SENDS OUR DISTRIBUTORS OUR LATEST CATALOG AND AVAILABILITY LISTS. YOUR RETAIL DISPLAY ALWAYS LOOKS NEW AND EXCITING TO THE CUSTOMERS. NO MATTER HOW MANY TIMES THEY HAVE SHOPPED IT OR HOW MANY PRODUCTS THEY HAVE PREVIOUSLY PURCHASED, THERE IS ALWAYS SOMETHING NEW AND EXCITING ON YOUR DISPLAY TO TEMPT THEM TO PURCHASE AGAIN..... AND AGAIN..... AND AGAIN.....

THE CUSTOMERS LOVE IT...

THE RETAILERS LOVE IT...

WE LOVE IT....

YOU WILL LOVE IT !

6 - PROFITS

We do not make any earnings claims, representations or guarantees of earnings whatsoever. It is against the law. We do not represent, nor guarantee, any minimum, maximum, typical or range of sales, income, earnings, or profits. If you make any of the above you will be fired on the spot.

LETS TALK ABOUT PROFITS !

WHICH IS MY FAVORITE TOPIC - HOW ABOUT YOU _____? (WFA)

SLICING UP THE PROFITS

YOUR SUGGESTED PROFIT IS BASED ON A 42% MARKUP ON YOUR COST. THE STORE RECEIVES A SUGGESTED 38% MARKUP ON THEIR WHOLESALE COST OF THE PRODUCTS.

YOU HAVE THE PRICING GUN, WHICH MEANS THAT YOU CAN CHANGE YOUR OR THE STORE'S PROFIT STRUCTURE ANYTIME.

THIS COULD JUST BE THE WORLD'S BEST INVESTMENT

YOU MAKE A VERY IMPRESSIVE 42% PROFIT MARKUP ON EVERY DOLLAR THAT YOU USE TO REORDER DISNEY LICENSED MERCHANDISE

DON'T YOU WISH THAT ALL OF YOUR INVESTMENTS OFFERED THAT KIND OF RETURN ?

THIS JUST MIGHT BE THE MOST PROFITABLE BUSINESS IN AMERICA TODAY.

*IF YOU DID A REALLY GREAT MOTIVATIONAL JOB SO FAR
YOU HAVE THE PROSPECT TOTALLY MOTIVATED*

*THEY WILL NEVER BE ANY MORE EXCITED ABOUT THE BUSINESS THAN THEY ARE RIGHT
NOW.*

(IF THEY ARE NOT EXCITED BY NOW - YOU NEED MORE PRACTICE IN MOTIVATING)

*HOWEVER, THE FOLLOWING PORTIONS OF THE SCRIPT WILL,
REMOVE, OR PRECLUDE, THE LAST OF THEIR FEARS, STEP BY STEP
SO THAT THEY WILL ALLOW THEMSELVES TO BE CLOSED.*

(FOR EACH PART YOU LEAVE OUT YOUR CHANCES OF CLOSING WILL DIMINISH THAT MUCH, WHY RISK IT?).

7 - LOCATIONS

WE HAVE FOUND THAT EVERYONE WHO LOOKS INTO GOING INTO A BUSINESS OF THIS TYPE HAS ONE BASIC FEAR, WHICH IS, HOW WILL I GET MY DISNEY PRODUCT CAROUSELS LOCATED.

LET ME ASK YOU _____ IF I COULD ALLEVIATE ALL OF THAT FEAR FOR YOU, WOULD YOU FEEL MORE COMFORTABLE - ABOUT BECOMMING OUR DEALER ? (WFA)

HIGH VOLUME LOCATIONS ARE SO EASY TO OBTAIN.

THE MARKET IS WAITING FOR YOUR CAROUSELS FULL OF OFFICIAL LICENSED DISNEY PRODUCTS.

YOUR LOCATION SPECIALIST WILL COME TO YOUR HOME.

YOU WILL BE TAKEN INTO YOUR AREA AND SHOWN ALL THE AVAILABLE LOCATIONS.

YOU WILL PERSONALLY APPROVE ALL LOCATIONS WHERE YOUR CAROUSELS OF LICENSED DISNEY PRODUCTS ARE PLACED.

YOU MUST APPROVE THE LOCATION BEFORE YOUR CAROUSEL IS PLACED INTO IT.

YOUR LOCATION SPECIALIST WILL NOT LEAVE YOUR AREA UNTIL EVERY SINGLE ONE OF YOUR CAROUSELS HAS BEEN LOCATED AND YOU ARE COMPLETELY SATISFIED

THESE NATIONAL LOCATION COMPANIES TYPICALLY CHARGE KINGDOM OF TOYS DISTRIBUTORS A ONE TIME CHARGE OF \$200 FOR EACH LOCATION THEY SIGN TO A LOCATION CONTRACT FOR THE DISTRIBUTOR.

REMEMBER;

YOU MEET THE STORE MANAGEMENT

YOU VERIFY THE PLACEMENT CRITERIA

YOU GIVE FINAL APPROVAL OF LOCATIONS

THOUSANDS OF RETAIL LOCATIONS ARE WAITING FOR DISNEY PRODUCTS CAROUSELS. KINGDOM OF TOYS DISTRIBUTORS DO NOT NEED SALES EXPERIENCE. LOCATIONS ARE TYPICALLY SET UP BY PROFESSIONAL LOCATING COMPANIES, USING STATE-OF-THE-ART DEMOGRAPHIC SYSTEMS

WHICH HELPS TO INSURE QUALITY LOCATIONS FOR KINGDOM OF TOYS CAROUSELS. HIGH TRAFFIC RETAIL LOCATIONS WELCOME YOUR HIGH PROFIT LICENSED DISNEY PRODUCTS OFFERING THEM REPEAT SALES.

WE SET PEOPLE UP IN THE VENDING BUSINESS ALL ACROSS THE NATION. WE SELL THE VENDING MACHINES TO YOU. YOU OWN THEM OUTRIGHT

BUT YOU DON'T HAVE TO GO AROUND TRYING TO FIGURE OUT WHERE TO PUT THEM.

WE HAVE IDENTIFIED WELL OVER **TWO HUNDRED** DIFFERENT TYPES OF VERY PROFITABLE LOCATIONS WHERE OUR VENDING MACHINES DO EXCEPTIONALLY WELL.

AND BECAUSE OF THE ATTRACTION THAT OUR MACHINES PROVIDE - AND THE GOOD WORK THEY ARE DOING FOR CHARITIES, - JUST ABOUT EVERY GOOD LOCATION WANTS YOUR MACHINES.

OUR DEALERS HAVE THEIR EQUIPMENT PLACED INTO THE AREAS FINEST LOCATIONS BY **PROFESSIONAL LOCATION SPECIALISTS** THAT WE REFER TO YOU.

I MEAN **SUPER PROFITABLE LOCATIONS** - LIKE; MALLS - PIZZA PARLORS- SUPERMARKETS- BOWLING ALLEYS- SKATING RINKS- DISCOUNT STORES - OR ANY PLACE THAT HIGH NUMBERS OF PEOPLE VISIT.

Never make your prospects feel that any actual contracts or agreements now exist with any locations, or that the independent location company has any locations at all under contract in the area yet. We cannot promise any specific locations

You are never! to make your prospect feel that they have an exclusive to any area whatsoever, no matter what the area's size is.

VENDALL DEALERS TYPICALLY CHOOSE FROM ONE OF THE FOLLOWING TWO PROFESSIONAL METHODS OF HAVING THEIR MACHINES LOCATED FOR THEM: PROFESSIONAL LOCATOR, - OR - BROCHURE MAIL OUT PROGRAM

FIRST LETS TALK ABOUT THE PROFESSIONAL LOCATOR THAT WE REEFER TO YOU.

THE LOCATOR WILL COME AND PERSONALLY MEET WITH YOU
IN YOUR HOME.

THEY WILL LAY OUT A MAP ON YOUR KITCHEN TABLE
AND THEY WILL ASK YOU TO TAKE A RED FELT TIP MARKER PEN AND MARK
ON THE MAP EXACTLY WHICH AREAS - AND WHICH NEIGHBORHOODS - YOU
WANT YOUR LOCATIONS TO BE IN.

THEY WILL THEN PERSONALLY TAKE YOU OUT INTO THE FIELD IN THAT AREA.

THEY WILL ASK YOU TO CHOOSE THE LOCATIONS THAT YOU WANT. THEY
WILL SHOW YOU HOW THEY ACTUALLY SIGN UP YOUR LOCATIONS AND PUT
THEM UNDER CONTRACT FOR YOU.

OF COURSE YOU HAVE THE FINAL APPROVAL ON ALL LOCATIONS.
IF YOU DON'T APPROVE, IT DOESN'T GO IN - PERIOD.

NOBODY WORKS FOR FREE IN THIS DAY AND AGE - AND THESE PERSONAL
LOCATORS WILL CHARGE YOU ABOUT 100 DOLLARS PER LOCATION FOR
THEIR COMPLETE SERVICE.

THE BROCHURE MAIL OUT METHOD

IS ALMOST FREE - I HATE TO ACTUALLY SAY FREE
BECAUSE YOU WILL BE BUYING POSTAGE STAMPS.

WE PRODUCE A BEAUTIFUL MAIL OUT BROCHURE FOR OBTAINING
LOCATIONS FOR YOUR MACHINES, THAT WE MAKE AVAILABLE TO YOU.
THE BROCHURE IS IN FULL GLOSSY COLOR. IT'S PRINTED ON HEAVY SLICK
CARD STOCK. IT HAS FULL COLOR PICTURES OF OUR CHARACTER VENDING
MACHINES. AS WELL AS AN ATTACHED BUSINESS REPLY RETURN POSTCARD
THAT YOU ADDRESS BACK TO YOURSELF.

THE BROCHURES TELL THE LOCATION ALL THE WONDERFUL THINGS THAT
OUR MACHINE DOES FOR THEIR EMPLOYEES, - THE WONDERFUL THINGS
THAT IT DOES FOR THEIR CUSTOMERS, AND THE WONDERFUL THINGS IT
DOES FOR THE CHARITIES.

WITH THIS METHOD YOU SIMPLY TAKE THE LOCAL YELLOW PAGES AND
ADDRESS THE BROCHURES TO ALL THE GOOD LOCATIONS IN YOUR AREA
THAT YOU WOULD LIKE TO HAVE YOUR MACHINES IN.

OUR DEALERS REPORT THAT THE REPLY CARDS FROM 8 TO 10% OF THE
BROCHURES THAT THEY MAIL OUT COME BACK TO THEM SAYING THAT THE
LOCATION WOULD TO HAVE OUR MACHINE PLACED IN THEIR LOCATION.

THIS BROCHURE MAIL OUT PROGRAM IS GREAT FOR YOUR INITIAL LOCATIONS, AS WELL AS WELL AS FOR LOCATIONS FOR YOUR EXPANSION MACHINES.

OUR DEALERS ABILITY TO SELECT FROM ONE OR MORE, OF THESE TOP LOCATION OBTAINING METHODS, PRODUCES THE HIGHEST ACCEPTANCE RATE FROM REALLY GOOD AND PROFITABLE LOCATIONS WE HAVE EVER SEEN IN THE VENDING BUSINESS.

THE USE OF THESE METHODS HAVE SATISFACTORILY LOCATED EVERY SINGLE VENDING MACHINE FOR EVERY ONE OF OVER ONE THOUSAND VENDALL DEALERS, AND HAVE NEVER FAILED TO TOTALLY SATISFY EVERY SINGLE ONE OF THEM.

9 - SAFE BUSINESS

THIS IS A VERY SAFE BUSINESS !

EACH OF YOUR CAROUSELS FEATURING LICENSED DISNEY PRODUCTS. ARE THEN - VERY SAFELY - SPREAD OUT INTO MANY DIFFERENT LOCATIONS

IF ANY INDIVIDUAL LOCATION EVER GOES BAD, OR HAS A PROBLEM YOU SIMPLY MOVE YOUR CAROUSEL TO A NEW - HIGHLY PRODUCTIVE LOCATION.

HAVEN'T YOU NOTICED YET ? !!!!!

HAVEN'T YOU NOTICED

THAT WE SET UP THIS BUSINESS - SO THAT YOU - CAN'T MESS IT UP !!!
AND THE REASON I SAY THAT IS -

A PROFESSIONAL LOCATOR WILL FIND A GOOD LOCATION FOR YOUR CAROUSEL
IT DOESN'T NEED YOU FOR THAT !

YOUR DISNEY PRODUCTS CAROUSEL, - BECAUSE OF THE ATTRACTION, WILL ATTRACT ITS OWN CUSTOMERS
IT DOESN'T NEED YOU FOR THAT !

THE STORES EMPLOYEES WILL COLLECT THE MONEY FOR YOU, - **IN CASH**

IT DOESN'T NEED YOU FOR THAT !

THE STORES EMPLOYEES WILL EVEN DELIVER THE PRODUCTS TO THE CUSTOMER

IT DOESN'T NEED YOU FOR THAT !

IN FACT THE ONLY WAY FOR YOU TO MESS UP THIS BUSINESS IS FOR YOU TO ACTUALLY DO IT ON PURPOSE.

BY NOT SERVICING YOUR ACCOUNTS FOR 3 OR 4 HOURS - **ONCE A WEEK !**

10 - URGENCY

THAT'S ALL THE GOOD NEWS - NOW - I HAVE THE BAD NEWS.!

WE PLACED AN ADVERTISEMENT IN YOUR LOCAL NEWSPAPER BECAUSE WE WANT TO HAVE A ROUTE OWNER IN YOUR AREA **RIGHT NOW !**

WE ARE ONLY LOOKING FOR **JUST ONE !** PERSON TO OWN THIS VENDALL ROUTE.

WE NEED SOMEONE TO OWN THIS ROUTE RIGHT AWAY, AND WE HAVE FIRMLY SCHEDULED THE SELECTION OF A ROUTE OWNER IN YOUR AREA - **FOR EXACTLY - TWO WEEKS FROM RIGHT NOW !** -

UNLESS WE FIND A QUALIFIED OWNER FOR YOUR ROUTE **BEFORE THEN.**

THESE ROUTES DON'T STAY AVAILABLE LONG. - WE ARE ALREADY TALKING WITH SEVERAL OTHER VERY INTERESTED PEOPLE FROM YOUR AREA !

 THE ONLY THINGS IN LIFE THAT CAN'T BE CHANGED ARE DEATH, TAXES, **AND OUR SCHEDULE.!**

AND SINCE MOST FOLKS ARE FAMILIAR WITH - THE FIRST TWO - LET ME EXPLAIN **OUR SCHEDULE** TO YOU.

EACH WEEK WE SET UP ROUTE OWNERS IN FOUR DIFFERENT AREAS OF THE COUNTRY.

AND BECAUSE WE WILL BE INVESTING OVER \$ **22,000** INTO FINANCING YOUR BUSINESS, WE ARE VERY ! VERY ! CAREFUL ABOUT WHO IS SELECTED TO BE OUR ROUTE OWNERS.

WE DO AN EXTREMELY THOROUGH EVALUATION PROCESS OF EACH APPLICANT.

INCLUDING A CHECK OF YOUR REFERENCES AND A BACKGROUND CHECK. THESE ROUTES ARE IN SUCH HIGH DEMAND THAT I USUALLY WIND UP PUTTING IN MY EVALUATION PAPERWORK FOR ABOUT 4 APPLICANTS WHO WANT TO BE CONSIDERED FOR ROUTE OWNERSHIP - FOR EACH ROUTE THAT WE HAVE AVAILABLE.

AS SOON AS I AM NOTIFIED WHICH 2 OR 3 OF THOSE PEOPLE WHO HAVE PUT IN AN APPLICATION FOR THE ROUTE - OUR SELECTION COMMITTEE WOULD PRE-APPROVE FOR AWARDING THE ROUTE TO - I START CALLING THOSE 2 OR 4 PEOPLE BACK **AND THE FIRST ONE !**

OF THOSE PRE APPROVED APPLICANTS - THAT TIES UP THE ROUTE BY SUBMITTING **A PURCHASE ORDER - AND A CHECK** GETS AWARDED THE ROUTE

AND WE STOP NEGOTIATING WITH EVERYONE ELSE - FOR THAT ROUTE.

_____ I DON'T WANT TO WASTE YOUR TIME, SO LET ME ASK YOU: YOU WILL BE SUPPLIED WITH EVERYTHING THAT YOU NEED TO EVALUATE THIS BUSINESS WITHIN OUR FIRM TWO WEEK PERIOD IF YOU WERE THE ONE CHOSEN TO OWN THE ROUTE IN YOUR AREA WOULD THERE BE ANY REASON AT ALL WHY YOU WOULD NOT BE ABLE TO MAKE A SOLID YES - OR A - **SOLID NO** ! DECISION ON WHETHER THIS BUSINESS IS FOR YOU OR NOT - WITHIN OUR FIRM TWO WEEK SELECTION PERIOD ? (WFA)

<p><u>THIS IS NOT AN EXCLUSIVE, OR PROTECTED ROUTE, OF ANY TYPE !!</u> IT IS ONLY A NON-EXCLUSIVE ROUTE. - WHICH MEANS THAT OUR ROUTE OWNER HAS THE ACCOUNTS THAT HE SIGNS LOCATION AGREEMENTS WITH. AND WE MAY PUT AS MANY ROUTE OWNERS INTO THE AREA AS WE DESIRE, AT ANY TIME THAT WE DESIRE.</p>

_____ I WANT TO PUT ON THE BRAKES RIGHT HERE!

I AM SIMPLY TALKING WITH POTENTIAL DEALERS TODAY.

I AM NOT READY TO MAKE A COMMITMENT TO YOU,
ANY MORE THAN YOU ARE READY TO MAKE A COMMITMENT TO ME.
AM I RIGHT ? (WFA)

HOWEVER - WHAT I DO WANT TO KNOW

_____ JUST FROM THE INFORMATION I'VE BEEN ABLE TO COVER WITH
YOU **SO FAR** -
DOES OUR BUSINESS START TO INTEREST YOU ? (WFA)

11 - OUR LITERATURE PACKAGE

SINCE YOU TELL ME THAT YOU ARE TRULY INTERESTED _____

THE NEXT STEP FOR ME TO TAKE -
IS TO SEND YOU -
OUR COMPLETE LITERATURE PACKAGE.
INSIDE THE PACKAGE IS EVERYTHING THAT YOU NEED TO MAKE AN
INTELLIGENT DECISION ABOUT OUR BUSINESS
IT INCLUDES

OUR BEAUTIFUL 34 PAGE FULL COLOR BROCHURE
THAT IS LOADED WITH OVER 50 FULL COLOR PICTURES
SHOWING HOW THE MACHINES LOOK AND WORK.
INCLUDING A PROSPECTUS ON OUR COMPANY.
AND ALL OF THE FACTS, FIGURES, PRICES AND COSTS THAT YOU WILL NEED.
TO MAKE AN INTELLIGENT DECISION.

12 - \$9 CHARGE

TO MAKE SURE THAT THE PACKAGE REACHES YOU IN ENOUGH TIME FOR US
TO MEET OUR SCHEDULE AND TO GIVE YOU TIME TO DO YOUR HOME WORK
BEFORE THE TWO WEEK SELECTION PERIOD EXPIRES

THE ONLY WAY ! THAT WE SEND THE PACKAGE OUT

IS BY - FEDERAL EXPRESS.
NEXT DAY - AIR DELIVERY - C.O.D..

(Federal Express. does not deliver on Saturday, or Sunday- packages sent out Thursday night after 5 p.m. or Friday up to 5 p.m. will be delivered on Monday. packages sent out Friday after 5 p.m., or all day Saturday or Sunday, will be delivered on Tuesday)

THAT MEANS THAT YOU WILL HAVE IT IN YOUR HANDS
NO LATER THAN 3 P.M. ON _____(day)
OF COURSE THERE IS NO CHARGE FOR THE LITERATURE
IT'S OUR PLEASURE TO SEND IT TO YOU

THE ONLY THING THAT WE ASK YOU TO DO -
IS TO PAY THE \$ 9 POSTAGE
THAT FEDERAL EXPRESS. WILL CHARGE - YOU ! -
THE RECIPIENT COD AT THE TIME OF DELIVERY

FOR THEIR OVERNIGHT AIR DELIVERY.
WE DON'T GET ANY OF IT. - IT ALL GOES TO FEDERAL EXPRESS.

BUT WE WILL CREDIT IT TO YOUR DEALER ACCOUNT

Do not pause at all here to let them get any word in -
Go rapidly right from the word "Account"
to the first word of " What address do you want the package sent to ?

WHAT ADDRESS DO YOU WANT THE PACKAGE SENT TO ? (shut up) WFA
(IS THIS THE EXACT SAME ADDRESS THAT YOU GAVE TO OUR RECEPTIONIST
?)

IF THE PROSPECT DOES NOT WANT TO SPEND \$9 THEY WILL TELL YOU RIGHT NOW -
OTHERWISE THEY WILL SIMPLY GIVE YOU THE MAILING ADDRESS

Packages will not be sent out via any other method. Don't even ask.
And don't ever mail out anything yourself to the customer.
The \$9 shipping cost is actually a qualifier to weed out the tire kickers, dreamers, 800 # pests & literature collectors.
Anyone who will not spend \$9 for postage, will not spend \$15,000 for a business.
I don't care what they tell you.
If they sell you into believing that they will, they are a better sales person than you are.

BUTTON IT UP !!

MOST NON DELIVERED PACKAGES ARE THE FAULT OF THE SALES REP.

Get & print everything in address exactly ! correct and get apt. or unit number Etc...phone # of delivery address, make sure our secretary can easily read & understand it. and make sure that someone will be home to receive our package and pay Federal Express.! also make sure your prospect tells everyone who might be home when package is due to arrive that they ordered it and want it and to pay for it & accept it. - or deliver it to neighbor or someone else, or to their work, or their mates work address, or have them put a \$9 check made out to Federal Express. in an envelope marked, Federal Express, and tape it on the front door) (also make sure that the total address that you write on the lead form is spelled correctly; especially the first & last name and city, Etc... so that it all looks well on the customized form letter that the computer will customize, for you, type and send to your prospect with the literature package.

WILL SOMEONE BE THERE UNTIL 3 P.M. _____ ? (TOMORROW OR "ON"DAY)
TO ACCEPT, AND PAY FOR, THE PACKAGE ?

IF SOMEONE NOT THERE

"NO PROBLEM ! MAKE A CHECK PAYABLE TO FEDERAL EXPRESS FOR \$9.00. PUT IT IN AN ENVELOPE, SEAL IT & WRITE ON THE OUTSIDE "FEDERAL EXPRESS, PLEASE LEAVE PACKAGE; CHECK ENCLOSED; AND SIGN AS OK. JUST TAPE THE ENVELOPE TO THE DOOR AND THEY'LL LEAVE IT FOR YOU".

ALL RIGHT ? - (GET COMMITMENT) !!!

(IF DIFFERENT ADDRESS)

WHAT IS THE COMPLETE MAILING ADDRESS ?

(#, STREET, CITY, STATE, ZIP)

ANY APARTMENT OR UNIT NUMBER ?

WHAT IS THE DELIVERY PHONE NUMBER WITH AREA CODE ?

13 - FOLLOW UP

I NEED YOU TO
OPEN OUR LITERATURE PACKAGE AS SOON AS IT ARRIVES

SET ASIDE A QUIET 30 MINUTES TO STUDY IT FROM COVER TO COVER.

AS YOU AND YOUR (WIFE/HUSBAND) ARE READING THROUGH THIS MATERIAL PLEASE WRITE DOWN ANY QUESTIONS THAT YOU MIGHT HAVE SO THAT NEXT TIME WE TALK AGAIN I CAN TAKE ALL THE TIME NECESSARY TO ANSWER THOSE QUESTIONS AND CONCERNS FOR YOU, SO THAT YOU WILL BE IN A POSITION TO MAKE AN INTELLIGENT INVESTMENT DECISION.

WE ARE PRETTY BUSY SPEAKING WITH AND EVALUATING POTENTIAL INTERNATIONAL TOY DISTRIBUTORS OF DISNEY PRODUCTS, BECAUSE WE ARE SELECTING ONLY THE BEST FROM EACH AREA TO BE OUR DEALER.

WHAT I WANT TO DO IS GIVE YOU TWO FULL DAYS TO STUDY THE LITERATURE

SINCE YOU WILL BE RECEIVING OUR LITERATURE PACKAGE _____ (DAY)

I WANT TO SET UP A **SPECIFIC** APPOINTMENT TIME WITH YOU **RIGHT NOW** FOR THE MANAGER OF OUR DISTRIBUTOR DEVELOPMENT DEPARTMENT IN CHARGE OF YOUR AREA TO CALL YOU AND ANSWER ALL OF YOUR (AND YOUR WIFE\HUSBANDS) QUESTIONS

OR CLEAR UP ANY POINTS ABOUT OUR PROGRAM.

HE IS A VERY BUSSY PERSON - AND

IT IS IMPORTANT THAT I HAVE BOTH OF YOU ON THE PHONE WITH HIM AT THAT TIME.

ON _____(day) WHAT TIME OF THE DAY OR EVENING IS BEST FOR ME TO GET HIM TOGETHER ON THE PHONE WITH YOU (AND YOUR WIFE\HUSBAND) ?

OK, WE THEN HAVE A FIRM APPOINTMENT TO SPEAK AGAIN VIA TELEPHONE ON _____(DAY) **AT** _____(TIME)

MARK THIS FIRM APPOINTMENT INTO YOUR APPOINTMENT BOOK.

BY FOR NOW - IT'S BEEN A PLEASURE SPEAKING WITH YOU.

Log this firm CALL BACK appointment into your appointment book right now