
Summit Group
Business Building System

Quick
Start
Guide



What's Inside

Welcome to Watkins	3
What Do You Want?	4
Step ❶ : Make a Commitment.....	5
Self Contract	9
Step ❷ : Your First Order.....	10
Step ❸ : Your Name List.....	11
Your Next Steps.....	12
Success Secrets	14

How to Get Help

Assistance from the Summit Group and Watkins Corporate

Summit Group Training Website*

If you don't have a computer, ask a friend who has one to help you. Visit our training site at www.tsgnet.com for up-to-date information, valuable articles, and the message board where you can ask questions or share ideas. If you have problems accessing the site, send an e-mail describing the problem in detail to tsgadmin@tsgnet.com.

E-mail Hotline*

Once you register for the Summit Group website, you'll receive free Hotline updates through e-mail about once each week. These provide important news, information, and ideas to help you succeed.

Weekly Conference Call*

Every Thursday at 9:00 p.m. (Central Time) you can learn from other Watkins associates on this 30- to 45-minute phone conference. Participate in the discussion, or just listen in. The number to call and access code are listed in our weekly E-mail Hotline, and on the training website on the day of the call. There is no charge other than the cost of your long distance call.

Your Sponsor

The person who helped you get started in Watkins, also known as your Sponsor, wants to help you succeed. But it's your responsibility to ask for assistance when you need it. It's a good idea to contact your Sponsor at least once a week by phone or e-mail to discuss your successes and any challenges you encounter.

Other Upline Leaders

If your Sponsor is also new to Watkins, or is otherwise unable to provide the guidance you need, you should stay in touch with other associates at the Manager or Executive level above you in the organization. If you don't know who your upline leaders are, call the Bretzkes.

** Important: The weekly conference call, Summit Group website, and e-mail Hotlines are exclusively for Watkins associates who, like you, are members of Steve and Ginny Bretzkes' Executive organization. Do not share information about these resources with prospective associates, customers, or associates outside your own group.*

Steve and Ginny Bretzke

Yes, you can contact the Bretzkes directly for assistance! Although theirs is one of the largest organizations in Watkins, they will personally assist you if your sponsor or other upline leaders are unable to provide the support you need.

- Phone, toll-free: **(888) 350-1213**
- E-mail: bretzke@tsgnet.com
- Fax: **(636) 239-1497**
- Mail: P.O. Box 1515, Washington, MO 63090

Watkins Corporate Headquarters

The company's employees in Winona and Winnipeg are happy to assist you. The following departments (except Support Hotline) are all staffed 7:00 a.m. to 8:00 p.m. weekdays and 8:00 a.m. to 4:00 p.m. Saturdays, Central Time.

- **Order Entry, (800) 247-5907 U.S., (800) 665-5756** Canada, assists you in placing orders, or in calculating your totals if you'll be mailing your order. They cannot, however, answer questions about products, policies, etc.
- **Support Hotline, (507) 457-3143 U.S., (204) 477-0022** Canada, answers your questions about Watkins policies, procedures, programs, products, and your current month's sales volume. Weekdays only, 7:30 a.m. to 4:30 p.m.
- **Customer Service, (800) 243-9423 U.S., (800) 267-1454** Canada, resolves issues with product shipments such as shortage, overage, damages, late delivery, etc.
- **Membership, (800) 833-2113 U.S., (800) 375-1114** Canada, enrolls your new associates, helps them order their starter kit, and assigns ID numbers. Either you or your new associate can call.

See your Associate Reference Guide for other corporate phone numbers.

Welcome to Watkins!

You're among friends

As you begin your Watkins business, you'll soon discover that you've made a fantastic decision.

Watkins products immediately provide a higher standard of living for you and your family. What's more, the Watkins business opportunity can take you as far as you want to go—even all the way to total time freedom and complete financial independence.

But the very best part is that you have the support and encouragement of people who want to help you succeed. These are easy-going, ethical, family-oriented people who are already on the path to success. You'll have fun learning from them as you move toward your dreams.



About this guide

This Quick Start Guide is designed to lead you through your first few days as a Watkins associate and will help you chart a course for what you'd like to achieve. For the sake of simplicity, all references to dollars, income, etc. reflect U.S. prices and the U.S. dollar. If you are not in the U.S., you will need to make the appropriate conversion.

About the Summit Group

The Summit Group is a group of Watkins associates who are dedicated to improving life for others and themselves by building successful Watkins businesses. They know the best path to success is to follow a solid business system.

This guide is one part of the system which was created by Summit Group leaders, exclusively for use by Summit Group members. Since your sponsor is a Summit Group member, you are too. Welcome!



What Do You Want?

Different people want different things from their Watkins businesses. Some are simply looking for a wholesale discount on Watkins great life-enhancing products. Others are looking for extra income. And some would like to create a totally new lifestyle and earn a significant level of income.

Do you have a particular monthly income you'd like to achieve with Watkins? Is there a particular car you've been eyeing that the income from Watkins would allow you to buy? Do you have kids that are going to need college tuition in a few years?

Would you like to make some improvements on your home—or build a new home in the country? Are there some hobbies or volunteer work that you would love to pursue if you could only free up some time? Or maybe you've had a dream vacation in mind that some extra money and time would allow you to take.

Any of your goals and dreams are reachable with your Watkins business and it is helpful (and fun) to spend a little time thinking about them. Write them down and then take a minute to consider which of your goals and dreams are most important to you, and ask yourself how hard you would be willing to work to achieve them.

Then, answer this critical question...

Other than Watkins, do you have a different plan that can help you reach your goals in the next 3 to 5 years?

Most people have no other ways to reach their goals and dreams while still having flexibility for their families or other priorities. That's why building a Watkins business makes so much sense.

1 Make a Commitment



If your goals for your Watkins business are modest, such as getting the wholesale price on your own purchases or earning a few extra dollars by sharing catalogs with friends, then you really don't need to make any commitment at all. It's perfectly all right to be a Watkins associate without striving for more. Besides, you can always decide later to pursue a higher level of success.

If, however, you have a burning desire to improve life for yourself and your family, then you'll want to make a commitment to follow the Summit Group business system.

In the Summit Group, we use the nicknames "Associate", "Explorer" and "Trailblazer" for the paths to success that people are pursuing. They aren't really achievement levels (like the Consultant, Manager, and Executive levels in the Watkins compensation plan), but rather an indication of the strategy you've chosen for building your business.

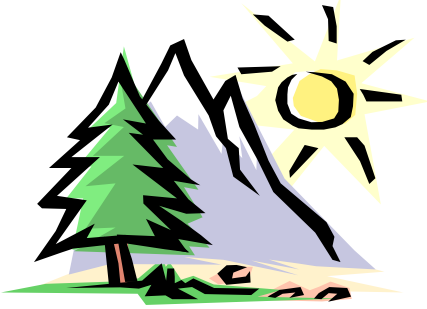
Review the following profiles, and compare them to your goals.

Associate

Everyone who joins Watkins by purchasing the "Welcome To Watkins" kit enjoys basic benefits, and all associates are important to the overall success of the team. Some associates choose to enjoy these basic benefits without striving for more and that's fine. Their primary interest is in buying the products at a discount, and possibly retailing a little bit. They may at times sponsor a few other folks, but they have not committed to building a large Watkins business. When circumstances change in their lives, some will upgrade to higher levels and begin building a business. Associates enjoy the opportunity to:

- Save on the family budget.
- Supply products to friends and family.
- Earn immediate retail profit, and a small residual income if others are sponsored.

The potential 3-5 year residual income is usually \$500 per month or less.



Explorer

The Explorer will follow established trails and is mainly interested in building a part-time Watkins business. Explorers are willing to make minor commitments to get their business going. However, making Watkins their full-time endeavor is not their goal. Most people choose this level to begin with and many upgrade later as things in their lives change and as results dictate.

In addition to the benefits listed for Associates, Explorers enjoy the opportunity to:

- Earn a **growing** residual income from sponsoring.
- Benefit from step-by-step Summit Group training.
- Receive assistance from their sponsor, who has made a commitment to help them build their business.
- Participate in special Summit Group conference calls and regional conferences.
- Use the exclusive Summit Group website to access training, information, and business materials, and to share ideas or ask questions on the message board.

To pursue this path you need to work pretty hard:

- Make a commitment to Watkinize your home (use Watkins products wherever possible instead of other brands).
- Make a commitment to invest 5 to 10 hours per week on your Watkins business, during which you prospect for new associates and customers, provide business and product information through in-person meetings or other methods, follow up to answer questions, and assist your new associates.

The potential 3-5 year residual income will vary between \$500 and \$2000 per month.

Trailblazer

The Trailblazer is willing to take on challenges and risks to climb difficult parts of the mountain. Trailblazers are committed to learning everything possible to achieve their goals. Although they may start part-time, their goals are to reach an income level that allows them the luxury of leaving their full-time job.

The Trailblazer understands that investing extra time and effort for only a few years will lead to great rewards in the future. Because they have made the commitment to grow a large Watkins business, they tend to attract others who will make the same commitment. This leads to much faster growth.

Besides all the benefits and support available to Explorers, committed Trailblazers can participate in the special Trailblazer Club (details are available from the Summit Group website). Club members get the additional benefits of:

- Training and discussion area of the Summit Group website exclusively for Trailblazer Club members.
- Access to the Summit Group's Internet-based prospecting and business building system.
- Discounts on Summit Group tools and training events.
- Recognition to reward you for your success and achievements.

To pursue this path you need to work very hard:

- Make a commitment to Watkinize your home (use Watkins products when possible instead of other brands).
- Make a commitment to invest **10 to 20 hours per week** on your Watkins business, during which you prospect for new associates and customers, provide business and product information through in-person meetings or other methods, follow up to answer questions, and assist your new associates.
- Make a commitment to yourself in the area of personal development. Read books and listen to tapes that will expose you to new ideas for success and personal growth.
- Make a commitment to participate in weekly Summit Group 30-minute conference calls.





- Take responsibility for contacting your sponsor or upline leaders weekly.

The potential 3-5 year residual income can be \$2000 to \$5000 per month or even higher!

You Can Do It!

By following the path of an Explorer or Trailblazer, and by working hard, you can reach your personal goals and dreams. It's possible to be on top of the world, with total time freedom and complete financial independence. Imagine being recognized within the Summit Group and at Watkins conferences for your outstanding leadership, and earning dream vacations in Watkins' contests. You'll feel like a winner, because you'll know you made it happen for yourself and your family.

But it all starts with the vital step of making a commitment to yourself. Now that you have a feel for what it takes to follow the Associate, Explorer, or Trailblazer paths, you can select your commitment level on the next page.

Although you do need a commitment to yourself and a strong reason why you want to succeed, there are some things you don't need. So, don't let these stand in the way of making a commitment:

- You don't need previous business experience, a college degree, or other credentials.
- You don't need a lot of money.
- You don't need approval of anybody except yourself.
- You don't need uninformed, but well-meaning advice.
- You don't need perfection, just consistent effort!

Grab a pen, and make your commitment to yourself right now! You may want to hang your signed Self Contract on your refrigerator, bathroom mirror, or somewhere else where it will constantly remind you what you're moving toward.

Self Contract



Check appropriate boxes below and sign at the bottom to formalize your commitment to your goals and dreams. Although this is primarily for motivating yourself, you may want to give a copy to your sponsor so they know what you're striving for.

Choose a path you'll follow:

- I just want to enjoy the basic benefits as a Watkins Associate.
- I want more. I will follow the path of a Summit Group Explorer.
- I want it all. I will follow the path of a Summit Group Trailblazer to reach new personal heights.

Choose activities that will help you succeed:

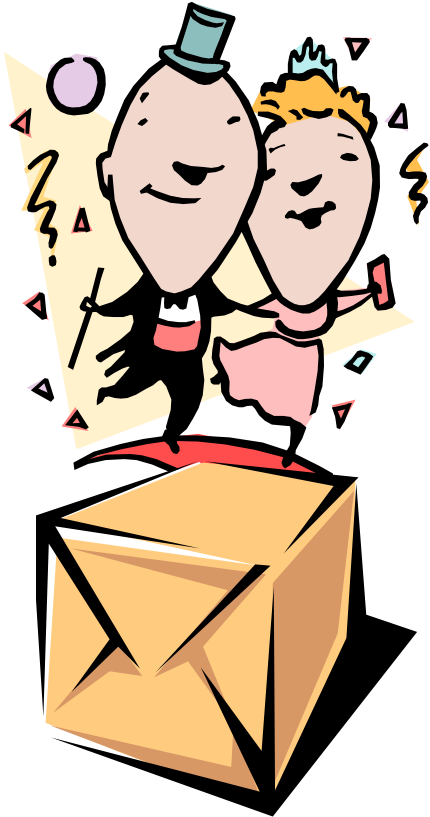
- I will Watkinize my home as soon as possible, by placing an order to replace brands I've used in the past with higher quality Watkins products.
- I will devote ___ to ___ hours of my time each week towards building my Watkins business.
- I will participate in Summit Group activities such as conference calls and regional conferences.
- I will make it my responsibility to contact my sponsor or upline leaders every _____.

Additionally, I hereby make a commitment to myself to achieve the following personal goals:

Signed, this ___ day of _____, in the year _____,

(Your Signature)

(Spouse or business partner, if applicable)



② Your First Order

The day your first order arrives will be a day of celebration. You'll rip open the box like a kid on Christmas and enjoy trying the products you've selected to make your home a healthier, happier, and more luxurious place.

But before you can receive your first order, you have to place your first order. You can **place it yourself, or have your sponsor help you** during your next follow-up training.

Right now, though, you should take a few minutes to browse through the catalogs and jot down the item numbers and descriptions of products you want to try. Here are a few things to think about while you select products:

- Would you like to lose weight with an excellent, trusted weight management program?
- Do you currently take dietary supplements to support good health and energy, or should you be taking them?
- Have you been eating too much fast food because you don't have the proper spices and herbs to whip up delicious meals at home?
- Are there stubborn stains in your sinks, tubs, or bowls?
- Is your hair as soft, full, and silky as it could be?
- Does your medicine cabinet need restocking?

Try enough different products on your first order so you can begin to find your personal favorites. Then, make a commitment to try several new items each month. As you try new products and enjoy the benefits they provide, it makes it that much easier to share your enthusiasm with others.

③ Your Name List

Sharing the news about the Watkins business opportunity and products is easy—if you have people to share that information with. Your first step is to brainstorm for an hour or more to make a rough list of people you know.

Important: This first step is brainstorming only. Write down names as fast as you can. There may be dozens on this list who you'll **never** approach about Watkins. But, don't decide that now. Just make your list, then ask your sponsor to help you prioritize your list and jog your memory about even more names.



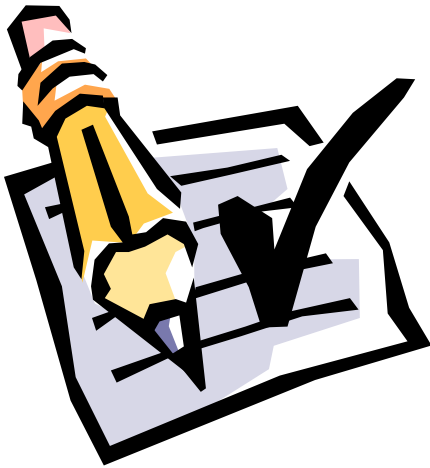
Get pencil and paper right now. Ready?

Write down every name that comes to mind. Include people from work, church, civic groups, and other daily activities. Add neighbors, relatives, and people from your past (even if you have no idea how to contact them). List people you do business with, or even those you know only casually, like waitresses, store clerks, and friends of friends. You don't even need their name—“receptionist at doctor's office” is fine. Keep your list with you all day, and add names as you recall or see people.

Remember, don't consider whether these people may be interested in Watkins or not. It doesn't matter. We're not thinking about how to approach the subject with them, or even how to find their phone number. Just write names! See if you can beat the average of 150 to 300 names.

Next time you talk with your sponsor, be sure to ask how to decide who to talk to first, and exactly how to contact them so they'll either look at Watkins or refer you to people who will.

Your initial goal with Watkins is to find only three serious people. Ultimately, to reach the top level of success, you need only twelve leaders. It is likely that you already know those twelve, you just don't know which of the people you know will turn out to be those twelve.



Your Next Steps

You're almost through the Quick Start Guide. Now is the time to make sure you take the next steps.

Although you're excited and anxious to get rolling, it's important that you complete the steps listed below and get more training before you begin promoting your business.

Read that again...other than your spouse or members of your immediate household, you shouldn't discuss the Watkins business or products with friends, coworkers, acquaintances, or anyone else until you receive more training.

Your follow-up training can come from an in-person or telephone meeting with your sponsor or other upline leader, from the Summit Group website, or perhaps from a Summit Group conference call. It should begin as soon as possible after you received this Quick Start Guide and your Welcome to Watkins starter kit—so don't hesitate. If you haven't already arranged a time to talk more with your sponsor or other upline leader, do so now.

Before you get more training, however, you should:

- Get an appointment book or day planner.
- Set aside work space in your home.
- Sign the commitment form on page 9.
- Begin trying the products and samples in your starter kit.
- Browse the catalog and get ready to place your first order.
- Begin your names list (spend at least an hour brainstorming).
- Read the new associate articles from the Summit Group website or in the Summit Group News (if you've received a copy).

In addition, you should review the brochures and/or audio tapes that your sponsor used to present the Watkins business to you. These presentation tools are also an excellent way to show your spouse the Watkins business if you haven't already done so. Remind your spouse and other family members that you'll be following a proven business building system and be sure to tell them about the vision

that you have for your successful business, which may include:

- Savings on high-quality products that make your home a healthier, happier, and more pleasant place.
- Total time flexibility.
- Complete financial independence.
- A whole new level of personal and family happiness.



As you get more training, be sure you:

- Discuss the reasons why you want to succeed.
- Discuss commitment levels and an accountability plan.
- Discuss the importance of having realistic expectations.
- Set realistic goals for your business, taking your other life priorities into account.
- Place your first order.
- Gain a general understanding of the entire Summit Group business building system and available materials. Place an order for Summit Group business building tools as appropriate.
- Develop your list of names and prioritize it.
- Learn exactly how to contact selected people from your list (remember, you may use different approaches for different people, and there may be some people you'll never contact).
- Develop a tracking system for people you talk to about the business or products.
- Learn how to present the Watkins business opportunity.
- Learn how to help others get started.
- Discuss common mistakes that many new associates make and why these won't stop you from succeeding if you happen to make them, too.
- Learn the specifics of conference calls, online website and message board, regional training, and other opportunities for learning and growth.
- Outline a plan/schedule for how you'll continue your training and personal development.
- Get answers to all your other questions.



Success Secrets

Do you sincerely want to make a positive change in your income and lifestyle with Watkins? Here is the key: Focus your available energy on copying what successful people have done, and don't try to "reinvent the wheel." Follow advice of top achievers in Watkins, who highly recommend these priorities for your business:

- Use Watkins products in your own home every day. Get to know your favorite products. Enjoy the increase in lifestyle that these products provide over what you used previously. And enjoy the wholesale discount that you get on all your own purchases.
- Know the specific reasons why you want to succeed in Watkins and write down your goals.
- Let your enthusiasm for your favorite products and your desire to reach your goals propel you to talk passionately to other people about Watkins' business opportunity and products. Know in your heart that you are offering people the chance to completely turn their lives around for the better. Keep adding names to your list and follow-up in a timely manner.
- Always conduct your business in an ethical, professional manner. Remember that your role is just to let people know about the opportunities with Watkins, never to force them into doing something. Always treat other people as you'd like to be treated—your integrity will make you successful. Again, this business is not about being forceful or overbearing; it's about establishing trustworthy relationships with other people who want to create an excellent future for themselves.
- Remember that one major benefit of a Watkins business is that it can reward you with total time freedom for your family or other priorities. Be willing to invest serious effort now to build that total time flexibility for the years ahead,

but maintain a balance between your business and your personal life all along the way.

- Make sure the hours you invest in your Watkins business are spent on focused, productive activities. Follow the Summit Group business system. Don't squander valuable time experimenting with a hodge-podge of low-productivity techniques.
- Get guidance from your sponsor and/or Summit Group leaders when you have questions, doubts, or frustrations.
- Be an avid student of success. Participate in Summit Group conference calls and regional training. Read the newsletters. Call the hotline weekly. Visit the online website and message board.



And finally, the biggest success secret of all—**have fun!** There's no other business in the world that can reward your efforts like Watkins.

Congratulations!

You're on your way to success. By using this Quick Start Guide during your first days as a Watkins associate, you've embarked on a path that can lead you to the top of the world.

You're going to enjoy your journey up the mountain to your dreams. Along the way, you'll make many new friends. You'll have fun using Watkins products in your home. And you'll really love watching your income grow as you establish an expanding team of associates.

But, remember too, that everyone hits bumps in the road. The leaders of the Summit Group will help you move past those bumps as you continue your quest: a fantastic lifestyle with financial freedom and total time flexibility.

Many others have reached the pinnacle of success with Watkins, and we know that you can too.



The statements made and opinions expressed in this Quick Start training guide are those of Summit Group leaders, including Steve & Ginny Bretzke, Jerry & Jennie Fochtman, and Randy & Jan Robinson, who are Watkins Independent Associates. They are not to be construed as the statements or opinions of Watkins Incorporated, and it should be understood that such statements and opinions have not been reviewed or approved by the company. The publication contents are believed to be accurate and reliable, but are not considered to be infallible. Prices are U.S. unless specified. R010815.

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