



ENVIRO-SAFE

- **Green-Collar Career**
- **Full Time Only**

Finest Quality Lighting Products in the Industry

ALL PRODUCTS CARRY PERFORMANCE AND LIFE GUARANTEES

- SAVE ENERGY
- SAVE REPLACEMENT COST
- SAVE LABOR



Fluorescents



Incandescents



Metal Halides



Halogens



Spirals



LED



Ballasts



FRESHWITE

- **CLOSELY REPLICATES NATURAL SUNLIGHT**
- **69% BRIGHTER**
- **10 YEAR GUARANTEE**
- **TCLP COMPLIANT** (Federally Approved to throw away in dumpster)
- **Enviro-Safe**



4 BILLION \$ MARKET



Recession Proof - Depression Proof - Season Proof

MANUFACTURING PLANTS
 WAREHOUSES
 INDUSTRIAL
 UTILITIES
 HOSPITALS
 NURSING HOMES
 RETIREMENT CENTERS
 SCHOOLS
 COLLEGES
 CHURCHES
 APARTMENT HOUSES
 OFFICE BUILDINGS
 BANKS
 CREDIT UNIONS
 COMMUNICATIONS (T.V., RADIO)

DOCTOR'S OFFICES
 LAWYER'S OFFICES
 DAY CARE CENTERS
 HOTELS
 MOTELS
 RED CROSS
 ELEVATORS
 CO-OPS
 LARGE FARMS
 RESTAURANTS
 TRUCK STOPS
 SALVATION ARMY
 CLUBS (NIGHT, ELKS, AMERICAN
 LEGION, SERVICE)
 FEDERAL GOVERNMENT

AUTO DEALERS
 RETAIL STORES
 GROCERY STORES
 FURNITURE STORES
 LIBRARIES
 THEATERS (LIVE, MOVIE)
 SPORTS ARENAS
 RECREATIONAL (BOWLING,
 SKATING, TENNIS)
 COUNTRY CLUBS
 FUNERAL HOMES
 MUNICIPALITIES
 CITIES
 COUNTIES
 MANY, MANY, MORE

Our Market Gives Our Salespeople Control Over Their Futures!

- Huge Growing Market
- No Limit On Number of Customers
- 75% of the Business you write will be Repeat Business
- All Accounts Protected
- No Limiting Territories
- No House Accounts



SALESPERSON GUARANTEES

- 1. ACCOUNT PROTECTION:** ANY ACCOUNT YOU OPEN WITH A SIGNATURE IN THE FIELD IS PROTECTED TO YOU AS LONG AS IT IS NOT CURRENTLY BEING SOLD IN THE FIELD BY ANOTHER SALES REPRESENTATIVE IN YOUR AREA. (WE HAVE NO HOUSE ACCOUNTS).
- 2. YOU WILL RECEIVE A PRODUCT KNOWLEDGE CD AND TRAINING MATERIALS** EXPLAINING OUR PRODUCTS, IN DEPTH.
- 3. DRESS CODE IS APPROPRIATE TO YOUR LOCAL AREA.** (SPORTS COAT AND SLACKS OR GOLF-TYPE SHIRT AND SLACKS WHERE WEATHER OR CUSTOM DICTATE).
- 4. YOU WILL RECEIVE ONE-ON-ONE FIELD TRAINING IN YOUR AREA.** (THIS TRAINING WILL BE CONDUCTED BY TRAINED, SUCCESSFUL INDIVIDUALS).
- 5. YOU WILL BE ASSIGNED AN IN-HOUSE MENTOR** THAT WILL SERVE AS YOUR COACH ON A ONE-ON-ONE BASIS.
- 6. NO USELESS DAILY PAPERWORK REQUIRED.** (THE ONLY PAPERWORK YOU WILL BE REQUIRED TO FILL OUT ARE THE ORDER FORMS).
- 7. REIMBURSEMENT GUARANTEE:** DESCRIBES EXACTLY HOW YOU WILL RECEIVE YOUR INITIAL INVESTMENT BACK, IN FULL.
- 8. WE WILL HAVE NO MORE THAN TWO SUCCESSFUL SALESPEOPLE IN ONE AREA AT THE SAME TIME.** (SUCCESSFUL MEANS A SIX WEEK AVERAGE OF \$2,500.00 OR MORE IN SALES).



SUPERIOR CAREER SUPPORT

I. RECEIVE ASSIGNED IN-HOUSE MENTORS TO GUIDE YOUR CAREER

- These are advanced sales experts
- Able to help you grow
- Able to inspire you
- Supported by Product Engineers

II. WORK WITH CARING, EXPERIENCED FIELD TRAINERS

- Chosen for their experience
- Chosen for their success
- Chosen for their caring attitude

III. RECEIVE OFFICE PROCESSING AND SHIPPING

- Customers receive instant credit - open billing
- Never purchase inventory
- Never deliver products
- No shipping, billing or collections
- Tax advantages of being an independent contractor

IV. RECEIVE STATE OF THE ART SALES MATERIALS TO WORK WITH



TRAINING PROGRAM

SALES HAS NEVER BEEN MORE EFFECTIVE OR EFFICIENT!

STEP 1: PRE-TRAINING

- Monday and Tuesday Your First Week with Superior
- Work With Experts Who Prepare You for Field Work
- Combination of Classroom (Webinar) Training and Field Assignments
- Learn Successful Presentation Techniques
- Review Pre-Training Lessons With Our Online Training System
- Designed To Provide You With Basic Product Knowledge
- Informative CD for Continuous In-Depth Product Knowledge
- On-line product classes

STEP 2: IN-HOUSE MENTOR

- Assigned Your Own In-House Mentor upon Completion of Pre-Training
- Mentors Promoted From the Field And Understand The Sales Program First-Hand
- Personal Coach for Additional Support
- Continuous 1:1 sales training to take you to the next level
- Your Mentor Is Available both During and After Working Hours via 800 Number

STEP 3: SCHEDULED FIELD TRAINING

- Scheduled Field Training Upon Completion of Pre-Training
- One on One Training In Your Own Area
- Observe Real-Life Presentations (Seeing is Believing)
- See Our Successful Sales Methods and Closing Techniques In Action
- Learn How to Solve Lighting Problems
- On The Job Product Training
- Take Advantage of Our Lucrative Match Program

STEP 4: HOME OFFICE TRAINING

- 100% Expense Paid Home Office Visits
- Initial Home Office Visit Upon Completion of Your First 12 Weeks with Superior
- Learn Telephone Sales Techniques to Gain Repeat Business
- Receive Account Analysis Training
- Meet In-House Mentors and Staff
- Advanced Product Training
- Discuss Career Advancement Opportunities



All Expense Paid Home Office Visit Itinerary

First Day AM

- At our expense, breakfast at your hotel
- Hotel limo to the office
- Tour of our new home office
- Settle in to your assigned office
- Meet with your in-house mentor
- Introduction to repeat business
- Lunch seminar at a local restaurant

First Day PM

- Advanced product training
- Recap first day
- Working dinner with a team mentor
- Return to your hotel

Second Day AM

- At our expense, breakfast at your hotel
- Hotel limo to the office
- Account analysis training
- Observe repeat business accomplished for you (YOU will be paid on these orders)
- Second lunch seminar

Second Day PM

- Meet with Ken Hennig (President of Superior)
- Airport Limo to Airport for Return Flight



THE SUPERIOR COMPENSATION PACKAGE

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MATCH PROGRAM

DESIGNED TO SUPPLEMENT YOUR INCOME DURING YOUR INITIAL TRAINING PROGRAM
AND STARTS ONCE YOU'VE ACHIEVED REIMBURSEMENT OF YOUR INITIAL COMMITMENT

- EXAMPLE:
- Trainer Earns \$300 on Training Day
 - \$300 Put into Trainee Match Account
 - Trainee has next 3 Days to Match
 - Trainee earns \$500 on next 3 Days
 - Trainee earns TOTAL of \$800
 - Trainee doubles earnings on personal sales up to Match Account

NEW BUSINESS

- EXAMPLE:
- Sales Person Writes \$3,000 /wk
 - Rate of Pay up to x 34%
 - Earnings per Week \$1,020*
 - Paid Up Front - First Week 75% = \$765
 - Paid in 12 Weeks 25% = \$255

GROSS EARNINGS ON NEW BUSINESS = \$53,040

REPEAT BUSINESS

75% OF the business that you write will be repeat business!

FULL COMMISSIONS PAID ON REPEAT SALES

2 ACCOUNTS PER DAY X 250 DAYS = 500 ACCOUNTS

ADDITIONAL \$52,500 IN REPEAT INCOME EACH YEAR

BONUS PROGRAM

\$400 MONTHLY BONUS IS PAID FOR 6 CONSECUTIVE WEEKS
OF \$3,000 IN SALES

ADDITIONAL \$4800 IN BONUS INCOME EACH YEAR

ADDITIONAL MANAGEMENT OPPORTUNITIES

NEW MANAGERS REQUIRED FOR FUTURE GROWTH

DIRECT RESPONSIBILITY FOR MOTIVATION AND TRAINING

SPECIALIZE IN THE MANAGEMENT AREAS OF YOUR GREATEST EXPERTISE

MANAGERS ARE REIMBURSED FOR EXPENSES AND EARN OVERRIDES

* Commission rate based on products sold





REIMBURSEMENT GUARANTEE

This Reimbursement Guarantee is designed to protect your initial commitment of \$399.00 and likewise, Superior's trade secrets, good will and trademarks. Once you have been paid on three orders or more, where the combined total is at least \$1,400.00, you will then be reimbursed your initial commitment of \$399.00 in the following week's paycheck. You will be reimbursed only after meeting the requirements stated above.



Attention: _____
(Personnel Specialist)

Call Back Time: _____

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APPLICATION Page 1

PERSONAL INFORMATION:

FULL NAME: _____ **Email Address :** _____

Present Address _____

Street/Apt : _____

City : _____

State: _____ Zip : _____

Permanent Address - (If Different) : _____

Street/Apt : _____

City : _____

State: _____ Zip : _____

Phone Number: _____

Position: _____

Date you can start: _____

Income desired: _____

Are you employed: Yes / No If so, may we inquire of your present employer: Yes / No

Ever applied to this company before?: Yes / No

Where: _____

When: _____

SCHOOL INFORMATION:

Name & Location of School	Years Attended	Graduate	Subjects Studied
High School		Yes / No	
College		Yes / No	
Trade, Business or Correspondence		Yes / No	

GENERAL INFORMATION:

Subjects of Special Study / Research Work or Special Training Skills:

Us Military or Naval Service:

Rank: _____



APPLICATION Page 2

PERSONAL INFORMATION:

FULL NAME: _____

Email Address : _____

FORMER EMPLOYERS INFORMATION:

(List below Last three Employers, Starting with the Most Recent Employer First in the list)

Dates (mm/dd/yy)	Name & Address of Employer:	Salary	Position	Reason For Leaving
From _____ To: _____	_____ _____ _____	_____	_____	_____ _____ _____

Dates (mm/dd/yy)	Name & Address of Employer:	Salary	Position	Reason For Leaving
From _____ To: _____	_____ _____ _____	_____	_____	_____ _____ _____

Dates (mm/dd/yy)	Name & Address of Employer:	Salary	Position	Reason For Leaving
From _____ To: _____	_____ _____ _____	_____	_____	_____ _____ _____

I certify that the information contained in this application is true and complete to the best of my knowledge and understand that false information may be grounds for dismissal. I authorize verification of any or all information on this application and/or resume provided, and I wish to be considered for the position of Outside Sales Representative offered by Superior.

I understand that there is a one-time, fully refundable \$399.00 fee with this position and I acknowledge and agree to the terms of the Reimbursement Guarantee*.

*Reimbursement Guarantee Terms

The Reimbursement Guarantee is designed to protect your initial commitment of \$399.00 and likewise, Superior's trade secrets, good will and trademarks. Once you have been paid on three orders or more, where the combined total is at least \$1,400.00, you will then be reimbursed your initial commitment of \$399.00 in the following week's paycheck. You will be reimbursed only after meeting the requirements stated above.

Applicant (Signature)

Date

