

# **Lighthouse Catholic Media**

**Account Manager Training and Resource Manual**

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# Divine Mercy Chaplet

1) Begin with the Sign of the Cross, one Our Father, one Hail Mary, and The Apostles Creed.

2) On the **Our Father** beads, pray the following:

Eternal Father, I offer You the Body and Blood, Soul and Divinity of Your dearly beloved Son, our Lord Jesus Christ, **in atonement for our sins and those of the whole world.**

3) On the 10 **Hail Mary** beads, say the following:

For the sake of His sorrowful Passion, **have mercy on us and on the whole world.**

*(Repeat steps 2 and 3 for all five decades.)*

4) End with *(three times)*:

**Holy God, Holy Mighty One, Holy Immortal One, have mercy on us and on the whole world.**

## *Concluding Prayer*

**Eternal God, in whom mercy is endless and the treasury of compassion is inexhaustible, look kindly upon us and increase Your mercy in us, that in difficult moments we might not despair nor become despondent, but with great confidence submit ourselves to Your holy will, which is Love and Mercy itself. Amen.**

A part of development is growth in virtue. We cannot stress enough the importance of consecrating yourself to the Blessed Virgin Mary and having Masses offered up for your ministry. We ask that you pray the **Divine Mercy Chaplet** every day at 3 p.m.

# Welcome

## Mission Statement

Our mission is to answer the call for a New Evangelization by serving the Church in providing inspirational CDs and brochures that will enrich and strengthen people's relationship with Jesus Christ and understanding of their Catholic Faith.

## Vision Statement

Our vision is to support all parishes worldwide by providing the very best presentations and media resources to help people find answers to all aspects of life that they deal with on a daily basis. We are committed to serving the Church with integrity and guarantee that all presentations are faithful to the Magisterium of the Roman Catholic Church.

## Culture

The people who work for and with Lighthouse Catholic Media, NFP are:

Prayerful	Faithful
Sacramental	Energetic
Hopeful	Cheerful
Resolute	Determined
Proactive	Humble

## Objectives

1. Understand the program
2. Provide the skills and knowledge to be successful
3. Build confidence
4. Team building

## Contact Information

**303 E. State Street, Sycamore, IL 60178**

**Fax: 815-895-0333**

### **National Conference Call**

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**Password:** \_\_\_\_\_  
**DVM:** \_\_\_\_\_  
**RM:** \_\_\_\_\_

# POSITION OVERVIEW

1. Schedule appointments
2. Do presentations
3. Set up accounts
4. Manage and market accounts
5. Promote CD of the Month Club

## Steps to a Sale

1. Planning, Preparation, and Prayer
2. Introduction
  - a. Self
  - b. Company
3. Identifying the Problem
  - a. Asking questions is the key
4. Providing the Solution
  - a. Features
  - b. Benefits
5. Supporting the Claim
  - a. Testimonials
  - b. Guarantees
6. Closing
  - a. Trial close
  - b. Asking for the order
  - c. Objection cycle / close

7. Follow up

## Four Levels of Competency

- **Excitement:** Unconsciously Incompetent (First Week). *Exciting and Depressing*
- **Reality:** Consciously Incompetent (Second Week). *Depressing and Resolute*
- **Work:** Consciously Competent (Third - Fifth Weeks). *Inspiring and Tiring*
- **Reward:** Unconsciously Competent (Sixth Week and beyond). *Exhilarating and Empowering*

# BENEFITS

## Financial

### Parish Program

The current average cost of a CD is \$2.25. Based on the number of CDs a parish orders per year, this is what your commission would be:

<u>CDs annually per parish</u>	<u>Your annual commission per parish</u>
1000	\$308
2000	\$615
3000	\$923
4500	\$1383

Therefore, your estimated income potential per year is:

1. 5 accounts: \$1,540 -- \$6,915
2. 10 accounts: \$3,080 -- \$13,830
3. 20 accounts: \$6,160 -- \$27,660
4. 40 accounts: \$12,320 -- \$55,320

\*Note that these are estimates and not guaranteed figures. Remember: zero sales equal zero earnings.

*See Appendix VI for pricing of all Lighthouse products. The cost of CDs for account managers is \$2.15 each.*

### CD of the Month Club

Commission per subscription based on the national average commission of \$1.22:

Level I - \$1.00	Level II - \$1.50	Level III - \$2.00
50 subscriptions - \$61.00 per month		
100 subscriptions - \$122.00 per month		
200 subscriptions - \$244.00 per month		

## Spiritual

Your commitment to this apostolate gives you access to all of the CDs on our website for your own spiritual growth and enrichment. Pope John Paul II said: ***“An evangelically mature person is motivated by intense missionary enthusiasm which spurs him to bear witness to Christ. The Church needs you and is counting on you.”*** Your evangelization efforts through these life-changing CDs will have lasting effects throughout eternity as you provide the tools to bring fallen-away Catholics back home, build up the Body of Christ, and expand God’s Kingdom on earth.



# INTRODUCTION / COMPANY PAGE

Refer to the Prospectus (12-page Presentation Booklet)

## **BUILD RAPPORT**

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Introduce yourself and talk with the pastor about his parish. Avoid controversial topics; stay on mission. Do not try to “fix” problems.

- Share the names of anyone you know in the parish.
- How many families do you have in your parish?
- What type of programs do you have in your parish?
- Do you have any programs to reach fallen-away Catholics?

## **PERSONAL MISSION**

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Knowing more about you and your goals helps the pastor become more comfortable, but make sure you don’t talk too much about yourself. You may discuss briefly why you decided to join Lighthouse Catholic Media.

**TRANSITION: “Now that I’ve told you why I’m promoting Lighthouse Catholic Media, let me tell you about the company itself.”**

## **Company page**

Talk about the company page (history of Lighthouse).

**TRANSITION: “As I’m sure you know, many Catholics struggle with many challenges.”**

## **Challenges Page**

Discuss the challenges and statistics in the Prospectus.

**TRANSITION: “Thankfully, there are answers.”**

**\*\*\*Role-play pages 2-3\*\*\***

## SOLUTIONS AND BENEFITS PAGE

There is a single solution to the many problems facing the Catholic Church today. Catholics must know their faith to keep their faith.

Lighthouse Catholic Media offers a unique and easy way to educate and evangelize Catholics. Here is a program that reaches people where they are, with compelling talks from respected speakers that convince modern Catholics of the need to accept, live out, and share the message of Christ and His Church.

### **INSPIRATIONAL**

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**Cardinals & Bishops:** As you can see, we are supported by many Cardinals and Bishops:

*"The CDs are a welcome addition to the faith life and continuing education of our people. I heartily recommend your program to all the pastors in the Archdiocese as a way to rekindle the faith of Chicago's Catholics and help fulfill Pope John Paul II's call for a New Evangelization."* Francis Cardinal George, Archbishop of Chicago

*"The presentations by leading Catholic speakers on audio CDs are sure to provide spiritual benefits to our community. The Office of Evangelization will be writing a letter to all the pastors endorsing, on my behalf, this program."* Most Reverend Edmond Carmody, Bishop of Corpus Christi, TX

But the really important testimonials are the ones we receive from parishioners. **Choose a few - for example:**

*"This CD has changed my life! It has given me a clearer understanding of anger and how I can overcome it."* Dan - Oakdale, CA

*"Excellent! It is hard to express the spiritual impact this CD has had on me. I don't believe I will ever celebrate the Eucharist the same way again!"* Floy - Manchester, KY

### **PRACTICAL**

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*"I have several CDs I listen to in my car while commuting to and from work and I absolutely love them! This is an excellent way to reach Catholics who may not be able to attend adult education classes."* Kathy - Austin, TX

### **SIMPLE**

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*"This is the best explanation of Catholic spirituality I have ever heard and it's presented in an easy to understand way."* Debra - Liverpool, NY

### **REAL RESULTS**

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*"This has brought me back to the Church!!! This CD helped me tremendously!"* Charlotte - Marine City, MI

*"I am the RCLA coordinator at my parish. I was so inspired by this CD that I plan to purchase and distribute it to my candidates and catechumens."* Kristina - Geneva, IL

**TRANSITION:** "We have timely topics that can really help build faith and trust in God."

**\*\*\*Role play pages 3-4\*\*\***

# TIMELY TOPICS AND GUARANTEES

## Topics

Name a few of the popular topics.

- The Eucharist
- Reconciliation
- Marriage / Family Life
- Anger and Forgiveness
- Understanding the Bible

Have fun with this page! Name *your* favorite topics. Your enthusiasm and excitement will be contagious.

**TRANSITION: “We are so confident you will enjoy this program that we give you guarantees.”**

## Guarantees

**Risk Free.** If you are not completely satisfied within the first 90 days, we will buy back the display and remaining CDs and brochures.

**Unlimited Time.** We offer a CD Exchange Policy to ensure your satisfaction with each order.

**Two questions we are commonly asked are:**

- 1. How much time will this require from the pastor?** Little to none except for pulpit announcements because we have a volunteer program to help with it, and I offer ongoing support.
- 2. How much will it cost?** In the end, it shouldn't cost anything because the program normally pays for itself within the first 7-10 months.

**\*\*\*Role-play pages 5-6\*\*\***

## WRAP-UP AND CLOSING THE SALE

### **PRICE COMPARISON (Building value and raising price awareness)**

“Father \_\_\_\_, these CDs can be found online for \$6.95 and up (per CD) or \$8.00 at conferences. We are offering them to your parishioners for free, with an optional donation of \$3.00. If you were going to get CDs for 500 families for one month for adult education through online sources or a conference, that would run anywhere from \$3500 to \$4000.”

### **STARTER KIT (You are building value here – how much they get)**

Briefly mention the 9 CD titles (and that Spanish CDs are available), 3 brochure titles, attractive wooden display, and our Faithraiser Success Plan which you will help implement. Explain the advantage of purchasing the **Topic Tags**.

### **OPTIONS**

Explain what each option includes, the amount of savings, and the number of families it serves.

### **REVIEW PROSPECTUS PAGE - *Your Account Manager will...* (Remove fear and hesitation)**

“Through parish volunteers, the parish manages the display and receives all of the donations. I will work side by side with the lead parish volunteer to help ensure the success of the program. We recommend a Volunteer Handbook (for only \$5.00) that contains valuable information and resources for your volunteer.”

“The initial cost of the display is usually paid for within 7-10 months, and sometimes even sooner.”

### **REFILLING YOUR DISPLAY**

“You are going to run out eventually. There are several refill options which we can talk about later.”

### **PRE-CLOSE**

“Father, I’m sure you can see that the program is simple and effective.”

### **TRIAL CLOSE**

“If you were considering one of these options, which one do you feel best suits your parish needs – Option A or Option B?” ***Wait for a response.***

### **CLOSING QUESTION**

“So, would you like to go ahead and try the Lighthouse program on our 90-day no-risk guarantee?”

**\*\*\*Role-play pages 7-8\*\*\***

### **If Father says yes:**

Great! I'm sure many of your parishioners will be grateful for making these talks available.

Will you be paying with a credit card or with a check?

Would you like to go with the standard starter kit?

Lastly, we'll want to pick a weekend to kick off the program in the next few weeks and let the parishioners know a little about the speakers and the variety of titles. Does the weekend of x or x sound good to you? At that time, we also like to introduce the CD of the Month Club.

### **After the sale for the Kiosk is made**

Thanks, Father, for participating in the kiosk program. I know the parish will be blessed by these talks. I'll be sure to work with someone here on the grand opening for the kiosk.

There are three simple parts of the grand opening:

- Bulletin announcements
- Announcements after Mass. We have standard announcements already written out that work very well, so it's easy.
- In addition, we launch each program and drive up interest in the kiosk by offering a CD of the Month Club directly to parishioners which provides them with new releases not yet offered in the kiosk. They are delivered directly to the parishioner's home.

The CD of the Month is to the kiosk what a movie theater is to Blockbuster video rental. It whets the appetite of the subscribers and inspires them to get more talks at the kiosk every week. It is also a great way for them to be involved with evangelization because, if they choose to, they can get extra copies of the CDs to share with friends and family for as little as \$1.20 per CD.

Lighthouse also makes a generous donation to your parish for every CD membership (show the amounts on the brochure).

**Level 1 - 75 cents      Level 2 - \$1.00      Level 3 - \$1.10**

For example, at three Masses on a recent weekend in a parish with 550 families, we had 40 subscriptions for the CD of the Month Club which netted this parish over \$450 in 2008 – from one weekend! Of course, this is secondary to increasing people's love and knowledge of their Catholic Faith.

May I have your permission to utilize the CD of the Month Fund-Raiser and Faith-Raiser in your parish?

## Objection Cycle

1. Ask. (*Father, can I ask what is holding you back from going with the program?*)
2. Isolate the objection. (*Is that the only reason you would not order today?*)
3. Agree with the objection (at least in concept).
4. Answer with confidence.
5. Re-ask.

## Handling Common Objections

### **We can't afford it - it's too much money.**

That's exactly why you need the program. With our No Risk 90-Day Guarantee, you can feel confident in making this spiritual investment. The program usually pays for itself within the first 7-10 months.

If the pastor stills objects, you can offer any of the following alternatives:

- a) Suggest the K of C or a few parishioners or benefactors buying or helping fund the program.
- b) Drop down to the custom option.
- c) Drop down to the Side Entrance Portable Display options.
- d) Suggest the parish buy CDs without a stand and do a kick-off (purchase stand later with donations from kick-off).
- e) Drop down to the Parish CD of the Month.

### **We don't need it; I don't think our parish would use it; We have a library.**

I can appreciate why you would think that; people are very busy. The great thing is that this program is designed to be a comfortable and easy way for people to learn more about their faith. Plus, if you have a library or other parish resources, this CD program will get people excited about using a library or joining other parish programs. I love this program because it helps in the parish mission of creating community.

### **We'll get it later; I need to run this by some other people.**

I'm sure you would agree that you and the people you want to run this idea by want to be informed when making this decision. The great thing about this program is that you can actually use it WHILE you are deciding, and gather important information that will help you make your decision. We have a 90-day guarantee so you can get the program into the parish, allow it to run, find out how many CDs are moving and how much money is being donated, and THEN make your decision.

### **There is not enough room in the back of our church.**

Our display is made so that it can attach to a wall. **(OR)** That's okay because many people move the display around anyway: They can bring it outside on a nice day, where everyone gathers for coffee and donuts, etc.

### **There is no enthusiasm over main titles.**

We have many titles available and have intentionally tried to cover a wide range of topics such as the Sacraments, family life, prayer, success strategies (e.g. time management and leadership skills), conversion stories, seasonal (e.g. Easter and Christmas), and many more.

# Prospecting

Prospecting is determining which parishes you want to visit. It is the most important part of having a ***fast start!***

Remember that you can sell anywhere in the country, but you will DEFINITELY want to begin your first couple of months by meeting with priests who are in your area or with whom you have a relationship.

Here are some fundamental principles to follow when prospecting:

1. **Create a list of parishes/priests to whom you want to present the program.**
  - a. This should include all parishes within a close driving distance.
  - b. Update this list every week or two.
2. **To begin, your very first priest should be your own parish priest.**
  - a. Next, call all of the priests you think are *most likely* to buy.
  - b. Ask family and friends for names of priests they know. This will prove to be an excellent resource for either getting referrals or appointments.
  - c. Then call all the priests in your area regardless of what you think the outcome could be. One important principle to remember is: *never* prejudice the parishes or the priests. YOU NEVER KNOW WHO WILL BUY—and you will be surprised!
3. Avoid driving from one end of town to the other and then back again all on the same day. This will cost you both time and gas!

**Note:** Don't make the mistake of taking several days to prospect. Prospecting should take ***no more than 15-20 minutes***. Take three minutes right now and write down the top ten parishes/priests you will contact as soon as training is finished.

1. \_\_\_\_\_

6. \_\_\_\_\_

2. \_\_\_\_\_

7. \_\_\_\_\_

3. \_\_\_\_\_

8. \_\_\_\_\_

4. \_\_\_\_\_

9. \_\_\_\_\_

5. \_\_\_\_\_

10. \_\_\_\_\_

# Pastor Referral Program

Getting pastor referrals is extremely important! Many times you will get referrals to meet with priests you do not already know. Your success can dramatically increase if you can name drop, that is, when calling to make an appointment with a pastor you can say that “Father \_\_\_\_\_ recommended that I call you.”

## ***Remember:***

- A. Ask with confidence.
- B. Thank him for giving you references.
- C. *Exponential Power* - average referrals given: 3-5.
- D. Complete the Pastor Referral form. (Available in the Lighthouse Resource Center)
- E. When you go on vacations, you can meet with the pastors of parishes you visit.
- F. Asking friends and family about any priests they know provides excellent leads to follow up and often results in a sale.

## **How to ask for Referrals**

Father \_\_\_\_\_, there's one more very important way that you can really help me out.

Part of my mission is to bring these inspiring CDs to as many Catholic parishes in our local area as possible.

Are there any priests you know who might be interested in the program? I'm not looking for any guarantees, just pastors you think would be willing to take a look. Also, as a token of our appreciation for your help, we give you free CDs of your choice.

Here's a paper to write them on (give him the referral form). If you would, please put down as many pastors as possible who may be interested in the program.

Thank you so much; I really appreciate your help.

*Mention the advantage of getting referrals.*

## **Warming the Leads**

Father \_\_\_\_\_, I'm sure your friends would feel more comfortable getting a call from me if they were expecting it.

So it would really help me out if you could give the people on your list a quick call today and let them know I will be calling them on (Thursday).

Thank you for your help.

**Note:** Give Father one full day to call his list before you call his list. For example, if today is Tuesday, you will call the list on Thursday.



### **Tips on Getting Referrals**

1. Suggest that Father use an address book or the diocesan directory, or use thought joggers.
2. After you get some names, ask the pastor to prioritize the list according to which ones he knows the best or would recommend you call first.
3. Bring a list of pastors who have said “no” and ask if Father knows any of them well enough to call them personally.
4. Lastly, most pastors know priests outside of their diocese from seminary. Remember, you can sell anywhere!
5. Ask Father to select his free CDs.

### **\*\*\*Role-Play Pastor Referral Approach\*\*\***

# Phoning Tips

**Always try to fill a spot sooner rather than later.** If you have an opening tomorrow, then ask for the appointment tomorrow. Otherwise, start with two days out. Offer to meet next week only after this week's options have been exhausted.

**Never try to sell the program over the phone** unless you are not going to be able to meet in person. If that is the case, first send Father the CD and brochure in the mail, and then follow up to set up a meeting to share the program with him.

**Less is more.** The less you talk about the details of the program over the phone, the greater the chance of meeting with Father.

**When calling, always give a choice of two times to meet.**

**Unless you have a personal relationship with Father, always refer to him as Father (last name).** Use first names only after a relationship has been built (if it is appropriate).

## Other Suggestions

- "It's great to be able to speak with you."
- "It's great to be able to finally speak with you." (if you left a prior voicemail)
- "It's a pleasure to speak with you."
- "I'm calling to get on your calendar sometime this week."
- "Thanks for your time; let me be brief and to the point."
- "It's truly a pleasure to speak with you."

## Stop-In Technique

***The best time to stop in and speak with a priest is right after daily Mass.***

- Hi, my name is \_\_\_\_ from Lighthouse Catholic Media.
- Are you familiar with Lighthouse Catholic Media?
- I know you're busy right now, so I don't want to take up your time. I'm just here to schedule an appointment.

## Referral Phone Approach

Hi Father \_\_\_\_\_. I recently met with Father \_\_\_\_\_ about an education/evangelization opportunity for parishioners which he is going to implement in his parish. He thought you might be interested in taking a look at it and suggested I call you. (Don't pause and wait for an answer; keep talking.)

Recently, I was looking for a way to become more active in the Church through evangelization, and I discovered an opportunity to share the Faith through Lighthouse Catholic Media. My goal is to meet with 10 parishes this week in order to share a unique way to increase stewardship and Mass attendance, among other things. I was hoping I could come in and meet with you for 20-30 minutes on (Tuesday) at (1pm), or would (3pm) be better? Repeat back to Father the date and time of the meeting. Also, in case an emergency arises, make sure you give him the spelling of your name and phone number.

## Non-Referral Phone Approach

Hi Father \_\_\_\_\_. My name is \_\_\_\_\_. I live here in the (Arch)diocese of \_\_\_\_\_ and go to \_\_\_\_\_ parish. It's great to be able to speak with you. Recently, I was looking for a way to become more active in the Church through evangelization, and I discovered an opportunity to share the Faith through Lighthouse Catholic Media. My goal is to meet with 10 parishes this week in order to share a unique way to increase stewardship and Mass attendance, among other things. I was hoping I could come in and meet with you for 20-30 minutes on (Tuesday) at (1pm), or would (3pm) be better?

Repeat back to Father the date and time of the meeting. Also, in case an emergency arises, make sure you give him the spelling of your name and your phone number.

### **QUESTIONS**

#### ***What's it about?***

It's about a program to increase Mass attendance and stewardship. To really properly explain the program, I need to show you some things, so would Tuesday or Wednesday this week work better for you?

#### ***Can you tell me a little bit about it?***

It's a faithraiser program that offers inspiring Catholic CDs on topics such as the Eucharist, anger and forgiveness, reconciliation, stewardship, , Mary and the Saints, and other topics related to home life, apologetics, personal growth, etc. Would you be available on Tuesday or Wednesday this week?

#### ***Can you mail me information?***

Unfortunately, I don't have much information to send, but I'll give you my 5-minute guarantee: If you're not interested in what I'm showing you after 5 minutes, I promise you I'll be on my way. So how does \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_ sound? ***If he says no:*** Okay, I can drop off a sample CD for you to listen to. I'm sure you'll love it!

#### ***"I'm really busy" or "That time doesn't work."***

Ok, well I really need to do \_\_\_\_\_ appointments by (Friday), so how about (Tuesday) at (4pm) or (Wednesday) at (noon)?

#### ***"I'm really busy" or "That time doesn't work."***

I can understand that; I'm really busy, too. I'll give you my 5-minute guarantee: If you're not interested in what I'm showing you after 5 minutes, I promise you I'll be on my way. So how about \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_?

## Leaving a Voicemail for a Referral

Father \_\_\_\_\_ suggested that I call you.

Simply leave your name and number. It is also good to say, "I know you must be busy so if I don't hear back from you, I'll call you back in a couple of days." (Then be sure to call back!) **For a non-referral**, we suggest that you do not leave a message. Instead, ask when Father will be available and call back at that time.

# Marketing the Display and the Parish CD of the Month Club

## 1. Setting Up the Display

Place the display where there is a lot of traffic so that everybody can see it as they exit the church. Location, location, location! Show Father where you placed the display and share your enthusiasm with him. To help build anticipation, suggest that Father leave the stand empty during the week(s) leading up to the kick-off.

## 2. Promoting the New CD Programs

After you order the Lighthouse display, place an announcement in the parish bulletin stating that a new and exciting program is coming soon. To help build anticipation, ask the pastor to make “pre-announcements” after each Mass about the “Catholic CD Program” that is coming soon from Lighthouse Catholic Media. (See Faithraiser Success Plan – Appendix III)

Meet with the parish volunteer as soon as possible. Go over the Volunteer Handbook and plan the kick-off weekends. Invite him/her to attend another parish’s kick-off to provide coaching. Write the parish promo code on a portion of the CD inventory. Encourage Father to make an announcement after each Mass during the kick-off weekends. A brief and enthusiastic explanation of the program will greatly influence the number of people who visit the Lighthouse display. The announcement should include the following:

- A personal recommendation of the materials using a success story or testimonial.
- Promotion of current CD topics and new CD titles.
- Location of the display.
- CDs and pamphlets are free with a suggested donation of \$3 per CD and \$.50 per pamphlet.
- Donations over the suggested amount will go directly to the parish (or a specific program or ministry).
- The parish is providing an incredible service by making these affordable CDs available.
- The parish is also offering the CD of the Month Club so that parishioners can get the newest releases sent to their homes.
- A volunteer will be by the display to answer questions and collect subscription forms. If you do not have a volunteer, ask Father to also announce during the kick-off that he is looking for someone to volunteer less than an hour of their time a week.

## 3. Ongoing Marketing Ideas

The following tools should be used to attract people to the display and encourage CD of the Month subscriptions. **Note:** Testimonial examples are powerful to include in any marketing piece.

- Pulpit announcements at each Mass (See Volunteer Handbook for examples of announcements and bulletins.)
- Inserts and/or announcements in the Sunday bulletins.

- Announcements at parish events such as RCIA, bible studies, picnics, sporting events, etc.
- Letter to go home with students, faculty, and/or parents.
- CD of the Month Club brochures in the display.

## Managing the Account

As the Account Manager, you are responsible for the following:

1) Read and study the **Volunteer Handbook** and the Account Manager website for more ideas on how to promote the CDs and the CD of the Month Club within the parish.

A **head volunteer** will be responsible to track the inventory and see that the donations are given to the designated person each week. (See Appendix IV) This will be your contact person regarding reorders, CD of the Month subscriptions, etc. The head volunteer should be provided with a **Volunteer Handbook** which gives tips on recruiting and instructing other volunteers.

2) Communicate regularly with Father and/or your parish volunteer.

a. Update the parish when new titles are released.

b. Share ideas that are working in other parishes by sending the Lighthouse Catholic Media monthly Volunteer Newsletter, your own personal emails, and following up by phone regularly.

3) Provide weekly bulletin announcements and monthly pulpit announcements for both the kiosk CDs and the Parish CD of the Month Club. Train the parish staff to expect the announcements on a regular basis.

4) Visit the display at least once a month. Change location of the display periodically, if possible.

5) To help strengthen your relationship with your parish volunteers, thank them often for their dedicated effort and commitment to the program. Ask them to register on the Volunteer website: [www.Lighthousecatholicmedia.org/volunteers](http://www.Lighthousecatholicmedia.org/volunteers). They will receive a complimentary download every month as a token of our appreciation of their commitment.

## LIGHTHOUSE REGISTRATION

When our home office has received your completed and signed **Independent Contractor Agreement**, direct deposit authorization, and W-9 tax form, you will be registered in our computer system. When your information has been processed, you will receive an email with login instructions.

## PARISH HOLD POLICY

As always, we start with the focus of doing what is best to promote the Catholic Faith. Our mission of spreading the knowledge and love of the Catholic Faith and of salvation is an urgent matter. A parish hold policy is critical for communication in this apostolate.

When a parish is considered to be “on hold”, that means that no other Lighthouse Representative should initiate or have contact with that parish/customer during the designated hold time. On the other hand, if a parish/customer is no longer moving forward and/or is not being serviced properly, we want someone who might be better able to promote the Faith there to have an opportunity to begin working with the parish/customer.

As such, NetSuite's CRM system provides Lighthouse Representatives with an easy and effective way to enter (or log) the different types of interactions that occur with each parish/customer.

### **The parish hold policy will undergo some slight changes as of July 6, 2010.**

- The Hold Report has been consolidated into the Customer Relationship Management (CRM) System. This will streamline the steps in working with parishes and facilitate better communications among account managers.
- A hold begins once the Account Manager enters/logs an activity or enters a detailed user note for a parish (see below for additional detail).
- The Hold Period for existing parishes is changing from 60 days to 120 days. This now matches the timing for when a parish goes on the Red Zone Report.
- The Hold Period for leads and prospects (parishes who have never placed an order) is changing from 30 days to 60 days.

## TWO TYPES OF HOLDS

### **1. 120-DAY HOLD FOR EXISTING PARISHES:**

Each time a parish places an order, a 120-day hold is automatically placed on the parish. Account Managers must continue adding detailed information about the account throughout those 120 days. NetSuite allows account managers to enter important interactions as 'events', 'tasks', or 'phone calls'. We need you to enter as much information as possible showing contact and service provided. This will help you and us better service these parishes over time.

- If there are no reorders within 120 days, the hold technically expires. If the Account Manager has not entered any activities (interaction) showing regular contact and service, it is left to the discretion of the Division Manager/Region Manager/Home Office whether the parish should be reassigned to another individual.

**Note:** The current Red Zone Policy states that a parish is 'in the red' if it has not ordered in the past 120 days. As of July 6, managers will be able to see which parishes have technically expired from the 120-day hold by simply checking the Red Zone Report.

## **2. 60-DAY HOLD FOR LEADS/PROSPECTS**

A. **LEADS:** A 'lead' is a parish that has never placed a Lighthouse order.

The lead is automatically considered to be on a 60-day hold for you, once you set an appointment with the Pastor or a significant person in the parish such as a Director of Religious Education or Pastoral Assistant AND have logged or entered an activity (phone call, task, event) or have entered user note in NetSuite explaining your activity.

The following are examples of detailed activities for a lead:

- Phone Call - "Spoke with Father and asked to set an appointment. He is on vacation until August 1. I will call him back the week he returns."
- Phone Call - "Called Father Smith and left a voice message. Will try again within the week."
- Phone Call - "Spoke with Father by phone. He said three other people have contacted him and he is not interested at this time."
- Task - "Sending an email or a letter to Father requesting an appointment."

The parish should not be put on hold solely for the following reasons:

- intending to contact the parish
- speaking with a parishioner from the parish
- you are a member of the parish
- you live close to the parish

This information is critical for communication within this apostolate.

B. **PROSPECTS:** A 'prospect' is a parish that has an appointment with an account manager and/or purchase pending.

Once you set an appointment to discuss Lighthouse, you need to manually change the status of the parish from 'lead' to 'prospect'. Next, enter a detailed activity in NetSuite as an 'event' giving the date of the meeting and the name of the person with whom you are meeting. This activity will start the 60-day hold for you. Be sure to enter additional information once you have completed your meeting stating the outcome and next action step to renew your 60-day hold.

The following are examples of detailed events for prospects:

- Event: "I have scheduled an appointment with Father Smith on July 15."
- Event: "Met with Father Smith and he would like some more time to consider the information. Will follow up in the next 30 days."
- Event: "Father Smith is not interested because the parish does not have the funds. I offered to do a proof of concept. He declined my offer."
- Event: "A parish committee/board needs to review the program. Will follow up with Father Johnson by phone on August 1."

- Event: “Great meeting. Director of Religious Education interested in option A and portable display. I expect parish to purchase within 30 days.”

Note: Creating a quote (similar to an incomplete order) for a parish will automatically change the status of a parish from lead to prospect. You must still enter detailed activities/notes in order to start the 60-day hold.

The status should not be changed from lead to prospect nor should the parish be put on hold solely for the following reasons:

- intending to contact a parish
- merely leaving a voice message
- sending an email or a letter
- speaking with a parishioner from a particular parish
- you are a member of the parish
- you live close to the parish
- you have done a presentation in the past which resulted in a “no sale”
- you have talked with a parishioner or someone else other than the pastor or significant decision-maker about bringing in Lighthouse to the parish.

The 60-day hold starts over each time significant activities are entered showing that the parish is moving forward in the sales cycle with you.

### **Organizations, Bookstores, and Individuals**

The hold policy is not limited to parishes - follow the same guidelines mentioned above for organizations, bookstores, and individuals.

### **Important Distinction about CRM 'Activities' and 'User Notes'**

**'Activities'** (i.e. interactions) are things such as "Phone Calls", "Events" or "Tasks" and should be entered (or logged) when any interaction takes place between you and your customers.

*Events:* An "Event" is something that has a specific date on which to be started such as a kick-off, presentation, or meeting with your parish.

*Tasks:* A "Task" is something that you need to complete for the parish - such as "Send out an email with the CDOM brochure", or "Find more parish volunteers". Tasks are different from events and phone calls in that tasks do not have a specific date they are to be started (although they can have a 'start and complete by' date), and they don't involve a phone conversation.

*Phone Calls:* If you call the parish, you should "log" the phone call on the customer record. Likewise, if you've set up a phone call with the parish, you can enter the phone call and NetSuite will remind you of the call when it's time. NetSuite also allows you to add follow-up notes to the call during or after the call has taken place.

**'User Notes'** (i.e. descriptions or attributes) in NetSuite should not be used to log conversations, tasks, or meetings with a parish/customer, rather they should be used to describe the parish/customer in further detail. For example, "the parish prefers Matthew Kelly CDs" or there's been a significant change in the parish - such as a new pastor, or new important staff member such



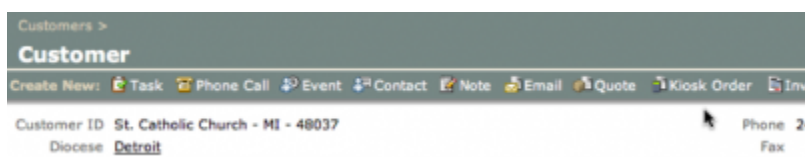
as a DRE. User Notes should be used to describe a parish/customer and their preferences, rather than to log an interaction with the parish.

## Placing a Kiosk Order

Kiosk Orders in NetSuite are broken up into two stages. The first stage of placing the kiosk order involves adding order items, setting the billing and shipping address, as well as the shipping method, along with choosing how the customer is going to be paying for the order. The second stage involves "Bill"ing the customer by charging the credit card, or if the customer is paying by check - creating an invoice for the customer to pay against.

### Start from the Customer Record

To begin, it is best to start from the customer record where you can select "Kiosk Order" from the create new bar. Likewise, before starting to place your order, you can ensure that the billing and shipping address information of the customer are set correctly, saving you time as you place your order.



*Create New Kiosk Order*

Again, make sure that the default billing and shipping address information for the customer is correct before you begin to place the order - as it will save you time from having to select different address while placing the order.

### Select your Order Type

Because you've started from the customer record, most of the information in the order is pre-populated for you. Again, records in NetSuite have a main (top) portion, and a subtab portion. The only thing you'll need to fill out is the "Order Type" field in the top portion of the order screen, provided you've started from the customer record.



*Select Order Type*

### Step 1 - Enter Order Items

Adding items to your order is rather simple. You can start by typing in the Part Number (LH##\_##) or the beginning of the item (A Call To... , Called to Be...., Donation Box....). Likewise there is a button on the far left of the Item field - that you can click on to pull up a context menu allowing you to "List" all of the items, or "Search" for items by filling out a search form, as shown below:

*Item Search*

While in search you can enter in the quantities of the items that you've searched for. By clicking "Done". This adds the items with quantities in them to your order. Likewise, you can begin to type in the the Part Number (LH##\_##) or the exact title of the item. This will "search" for you. Selecting the search "result" will populate the line item fields. You then have to enter in the quantity you want for this item, and either hit "Enter" on your keyboard, or select the "Add" button on the line item itself (shown below):

*Adding an Item*

Repeat the above steps until all the items you want have been added to the order. After you've added all the items you want to your order, continue to Step 2.

## Step 2 - Enter Billing and Shipping Address

If you've correctly identified your Customers default shipping and billing addresses in the customer record, then the defaults are already preselected for you in this tab. You can however, select from each drop down respectively and select any of the other addresses that are attached to this customer.

### Step 3 - Enter Shipping Method

By default the system has selected UPS Ground as the shipping method. If you need to change the shipping method, you can do so by selecting the alternative method from the "Ship Via" drop-down box. Notice that the Shipping Cost calculation is "real-time" in that the costs of each method is automatically updated on the order as you select the different methods.



*Change Shipping Method*

### Step 4a - Paying by Credit Card

If the customer is paying for the order by credit card, click on Step 4a tab. Here you select "Credit Card" from the payment method drop-down menu on the left, and then continue by entering the credit card number in the field labeled "Credit Card #". **The credit card number should contain no spaces and should not contain any dashes.** Below is an example of the completed fields to the right:

Credit Card #	4111111111111111
CSC	123
Expires (MM/YYYY)	10/2011
Name on Card	Customer Name
Card Street	1977 East Wattles Unit E
Card Zip Code	48085

*Example Credit Card Fields*

After filling in the fields continue to Step 5.

### Step 4b - Paying by Check

If this customer is going to pay for this order by Check - continue to Step 5. After saving this part of the order, you'll then create an Invoice for the customer to pay against with a check. Once the check is received by Lighthouse, we will release the order and it will be shipped to the customer.

### Step 5 - Finalize Order

After you've completed Steps 1-4, you now Save the first part of your Kiosk Order. The "Save" button is found on the left hand side - in between the main fields of the record, and the subtabs of the record, directly above the "Order Entry Instructions" tab. After saving the order, you'll be brought to a screen that says "Kiosk Order - Pending Fulfillment". The next step is to "Bill" the customer, do so by clicking on the "Bill" button as shown below:

Customers > Kiosk Orders >

**Kiosk Order Pending Fulfillment**

Customer Faith@Work Catholic Bookstore - MI - 48085

Customer Phone # (248) 250-9216

Diocese Detroit

Order Type Re-Order

Check #/PO #

Date 7/5/2010

Order # 15178

Edit

New

Make Copy

Bill

Close

Print

Email

Show Activity

*"Bill" Button After Saving Part 1 of Kiosk Order*

BillKioskOrder.png (40.62 KiB) Viewed 91 times

## Bill Kiosk Order/Invoice

If this customer is paying for the order by Credit Card, you'll be brought to a screen titled "Bill Kiosk Order". If this customer is paying for the order by Check, you'll be brought to a screen titled "Invoice". Both act in the same fashion. Here you are to review your items, billing and shipping address, and choose how you wish to notify the customer of their completed order (Credit Card) or Invoice they need to pay (Check). You can choose to print, or email the order to the customer. Likewise you can add your own "Customer Message" to appear at the very bottom of the order. After you've finished, complete the order by clicking on the "Save" button. Again, found on the left hand side, between the main record fields at the top, and the subtabs of the record on the bottom.

If the Customer is paying for the order by Credit Card, you'll be asked to Confirm the Charges against the card. Do so by clicking "OK" (shown below). After you'll be brought to a screen titled "Bill Kiosk Order - Deposited". From there you have successfully placed a Kiosk Order. You can return to the customer record ("Sales->Transactions" subtabs) or your dashboard to view the order status.

Please Confirm Credit Card Charge

Amount

240.75

OK

Cancel

*Confirm Charge Against Credit Card*

If the Customer is paying for the order by Check, after saving the Invoice you'll be brought to a screen titled "Invoice - Open". Again, once Lighthouse receives payment against this invoice, the order will be released and shipped to the customer. You can view the invoice from the customer record in the "Sales->Transactions" subtabs, including how many days the Invoice has been "Open".

## Placing an Exchange Order

Exchange orders follow a similar process to Kiosk Orders with one exception. You first enter the "Exchange Authorization" which is a list of CDs that you are exchanging (returning to Lighthouse). After saving the Exchange Authorization, you then place a normal Kiosk Order for your customer and link the Kiosk Order to the Exchange Authorization you just created. The new Kiosk Order will be comprised of the CDs you want in exchange for the CDs you listed in your Exchange Authorization.

## Entering an Exchange Authorization

To enter an Exchange Authorization hover your mouse over the following Centers Menu items: "Customers"->"Other Transactions"->"Exchange Authorizations"->"New" (click) as shown in the image below:



*Creating a New Exchange Authorization*

ExchangeAuthorizationMenu.png (54.91 KiB) Viewed 43 times

You are then brought to the Exchange Authorization form. Start by entering the Customer this Exchange Authorization is for. The easiest way to do this is to click on the ">>" button next to the Customer field, and then click "Search". From here click on "Submit" to submit an "empty" search form. This will then display all the customers currently assigned to you. Next click on the underlined customer name to auto-populate the Customer field on the Exchange Authorization form. An example search result is shown below.

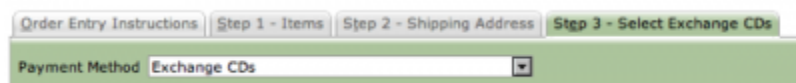


*Example of "empty" customer search results*

Finish completing the required main fields of the Exchange Authorization by entering the **total number of CDs** you'll be exchanging for the customer in the "Exchange Quantity" field.

## Completing the Exchange Authorization

After the above has been completed. Begin to enter the CDs you are exchanging in "Step 1 - Items". You can use the same techniques to add items to the Exchange Authorization as you would if you were completing a Kiosk Order. Remember to "Add" each item to the order (or hit the Enter key on your keyboard). Next select the Shipping Address where the CDs are coming from. And finally, make sure in "Step 3 - Select Exchange CDs" the payment method is set to "Exchange CDs" as shown below. This will "zero-out" the order Subtotal and Total fields to make this Exchange Authorization a \$0.00 order.



Order Entry Instructions | Step 1 - Items | Step 2 - Shipping Address | Step 3 - Select Exchange CDs

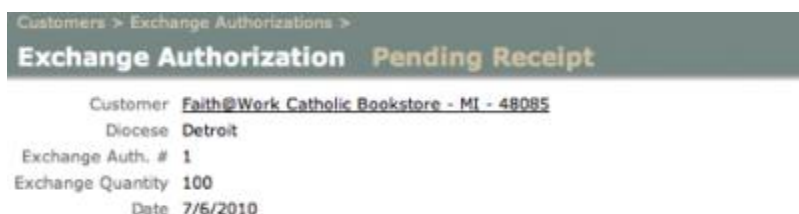
Payment Method: Exchange CDs

*Exchange CDs payment method*

Save the Exchange Authorization. You'll be brought to a screen titled "Exchange Authorization - Pending Receipt". Make note of the "Exchange Authorization #", as you'll need this to complete the 2nd part of the Exchange Order Process. Also, from this screen you can print the form that instructs your customers how, and where, to ship the CDs back to Lighthouse. **This form should be included in the package sent back to Lighthouse.** Continue by placing the Kiosk Order for the CDs you want in exchange for the CDs you've just entered in the Exchange Authorization.

## Enter the Kiosk Order

Again the easiest way to enter a Kiosk Order is from the Customer Record. After saving the Exchange Authorization, you'll be brought to the "Exchange Authorization - Pending Receipt" screen. On that screen is the Exchange Authorization #, as well as a direct link to the Customer record for the customer you just placed the order for. Start by noting the Authorization #, and click on the Customer link.



Customers > Exchange Authorizations >

**Exchange Authorization Pending Receipt**

Customer: [Faith@Work Catholic Bookstore - MI - 48085](#)

Diocese: Detroit

Exchange Auth. #: 1

Exchange Quantity: 100

Date: 7/5/2010

*Screen after saving an Exchange Authorizatoin*

Once on the Customer Record, click on "Kiosk Order" from the create new bar.

## Completing the Kiosk Order

The same rules apply to creating this Kiosk Order as before, with a few variations. First you'll begin by selecting one of the two Exchange Order types from the "Order Type" field. By doing so, the Exchange Authorization fields on the top right of the main body of the order form are enabled. Next from the Exchange Trans. No. dropdown, select the Exchange Authorization you just entered. Doing so will populate the fields below it. Note the "Re-Order Quantity Allowed" total, as this is the total number of CDs you are allowed to reorder.

Customer: <b>Washington Cellular Recharge</b>	Account Manager: <b>am@wcr.com</b>	Exchange Name: <b>Exchange Administrator 21</b>
Customer Phone #: <b>(206) 280-6326</b>	Account Rep: <b>First Name Jeff</b>	Order Type: <b>Percentage</b>
Business: <b>Internet</b>	Account Rep: <b>Last Name Rose</b>	Exchange Quantity: <b>150</b>
Order Type: <b>Exchange Order 9/10</b>	Account Rep: Phone #: <b>(206) 490-9719</b>	Order Type: <b>Percentage</b>
Exchange ID #: <b>0</b>	Account Rep: Email: <b>jrose@wcr.com</b>	Exchange Quantity: <b>150</b>
Item: <b>750/30/3</b>	Account Rep: Ctr: <b>As-Is</b>	Order Type: <b>Percentage</b>
Order #: <b>10378</b>	Account Rep: State: <b>WA</b>	Exchange Quantity: <b>150</b>
	Regional Manager: <b>am@wcr.com</b>	Order Type: <b>Percentage</b>
	Divisional Manager: <b>am@wcr.com</b>	Exchange Quantity: <b>150</b>

Continue following the Steps as you would if you were placing a Kiosk Order. In Step 1, enter in the CDs that you want back in exchange for the CDs you've entered in the Exchange Authorization. Next, make sure the Billing and Shipping address information is correct.

## Shipping Method

Next in Step 3, select the special shipping method that will create a \$0.00 shipping cost for this Kiosk Order. Under Shipping Carrier, select "More". Then below that field, in the field labeled "Ship Via", select "UPS - \$0 Exchange CDs". This will turn the shipping costs for the order to \$0.00.

Shipping Carrier More

Ship Via

\$0 UPS - Exchange Order

Special Exchange Shipping Method on Kiosk Orders  
ExchangeShipping.png (10.02 KiB) Viewed 43 times

## Payment Method

Next you have to go into "Step 4a" and select "Exchange CDs" from the payment method drop-down, and continue to Step 5.

If this is an EXCHANGE ORDER: Select "Exchanged CDs" from the "Payment Method" drop down box. Then continue to "Step 5".  
If the customer is paying by CHECK, do not do anything on this tab. Move to tab 4b.

Payment Method Exchanged CDs

### Selecting "Exchange CDs" from the Payment Method in Step 4a "zeros" out the Kiosk Order

## Save and "Bill" the \$0.00 Kiosk Order

By selecting "Exchange CDs" as the payment method in the previous step, the order will "zero-out" to a total of \$0.00. From here you're brought to the "Kiosk Order - Pending Fulfillment" screen again, and you continue just as you would a normal Kiosk Order by clicking on the "Bill" button. You will then "Bill" the customer for the \$0.00 order. This ensures that the order has been correctly added to the system.

Once the Exchange Authorization is received, the Kiosk Order will be released for shipment.

# Commissions and Payment Terms

## Commissions

As a Lighthouse Account Manager, you receive a 15% commission on all sales (including your account manager orders). The commission is paid by direct deposit once it reaches \$50 unless you select Option II when you registered, whereby you would receive commissions weekly in any amount by paying a service charge per check.

The commission payout threshold for **Commission Option 1** is \$50.00. The commission payout threshold for “parishes” receiving funds from the CD of the Month Club subscriptions is also \$50.

Payroll is paid on a weekly basis (typically each Friday), with the payroll cutoff being at the end of the day on the preceding Sunday for orders whose payment has been logged as received in the Lighthouse order system. See examples below.

**Example 1:** An order is paid by credit card on Sunday, June 13<sup>th</sup>. Commission will be paid on Friday, June 18<sup>th</sup> if the total accumulation of commissions since the last payout equals or exceeds \$50.

**Example 2:** Payment for an order is received and registered in the system on Monday, June 14<sup>th</sup>. The commission cutoff is the following Sunday, June 20<sup>th</sup>, and the commission is paid out on Friday, June 25<sup>th</sup> if the total commission accumulations equal or exceed \$50.

## Viewing Your Commission Status Online

Locate your personal Account Manager page on NetSuite by entering your repID, i.e. psmith, in the **Global Search** box in the upper right corner of your **Dashboard**. On your Account Manager page, you will see the following tabs on the lower half of the page:



Click on **Commissionable Payout** and you will see the following tabs:



You can now view the details of your commissions.



**CD of the Month Club Commissions**

<b>CD of the Month Club Acct Mgr. Promo Code</b>	<b>Level I</b>	<b>Level II</b>	<b>Level III</b>
<b>Account Manager Commission</b>	<b>\$0.75</b>	<b>\$1.25</b>	<b>\$2.00</b>

<b>CD of the Month Club Parish Promo Code</b>	<b>Level I</b>	<b>Level II</b>	<b>Level III</b>
<b>Account Manager Commission</b>	<b>\$0.75</b>	<b>\$1.25</b>	<b>\$2.00</b>
<b>Parish Commissions</b>	<b>\$0.75</b>	<b>\$1.00</b>	<b>\$1.10</b>

<b>Online Store</b>	<b>\$2.00 &amp; \$3.00 Downloads</b>		<b>\$3.00 &amp; \$4.00 CDs</b>	
	<b>Account Manager Promo Code</b>	<b>Parish Promo Code</b>	<b>Account Manager Promo Code</b>	<b>Parish Promo Code</b>
<b>Parish Commission</b>	<b>N/A</b>	<b>50¢</b>	<b>N/A</b>	<b>50¢</b>
<b>Account Manager Commission</b>	<b>45¢</b>	<b>35¢</b>	<b>45¢</b>	<b>35¢</b>

## Fast-Start Contest

	Day	Date	# Presentations			# Sales	Total \$	# of Referrals	PDI
			Goal	Set	Done				
Day 1									
Day 2									
Day 3									
Day 4									
Day 5									
Day 6									
Day 7									
Day 8									
Day 9									
Day 10									
Day 11									
Day 12									
Day 13									
Day 14									
Day 15									
Day 16									
Day 17									
Day 18									
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Day 28									
Day 29									
Day 30									
Day 31									
Day 32									
Day 33									
Day 34									
Day 35									
Day 36									
Day 37									
Day 38									
Day 39									
Day 40									
			Goal	Set	Done	# Sales	Total \$	# of Ref.	
40 Day Fast-Start Totals									

You will receive a gift certificate from Saint Joseph Communications for new accounts sold (Option A or greater) in your first 40 days. The amount of the gift certificate will be based on the chart below. Special Bonus: For 20 new accounts, you will receive an all-expense paid weekend in California, including dinner with Jesse Romero!

Here are a couple of great examples to inspire you. Adam in Wisconsin visited 25 parishes in his first 40 days and placed 20 orders! In their first 40 days, Jeff and Mary, now in Ohio, sold the program to their own parish and to 10 other parishes with no referrals! Contacting parishes as soon as you finish training helps to build confidence. More importantly, think of the number of souls that will be reached and the lives that will be changed by bringing the program into these parishes!

Set a goal for the number of parishes you would like to reach in your first 40 days. Your division or region manager will help you develop a strategy to attain your goal.

Please mail or fax your completed Fast Start form to Teresa Alcantara at our corporate office, and she will issue your gift certificate. (Fax: 815-895-0333)

Received	Prize Level	Total Accts	Description
	Level 1	1	\$25 Gift Certificate
	Level 2	3	\$50 Gift Certificate
	Level 3	5	\$100 Gift Certificate
	Level 4	7	\$150 Gift Certificate
	Level 5	9	\$200 Gift Certificate
	Level 6	11	\$350 Gift Certificate
	Level 7	13	\$500 Gift Certificate
	Level 8	15	\$750 Gift Certificate
	Level 9	20	Free Weekend / Dinner with Jesse Romero

## CD OF THE MONTH CLUB

The CD of the Month Club is an evangelization and apologetic Catholic CD Club. Each month, members receive an exciting talk by one of the great Catholic speakers of our time, like Blessed Mother Teresa, Fr. John Corapi, Archbishop Fulton Sheen, Matthew Kelly, Dr. Scott Hahn, Jeff Cavins, and many more.

### **HOW DO I GET STARTED?**

To become a Lighthouse Account Manager, you will need to do the following:

- a) Sign an Independent Contractor Agreement, complete the W9 tax form, and then mail these documents along with a voided check for direct deposit information to: Lighthouse Catholic Media, NFP, ATT: Stacy Wendt, 303 E. State Street, Sycamore, IL 60178. You can also fax them to 815-895-0333.
- b) Once you are registered, you will automatically be assigned a promo code. This code is used when you promote the CD of the Month Club so that LCM can track your subscriptions and issue your commission checks. You will find this promotion code on your personal account information page once you have registered. To log into your CD of the Month Club account, go to **[www.lighthousecatholicmedia.org](http://www.lighthousecatholicmedia.org)** and click on the **LOGIN** button in the upper right corner using your email address and password. Click on the **BACKOFFICE** button, and that will bring you to your CD of the Month Club page.
- c) Watch Terry Barber's video clip on the CD of the Month Club website.

### **HOW DO I PROMOTE THE CD OF THE MONTH CLUB?**

- ask friends and family members
- talk with fellow parishioners after Mass
- call fellow parishioners
- stop by parish meetings and give a 5-minute explanation of the Club (RCIA meetings, bible studies, parent meetings, etc.)
- invite the pastor, deacon(s), DRE, and all religious educators to subscribe
- look in the diocesan paper or neighboring parish bulletins for events at which you could present information
- attend local and national conferences
- create a CD of the Month Club link on your personal website (contact your manager for instructions)
- ask others you know who have a Catholic website to also publish the link
- ask permission to put a CD of the Month Club brochure in the Lighthouse display at your parish.

### **WHERE CAN I GET BROCHURES/FLYERS TO HAND OUT FOR THE CD OF THE MONTH CLUB?**

You can print a flyer from the Account Manager website or the CD of the Month Club website: [www.lighthousecatholicmedia.org/cdclub/](http://www.lighthousecatholicmedia.org/cdclub/). Click on [Print or e-mail brochure](#) [pdf]. Write your promo code in the appropriate space and then make copies to distribute, or you can order brochures by placing an Account Manager order. Note: There is a minimum shipping charge of \$12 per order.

### **WHAT IS THE PROCEDURE FOR ENTERING A CD OF THE MONTH CLUB SUBSCRIPTION?**

A new subscriber can enter his/her own subscription on the website: [www.lighthousecatholicmedia.org/cdclub/](http://www.lighthousecatholicmedia.org/cdclub/). Be sure to give them your promo code or the parish promo code.

#### **Instructions for Account Managers**

Go to the website at [www.lighthousecatholicmedia.org](http://www.lighthousecatholicmedia.org) and click on the upper right **LOGIN** button and enter your Lighthouse email address and password.

Click on dropdown box on the **BACKOFFICE** and select “**New Subscription**”.

You will enter the billing information first, click **next**,

then either choose a customer or create a new customer.

Choose shipping address or, if necessary, create a new shipping address.

Use dropdown list to select either your personal promo code or a parish promo code and **SAVE**.

#### **HOW DO I KNOW IF SOMEONE HAS SUBSCRIBED ON THEIR OWN?**

Click on the **BACKOFFICE** link (click on the word, not the arrow next to the word). This will show all of the parish promo codes and customer subscriptions under your promo code.

#### **HOW MUCH DO I GET PAID ON EACH PERSONAL SUBSCRIPTION PER MONTH?**

Level I - \$1.00                      Level II - \$1.50                      Level III - \$2.00

If you sell 100 Level I subscriptions your first month, your commission would be \$100 per month. If you sell another 100 Level I subscriptions the second month, your commission would then be \$200 per month. The commission continues to accumulate until a subscriber cancels a subscription.

#### **HOW MUCH DO I GET PAID ON EACH PARISH SUBSCRIPTION PER MONTH?**

LEVEL I - \$0.75                      LEVEL II - \$1.25                      LEVEL III - \$2.00

#### **The Subscription Levels are as Follows:**

<b><u>LEVEL I</u></b>	<b><u>LEVEL II</u></b>	<b><u>LEVEL III</u></b>
<b>1 CD for \$3</b>	<b>5 CDs for \$8 only 1.60 per CD</b>	<b>10 CDs for \$12 only 1.20 per CD</b>
<b>\$2 shipping</b>	<b>\$4 shipping</b>	<b>\$6 shipping</b>
<b>\$5 (\$11 retail value)</b>	<b>\$12 (\$36 retail value)</b>	<b>\$18 (\$68 retail value)</b>

## **HOW CAN I FIND EVENTS TO ATTEND IN ORDER TO PROMOTE THE CD OF THE MONTH CLUB AND/OR SELL LIGHTHOUSE CDs?**

You can find events in a variety of ways including:

- look in your diocesan newspaper or local parish bulletins;
- go to the website of various local and national Catholic organizations and search for upcoming events;
- go to the website of Catholic speakers such as Scott Hahn and Matthew Kelly and look at their speaking schedules;
- go to links that promote Catholic events such as <http://www.4marks.com/events.html> and <http://www.ewtn.com/faith/B Board/announceframes.html>.

## **WHO SHOULD I CONTACT IF I HAVE MORE QUESTIONS ABOUT THE CD OF THE MONTH CLUB?**

First, contact your DVM or RM. If it is an urgent matter and you cannot reach your manager, contact Teresa Alcantara ([teresa@lighthousecatholicmedia.org](mailto:teresa@lighthousecatholicmedia.org) or 847-488-0440).

## **WHAT ELSE SHOULD I KNOW ABOUT THE CD OF THE MONTH CLUB?**

Many questions can be answered by reviewing “Frequently Asked Questions” in the **Resource Center** under **CD of the Month club FAQs**:

<http://www.lighthousecatholicmedia.org/bb/faq.php?mode=cdmc>

## **PARISH CD OF THE MONTH CLUB**

At the National Conference in December 2007, Terry Barber announced the launching of a new Parish CD of the Month Club that is sure to generate much interest from parishes and expand the distribution of CDs throughout the country. The Parish CD of the Month Club allows Lighthouse Account Managers to offer parishes (and other non-profit organizations) an opportunity to receive monthly **donations** from Lighthouse. By offering parishes and non-profit organizations a donation instead of a commission, the necessity of a contract and tax form is eliminated. An added bonus is that parishioners will no doubt be pleased that the parish will receive a **donation** from Lighthouse for their subscription.

For profit organizations (bookstores, etc.) will continue to receive a *commission* and do require the contract and tax form. These forms are available on our website.

## **WHY PROMOTE THE PARISH CD OF THE MONTH?**

1. You can reach many people at one time.
2. You can offer parishes an easy and exciting way to promote the Faith and receive additional donations.
3. This provides an opportunity to get into the parishes that said "no" to the kiosk program.
4. Use it to rejuvenate parishes currently using the kiosk program.
5. Increase your commission substantially.

## **Revenue Example:**

If you achieve 300 **Level I** subscriptions, the parish would receive \$2,700 in donations over the year,

and you would also earn \$2,700. If just 100 of these are **Level II**, the parish will receive \$3,000 in donations, and you would earn \$3,300! Next year, you would start from this base and build on it. Note that the rep commission for subscriptions resulting from Parish CD of the Month Club is greater than commission for personal subscriptions (see page 37).

<u>Subscription Level</u>	<u>Donation to Parish</u>	<u>Rep Commission</u>
Level I	\$0.75	\$0.75
Level II	\$1.00	\$1.25
Level III	\$1.10	\$2.00

**FOLLOW THESE SIMPLE STEPS TO SET UP THE CD OF THE MONTH CLUB:**

1. Set up an appointment with the pastor. If this is a first-time appointment, present the regular kiosk program first. When the pastor says yes to the program, explain the CD of the Month portion as a part of the kick-off procedure. If the parish already has the kiosk program, go to #2.
2. Present the Parish CD of the Month Club using the flyer and explain how it works. Be sure to emphasize that this requires almost no time on their part. Show a copy of our promotional tool – the DVD, **“Our Catholic Faith”** by Matthew Arnold.
3. Since churches are non-profit, a contract agreement is not necessary.
4. For parishes currently using the kiosk program, pick a weekend to promote the CD of the Month Club in the parish. Decide who will give a brief announcement at the end of each Mass – you, the parish volunteer, DRE, etc. To hear Terry Barber’s announcement, visit the CD of the Month Club website ([www.lighthousecatholicmedia.org](http://www.lighthousecatholicmedia.org)) and under **Why Join the Program**, click on **Watch a video of the program**. The pulpit announcement is best given after the Eucharist and before the Final Blessing. Also from the pulpit, ask for volunteers (2-3 per Mass) who will stay 10-12 minutes after Mass each week by the kiosk to answer questions and make recommendations.

For new parishes that will be using both the kiosk program and the CD of the Month Club, a two-week kick-off is preferred. On the first weekend, introduce the kiosk program and on the following weekend, follow #4 above.

5. Run announcements in the bulletin for two weeks prior to the kick-off weekend.
6. A special bonus DVD is being offered to those individuals who sign up immediately during a CD of the Month Club campaign (retail value is \$20 on the Saint Joseph Communications website). **The DVD is to be used for this promotion ONLY.** It is listed on the order form under Promo Items - LH\_DVD\_1. The DVDs may be purchased under two options:

**Option A:** The Account Manager buys the DVDs @ \$.75 each plus shipping. For every 50 subscriptions you sign up, you will receive a \$50 bonus check from Lighthouse. A form is provided on the CD of the Month Club link on our website to record your subscriptions. You can print the form, fill out the information, and fax or scan the form to our corporate office (Fax: 815-895-0333 or [stacy@lighthousecatholicmedia.org](mailto:stacy@lighthousecatholicmedia.org)).

**Option B:** The parish buys the DVDs @ \$.75 each plus shipping. The Account Manager must place the order, however, since the parish does not have access to our website.

7. During the promotion weekend, you can collect subscriptions in a couple of ways:

- Set up a table in the back of the church. Have plenty of pens available, along with 8-10 clipboards with the subscription form, **OR**

- Make copies of the subscription form that can be passed out by ushers after the announcement is made. Ask parishioners to fill it out in the pew and then bring it back at the end of Mass and give to you or a volunteer who will be sitting at a table so they can pick up their free DVD.

People may ask if they can take a form with them to fill out at home. Put a deadline on the return date. Tell them they can bring it back by next Sunday to get the free DVD.

8. The Lighthouse account manager enters the subscriptions on the CD of the Month Club website using the parish's Promo Code. In the case of a non-profit organization conducting an email campaign, the organization can put a CD of the Month Club link in their email with their Promo Code. The organization can also go to our CD of the Month Club website and sign up subscribers using their Promo Code, or the account manager can do this for them.

9. Follow up with parishes! Run ongoing bulletin/pulpit announcements each month.

- Send a thank-you note or email, along with a copy of pages 1, 3 & 9 of the Handbook. The head volunteer or "parish captain" should have a copy of the Volunteer Handbook.

- Encourage volunteers and others to promote the CD Club at all parish events and meetings.

- Include a flyer or information about the CD Club in parish and school mailings.

- Create a link for the CD Club on the parish or diocesan website (contact your manager).

10. Have a ***Parish CD of the Month Club Promotion Weekend*** 3-4 times a year.

## **CD OF THE MONTH CLUB WORDING FOR LAUNCHING NEW ACCOUNTS**

*After the sale for the kiosk program is made, explain the **PROCESS** (not the event) of a successful parish launch and the individual components.*

Thanks, Father, for participating in the kiosk program. I know the parish will be blessed by these talks. I'll be sure to work with someone here on the grand opening for the kiosk, and I will come and give a two-minute talk at the kick-off. Who should I speak with to schedule that?

There are three simple parts of the grand opening or kick-off weekend:

I. Bulletin announcements.

II. Announcements after Mass. We have standard announcements already written out that work very well, so it is easy.

III. In addition, we launch each program and drive up interest in the kiosk by offering a Parish CD of the Month Club directly to parishioners which provides them with new releases not yet offered in the kiosk. They are delivered directly to the parishioner's home. (Show the last page of the prospectus.)



- A. The CD of the Month is to the kiosk what a movie theatre is to Blockbuster Video Rental. It whets the appetite of the parishioners who join it and inspires them to pick up more talks at the kiosk every week.
- B. It is also a great way for them to be involved with evangelization because if they choose to do so, they can get extra copies of the CDs to share with friends and family for as little as \$1.20 each.

**Lighthouse also makes a generous monthly donation to your parish for every CD membership:**

**Level I - \$0.75      Level II - \$1.00      Level III - \$1.10**

# Time Management

1. Develop a Personal Mission Statement
2. Establish Priorities
3. Set Goals for Yourself
4. Manage Your Time
  - Have Access to Short and Long Term Planning System (one example of a planning system is the *Balander*<sup>TM</sup>).
  - Create a Tomorrow-To-Do List
  - Prioritize your Tasks
  - Keep Track of Important Notes and Conversations
  - Keep Life In Balance

## ***Time Bombs***

- Procrastination
- Deciding too slowly or too quickly
- Derailment
- Elastic tasks
- Unnecessary conversations
- Uncompleted projects
- Stress
- Fatigue
- Reacting instead of responding
- Bad timing
- Television

## **Lighthouse Weekly Schedule**

Each week, you should focus on doing at least one to three appointments. These appointments will be a combination of new parishes and follow-up visits. At least 50% of your appointments should be with new parishes.

- Each listing for phoning and for appointments can be interchangeable.
- Each day will have different opportunities for visits to the Blessed Sacrament. It is highly recommended that if you are early to an appointment that you visit the Lord.
- On occasion, you will be asked to attend a meeting to present the program. Those meetings may take place in the evening. If this is the case, altering your daytime routine may be prudent.

## **Reminders**

1. “Customer Service” or continuing to build a relationship with the parish is important. Taking time out to visit an existing parish account is wise. Taking time from an appointment may make sense.
2. Send letters or emails to existing parishes at least once a month with a suggested announcement to put in the bulletin. It may be a testimonial or the addition of new CDs. Remember that for new accounts, you need to have the Mass and bulletin announcements the weekends of the program kick-off.
3. Remember to PDI EVERY DAY!

## **Setting SMART Goals (Specific, Measurable, Attainable, Realistic, Time-Sensitive)**

The acronym S.M.A.R.T. is perfect for goal setting because we want to be smart when we set our goals. We want to intelligently decide what our goals will be so that we can actually accomplish them. We want to set the goals that our hearts conceive, our minds believe, and our bodies will carry out. Let's take a closer look at each of the components of S.M.A.R.T. goals:

**Specific:** Goals are no place to waffle. They are no place to be vague. Ambiguous goals produce ambiguous results. Incomplete goals produce incomplete results.

When we are specific, we harness the power of our dreams and set forces into action that empower us to achieve our goals. We then know exactly what it is we are shooting for. As we establish our priorities and manage our time, we do so for a specific goal to achieve the results we expect. There is no wondering or guessing. The future is locked into our minds and we see it - specifically - and that is powerful! Never underestimate just how important it is to have very specific, concrete goals. They act as magnets that draw you toward them!

**Measurable:** Always set goals that are measurable. They should be "specifically measurable" to take into account our principle of being specific as well. Our goals should be such that we know when we are advancing and by how much. Whether it is by hours, pounds, dollars, or whatever, we should be able to see exactly how we are measuring up as we proceed through the journey of life using our goals. Could you imagine if you didn't measure your goals? You would never know which way you were going or even if you were going anywhere!

**Attainable:** One of the detrimental things that many people do - and they do it with good intentions - is to set goals that are so high they are unattainable. Yes, it is very important to set big goals that cause your heart to soar with excitement, but it is also imperative to make sure that they are attainable. In the next section we talk about being realistic. So what does it mean to be attainable? An attainable goal is one that is both realistic but also attainable in a shorter period of time than what you have to work with. Now when I say attainable, I don't mean easy. Our goals should be set so they are just out of our reach; so they will challenge us to grow as we reach forward to achieve them.

**Realistic:** The root word of realistic is "real." A goal has to be something that we can reasonably make "real" or a "reality" in our lives. There are some goals that simply are not realistic. You have to be able to say, even if it is a tremendously stretching goal, that yes, indeed, it is entirely realistic -- that you could make it. You may even have to say that it will take x, y, and z to do it, but if those happen, then it can be done. This is in no way to say it shouldn't be a big goal, but it must be realistic. This is, to a great degree, up to the individual. For one person, a goal may be realistic, but for another unrealistic. I would encourage you to be very honest with yourself as you do your planning and evaluation. Perhaps it would be good to get a friend to help you (as long as that friend is by nature an optimist and not a pessimist). This can go a long way toward helping you know what is realistic.

**Time:** Every goal should have a time frame attached to it. I think that life itself is much more productive for us as humans because there is a time frame connected to it. Could you imagine how much procrastination there would be on earth if people never died? We would never get "around to it." We could always put it off. One of the powerful aspects of a great goal is that it has an end, a time in which you are shooting to accomplish it. You start working on it because you know there is an end. As time goes by you work because you don't want to get behind. As it approaches, you work diligently because you want to meet the deadline. You may even have to break down a big goal into different measured parts time frames. That is okay. Set smaller goals and work them out in their own time. ***Using S.M.A.R.T. goals will give you the power to help you accomplish your dreams.***

## Seven Basic Sales Axioms

1. **When cold calling a new parish....never make your first sales call with an individual who is not in a position of authority** to make a decision to buy Lighthouse even if he or she liked it. This common error is called “getting pigeonholed.”
2. **Never ask other individuals to sell for you.** This common mistake happens whenever you agree to a prospect’s statement that sounds like this: “I’ll take this brochure and get it approved.”.....90% of these will never turn into sales. No one you encounter within the prospect’s organization is going to be better at selling Lighthouse than you. Can you have sponsors? Absolutely!!! But there’s a big difference building an alliance with someone -- and letting someone else sell for you...this type of outlook is a lazy one. *Give a reason why it is important for you* to go to the meeting, or take part in the conference call.
3. **Never make a prescription before you make a diagnosis.** If a doctor does this, it’s malpractice. I’ve seen many sales opportunities disappear because the salesperson made inaccurate assumptions about the prospect’s needs.
4. **Never over-educate the prospect about the product.** It would be a mistake to assume our job is to fill the prospect in on *all* aspects of Lighthouse ... to provide so much information that the person could not possibly have any doubt about Lighthouse. There is a difference between passing along information and delivering value.

**SIDE BAR:** Speaking to the pastor’s needs can only happen after you’ve listened to their unique situations.

5. **Never ignore objections or answer them incompletely.** Objections are a request for additional information. Please do not take objections personally. When we don’t answer an objection, we instantly de-value our relationship with the other person.
6. **We must create a sense of urgency.** Why are so many salespeople so willing to accept delay? Whenever the pastor puts you off, and you **instantly** agree, you have a *no-sale* situation in the making. **TIME IS THE KILLER OF ALL DEALS!!!**

**Important Note:** Whenever the pastor won’t make a decision, ask him, “Father, if you had to make your decision to invest or move forward with Lighthouse right now, what would your decision be and why?”

If he is stalling, it is likely for a good reason and you’ll most certainly find it out with this question.

7. **Always ask for referrals.** Most salespeople don’t realize it, but *failing* to ask for the names of others you can talk to, either within the parish or organization or at another parish, is a major sales handicap. *Not* asking for an internal referral will make any new sale a more difficult one - because failing to ask prolongs the amount of time you spend in the undesirable category of “solicitor” as opposed to “ally”.

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# An Effective Presentation

In order to have an effective presentation, you have to establish and remember your objectives. Keep in mind that the presentation is designed to accomplish four things:

- 1) Establish the value in the CD display;
- 2) Create a desire to invest in the CD display;
- 3) Acclimate the pastor to the price of the starter kit;
- 4) Convince him to order today.

To be an effective closer, you have to remember the concept of *momentum*. The sooner you get the pastor in the buying frame of mind, the more likely it is that you will make the sale, and the less time you will have to spend closing. In a truly great presentation, the pastor should never be able to identify at what point during the demonstration he decided to purchase the display.

We also know that closing an order is nothing more than *handling objections*. Handle the objections and you will make the sale. It's that easy!

Remember the *magic number* in the back of the pastor's head. The magic number is nothing more than the number of reasons he needs to justify investing in the CD display. In other words, the magic number is the number of objections that must be handled in order to make the sale. Be sure you handle them all!

## ENTHUSIASM / CONVICTION

This is absolutely, positively the most important human aspect of doing presentations and closing sales. The reason the saying "selling is 90% enthusiasm!" has been around for so long is because it is true. It does not mean *hype*. It can be quiet *low-key* confidence.

Enthusiasm comes from confidence. Confidence comes from belief; belief in your product and more importantly, belief in the mission. These are the most important sales tools you have. Whenever you feel upset or disappointed, let your Division or Region Manager know—they are here to help you not only through the good times, but they are also here to provide encouragement and support no matter what the situation.

## POSITIVE EXPECTANCY

This is the second most important tool in closing sales. If you expect someone to do something, they'll do it. If you expect someone to buy the display, you won't be surprised when they do.

## CREATING URGENCY

Procrastination is a part of human nature. You must create a sense of urgency to help eliminate the objection "Not now" or "I'll have to wait until..."

Reasons to buy now:

- The liturgical calendar
- Increase stewardship in the parish - imagine the parishioner who earns \$100,000 increasing their *tithe* from 2% to 4%!
- Nearly 120,000 Catholics stop going to Mass every year.

## **DISCOVERY QUESTIONS**

Discovery questions help uncover useful information that will allow you to close orders during and after the presentation. They bring up objections that you will need to handle anyway. They will also show you what benefits to emphasize during your presentation. Two of the most effective discovery questions are “Why?” and “Why not?”

## **BUILDING VALUE**

This is done through expressing the continual need for providing parishioners with information that will allow them to truly understand the nature of their faith.

## **TRIAL CLOSES AND CLOSING QUESTIONS**

Trial closes and closing questions let you wrap up an order before you ever even ask for it. They get the pastor emotionally involved in your presentation and are useful in creating a great desire for the CD display.

## **BUYING PHRASES**

Buying phrases are little remarks and examples that show positive expectancy, as well as provide reasons (magic number) to invest in the display. They help reassure the pastor that he is making a wise decision in purchasing the display.

### **Tips:**

- Ask questions that gain agreement on every page (it even helps to *nod* as you ask).
- Use the pastor’s name frequently.
- Use humor to relax the pastor.
- Use voice inflection properly (be excited and joyful).
- Use third-party stories (“Father \_\_\_\_ from Saint Mary’s parish...”).
- Transfer ownership of the display to the parish (“*Your* display comes with”).
- Listen to the pastor.

# Professionalism

## I. INTRODUCTION

- A. You are in business “for” yourself, but not “by” yourself!
- B. Run your business like it’s a Fortune 500 Company - professionally!
- C. Take the personal responsibility of success.
- D. By being professional, you establish control and show integrity and honesty to each pastor you see.

## II. WHERE DOES PROFESSIONALISM START?

- A. Making Appointments:
  - 1. Organize yourself before you call for appointments.
  - 2. Best times to call - “time card philosophy.”
  - 3. Use an appointment book (suggested: *Balander™*) - plan your success.
  - 4. Keep records of each call you make.
    - i. This will help you increase your percentages on the phone.
  - 5. Be dressed for business.
- B. Manage your time properly:
  - 1. Prioritize your time -- do the most important things first.
  - 2. Set “your” schedule first.
  - 3. Schedule times for you to call people everyday.
  - 4. Develop good work habits.
- C. Set daily and weekly goals for the number of appointments you want.
- D. Be assertive on the phone:
  - 1. Be firm, yet polite.
  - 2. Expect to get the appointment.
  - 3. Offer a choice of two times.
  - 4. Show the pastor you’re busy (“I have an opening at...”).
  - 5. Use the phone approach.

### III. DO A PROFESSIONAL PRESENTATION

#### A. Dress for success - look successful.

1. People judge a sales person and their product by their appearance.
2. A good sales person knows that appearance, attitude, and the way he or she presents the product all help to establish the atmosphere in which the sale is made.
3. Selling is easier if everything about you and your presentation looks “first class.”

#### B. What to bring with you on the appointment.

1. 12-page prospectus.
2. 4-page sales brochure.
3. Pastor’s referral CD (give to pastor only if absolutely necessary).
4. Automatic withdrawal form for electronic checking.
5. Pastor Referral form.
6. English/Spanish order forms.
7. Faithraiser Success Plan.

#### C. Throughout your presentation, communicate professionally.

1. Establish continuity and control.
2. Use positive words when explaining the product.
3. Personalize the presentation.
4. Maintain good eye contact.
5. Smile!

#### D. Establish integrity and confidence.

- Make sure everything looks professional in every respect.

#### E. Keep things neat and organized in presentation.

- In selling, appearance does matter. The more care you take, the easier your job will be.

#### F. Discuss the product with enthusiasm and confidence.

- Provide a positive influence on the pastor.

### IV. CLOSE PROFESSIONALLY

#### A. Project confidence and positive expectancy.

#### B. Help the pastor make a decision that’s right for him:

1. Know the closing word for word. Use the objection cycle properly and with conviction.



## V. PASTOR FOLLOW-UP

### A. Implement a follow-up program.

1. Show professional service. You may be surprised with more references and orders.

### B. Send “Thank You” notes.

1. By establishing integrity, honesty, and professionalism, your word-of-mouth advertising is enhanced.
2. Email or mail a “Thank You” note the day of or the day after the appointment.
  - Include a thank you for the order and the referrals, and include the date you will be calling the referrals.
  - Hand write the “Thank You” note for a higher level of personalization.
  - See Appendix I for example.

## VI. SUMMARY

- A. In order to run a professional business, you must mature yourself and your activity. To run your business professionally, you must be:

PATIENT	Patient with yourself, your goals, and the pastor.
EMPATHETIC	Respond to the needs of the pastor.
RESOLUTE	Keep your goals in sight regardless of any opposition or discouraging setbacks.
POSITIVE	Be enthusiastic about your work and goals.
COURAGEOUS	Understand failure. Conquer the fear of failure and defeat any inclination to always play it safe.
DEPENDABLE	Set your goals and achieve them.

If you build professionalism in your business activity, you will find yourself running a successful business, from making appointments on the phone, to presenting the product to pastors, to closing the sale!

*Enthusiasm is the key to persuasion without pressure.*

### **Where to Find It**

Login to the main website, [www.lighthousecatholicmedia.org](http://www.lighthousecatholicmedia.org), and click on the **BACKOFFICE** drop down menu. Click on **Lighthouse Resource Center**. You will then have access to all account manager resources, forms, Operations Bulletins, etc., as well as discussion forums.

### **Appendix I**

#### ***Follow-Up Thank You Letter***

(Today's Date)

Dear Fr. Zavaski,

It was wonderful talking with you yesterday. On behalf of everyone at Lighthouse Catholic Media, thank you for choosing our Free CD Program. It will truly inspire your parishioners just as it has in many other parishes around the country. Our Free CD Program will help your parish:

- 1 Increase Mass attendance,
- 2 Encourage generous stewardship,
- 3 Educate the community about the Catholic Faith
- 4 Inspire people to spread the Gospel to their family and friends.

Thank you for helping me share the faith with others. I look forward to calling the pastors we discussed. Please let them know I will be calling them on Thursday, December 8.

I am committed to providing you with the highest level of satisfaction possible with our program. If for any reason you have questions or comments, I will be delighted to hear from you. Call me at any time at 262-347-2299, or send me an e-mail at [dave@davedurand.com](mailto:dave@davedurand.com).

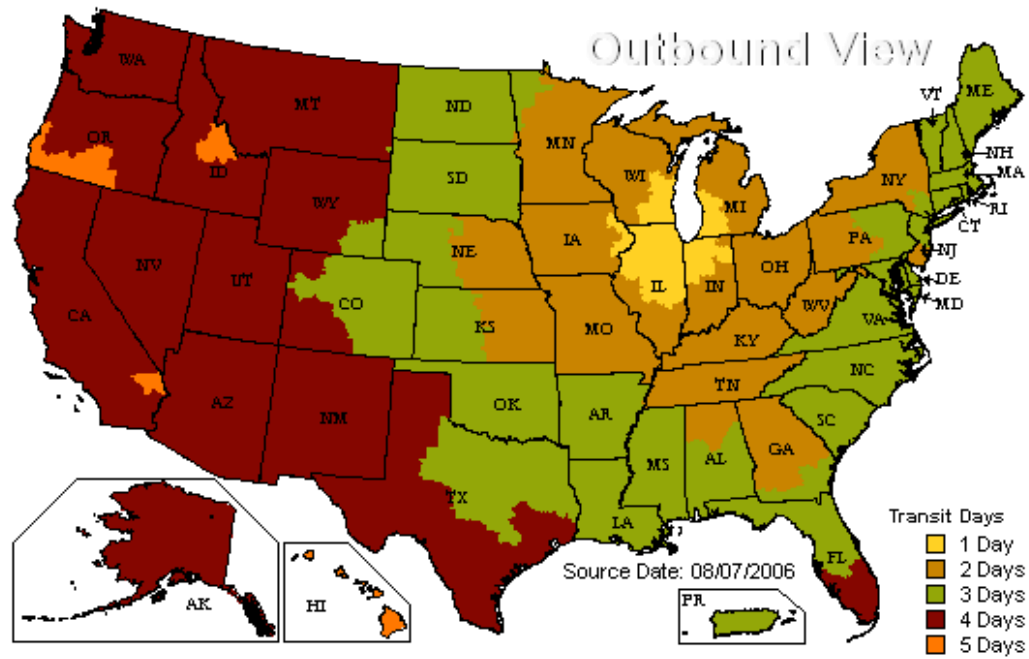
Again, thank you for your support. I look forward to serving you.

God Bless,

Dave Durand

## Appendix II

Map of Estimated Delivery Times



## Appendix III

### Faithraiser™ Success Plan

Dear Father,

Thank you for choosing **Lighthouse Catholic Media's Faithraiser Program**. We believe that your Faithraiser display will become an effective source of spiritual renewal and financial benefit for your parish community. Our success plan is structured around a parish kick-off over two weekends. The first weekend introduces the kiosk program, and the second weekend brings in the Parish CD of the Month Club component.

Here are some important practical points to help ensure the success of your Faithraiser Program. These effective actions have been proven to dramatically improve Mass attendance and donor response in parishes across the country.

1. Bless the kiosk and the program, asking the Lord to use this to draw people closer to him, and invoke the assistance of the parishioners' guardian angels.
2. When you introduce the Faithraiser Program to your parish on the first weekend, it is important to make sure your parishioners know how it works from the beginning. The real key to a successful start with enthusiastic parishioner participation is for the pastor to verbally encourage parishioners to take the CDs, as people will listen to their pastor. This program is an effective way to move toward your goal of catechizing and evangelizing the parish. People are very hungry for this kind of information, but they need to be directly encouraged because most have never heard a Catholic CD or tape (and most don't read much having to do with faith), and they don't know what they are missing. This is a unique opportunity for them to grow.

It is VERY helpful for the presiding priest of each Mass or event to do the following:

Make an announcement about the program at the end of every Mass or event. Here is a sample:

*"I am pleased to present a new learning opportunity here at (parish name). In the back of the church, you will see a new wooden display with a variety of free (or inspiring) CDs and pamphlets prepared by Catholic priests and eminent Catholic lay people. These talks are guaranteed to deepen your appreciation and understanding of our Catholic Faith."*

*(Hold up some of the CDs and announce the names and a sentence or two about each.)*

*Once you have listened to the CDs, please pass them on to family, friends, neighbors, etc. All donations and feedback are greatly appreciated and will help support this vital ministry!*

- You can mention this to the parishioners as a real opportunity to evangelize, as we are all called to do, and to reach out to their adult children, their friends, to those not attending Mass, etc. Remind them that they don't have to be a theologian.
- Emphasize what an incredible deal this is and that the retail value for the CDs ranges from \$7 to \$10. You can encourage parishioners to "throw a twenty dollar bill" in the donation box and take 9 of them!!
- It can be helpful to challenge people to invest a little in their Faith, to evangelize themselves. This is how to make their Faith interesting and relevant in their lives. Perhaps ask for a show of hands of how many people present have read a Catholic book or something from a Catholic magazine in the last 3 months.

After the program is running for a while, ask how many have taken CDs and then re-encourage them.

3. Write a letter in the bulletin to your parishioners explaining the Faithraiser Program.
4. In order to give you the best possible service, we suggest that you designate one person to be your liaison with your Lighthouse Account Manager for placing orders, answering questions, providing feedback, etc. Your Account Manager has a wealth of resource material available and will share this with your liaison, along with details regarding Mass volunteers, creative ways to promote the CDs, etc.
5. Allow the volunteer to run ongoing bulletin and pulpit announcements, highlighting a different CD each week, along with a brief description of the talk.
6. Near the end of each 2-3 month cycle, run a bulletin and pulpit announcement to let parishioners know that the titles are changing. For example:

*"LAST CHANCE! ... The following titles will be available for the next two weeks and then will be replaced with all new titles (list the new titles). Once you have listened to them, please pass them on to others. You will find the display at the back of the church. Your donations and feedback are greatly appreciated and will help support this important ministry!"*

When the new titles are in, list them in the bulletin (if space permits) or create a flyer to be placed at the ends of the pews.

7. For the best results, a volunteer should be present after each weekend Mass to encourage parishioners to take advantage of the CDs and pamphlets – and to encourage donations. Checks should be made payable to the parish.

We hope these few simple suggestions will help to bring about the spiritual renewal we have seen in many other parishes. Remember, Lighthouse Catholic Media is always here to help. We also offer our prayer support along with over 20 cloisters of nuns who pray for the success of this ministry in all of the parishes involved with Lighthouse.

We look forward to working with your parish. May God bless you and your parishioners.

## Appendix IV

### Sample Donation Tracking Sheet

D Title	Original Count	7/6/10 # sold	# left	9/13/10 7 sold	# left	# sold	# left	# sold	# left
Becoming Best Version	33	16	<b>17</b>	14	<b>3</b>				
Hahn Conversion	33	12	<b>21</b>	9	<b>12</b>				
Anger and Forgiveness	33	13	<b>20</b>	8	<b>12</b>				
Passion of Christ	33	8	<b>25</b>	11	<b>14</b>				
Seven Reasons	33	10	<b>23</b>	8	<b>15</b>				
The Holy Eucharist	33	10	<b>23</b>	5	<b>18</b>				
True Meaning of Easter	33	5	<b>28</b>	3	<b>25</b>				
The Mass Explained	33	9	<b>24</b>	8	<b>16</b>				
15 Things When Suffer	33	11	<b>22</b>	8	<b>14</b>				
Totals	297	94	<b>203</b>	74	<b>129</b>				
Money Taken In		\$310		\$183.50					
Total Profit or Loss Investment = \$991		-\$681		-497.50					

## Appendix V

### Additional Ways to Distribute CDs


#### Suggestions for Faith Formation and Evangelization

Lighthouse Catholic Media™ CDs can complement and reinforce all parish efforts in Adult Faith Formation and Evangelization.

- Give CDs with baptismal certificates, marriage certificates, and to pre-Cana couples.
- Give as gifts to ministry heads or parish staff to build relationships and nurture the faith of those in ministry.
- Use with —in home ministries such as visiting the sick or elderly or for bereavement ministries.
- Pastors can give or suggest a particular CD that would address the spiritual needs of someone they are counseling or in Confession.
- Reinforce catechesis for parents of children making their Sacraments by having relevant CDs available in the fall as part of their class materials or in the spring prior to reception of the Eucharist/Penance or Confirmation. Strongly encourage parents to listen so they are better prepared to help their child prepare for the Sacraments.
- Have CDs available during CCD and Parish School registration and at all meetings for parents prior to the Sacraments. This is a great way to reach inactive parents who don't normally come to Mass.
- Reinforce the R.C.I.A topic for the week with a suggested CD title.
- Give CDs as a thank you gift to liturgical ministers...or offer them to these groups for a reduced donation.
- Pastors can listen to them and use stories, examples, etc. from the talks in their sermons...or during their sermon they might refer people to a particular CD to continue learning about the lesson highlighted in the sermon. Keep a complete set of all titles in the rectory for the priest to use.
- Increase evangelization efforts by encouraging parishioners to take CDs to give to friends, family, neighbors, co-workers or strangers to help share the Faith and to help those struggling.
- Put display out at parish functions such as a fair, bingo, picnic, fish fry, etc. This is a great way to reach non-practicing parishioners, neighbors, or visitors. This is especially effective with a volunteer at the display.
- Pick a title and send out a copy to each parish family with a letter from the pastor. This is a great way to reach those who have become inactive and/or don't know their Faith.
- The CDs make a great Easter or Christmas gift from the parish to each family.
- Offer coffee and a CD after Mass on Sunday. Invite parishioners to meet and listen to a CD together and then discuss. Extra copies should be available so that listeners can take them and encourage others to listen. (Ask your Lighthouse representative for more information on this program called *Finding the Fullness of Faith*).
- Use CDs as discussion starters for study groups, youth groups, mom's groups, etc.
- Coordinate CD selections with other parish groups and make available at their group meetings and events.
- Provide a prison ministry with CDs for discussion groups or individual listening.
- Send monthly e-fliers to the DRE, ministry leaders and parishioners each month highlighting 1-2 CDs in their display

Hand out 1-2 copies of each CD to parishioners. Ask them to write a few sentences about the talk that can be published in the bulletin. Ask if any of them would like to share their quote from the pulpit at the end of Mass during a promotion weekend.

## Appendix VI

 <p><b>LIGHTHOUSE</b> CATHOLIC MEDIA A NOT FOR PROFIT CORPORATION</p>	
<h3>English Order/Reorder Form</h3> <p>Effective 7-14-2010</p>	
Parish Name / Diocese: _____ / _____	
Parish Address to Ship to: _____	
Parish City: _____	State: _____ Zip: _____
Pastor: _____	Phone ( ) _____ Email: _____
Volunteer: _____	Phone ( ) _____ Email: _____
Acct. Manager: _____	Phone ( ) _____ Email: _____
Payment Method: Check No. _____ or Credit Card Number: _____	
CVN Code: _____ Exp. Date: _____	Name on Card: _____ Payment Amount: _____
Shipping Address (if different from above): _____	
City: _____	State: _____ Zip: _____
<b>Premium Freight Options:</b> <small>                     ___ Next Day Air Multiply Program Investment x 1.45    ___ 2nd Day Air Multiply Program Investment x 1.29    ___ 3rd Day Air Multiply Program Investment x 1.21                      * Standard Shipping is UPS Ground. * Note: non tax-exempt orders shipping to IL please add 8% sales tax.                 </small>	
<h3>First-Time Orders</h3> <p><i>All first-time orders include an attractive wooden display and Comprehensive Success Plan.</i></p>	
<b>Option A: Total Investment \$911.55</b> • 225 CDs (25 copies of 9 titles) • 150 Brochures (50 copies of 3 titles) <i>Retail Value: \$ 1,693.67</i> <i>You Save 59%: ( \$ 784.12 )</i> <b>Total Investment: \$ 911.55</b> Price includes shipping	<b>Option B: Total Investment \$1,496.58</b> • 450 CDs (50 copies of 9 titles) • 300 Brochures (100 copies of 3 titles) <i>Retail Value: \$ 3,086.17</i> <i>You Save 59%: ( \$ 1,589.59 )</i> <b>Program Investment: \$ 1,496.58</b> Price includes shipping
<b>Custom Option: Total Investment \$586.54</b> • 90 CDs (10 copies of 9 titles) • 150 Brochures (50 copies of 3 titles) <i>Retail Value: \$ 885.67</i> <i>You Save 59%: ( \$ 299.13 )</i> <b>Program Investment: \$ 586.54</b> Price includes shipping	
Please Select a Header Board: LHS ___ "Free Catholic CDs"    LHS ___ "Inspiring Catholic CDs"	
<h3>Side Entrance Portable Display</h3>	
<b>Option 1: 160 CDs (10 copies of 16 titles)</b> <i>Retail Value: \$ 1,120.00</i> <i>You Save 59%: ( \$ 563.60 )</i> <b>Total Investment: \$ 556.40</b> Price includes shipping	<b>Option 2: 240 CDs (15 copies of 16 titles)</b> <i>Retail Value: \$ 1,600.00</i> <i>You Save 59%: ( \$ 851.60 )</i> <b>Total Investment: \$ 748.40</b> Price includes shipping
Select a Header Board: ___ "Prepare Your Heart" ___ "Deepen Your Faith" ___ "Catholics Come Home" ___ "Embrace the Love of Christ"	
<h3>Optional Items</h3>	
Topic Tags: ___ Set of 23 - \$15.00    ___ Individual - \$.75 ___ Volunteer Handbook - \$5.00 ___ Promotional DVD - \$.75 ___ CD of the Month Club Brochure - \$2.00 per 10 pack ___ Side Entrance Display (no CDs) - \$160.00	___ Header Boards for Side Entrance Display - \$17.00 ___ <i>Made For More</i> (U.S.) - 1 Case (50 books) - \$125.00 ___ <i>Made For More</i> (Canada) - 1 Case (50 books) - \$170.00 ___ <i>Rediscovering Catholicism</i> (U.S.) - 1 Case (44 books) - \$132.00 ___ <i>Rediscovering Catholicism</i> (Canada) - 1 Case (44 books) - \$155.00
<b>Reorders (does not include wooden display)</b> CDs - \$2.25 • Brochures - \$13.50 per 50/pack 7% shipping charge is added to all orders. Minimum shipping charge - \$12.00	<b>Quantity Pricing</b> 1-4 CDs (1 title) \$ 3.00 ea.    500-999 (1 title) \$ 2.15 ea. 5-9 CDs (1 title) \$ 2.50 ea.    1000+ (1 title) \$ 2.00 ea. 10-499 (1 title) \$ 2.25 ea.
<b>To place an order, please contact your local Lighthouse Account Manager.</b> Please make check payable to Lighthouse Catholic Media, NFP and mail to 303 E. State St., Sycamore, IL 60178.	