

NCIL-ABT Sales Rep Guide

Welcome to the NCIL-ABT Independent Sales Program. As an Independent Sales Representative you will be able to create your own schedule, set your own hours, and generate as much income as you are motivated to earn. Are you ready?

To be successful you must be able to use your connections, build a network of business associates, and think outside the box. You should wake up every morning with the drive to connect people with accessible products, and create a more independent and meaningful financial future for yourself.

How to Find Interested Consumers

This is the most obvious question to ask yourself when starting out as an Independent Sales Rep. Finding successful referrals for MyControl Bathing Systems is key to your success, and there is good news – you are working to connect people to the most meaningful and accessible bathing product on the market. MyControl sells itself because it pushes the limits of accessible bathing technology to give its users unmatched independence. People with disabilities and seniors especially benefit from the unparalleled accessibility and benefits of hydrotherapy. In fact, many individuals can obtain a prescription from their doctor for a MyControl because of the incredible health

and accessibility advantages. Because MyControl fills such a great need for accessible bathing, it is not difficult to convince someone that they need one in their own home. Successful Sales Reps will have expert knowledge of MyControl's accessibility and safety features, which can be found in the MyControl Brochure and on ABT's website.

Strategies for locating people in the marketplace who could benefit from MyControl Bathing System may differ from city to city, but most will have a few of the same basic characteristics. Remember, MyControl is designed for accessibility, so connecting with seniors and people with disabilities will always be an important place to start. Using connections with your affiliated local CIL is a good way to begin networking and finding possible referrals. It is also a good idea to create relationships with other disability organizations in your area.

You must be creative and resourceful when it comes to finding interested consumers. You should leave no stone unturned. Keep in mind that everyone benefits from greater accessibility, and rights to accessibility are guaranteed for all citizens in laws like the Americans with Disabilities Act (ADA). Hotels, apartments, hospitals and spas for example all have obligations to create businesses that are accessible to consumers regardless of their ability. These businesses have an interest in complying with the letter and spirit of the law, and also appealing to

their customers with disabilities. There are over 56 million people with disabilities in the United States, and about 40 million people over the age of 65 that will react positively to adequate accommodations. Reach out to these businesses and sell them on accessibility and point out the benefits that will come from doing the right thing.

Be involved in your community. Go to events planned by your local CIL and disability organizations; reach out to people wherever you can and learn what's going on around your area. Find ways to show people a MyControl, because when they know what it can do, they will likely want to buy one.

Be crafty. Home modification businesses and similar organizations present unique opportunities to join forces for individuals undergoing accessibility upgrades. Help create agreements between your CIL and these businesses to connect people with the products they need. By referring CIL contacts to the business, the CIL will benefit from increased sales and may choose to further compensate a Sales Rep for their work.

Your being an ABT Independent Sales Rep will allow you to place ads in local papers and on websites. A MyControl Brochure with your email address inserted as the sales contact is yet another very useful tool. The possibilities are endless if you tap into your creative side.

5 Key Tips

1. Stay motivated. Financial success is important, but this dream will quickly slip away if you are not constantly creating opportunity for yourself.
2. Master your knowledge of MyControl accessibility and safety features. These features are why most people want to buy the product.
3. Attend all trainings, phone conferences and webcasts offered by ABT. We want you to succeed, and will periodically provide opportunities to sharpen your skills and grow.
4. Work with your affiliated CIL to find creative ways to market to your community.
5. Be resourceful and fully utilize relationships with individuals and businesses to take your referral numbers to the next level. Don't be shy, network.

A Day in the Life of a Sales Rep

Successful Sales Reps have one thing in common: they motivate themselves and don't need anyone telling them to get out and sell. Those who are either new to sales or aren't certain that they have the internal drive that motivates them to get out of bed in the morning and onto the streets should think twice before seeking a position as a Sales Rep. The unmotivated need not apply.

The truth is that while Sales Reps can and often do earn a substantial income, the majority do not. The primary reason why some succeed and many fail is personal desire. Without it, the temptation to misuse the freedom is too great.

On a typical day, a Sales Rep is involved in a number of activities including education and outreach, cultivating professional connections, and responding to consumer inquiries. Some of these tasks may include:

- Contacting new and existing customers to discuss their needs, and to explain how these needs could be met by using ABT products and services
- Answering customers' questions about products, prices, availability, product uses, and purchase terms
- Emphasizing product features based on analyses of customers' needs, and on technical knowledge of product capabilities and limitations.
- Networking with individuals and organizations to create new opportunities to educate the public about the benefits of MyControl

Sales Reps that want to succeed will set daily and weekly goals for themselves. Holding yourself accountable is important, and is the only real way to guarantee success.

Things to Keep in Mind

Always be yourself, and use the unique talents and assets that you bring to the table. You already have something to offer, it's all a matter of channeling your skills and energy into strategies that will lead to successful referrals, and yes, financial gain to you by closing sales. There will always be people in your area seeking an accessible product like MyControl, and it's your job to make sure they find it. Outreach, collaboration with your affiliated CIL, and networking are important ways to find the people who need MyControl.

Being a Sales Rep within this partnership means that you are held to a high standard for the ethical procurement of product referrals and sales activities. Integrity is important to NCIL and ABT, and a strict code of conduct will be enforced to ensure that customers receive the utmost respect best service.

Funding avenues and resources are out there. If you assess or a person speaks about potential difficulty affording a MyControl contact your local CIL to find out who you should speak with to learn about funding sources available in the consumer's area. CILs are a great place to turn to for advice.

For more information about MyControl visit: www.accessiblebathtechnologies.com

For questions regarding the Independent Sales Program email: ABTNCILReps@verizon.net