

The Message of Assistant Manager – What is AM all about?

Leadership – Important factor that companies look for in new hires. Leaders grow faster, develop skills faster, and move up in business faster than followers.

http://study.com/articles/10_Ways_Leadership_Roles_Will_Help_You_Succeed_After_College.html

Experience – The best for students – unique, practical, challenging. Far more valuable than an internship that is directly within one's major. Skills are universally applicable here, yet they are not at most internships. The truth about most internships is that it's just grunt work. Intriguing to recruiters at first, but when they learn what was actually done on a day to day basis, not usually impressive.

Rep Sales Opportunity – Flexibility, strong income, exhilarating and fun. Ability to CHOOSE how to spend/invest each hour of the day. Make 3-5 times more money than most students. (\$50 -\$100 per demo) Thrill of creating something from scratch. (no demo exists - AM takes action - Demos exist)

Sales Management – Recruiting, training, building people, here to serve, process focused/result oriented

Expanding Capacity – Scheduling at a new level (sell, lead, manage, learn)

Rewards – Helping others, giving of self, building people, seeing immediate benefit of effort, passing along that which has been received, good income, great income if highly effective

1 job of AMs – Add demos to the office

Quantify AM impact:

1. Personal demos - 5-10/week = 500-2k cpo
2. Mini phone jam with 1-2 reps creates 2-10/week = 200-2k cpo
3. PC creates 1-3 demos per rep; 2-10 PCs creates 3-30 demos = 300-6k cpo
4. 1k-10k cpo created per week

15 weeks of summer: each AM creates 15k-150k per summer