



February, 2016

Testimonial Letter

I joined SM in March of 2003 after spending over 25 years in the life and health insurance industry. The insurance industry had changed in many respects and I was looking for something that offered autonomy, a potentially high income, no pressure to buy and a straightforward, uncomplicated product or service. When I discovered SM I realized it was exactly what I looking for. The premise is simple and risk free: if we don't save you money you don't pay us anything.

The basic training provided me with the tools I needed to get started. By following the training exactly I found that everything Dennis Schooley told me was true and in my second full year I was earning a six figure income. The training never ends because the telecom business is constantly evolving and that is something that I find to be highly stimulating.

The support from Head Office has been nothing but superlative. I have always been given the help I needed from the very beginning and it continues today. The quality of Head Office people is second to none. No problem is too trivial for them and no franchisee is left adrift. Their actions constantly prove their dedication to the success of every franchise.

The Warehouse is a gold mine for a franchisee's needs. Whether the topic is sales and marketing or administration of one's business the Warehouse covers it all. The tools are the absolute best in the industry and are invaluable in analyzing a client's potential savings.

'Pulse' is a stay in touch tool that my clients look forward to receiving. While every edition can't be all things to all people there is usually something every client can glean from the book reviews or videos.

In the insurance industry I attended conventions that were of a very high caliber and I was pleasantly surprised to find that SM's Annual Conference is as good or better. Always in an exotic location it is filled with golden nuggets of knowledge. The round tables with my peers are always extremely helpful in finding ways others run their business and deal with their clientele.

I have found Dennis Schooley to be a leader with exceptional skills. His background as an accountant combined with highly polished sales ability provide for a very eclectic mixture that enables him to back up everything his says with positive, productive actions. Dennis is trustworthy and passionate about each and every franchisee's success.

I would be pleased to have a telephone conversation with anyone interested in a career with Schooley Mitchell.

John Campbell, Strategic-Partner