



November, 2018

To Prospective Franchisees,

I started looking at Schooley Mitchell about four years ago and signed with the organization in October 2015. I come from an extensive sales and management background. I'm in my mid-fifties and went through several personal changes before I joined Schooley Mitchell that left me questioning whether or not working for someone else would get me to where I needed to be, from both a personal and financial perspective. To use a football analogy to describe the situation, it's the fourth quarter and I'm down two touchdowns. It was time to take the risks and put the ball in the air. A conservative ground game to wind out the clock was not an option for me.

While I have considerable business skills, starting my own business completely from scratch was not realistic. I did not want an extensive office staff, nor did I want to be locked into a brick and mortar operation. What I needed was an opportunity to blend my skill sets with the support system of a strong company and a proven product or service. As I researched Schooley Mitchell, it was apparent that this concept was a good match for my needs.

The concept of auditing telecom, merchant services, and small package shipping expenses, and then splitting the savings with the client is a very simple concept to present. The overhead is minimal. The company is the largest and best at what we do. There is very little competition. The greatest liability in this business is just the personal willingness of the franchisee to go out and work. With the addition of telemarketing services, there is more value to the system than before. Schooley has a proven support team in place, and the business coaching that is provided allows the new franchisee to hit the ground running.

I can't stress enough that the key to success with this business rests with the franchisee. This is not a fixed location, "build it and they will come", type of business. You don't have customers banging on your door begging you to do business with them; but then you don't have a two million dollar initial investment either. You will succeed or fail on the basis of your willingness to go out there work the business. If you have the willingness to build this one client at a time, then over a reasonable time frame you can be very profitable. If you treat it like a part-time job...you will fail.

When I train people, I tell them that there are three keys to winning and keeping clients: the perceived value of the sales person, the perceived value of the product/service, and the perceived value of the company. Schooley Mitchell gives you the credibility you need to deliver on the last two, but your success or failure will be up to how well you deliver your value to the prospective clients.

Good luck out there, with whatever you choose to do!

A handwritten signature in dark ink, appearing to read 'Craig Le Duc', with a long horizontal line extending to the left.

Craig Le Duc
Owner/Primary Consultant
Schooley Mitchell of St. George

756 S 75 E Suite 21, Kanab, UT 84741 www.schooleymitchell.com/cleduc
Main 435.590.1555 Fax 435.572.4143 Email craig.leduc@schooleymitchell.com

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