

# Motor Club of America

**A TRUSTED NAME SINCE 1926**



**A MEMBERSHIP GIVING *YOU* PEACE OF MIND  
WHETHER AT HOME OR ON THE ROAD**

**UNITED STATES**

**CANADA**

**THIS IS NOT AN AUTOMOBILE LIABILITY INSURANCE CONTRACT AND  
DOES NOT COMPLY WITH ANY FINANCIAL RESPONSIBILITY LAW**



# TOTAL SECURITY

## MEMBERSHIP

### INCLUDES



**VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**BOAT TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**RV  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**MOTORCYCLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**DUALY  
OVER 1 TON  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**LIVESTOCK  
TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT**



**TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS**



**UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU**



**UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU**



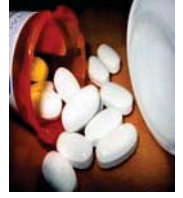
**A \$5,000  
STOLEN  
VEHICLE  
REWARD**



**\$1,000  
CREDIT CARD  
PROTECTION**



**\$500 FARM  
EQUIPMENT  
REWARD**



**PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS**



**UP TO \$500  
EMERGENCY  
BENEFITS**



**UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS**



**\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT**



**\$50,000  
ACCIDENTAL  
DEATH  
COVERAGE**



**TRAVEL  
ASSISTANCE  
PROGRAM**

**All Accident - At Work - At Home - At Play**



# **TOTAL SECURITY**

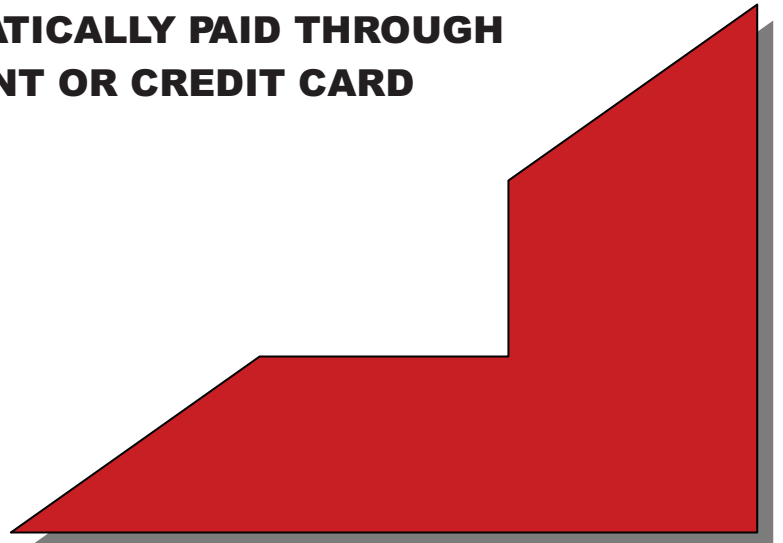
# **MEMBERSHIP**

## **... ONLY \$19.95 A MONTH**

***Simple to Join:***  
**First and Last Months Dues**

Number of Members	Monthly Dues	Total Today
1	\$19.95	\$39.90
2	\$39.90	\$79.80
3	\$59.85	\$119.70
4	\$79.80	\$159.60
5	\$99.75	\$199.50

**BEGINNING 1 MONTH FROM THE EFFECTIVE DATE,  
YOUR DUES ARE AUTOMATICALLY PAID THROUGH  
YOUR BANK ACCOUNT OR CREDIT CARD**



# MCA SECURITY PLUS

## MEMBERSHIP

### INCLUDES



**4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS**



**UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU**



**UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU**



**A \$5,000  
STOLEN  
VEHICLE  
REWARD**



**UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT**



**\$1,000  
CREDIT CARD  
PROTECTION**



**\$500 FARM  
EQUIPMENT  
REWARD**



**PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS**



**TRAVEL  
ASSISTANCE  
PROGRAM**



**UP TO \$500  
EMERGENCY  
BENEFITS**



**UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS**



**\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT**

**All Accident - At Work - At Home - At Play**

**...ONLY \$14.95 PER MONTH**



# MCA SECURITY

## MEMBERSHIP

### INCLUDES



**4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE**



**TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS**



**UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU**



**UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU**



**A \$5,000  
STOLEN  
VEHICLE  
REWARD**



**UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT**



**\$1,000  
CREDIT CARD  
PROTECTION**



**\$500 FARM  
EQUIPMENT  
REWARD**



**PRESCRIPTION,  
VISION &  
DENTAL  
DISCOUNTS**



**TRAVEL  
ASSISTANCE  
PROGRAM**

<p><b>UP TO \$500 EMERGENCY BENEFITS</b></p>	<p><b>UP TO \$54,750 DAILY HOSPITAL BENEFITS</b></p>	<p><b>\$10,000 ACCIDENTAL DEATH BENEFIT</b></p>
<p><b>Auto Accident Only</b></p>		



**...ONLY \$9.95 PER MONTH**





# Income Projections for MCA Marketing Plan

## Direct Sales

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week **	Earned Override Per Month	Annual Override Per Sale
MCA Total Security Plan (Monthly Retail Value \$19.95)							
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92
Security Plus (Monthly Retail Value \$14.95)							
1	\$60.00	\$60.00	\$3,120.00	5.00	5.00	0.52	6.24
5	\$61.50	\$307.50	\$15,990.00	5.00	25.00	0.52	6.24
10	\$63.00	\$630.00	\$32,760.00	5.00	50.00	0.52	6.24
15	\$64.50	\$967.50	\$50,310.00	5.00	75.00	0.52	6.24
20	\$66.00	\$1,320.00	\$68,640.00	5.00	100.00	0.52	6.24
30	\$67.50	\$2,025.00	\$105,300.00	5.00	150.00	0.52	6.24
Security (Monthly Retail Value \$9.95)							
1	\$40.00	\$40.00	\$2,080.00	4.00	4.00	0.39	4.68
5	\$41.00	\$205.00	\$10,660.00	4.00	20.00	0.39	4.68
10	\$42.00	\$420.00	\$21,840.00	4.00	40.00	0.39	4.68
15	\$43.00	\$645.00	\$33,540.00	4.00	60.00	0.39	4.68
20	\$44.00	\$880.00	\$45,760.00	4.00	80.00	0.39	4.68
30	\$45.00	\$1,350.00	\$70,200.00	4.00	120.00	0.39	4.68

Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.

# INCOME PROJECTION

Based on sales of MCA Total Security  
Membership with 2 Months On-going Pay  
with Advances and Insurance Bonus

APPROX. HRLY COMM. RATE	# OF SALES	COMM. ADV. PER YEAR	COMM. ADV. PER MONTH	COMM. ADV. PER WEEK
\$6.00	3	\$12,480.00	\$1,040.00	\$240.00
\$10.25	5	\$21,320.00	\$1,776.00	\$410.00
\$21.00	10	\$43,600.00	\$3,640.00	\$840.00
\$33.58	15	\$69,849.00	\$5,821.00	\$1,343.00
\$46.25	20	\$96,200.00	\$8,016.00	\$1,850.00
\$70.50	30	\$146,160.00	\$12,180.00	\$2,820.00

## Insurance Bonus

\$100 - 45 Memberships per Month - Average 11.25 Memberships per Week  
\$213 - 65 Memberships per Month - Average 16.25 Memberships per Week  
\$380 - 85 Memberships per Month - Average 21.25 Memberships per Week  
\$480 - 105 Memberships per Month - Average 26.25 Memberships per Week  
\$525 - 190 Memberships per Month - Average 47.50 Memberships per Week  
\$600 - 250 Memberships per Month - Average 62.50 Memberships per Week

# MCA Fast Start Prospecting List

## Make a Copy for your Manager

Congratulations, you've started a new business and to help you launch your business you need to let your friends and family know about your business. If you opened a new restaurant you might invite them to the "Grand Opening." This business is no different, and they can refer people to you. Trust this process . . . it works. Do it and you will see the results?

### 10 "WARMEST" Prospects – Friends and Family

	Name	Phone #	Relationship	Contact	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

### 15 "WARM" Prospects – Somebody from Church, Work, Community Clubs (Lions, Civitan, Rotary, etc.)

11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

## MCA Approach

After you normal greeting . . . . .

I've started a new Business. As a part of my training, I've got to show our program to 20 people. It will only take about 15 minutes. You may or may not be interested.



*MCA*  
Getting Started Right: The System!  
4 STEP PLAN

Following this system has proven time and time again to be the BEST way to Launch your MCA Business. Follow the system exactly, and you will be amazed at the results.

1. Learn your **SALES PRESENTATION**  
A) Know What To Say B) Know How To Say It C) Know How To Close
  2. Make a **LIST** of everyone you know. (First 25 on back) Don't Judge anyone . . . you don't know who they know!
  3. **CONTACT** everyone on your list. Set up at least 3 or 4 appointments a day for you and your Manager to work as a part of your Training.
  4. **RECOMMENDATIONS . . .** The Key to **GROWING** Your **MCA Business** Is Learning **The Art Of Recommendations**.
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**Four Principals You Need to Look At Everyday**

- 1) **Goals:** Set yourself goals for how many presentations you will make each day you work.  
Set yourself a goal for how many sales you will make each day you work.  
Set yourself a goal for the income you desire . . . daily, weekly, monthly and yearly.
- 2) **Your System:** If you are going to have consistent success at anything you have to establish a system for working your business. When- Where- How long.
- 3) **Focus:** Life comes at you fast and it is easy to get distracted. Have your goals and system clearly defined and written down so you know why you are working and have a "track to follow".
- 4) **Make it Fun:** Do not make this just another job. Keep your mind *on* the things you want and *off* the things you don't want and "above all else" have fun!

## The Art of getting Recommendations

When you've made the sale, you close your kit, and when the prospect sees you close the kit, the process is over in their mind and they kind of relax. Then the first thing I say is,

**“I want to ask you a question. As a matter of fact, I need your help. We've found as a company that we get our best members from people just like you, hard-working, responsible people. Who do you know here in this area that would make me a good member?”**

When somebody says “I want to ask you a question” an antenna goes up. They kind of perk up a little bit. And then you say “As a matter of fact, I need your help.” They immediately move to ‘how can I help this guy?’ Then you say “we've found as a company” – not that I've found, but “we've found as a company that our very best members come from people just like you, hard-working, responsible people. Who do you know here in the area that would make a good member?” You don't say, “Who do you know that would buy this?” or “Who'd be interested in it?” because you don't want your prospect trying to figure out, ‘who would buy it or who would be interested.’ You just say, “who'd make a good member?” The average person will give you five names of people to go see. With those people you call on as a result of recommendations, the closing ratio is a lot higher than cold calls, because a friend or relative, someone they respect or love, sent you over there. If you want a long career in the motor club business, learn the art of getting recommendations.

After many years in the Direct Sales Industry, I have found that the people that are successful and have long careers with any company, have learned the art of getting recommendations.