

The U-T San Diego  
Welcomes You To:

# The Journey To Mastery™

Quality is never an accident. It is always the result of intelligent effort.  
There must be the will to produce a superior thing.  
—John Ruskin

**U-T**  
San Diego



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The positive thinker sees the  
invisible, feels the intangible  
and achieves the impossible.

— Helen Keller





# Vision Statement

The Journey To Mastery™ Program is a high-performance environment dedicated to creating excellence and achievement. We are committed to developing growth, optimizing outcomes, encouraging potential and creating conditions where winning is not an event, but an experience for everyone.

**In our vision we recognize our mission is to:**

1. Enable optimally those who are suited for this career.
2. Enable those who are not to discover it early, appreciate the opportunity, grow from the experience, and go on to their next challenge with dignity and respect for the process. The success of this mission lies in our ability to create a condition in which the truth is told, and to respect each other in doing so.

We are what we repeatedly do, and for us excellence is not an act but a habit. We, the participants in the program, are ordinary people with extraordinary determination. Choice, not chance, determines our outcomes.

We appreciate that it takes courage to push ourselves to places that we have never been before...to test our limits...to break through our barriers.

We are inspired by the invisible, we feel the intangible and achieve the impossible.

**The Journey To Mastery™ program is dedicated to supporting the U-T San Diego in its Vision and Mission:**

## U-T San Diego Vision

Through entrepreneurial speed, creativity and innovation, The U-T San Diego will continue to transform into a Multimedia company driving excellent results for its customers while serving as the community's trusted source of news and information.

## U-T San Diego Mission

Our mission is to be the leader in providing news, information and marketing services indispensable to customers in our diverse region. We will continually enhance our Multimedia products and services, while upholding the highest standards of journalistic quality and integrity. Our mission is to U-T San Diego First in everything we do, and continue to improve lives and build a stronger community through information, insight, and ideas.

Douglas M. Yeaman  
JourneyToMastery™  
Vision Statement





Thank you for your interest in our company.

Because I want you to give serious consideration to a career in Multimedia sales with The U-T San Diego, I am enclosing some information to assist you in understanding our business. I will appreciate the time you take to review this material and feel sure it will help you make a positive decision.

As you may know, a career in Multimedia can be both financially rewarding and personally satisfying. It is sales professionalism at its best. At the same time it demands hard work, long hours and the capacity to deal with frustration and disappointment. In short, it calls for the highest degree of personal courage, determination and stamina.

We are fiercely proud of the people who represent The U-T San Diego! In order to qualify, they had to meet the toughest standards possible. They spent numerous hours in training in order to meet rigid requirements and to develop their marketing skills. They are truly exceptional people. We need more like them!

Please read and acknowledge reading each page, and pay special attention to the provisions in the Addendum to the Commission Schedule regarding the Associate's "share" of all client contracts. If after reading the enclosed information you are interested in discussing a Multimedia career with our company, your next step in this process will be to sign or initial the Career Development Program materials.

This may be the rare opportunity both of us are looking for.

Good luck in your new career!

Sincerely,

John Lynch  
Vice Chairman and CEO



# What is Multimedia Sales Really Like?



It's what you learn after you know it all that  
counts.

— John Wooden



# The Plain Facts About a Career in Multimedia

## Multimedia

Multimedia is fast paced and constantly changing environment, incorporating new and improved products and cutting edge technology. What was news today is obsolete tomorrow. In today's world you have Multimedia, multi device, multi platform- 24/7 access at your fingertips. News and media has been redefined and will continue to change daily moving forward.

A Multimedia Account Executive is a marketing consultant who plans, coordinates and organizes Multimedia campaigns for their clients. The goal is to help their clients achieve more business, revenue and clients. Multimedia Account Executives are marketing experts who advise their clients in the best possible way to achieve maximum results.

With conventional methods of orientation and training, the new Account Executive most often struggles and gets very little "hand on support to initially build their business. Therefore, in many companies, there is a greater than necessary turnover.

Staying focused on productivity, and getting positive feedback or reinforcement of the right kinds of activity greatly improves productivity from the beginning. Getting productive quickly with a structured plan that has proven to be effective significantly boosts attitude and results.

## Avoiding the Pitfalls

Some companies are not very protective of their new Account Executives. The new Account Executives are sometimes resisted or resented by the seasoned Account Executives depriving them of in-house support and mentoring. Even assuming that the typical Multimedia company does support the coaching and training of new Account Executives, there is still the difficult learning curve that must be overcome. This is typical for the industry, but there is another way—a better way—to do things.

# The Plain Facts About a Career in Multimedia

Early development is important to your future success. In 1985, Douglas M. Yeaman conducted a study. The study focused on identifying key factors for substantial success in the field of new Multimedia sales. It was determined that the habits developed in the first six months and the ability to produce quickly were more significant than any other single factor. The study also found that Account Executives who did not write a contract until the middle of their second quarter of their first year were substantially disadvantaged. Sales people who became certified in the components of this program, measurably out performed those who did not by 100% to 200% their first year.

## **Fortunately, Not All Multimedia Companies Are Alike**

The U-T San Diego is able to truncate this "learning curve" by enabling Associates to become productive and profitable early on. The program combines intensive sales training and orientation with a unique mentoring program. The program is called The Journey To Mastery™ "Program" and it has a proven track record for success.

As an Associate with The U-T San Diego, you will become integrated with The U-T San Diego Sales Team. The sales environment will be one of cooperation and mutual support rather than the competitive sales environment of the typical Multimedia office.

## **Success takes dedication and commitment**

Account Executives, need to be prepared for the rigors of the job. During the most critical period in your career, you must work with discipline and structure. This level of commitment is absolutely necessary for success in the Multimedia market.

Douglas M. Yeaman, creator of The Journey To Mastery™ Program, comments, "I do not make up the rules, I merely describe the reality of the market. Multimedia is a game. There is only one formula for success, and it is part inspiration and part perspiration. "





# Choosing The Right Course

Starting a new career is probably one of the most important decisions that a person can make. Therefore, a great deal of thought should go into your decision to become part of The U-T San Diego Multimedia Team.

## **Self Evaluation: Is a Career in Multimedia Right For You?**

*Do you work well with people?*

Interpersonal skills are necessary in any career. This is especially true in the field of Multimedia. As a Multimedia associate, your ability to relate well with people and to form professional relationships with prospective clients is one of the most important attributes you can possess. You will learn various techniques for qualifying prospects and conducting market analysis. You will also work harder than you ever imagined. The bottom line is that Multimedia sales is about people helping people.

*Are you willing to take charge of your career?*

“Taking charge” means being in control. It is an attitude that generates opportunities for success. It requires motivation, determination and self-discipline. You must be willing to take action. In this field, nothing will happen automatically. It requires purposefully directed action—a conscious decision, and then, an affirmative action, to make it work.

*Are you willing to make a commitment?*

Once you have made the decision, you must do everything in your power to make it happen. You must give yourself every opportunity for success. This requires getting the best training available. The U-T San Diego is the right place to start. Here, you will receive the most effective Multimedia sales training course available: The Journey To Mastery™ Program. Sales techniques and traditional product selling is not enough to insure success.



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## Why The U-T San Diego?

The secret of success in life is for a man (woman) to  
be ready for his/her opportunity when it comes.  
— Benjamin Disraeli

- Personal Marketing
- Training
- Advertising
- Support
- Recognition



# Why U-T San Diego?

## I. Personal Marketing

We make it easy for you to help yourself to success. U-T San Diego Marketing program is the first and foremost in the industry. This multicomponent program gives you all the ammunition you need to win big in your local market. It's a step-by-step program that teaches you how to develop career mastery in benefiting from your association with U-T San Diego.

## II. Training

Today it takes more time to succeed as a Multimedia Account Executive than just a winning attitude and perseverance. It takes the kind of in-depth knowledge that has become the hallmark of a marketing representative for U-T San Diego. That's the kind of knowledge you have available to you through our Journey To Mastery™ Program—the most innovative and revolutionary training and Multimedia program available.

## III. Support

It's a great feeling to know you're not alone. Multimedia is a very personal business. Multimedia is about relationships—the relationships that you develop with your clients that are mutually beneficial. As Quantum Systems see it, sales are a key product of these relationships. And there's the special business relationship that we're constantly developing between you and U-T San Diego that will then benefit your client.

## IV. Recognition

We'll help you capitalize on your success. People like doing business with a winner. That's why we believe in acknowledging your success. The U-T San Diego recognition program offers a wide range of competitive awards and prestigious designations based on both gross commission income and completed transactions ("closed accounts"). These honors will earn the approval of your peers and the increased confidence of your customers.



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# Career Commitment

Find out who and what you are, and  
then take steps to be that, perfectly.

— Douglas M. Yeaman







# Career Commitment

## Initial Interviews

Your introduction to the program is usually in a group. This is the time to ask the questions you or your spouse need answered in order to confirm your commitment to a career in Multimedia with The U-T San Diego.

Some Multimedia companies hire only experienced salespeople. Some hire “anybody” and take a “wait-and-see” approach. At The U-T San Diego, we hire only those who want a full-time career in Multimedia.

## Mutuality of Obligation

We are committed to supporting and training new Multimedia Account Executives! We will pay for the cost of your Multimedia training, but only if you are committed to work with us.

Parts of your training at U-T San Diego are licensed by Quantum Management Systems. As their contract with us specifies, the training concepts may not be used should you leave us and join our competition.

U-T San Diego is willing to invest in your future to help you realize your potential. After you become an account executive, we will provide you with the most effective and innovative sales training available. You will enroll in The Journey To Mastery™ Program (at a cost to U-T San Diego in excess of \$10,000 per person), but only if you agree to work full time for U-T San Diego for one year after the completion of the Journey To Mastery™ Program. If you leave the U-T San Diego for reasons other than failure to perform, you may not work for a competitor for 12 months following your departure.



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# The Journey To Mastery™ Program



Today's preparation determines tomorrow's achievement.



# The Journey To Mastery™

## The Road to Results

We help you build client relationships for lasting results. Our training consistently produces new Account Executives that out produce those that are currently called **experienced** in the industry. The U-T San Diego has enjoyed unparalleled success with the training of Account Executives in the parallel, Creating Peak Performance™ Program.

*"In less than 30 days I had real clients that turned into real contracts."* - Mary Fran McMahon, New Account Executive October, 2010

## Getting on Track with The Journey To Mastery™

The Journey To Mastery™ Program has helped tens of thousands of sales professionals to become top producers. One of the first things you will discover is that Multimedia sales is not just about making sales, it is about developing relationships.

As the statistics of the Multimedia industry demonstrate, the top producers make most of the money, while 80% of all sales professionals in the industry make less than \$50,000 per year. If you're in the underpaid majority, we believe there are better ways to spend your time, and in one year we can prove it to you. Success may be closer than you think. Why not spend a year mastering your career?

## What is Quantum?

Quantum Management Systems is a full-service management consulting firm. We have a proven track record in boosting executive effectiveness, employee performance and corporate profits. Through The Journey To Mastery™ Program, Quantum trains sales associates and professionals to manage time effectively, generate new clients and make the money they want within the targeted time period.

Douglas M. Yeaman, President and founder of Quantum Management Systems, is a nationally renowned management consultant and an inspirational leader. Having worked with more than 150,000 professionals, he is known for his remarkable ability to motivate and train people within an organization, enabling them to achieve peak performance.



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# The Journey To Mastery™

## Here's the Secret

In the face of the statistics surrounding a start up career in the Multimedia industry today, a Park City Utah, based national management consulting firm has had a remarkable impact on the success of many Multimedia organizations. Under its founder and president, Doug Yeaman, Quantum Management Systems offers a unique training program for new Account Executives in Multimedia. The training is called The Journey To Mastery™ Program. And in a survey of beginning new Account Executives, its graduates outsold other new beginning Account Executives four to one.

What is Quantum's secret? A lot of it, according to Yeaman, lies in revealing a little-known truth about the industry. "Most people in Multimedia think they're selling products. That's not what they do."

If this sounds unusual, Yeaman explains it in a way that makes sense: "Successful Account Executives are actually engaged in supporting people in making their own decisions around their Multimedia needs. A successful career in sales is not really about selling. It's about establishing relationships that are mutually beneficial." As Quantum sees it, sales are a by-product of these relationships.

When a person makes a career choice to become an Multimedia Account Exec, a painful fact has to be faced. New business can be slow business. Many of the new Account Executives fail within the first two years, and nearly all suffer a struggle ramping up their business before they start becoming high performing.

Shortening the time for a new Multimedia Account Executive to become productive is one of the ways Journey To Mastery™ helps Multimedia Account Executives rapidly build their account base and know the **KEY** to being **Peak Performers**.

Another way is by providing them business consulting services for the entire start-up period of their careers. "Most sales trainings," states Linda Allgood, a trainer with Quantum, "lasts for a week or two and are crammed with facts and techniques that wear off quickly. We keep only one fact in mind, that is, that the top 20% of sales professionals do 80% of the business. We teach our people everything they need to know to function like the 20% who are making the money."

From the beginning, as you build your business you have a lot of operational support. This includes all its administrative systems, advertising, legal and financial help—as well as an established name and great recognition.



# The Journey To Mastery™

## Smooth Selling

The Journey To Mastery™ Program focuses sales professionals in two main areas that maximize professional relationships. These are: setting standards for what is productive and managing time. In Journey To Mastery™, sales professionals learn exactly what to do to establish a productive client relationship.

Encountering clients from the standpoint of what's productive means letting go of prospective clients who don't meet the standards. As Yeaman explains, "There are three standards that give Multimedia Account Executives results: (1) they are in agreement that they have mutually identified the prospects needs; (2) assuring that the client is able to buy; and (3) assuring the client is ready to buy. Without these standards, time spent with a client is not income-generating."

Quantum has a similar philosophy in terms of time management. It teaches Multimedia Account Executives to analyze their work time in terms of what is productive, what is non-productive, and what is indirectly productive. A specific ratio of time spent in these areas lets Multimedia Account Executives produce their desired results.

According to Sharon Swanton, "The Journey To Mastery™ Program supplies the resources it takes a successful producer three-to-seven years to acquire on his or her own. And they're available at the most critical part of the business cycle...at the beginning."



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# 6 Month Timeline

Things may come to those who wait, but  
only the things left by those who hustle.  
— Abraham Lincoln



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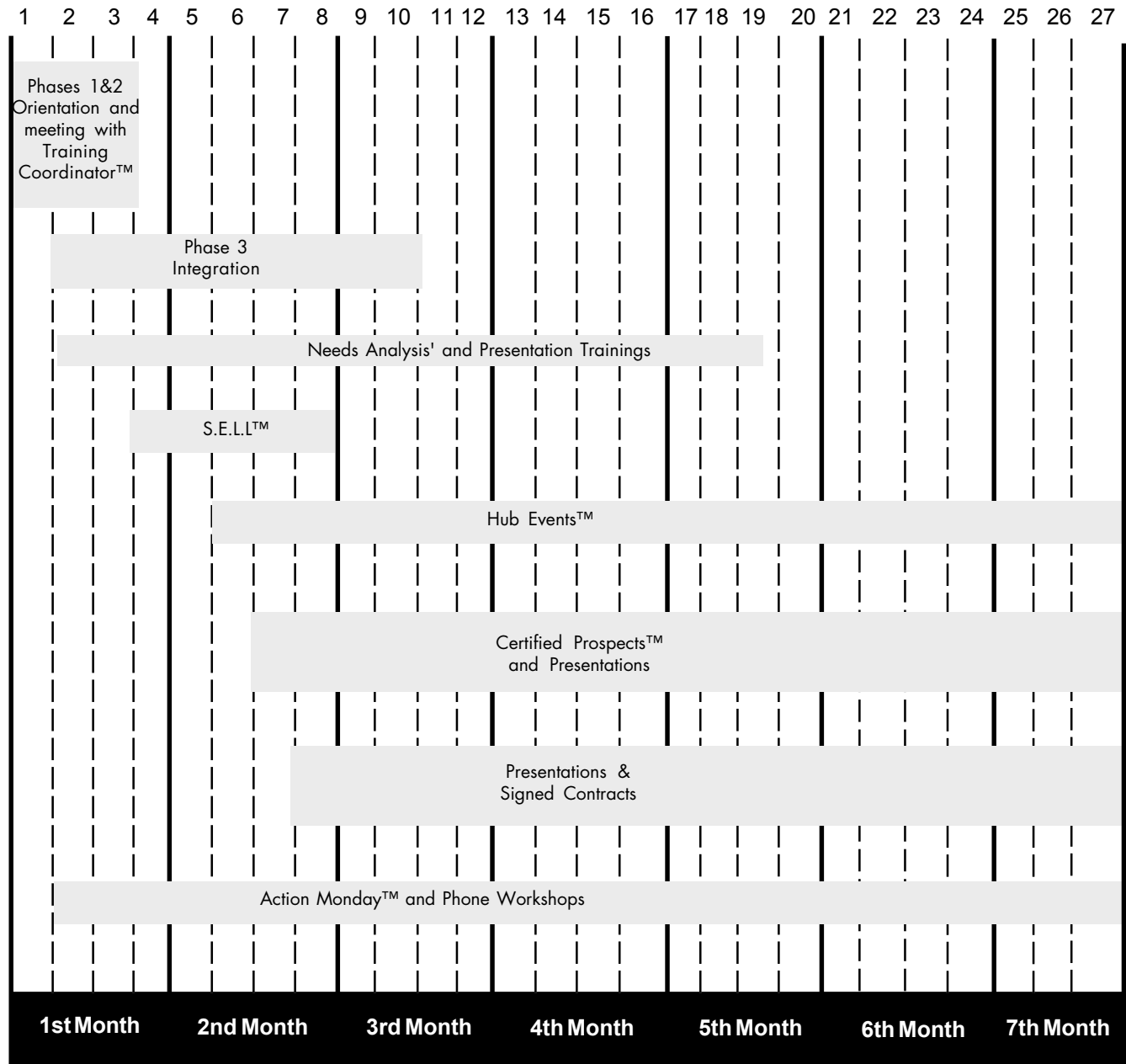
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# New Account Executive Start-up Timeline

It takes approximately four to nine months of directed activities for a new Account Executive to become a producing member of The U-T San Diego team.

Weeks:



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# Key to Account Executive Start-up Timeline

Phase One: Initial Orientation and Introduction  
Phase Two: Meeting between new Account Executive and Director of New Account Executive  
Phase Three: Development  
Integration of Associates with the Journey To Mastery™ Team

S.E.L.L.™ Training: Sales Environment Learning Laboratory (S.E.L.L.™) is an intensive training program that all new Associates are required to attend. It contains three separate segments: Basic S.E.L.L.™ Training, Premier Hub Event™/Hub Event™ Certification, and Probing™ Certification (Needs Analysis) and Power Presentations™.

Begin Premier/Hub Event The Premier Hub Event™/Hub Event™ is the central marketing technique for obtaining certified prospects and contract leads and establishing clientele.

Associates, in preparing for the Hub Event™, are required to identify prospects, potential clients, to do research to identify the best candidates and have a call/face to face drop-by plan to insure they have invitees.

- Have a target list of company contacts to call for face to face drop-by appointments
- Drop off by hand, face to face, invitation to prospect personally, insuring commitment
- Confirm by phone client's commitment to attending
- Use scripts for confirmation and setting up for next appointment
- Make Needs-Analysis appointments AT the Hub Event™ with EVERY invitee
- Call no-shows to schedule next appointment (Needs Analysis)

Certified Prospect™ and Presentations: Working with potential clients involves what is referred to as Prospect Certification™.. Working with committed "certified" prospects pays off. This method helps to screen out those not genuinely interested in making a decision on a campaign with a formal presentation.

Presentations & Signed Contracts: • Client time: Probing™, formal presentations, writing contracts and creating Multimedia campaigns.

Action Monday™ & Action Groups: Weekly meetings where commitments are made, logistics of Hub Events™ are planned, statistics are gathered, and progress is reported.



# Sample Weekly Schedule



The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

—Vince Lombardi



# Weekly Schedule

Week Begins \_\_\_\_\_

Name \_\_\_\_\_

Office \_\_\_\_\_

Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00							
8:00							
9:00							
10:00	<b>Action Monday</b>	<b>Phone Work-shops</b> <small>verify day Subject to need</small>	<b>Prospect Face to Face Drop-bys and HE Invitations</b>	<b>Prospect Face to Face Drop-bys and HE Invitations</b>	<b>Hub Event™</b>		
11:00							
12:00							
1:00							
2:00	<b>Action Monday</b>						
3:00		<b>Hub Event Confirm Calls</b>					
4:00							
5:00							
6:00							
7:00							
8:00	As you mature in the process this will change. It will become focused on Needs Analyses', Formal Presentations, Writing Contracts and Servicing Client Accounts						
9:00							

ASSIGNMENTS FOR THE WEEK:

DETAIL:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



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# Weekly Training Schedule

## Weekly Training Schedule Key

Phase One: Initial Orientation and Introduction  
 Phase Two: Meeting between Account Executive and Manager  
 Phase Three: Integration of Associates with Marketing Team

Time spent studying the scripts takes priority over all other time.

T-Time (not to be confused with “tee-time”) is short for Training Time. T-Time includes both formal and informal training (see “Formal Orientation Class” and “Step Three: Integration”).

Preparing For  
Hub Event™

Preparation for Hub Events™ is what is referred to as B-Time. The following activities are included in B-Time.

**Account Executives, in preparing for the Hub Event™, are to:**

- Conduct pre-call surveys;
- Determine target call groups;
- Make appointments with target group for face to face drop offs of media kits;
- Assess if Hub™ worthy;
- Invite
- Drop off invitations, face to face directly - and Report Names for Name Tags
- Confirm; using scripts word for word

Conducting  
Hub Event™

A-Time typically involves participation during the Hub Event™. The following list of activities are included in the A-Time category and is in the order of priority:

- Host or hostess
- Meet, greet and set Needs Analysis at Hub Event™ with invitee;
- Network Invitees with their participating peers
- Manage Invitees to meet senior UT executives
- Make Needs Analysis appointments with every invited company
- Call no-shows for Needs Analysis appointments



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# New Account Executives Initial Orientation



# New Account Executives Initial Orientation

## **“Get Acquainted” Meeting**

The Director of Recruiting meets with you initially. Here, the following administrative matters are taken care of:

- A. Review Recruiting Packet
- B. Begin the administrative induction process
- C. Receive a copy of the telephone scripts. Make sure you memorize the entire script. Memorizing the scripts are prerequisite to certification in the areas of training. Anyone can do it. Here is how:

Begin by reading the scripts and carefully preparing “flashcards,” that is, three-by-five cards listing key words in the script. These are used as “cues” to help recall the content of the scripts.



# New Account Executives Initial Orientation



## New Hire Orientation Agenda

Date	Time	Product	Manager	Location
5/13/2013	8:45am-11:00am	HR	Cory Fish	HR
	11:00am-12:00pm	Media Kit/Pre-Sales	Stephanie Brown	Room A
	12:00pm-1:00pm	Lunch		Bistro
	1:00pm-2:00pm	Senior Leadership	Mike Hodges	Room A
	2:00pm-4:00pm	Orientation	Doug Yeaman	Room A
	4:00pm-5:00pm	Post-Sales Coordinator/ Creative Artist	Kimi/Robert	Room A
5/14/2013			Joe Brenneman/ Mike Glickenhau	
	9:30am-10:30am	Sales Structure		Room A
	10:30am-11:30am	Marketing	George Bonaros	Room A
	11:30am-12:30pm	Product Management & Development	Robert York	Room A
	12:30pm-1:30pm	Lunch		Bistro
	1:30pm-3:30pm	Marketing Research	Joseph Gordon	Room A
	3:30pm-4:30pm	Print/Pre-Prints	Rita Jurczyk & Robert York	Room A
	4:30pm-5:00pm	Rates	Rita Jurczyk & Robert York	Room A



# New Account Executives Initial Orientation



## New Hire Orientation Agenda

Date	Time	Product	Manager	Location
5/15/2013	9:30am-11:30am	Salesforce Training	Jada Scarbrough	Room A
	11:30am-12:30am	Hispanic	Sara Gaviria	Room A
	12:30pm-1:30pm	Lunch		Bistro
	1:30pm-2:30pm	Sports	T.R. Osborne	Room A
	2:30pm-3:30pm	Events/Contests	Jenny Rose Gonzales	Room A
	3:30pm-4:30pm	Digital	Rodolfo Schwanz	Room A
	4:30pm-5:30pm	LEAD SURVEY	Linda Allgood	Room A
5/16/2013	9:30am-10:30am	Military	Beverly Trout	Room A
	10:30am-11:30am	Co-op	Beverly Trout	Room A
	11:30am-12:30pm	Special Sections	Helen Boyd	Room A
	12:30pm-1:30pm	Lunch		Bistro
	1:30pm-2:30pm	Daily Deals	Scott Comerford	Room A
	2:30pm-3:30pm	Rewards	Chris Racan	Room A
	3:30pm-5:00pm	LEAD SURVEY	Linda Allgood	Room A





# New Account Executives Initial Orientation



## Peak Performance Training

Date	Goals	Activities	Manager	Location
<b>WEEK 1:</b> <b>May 13, 2013-</b> <b>May 17, 2013</b>	<b>New Hire Orientation</b> <b>Product Training</b>	H.R. Overview, New Hire Orientation Training, Generate New Leads	Cory Fish Stephanie Linda Allgood	Room A
<b>WEEK 2:</b> <b>May 20, 2013-</b> <b>May 24, 2013</b>	<b>Minimum:</b> <b>4 Drop-by Appts.</b>			
<b>Monday (20)</b>		U-T Action Monday Triage: Phone/Scripts	Stephanie Linda Allgood	Room A
<b>Tuesday (21)</b>		Phone Workshop	Linda Allgood	Room A
<b>Wednesday (22)</b>		Drop-by's Phone Calls	Stephanie	Room A
<b>Thursday (23)</b>		Drop-by's Phone Calls	Stephanie	Room A
<b>Friday (24)</b>		Drop-by's Phone Calls	Stephanie	Room A



# New Account Executives Initial Orientation

 <b>Peak Performance Training</b>				
Date	Goals	Activities	Manager	Location
<b>WEEK 3:</b> <b>May 27, 2013-</b> <b>May 31, 2013</b>	<b>Minimum:</b> <b>10 Drop-by</b> <b>Appts.</b>			
<b>Monday (27)</b>		Holiday		
<b>Tuesday (28)</b>		Probing Training 3:00pm: Drop-by Appts.	Doug Yeaman	Room A
<b>Wednesday (29)</b>		Probing Day 2 3:00pm: Drop-by Appts.	Doug Yeaman	Room A
<b>Thursday (30)</b>		Calling and Drop-by's	Stephanie	Room A
<b>Friday (31)</b>		Calling and Drop-by's	Stephanie	Room A
<b>WEEK 4:</b> <b>June 3, 2013-</b> <b>June 7, 2013</b>	<b>Minimum:</b> <b>12 Drop-by</b> <b>Appts.</b>			
<b>Monday (3)</b>		U-T Action Monday Triage-Phone work Drop-by's	Stephanie	Room A
<b>Tuesday (4)</b>		Calling Drop-by's	Stephanie	Room A
<b>Wednesday (5)</b>		Calling Drop-by's	Stephanie	Room A
<b>Thursday (6)</b>		Calling Drop-by's	Stephanie	Room A
<b>Friday (7)</b>		Calling Drop-by's	Stephanie	Room A



# New Account Executives Initial Orientation

 <b>Peak Performance Training</b>				
Date	Goals	Activities	Manager	Location
<b>WEEK 5:</b> <b>June 10, 2013-</b> <b>June 14 2013</b>	<b>Minimum:</b> <b>15 Companies</b> <b>Confirmed</b> <b>60% (9) Show</b> <b>Appts.</b> <b>(5.5) Contracts</b>			
<b>Monday (10)</b>		U-T Action Monday Triage-Phone Workshop w/Confirm Script	Linda Allgood	Room A
<b>Tuesday (11)</b>		Confirm Attendees	Stephanie	Room A
<b>Wednesday (12)</b>		Confirm Attendees	Stephanie	Room A
<b>Thursday (13)</b>		HUB EVENT #1	Doug Yeaman Linda Allgood Stephanie	Headliner's Club
<b>Friday (14)</b>		Certified Probing Training	Doug Yeaman	Room A
<b>WEEK 6:</b> <b>June 17, 2013-</b> <b>June 21, 2013</b>	<b>Minimum:</b> <b>3 Probing</b> <b>Appts.</b>			
<b>Monday (17)</b>		U-T Action Monday Probing Appts, and Call No Shows for Appts. To Probe	Stephanie	Room A
<b>Tuesday (18)</b>		Probing Appts.	Stephanie	Room A
<b>Wednesday (19)</b>		Probing Appts.	Stephanie	Room A
<b>Thursday (20)</b>		Probing Appts.	Stephanie	Room A
<b>Friday (21)</b>		Probing Appts.	Stephanie	Room A





# New Account Executives Initial Orientation



## Peak Performance Training

Date	Goals	Activities	Manager	Location
<b>WEEK 7:</b> <b>June 24, 2013-</b> <b>June 28, 2013</b>	<b>Minimum:</b> <b>5 "Activities A</b> <b>Day"</b> <b>5- Drop-by's</b> <b>3-D.BY+1 Probe</b> <b>2-D.BY+1</b> <b>Presentation</b>			
<b>Monday (24)</b>		U-T Action Monday Triage-Probing and Presentations	Stephanie	Room A
<b>Tuesday (25)</b>		Presentations+Probes	Stephanie	Room A
<b>Wednesday (26)</b>		Presentations+Probes	Stephanie	Room A
<b>Thursday (27)</b>		Presentations+Probes	Stephanie	Room A
<b>Friday (28)</b>		Presentations+Probes	Stephanie	Room A
<b>Training to</b> <b>Schedule SELL</b> <b>Presentations</b>				



# New Account Executives Initial Orientation

## Training Assignment

A. The procedure for your training assignment is as follows: Your attendance at all meetings and training is required.

1. You will receive a current training schedule.
2. You must make a commitment to attend all sessions. There is no provision for missing any part of any Sales Environment Learning Laboratory (also known as S.E.L.L.™), Basic, S.E.L.L.™ Training, Premier Hub Event™, Hub Event™; and, Probing™ Certification.

B. Sales Environment Learning Laboratory (S.E.L.L. )™ :

The JTM™ training is an intensive training program that all new associates are required to attend. It contains four separate segments: Basic S.E.L.L.™ Training; Premier Hub Event™/Hub Event™, Probing™ Certification and Power Presentations.

## Memorization of Script

Mastery of the scripts is a prerequisite to certification in the areas of training.



# Sales Environment Learning Laboratory (S.E.L.L.)<sup>TM</sup>



A positive attitude removes the rust from the mind, lubricates our inward machinery, and enables us to do our work with fewer creaks and groans.

—Helen Keller



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# Sales Environment Learning Laboratory

## Sales Environment Learning Laboratory (S.E.L.L.)™

Working harder at something that doesn't work, still doesn't work. That is why we emphasize the process through which behavior is modified so the techniques taught in the program will be correctly applied. Merely teaching the theory behind the techniques does not immediately result in productivity gains. However, good techniques combined with the ability to apply them in the market place, does.

We have identified the key areas that substantially affect an Account Exec's productivity. These include the following: organization and time management; effective telephone and prospecting techniques; and decision shaping in one-on-one situations with clients. The behavior modification process, which is integrated with the learning of techniques, is an essential element.

The training deals specifically with techniques that are critical to success:

- Organization and Time Management (*which give a way of measuring your progress*)
- Effective Prospecting Techniques
- Converting Leads Into Sales
- Needs Analysis or Probing™ (*one-on-one sessions with clients to identify their key needs for decisioning*)
- Developing Certified Prospect Relationships
- Increasing closing ratios
- Decision Shaping (*structuring problem-free transactions*)



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# Sales Environment Learning Laboratory

The Sales Environment Learning Laboratory (S.E.L.L.)™ has been designed for Multimedia Account Executives. S.E.L.L.™ training teaches these individuals specific techniques that, if correctly utilized, will have a direct impact on productivity. In addition, S.E.L.L.™ training creates an environment in which the participants utilize these techniques and can modify their behavior so that the benefit of these techniques is fully realized.

## Organization and Time Management:

The participants are introduced to an organization and time management system that is designed to allow salespeople to measure very specifically how they spend their time in relation to productive activities and how they can therefore restructure their activities so as to be more productive. This study in time is conceptual, as in reviewing the difference between productive and indirectly productive time and the laws of work expansion and triviality. It is also practical, in that a system with forms and procedures for its use is introduced to the participants for tracking and putting to use these concepts.

The resulting benefits of an implemented organization and time management system are to increase productivity through a redirection of time spent to include more productive and indirectly productive activities and less with nonproductive activities. Just as important a benefit is the control of time, resulting in more high priority activities and tasks being completed and more confidence because the day's events run smoothly.

## Telephone and Prospecting Techniques:

It is Quantum Management Systems' belief that an Executive's organization will benefit substantially through proper use of the telephone by the new Account Executives. Productivity is increased because less time is spent procuring appointments. More leads are converted into appointments, and if set up properly on the phone, will yield sales.

We work with the participants in the S.E.L.L.™ Program so that they are fully equipped in prospecting techniques. We also emphasize the continual use of these techniques by modifying their perspective towards this type of activity.



# Sales Environment Learning Laboratory

## Decision Shaping:

Through proper understanding and use of communication structures in a one-on-one situation with a client, Account Executives can increase their closing ratios and also structure the transactions to be more problem-free.

We start in this area with a conceptual look at why people buy things, from a behavioral point of view, and then structure a presentation so that the Account Executive is, above all, helping the client to crystallize their needs.

The sales people are brought to an understanding of what benefits are, and of how to convert features to benefits. The selling process matches benefits to needs, getting agreement on points through the presentation and “shaping” the client’s decision, leading into an effective close.

The sales people become more directional in their approach with a client, having objectives in mind for every face-to-face meeting, and are genuinely helping the client to fill their own needs. This is a counselor approach to selling, which results in greater rapport with the client, more referrals, and a higher closing ratio.

The Program employs role-playing as a learning tool, using audiovisual equipment to facilitate change.

It also results in more solid business, because through these techniques associates are taught to weed out clients who do not represent “workable transactions” and spend extra time, by prospecting, to find clients who do represent good business. Once again, productivity is increased, which is the Quantum Management Systems objective.



# Sales Environment Learning Laboratory

## The Behavior Process:

Herein lies the process through which behavior is actually changed. In every module, the Account Executives are asked to make a minimum of three commitments, such as using the organization and time management system diligently and in a very specified manner for the duration of the program, and making an ambitious number of phone calls (they set the number, as long as it is ambitious) using the new structure every working day between the beginning and the end of the program, and using the new structure in every face-to-face selling situation, for a few examples. By the fourth or fifth meeting it is evident which sales people keep commitments and to what degree. It is at this point we discuss what the differences are between a sales person who is in a failure pattern and one who is in a success pattern.

Simply put, an Account Executive who keeps commitments is in a success mode and gets what she/he wants (goals), whereas the degree of failure (not reaching goals) is dependent upon the degree to which commitments are broken. The participants have been set up through this process to see themselves in relation to success/failure modes. Very clearly, they cannot avoid realizing what keeps them from reaching their goals, and through discussion, come to an understanding of exactly and specifically what they must do to establish a success mode.

## Logistics:

The Program is structured over weeks and meetings are scheduled for seven hours each. This may seem like a rigorous schedule, but it is essential to the program training. From a behavioral point of view, a minimum of twenty-one days is required in order for a change to occur in behavioral and attitudinal patterns. The learn-by-doing methodology provides a vehicle for reinforcement, and therefore techniques must be practiced before moving on to the next phase in the training.





# Sales Environment Learning Laboratory

## Summary:

To tie it all together into a cohesive experience, participants will be asked to interactively demonstrate and describe the techniques they have learned.

Simulations are conducted to achieve a sense of realism. Successful Multimedia Account Executives, working with Quantum principles, will act as facilitators. By sharing their experiences, participants will get firsthand exposure in how to deal successfully with the varied situations they are likely to come across in their daily quest for more sales.

Using the principle of commitment, we lead the participants to an extensive time-management-system methodology. Its impact is to give the freedom to set and reach goals, measure progress, and allow Account Executives to fully enjoy the work that they do.



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# Standards



Every job is a self-portrait of the person who did it.



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# Journey To Mastery™ Standards

By agreeing to participate in the Journey To Mastery™ and its foundation statement, I understand that the following minimum standards of activity must be met during the 90 day period to assure my success and continued affiliation with The U-T San Diego. This shall be an agreement between participant and Quantum and shall be a condition for continued participation in the program.

- Any member who misses more than 4 meetings in a 6 month period may no longer participate as a member in The Journey To Mastery™ Program or The U-T San Diego.
- Every 3 times that a member is late, it shall count as 1 missed meeting.
- Account Executives agree to hold Hub Events™ minimum once per month or as scheduled and maintain three Certified Prospects at all times.
- All participants in the program shall use a time management system for each work day including but not limited to the weekly schedule. This can be on a smart phone even though planning for the program shall be on paper.
- All prospects are to be certified and commit to a formal presentation.
- Associates agree to the following 90 day bench marks, measured at the end of each period.

## 1st 90 days (3 months)

Maintain 3 Certified Prospects™ following the 1st Hub Event  
 15 Companies per Hub Event™ Invited  
 Minimum of 9 Companies Show up to Hub Events™  
 Minimum of 6 Formal Presentations for and in the 3rd month  
 Writing or in final negotiation with 4 companies for contracts

## 2nd 90 days (6 months)

Maintain 3 Certified Prospects™ at all times  
 9 Total contracts completed by end of 2nd quarter

## 3rd 90 days (9 months)

Maintain 3 Certified Prospects™ at all times  
 15 Total contracts completed by end of 3rd quarter



## Team Standards

Each team has specific standards for production which will be reviewed quarterly. Only Mature Account Executives producing this amount shall be retained by The U-T San Diego.

The specific standards for production for The U-T San Diego are as follows:

\$50,000 income to Account Exec. per year

[Note: Managers select the applicable basis and standard for their team. Each manager reserves the right to quarterly reviews.]

Account Executives not meeting the minimum production standard of the company, but in whom the manager has a fundamental confidence, will be given the opportunity to achieve that amount through participation in a support system. This support system is reserved for Account Executives who have demonstrated a winning attitude, a willingness to produce, the character to achieve, and the integrity consistent with The U-T San Diego.

All inexperienced Account Executives joining our JTM™ team are expected to (1) maintain 3 certified prospects at all times, (2) write two contracts per month, and (3) participate in one Hub Event™ per month or as scheduled. This period is based on being certified in the relevant components.

Failure to be certified in any component will indicate that the Account Executive is not a candidate for continued association.

(Associate's signature)

(Date)



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## Willingness List

As part of my participation with The U-T San Diego in The Journey To Mastery™ Training, I agree that I am willing to:

1. Be personally responsible for my promissory note which I understand will be forgiven upon producing \$\_\_\_\_\_ closed commission dollars or, in the event I am terminated from the program or the company for reasons other than failing to show up and/or participate as agreed. Additionally, I understand that I will be evaluated by Quantum Management Systems before I can be accepted in the training. I agree that in the event I leave The U-T San Diego prior to completion of Journey To Mastery™ and 12 months continuous affiliation and go to work in any media related field my full \$3000.00 note will be immediately due and collectable.
2. Be accountable and receive feedback on my actions.
3. Attend all sessions. This includes:
  - Action Mondays™                      Technical Training
  - S.E.L.L.™ Training                      Office/Company Sales Meetings
  - Probing™ Certification                      Multimedia and Product Trainings
  - Premier/Hub Events™
  - Target Workshops (as Scheduled)
4. Have Multimedia as my primary source of income—FULL TIME—upon being accepted into the Journey to Mastery Program.
5. Be flexible around schedule, time and location changes due to the needs of the training. I will be given adequate notice and I am willing to manage my schedule accordingly. (S.E.L.L.™ and Probing™ Certification Training dates and times will not change, locations may.)
6. Handle issues as they arise within 48 hours and be willing to talk to the person and not about the person at issue. This means issues with my mentor or team/coworkers I will handle with my mentor or team/coworkers, issues with my cluster I will handle with my cluster, issues with Quantum Management Systems I will handle with Quantum Management Systems, and issues with my Manager I will handle with my Manager.
7. Meet my office or team minimum production standards.
8. Work on issues of production and productivity. These include prospecting, organization and time management, committed clients (prospects only), and transaction management.
9. Participate fully at 100% in The Journey To Mastery™ Training knowing that it is NOT Multimedia training.
10. Use a monthly calendar to define my activities and be held accountable to adhere to this schedule.
11. Be present at ALL Journey To Mastery™ training sessions.
12. Understand that there are costs inherent to doing business in the Multimedia industry and I am responsible for managing these costs and fees as well as any other Multimedia related expenses; any agreed to reimbursed expenses shall be in writing and submitted timely in writing.
13. Understand that I am being licensed to conduct Hub Events™ and that the system and information is proprietary and may be revoked by Quantum for failure to conduct properly or upon leaving The U-T San Diego.

Signature \_\_\_\_\_

Date \_\_\_\_\_



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The Journey To Mastery™ Program is designed to assist me in becoming productive quickly. I understand my association with The U-T San Diego and my participation in the program requires my commitment to the following:

- ☐ 1. Attendance to each and every Action Monday™ and the associated Action Group Meeting.
- ☐ 2. Attendance on time for all meetings and appointments.
- ☐ 3. I will fully participate in Hub Events™ 1 per month minimum or as scheduled, participating exactly as trained
- ☐ 4. I will invite 15 companies from my assigned network to my scheduled Hub Event™.
- ☐ 5. I will make all invitations only by face to face meetings.
- ☐ 6. I will confirm all face to face and presentation meeting using the confirm script.
- ☐ 7. I will survey, prior to a Hub Event™ the available active prospects in my system.
- ☐ 8. I will obtain as many follow-up, needs analysis' appointments as possible from my guests at the Hub Event™ while they are at the event.
- ☐ 9. I will attend all designated company meetings.
- ☐ 10. I will follow up on all prospects leads I obtain, ask for and get appointments, and get all the prospects I work with certified.
- ☐ 11. I will obtain all necessary training and be responsible to know how to operate the phone system, Salesforce™ and computer equipment before using them or getting on the phone and computer.
- ☐ 12. I will be on time for all Hub Events™, bring all equipment and materials necessary, cleanup and put away all such equipment after the Hub Event™. I am personally responsible for the invitations in my possession.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Journey to Mastery™ Agreement

## Reciprocal Duties

The U-T San Diego agrees to provide to you (the Account Exec) the following training:

S.E.L.L.™ training, which is a technical, results-oriented training program; Action Group™ Meetings; and Action Mondays™.

Probing™ or Committing Communication™ training focuses on communication skills that help determine the needs of prospects and creates relationships that are key to business success.

Premier Hub Event™/Hub Event™ is a proprietary licensed marketing event. Managed by a team of certified Account Executives, this event creates attendance at the Hub Event™ that far exceeds a typical client invitational marketing event. This marketing event typically results in the sale or contract within 2-3 weeks of the event.

The Journey To Mastery™ Program, an innovative and intensive advanced individual training which includes a unique mentoring relationship with experienced, top-producing Account Executives.

In exchange, you (the Account Exec) agree to the following terms and conditions:

You will remain active in the training until it is successfully completed, and you will commit the time and effort necessary to attend and participate fully in The Journey To Mastery™ Program.

You understand that at a minimum, on your 1st 3 needs analysis' and formal presentations with a prospect, you must work with a mentor designated by the JTM Manager. This will take place during JTM.

(Continued Next Page)





## Journey to Mastery™ Agreement Cont'd

You further understand that in the event that you are unable to complete the training because you voluntarily terminate your affiliation with The U-T San Diego, subject to the provisions set forth below, The U-T San Diego may immediately demand payment of the full amount of any promissory notes or other expenses incurred by you or on your behalf by The U-T San Diego.

After continuous affiliation with The U-T San Diego as a Multimedia Account Executive for twelve consecutive months following graduation from the JTM™ program, the promissory note held by The U-T San Diego will be forgiven and your obligation to reimburse The U-T San Diego for costs of training will be discharged.

In addition, the obligation shall be discharged under the following circumstances:

Upon withdrawal from the Multimedia field for a period of one year and upon execution of a Covenant Not to Compete;

You have continuously shown up; not missed more than 3 scheduled Action Mondays™ or scheduled trainings in any 6 month period and have become involuntarily terminated from affiliation with The U-T San Diego for failure to meet The U-T San Diego or Journey to Mastery™ minimum production standards.

I have read and understand the foregoing provisions and I willingly accept the terms of this agreement.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# Promissory Note

The undersigned maker, for value received, hereby promises to pay to the order of The U-T San Diego the sum of three thousand dollars (\$3000.00).

Further, the undersigned maker hereby promises to pay interest as specified below on the unpaid principal at a rate of 6% percent (6%) per annum. Interest will accrue at the above specified rate beginning on (termination date) and continuing until said principal and interest have been fully paid.

Payment in full of the above specified sum, plus any accrued interest, is due and owing on or before four (4) months from date above. Failure to pay the amount due and owing on that date will constitute a default.

The maker will be liable and consents to renewals, replacements and extensions of time for payment hereof before, at or after maturity, and waives presentment, demand and protest and the right to assert any statute of limitations. A married person who signs this note agrees that recourse may be taken against his/her separate property for any obligation contained herein. If any action is instituted on this Note, the undersigned promises to pay attorney's fees in the amount determined by court.

The Account Executive understands that after continuous affiliation with The U-T San Diego as a Multimedia for twelve consecutive months, after the successful completion of The Journey to Mastery Program, the note will be forgiven and the obligation will be discharged; The U-T San Diego will refrain thereafter from taking any action to enforce the Note, including but not limited to filing a notice of default, instituting suit or claim, or contacting credit reporting agencies.

The note will not be forgiven if Account Executive has missed more than 4 scheduled Action Mondays™ or scheduled trainings in any six (6) month period and becomes involuntarily terminated from affiliation with The U-T San Diego. In addition, the note will not be forgiven if Account Executive does not meet requirements in the Foundation for Participation or the Willingness List.

The note shall be forgiven and the obligation shall be discharged upon withdrawal from the Multimedia field for a period of one year and upon execution of Covenant Not to Compete for twelve (12) months from date of withdrawal.

I have read and understand the foregoing agreement.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Maker



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# Commission Schedule



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# Commission Plans



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