

Exhibit JJ



TRUMP
UNIVERSITY

2010 PLAYBOOK

ONE COMPANY. ONE CULTURE. ONE GOAL.
Achieving Sustained Profitability in 2010.

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COMPANY, CULTURE & GOAL

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I. Trump University Mission Statement

Trump University's mission is to provide educational programs and tools to help our clients achieve financial independence. Our success is measured by the results that our clients achieve applying what they have learned from us in the real world.

II. Trump University Methodology For 2010

- I. One Company. One Culture. One Goal: Achieving Sustained Profitability in 2010.

III. Trump University Divisions

- I. Corporate Office in New York, New York
- II. Sales Office in Draper, Utah
- III. Independent Contractors Nationwide

IV. Trump University Historical Partners

- I. Trump Institute
- II. Prosper Learning

V. Trump University Branding

I. Trump University

- i. Brand name utilized for all programming within the United States (outside of the state of Maryland)

II. Trump U

- i. Brand name utilized for all programming within the State of Maryland and within the DC area

III. Trump Education

- i. Brand name utilized for all programming in Canada



PROGRAMS & SERVICES

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Live Events Programs & Services for 2010

Profit From Real Estate: Orientation

Alias: "The Preview," "The Front End," Profit From Foreclosures, "PPF"

Marketing Channels: Newspaper, Direct Mail, and Online

Duration: 90 minute preview

Cost: Free (Open to Public)



Profit From Real Estate: Workshop

Alias: "The Fulfillment," "The Back End," Fast Track to Foreclosure, "FTF"

Duration: 3 Day training (Friday- Sunday)

Cost: \$1495+ Free Guest (unless special promotion running)



Trump Elite Packages

Trump Gold
Elite

Cost: \$34,995

- 3 Day In- Person Field Coaching
- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- Incorporate Your Business
- REIT: Real Estate Investor's Online Training Program
- One Year Membership: Foreclosure DealSource

Trump Silver
Elite

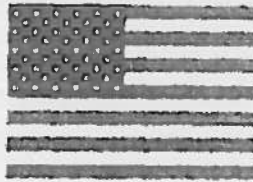
Cost: \$19,495

- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- REIT: Real Estate Investor's Online Training Program
- Incorporate Your Business

Trump Bronze
Elite

Cost: \$9,995

- Wealth Preservation Retreat
- Quick Start Retreat
- Incorporate Your Business



TRUMP WORKSHOP PACKAGE VALUE

(As taken from Workshop Enrollment Form)

ENROLLMENT			
Profit from Real Estate 3-Day Training: (12 Month Audit Privileges)	\$1,495	\$1,495.00	
Guest or Business Partner	Free Bonus		
Premium Membership (12 months)	Free Bonus		
Real Estate Breakthrough 2009 (Journal & Audio Course)	Free Bonus		
Foreclosure DealSource (Workshop attendance and credit card required to activate 30 Day Free Trial)	Free Bonus*		

TRUMP ELITE PACKAGE VALUE

(As taken from Elite Enrollment Form)

PACKAGES					
<input type="checkbox"/> Trump Gold Elite:		Retail Value	Event Special You Save 29%	Total Due	
<ul style="list-style-type: none"> • 3 Day In-Field Mentorship • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Creative Financing Retreat • Commercial & Multi-Unit Retreat • Real Estate Investor Training Online Program • Incorporate Your Business (State Licensing fees not Included) • Foreclosure DealSource Property Listing Service (One Year Membership) 		\$25,000 \$ 5,000 \$ 5,000 \$ 5,000 \$ 5,000 \$ 3,000 \$ 995 \$ 420 \$49,415		Paid at Enrollment	
			\$34,995	Balance	
<input type="checkbox"/> Trump Silver Elite:		Retail Value			
<ul style="list-style-type: none"> • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Creative Financing Retreat • Commercial & Multi-Unit Retreat • Real Estate Investor Training Online Program • Incorporate Your Business (State Licensing fees not Included) 		\$ 5,000 \$ 5,000 \$ 5,000 \$ 5,000 \$ 3,000 \$ 995 \$23,995			
			\$19,495		
<input type="checkbox"/> Trump Bronze Elite:		Retail Value			
<ul style="list-style-type: none"> • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Incorporate Your Business (State Licensing fees not Included) 		\$ 5,000 \$ 5,000 \$10,995			
			\$9,995		

	Event Special You Save 19%	Balance Due Date and Notes	
	Event Special You Save 9%		



Advanced Real Estate Training Options

PERSONALIZED TRAINING & GUIDANCE

In-Field Mentorship

Nothing can accelerate a real estate investment more than having a Trump Mentor. Our Mentors fly into your market and in three action-packed days walk you through every step of a real estate transaction, from finding great properties to running the numbers to making the offers. You work hand in hand with the Mentor to learn how to invest the Trump way so that even when the Mentor is gone, you can continue to build your financial future.

ADVANCED TRAINING RETREATS

Wealth Preservation Retreat

Learn how to choose the proper entity for your real estate or other business, structure yourself for lower taxes, protect yourself from frivolous lawsuits, and pass your wealth on to your heirs while protecting them from financial threats. You will learn directly from an experienced team including an attorney, accountant and investor.

Quick Start Real Estate Profits Retreat

Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

Commercial & Multi-Family Retreat

Learn how to locate and analyze multi-unit properties by completing due diligence and learning market trends. You will learn: tax strategies, condo conversions, preconstruction, property management and more.

Creative Financing Retreat

Learn that creative financing can be more important than the money and credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing

techniques, hard money connections, 1031 real estate exchanges, note techniques and much more...everything you will need to put deals together and get them closed.

TOOLS AND RESOURCES

Incorporate Your Business

If you are serious about investing in real estate or starting a new venture, you need to know about the many advantages of incorporating your business. The security that comes from forming an LLC cannot be underestimated, but the process can be confusing and time consuming. Trump University's LLC formation service handles your incorporation so that you can focus on building your business.

Foreclosure DealSource

This powerful foreclosure-finding tool gives you complete access to two million-plus constantly updated and refreshed distressed property listings throughout the United States. You'll get listings before they hit the open market—and before the competition can get a jump on your profit-making plans. You will find and buy foreclosed properties at incredibly low prices—often for pennies on the dollar!

Wealth Builder's Network (WBN)

Premium Membership in the WBN is an exceptional learning resource that will educate and advise you on what it takes to be successful—Trump style! Premium members have access to weekly online classes and webinars; a 24/7 Q&A answers resource; an interactive investing program; a comprehensive resource library; and much more.

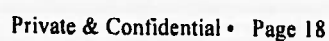
Real Estate Investor's Training Online Program (REIT)

This course provides focused training covering all aspects of the business. Comprised of four interactive courses, real-world simulation, and learning materials, this program is a powerful way for you to start investing your way to monumental wealth in the shortest time possible.

**For more information on the Advanced Training Retreats, consult the Retreat & Special Events tab.*

- Setup PC's Laptop Computer:
 - Confirm that Verizon card works within meeting space
 - Confirm power source
 - Connect credit card swiper
- Setup Speaker's Laptop Computer:
 - Confirm power source
 - Confirm laptop sound
 - Confirm projector connection
- Event Materials
 - Retrieve all necessary paperwork for preview from shipped boxes
 - Locate and organize materials needed
 - Stow boxes out of sight of the preview attendees
 - Display materials as indicated by Trump University
 - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
 - Visual
 - Connect projector to power source and speaker laptop
 - Confirm projector power source and that projection is clear and straight on screen
 - Presentation check
 - Check that wireless presenter is working
 - Test Trump video to eliminate any issues before presentation
 - Audio
 - Connect mixer on back sales table to house sound and confirm power source
 - Put new batteries in lavalier microphone, connect to mixer and confirm receiver power source
 - Connect iPod to mixer and confirm that it has been charged sufficiently
 - Connect Speaker laptop sound to mixer
 - Put new batteries in recorder and connect to mixer
 - Sound check
 - Lavalier microphone and adjust volume as necessary
 - iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
 - Recorder through doing a "test" recording to ensure audibility
 - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
 - Display banners on cocktail rounds on either side of screen
 - Ensure that table banner is ironed and straight
 - Display incentive product as indicated by Trump University
 - Check that the hotel has provided a bar stool for speaker
 - Check that the hotel has provided three bottles of water for speaker
- Chair Setup

- Room to be set theatre style
- Confirm that there are extra chairs available in neat stacks towards the back of the room.
(As per diagram)
- Chairs should be close enough together to give attendees sufficient space, while still maximizing the room and bringing attendees out of their comfort zone
- Pens and pads should be placed on each chair. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
- Overall Atmosphere
 - Confirm that room temperature is no more than 68 degrees
 - Check to see if bulbs need to be removed from overhead lighting to avoid screen washout
 - Walk speaker space to ensure adequate spacing from screen to first row of chairs



Registration Basics:

- Registration Goal
 - Welcome attendees
 - Find common ground
 - Disarm any uncertainty
 - Peak interest and/or “set the hook.”

**Consult Preview Registration Goals in Sales Playbook for more information*
- Registration Cards v. Email Tickets
 - If an attendee does not come with a printed email ticket with a scan bar, they **MUST** complete a registration card. All registration cards must follow the guidelines below:
 - Name, email, and phone number are required fields
 - Each card should be reviewed for legibility and completion- if something is missing, ask for it once
- Name Tags for Attendees
 - Once an attendee has returned a completed registration card, they will be provided with a name tag written by a Trump University Team Member
 - Clarify spelling preferences on attendee names – details count!
 - Ensure that names are written large and legibly on name tags
- Inform each attendee when you will open the doors to begin the Preview
 - Inform the attendees of the location of the water station
 - Know where the restrooms are located so that you are able to direct attendees as necessary
 - Be able to accommodate any special requests (For example: if an attendee arrives and he is on crutches, he should be immediately accommodated with a chair so that he does not have to stand and wait for doors to open)

3 Key Questions to Identify Buyers

1. What is your name?

- Introduce yourself to each attendee at registration
- Establish rapport: shake hands, smile, and make eye contact
- Congratulate each attendee on being there

2. What do you?

- This can be brought up a number of ways, either by the look of pure exhaustion on an attendee's face after a long day or the way that they're dressed
- Let them know that you've found an answer to their problems and a way for them to change their lifestyle

For example:

Attendee: "Do I really have to fill out this registration card? I've been writing all day!"

TU Team Member: "Well, this is really a confirmation card so that we can confirm that all of your information is up-to-date in our system. So you had had a long day at work, huh? I think we just might have something to help you out of that 9-5 of yours! What is it that you do?"

3. What brought you out here today?

- This will let you know how much initiative they've made and what their interest level is.

For example:

Low Initiative: "My husband dropped me off and said I had to come because I never leave the house."

High Initiative: "I'm ready to make a change in my life because I want to provide a better life for my family."

Remember:

Once you've identified buyers, ask potentials to come and see you at the end of the presentation.

Preview Event Timeline:

	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
Evening Prior:	Event Team Meets, Walks the Event Space, and Discusses Plan of Action: <ul style="list-style-type: none">•Registration Roles•Speaker Introduction•Trigger Slide to Setup Sales Area•Sales Roles			
2 Hours Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms		
1 ½ Hours Prior:		Registration Area Is Set with Ironed Tablecloth and Visual & Sound Checks Have Been Done to Confirm Connections for <ul style="list-style-type: none">•Power Point Presentation•Speaker Laptop•Speaker Mic•Handheld Mic for Speaker Intro•iPod Sound•Recorder		
1 Hour Prior:	Speaker Returns to Meeting Room to Get In "Preview Mindset"	Event Team Begins Registration & "Registration Roles" <ul style="list-style-type: none">•One Team Member Mans Registration Table•One Team Member Acts as "The Floater"•One Team Member Acts As "The Informant"		
20 Minutes Prior:	Speaker and "The Informant" <ul style="list-style-type: none">•Adjust The Room As Necessary Based Upon Current Numbers At Registration•"The Informant" also caters to any last minute speaker		Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees <i>*See Registration Goals in Sales Playbook</i>	
15 Minutes Prior:	<ul style="list-style-type: none">•Welcome Announcement Is Made and Doors Open with Apprentice Song Playing<i>*See Team Door Introduction in Sales Playbook</i>•All Attendees are Directed and Seated By Trump U Team Members in an Efficient and Organized Manner•Apprentice Song Transitions Into Trump Video•Registration is Continued Throughout by at least 1 Trump U Team Member			
At Event Time:	•Speaker Begins Presentation	<ul style="list-style-type: none">•Speaker Introduction Is Made By Team Member<i>*See Speaker Introduction in Sales Playbook</i>•Registration and Seating continues with 2 Team Members		

10 Minutes Into Event:	•Presentation	<ul style="list-style-type: none"> •Sales Coordinator #1 Brings Registration Inside the Room and Registers and Seats Late Attendees while Watching for Buyer Signals (positive body language and responses to speaker questions) •Sales Coordinator #2 Stands Outside the Meeting Space and Directs Latecomers Inside the Meeting Space to Registration 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
1 Hour Into Event:		<ul style="list-style-type: none"> •Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC •Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.) 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System
1 Hour, 15 Minutes Into Event		<ul style="list-style-type: none"> •Sales Coordinators Put Together Buyer Packages (Preview Kits & Breakthrough 2009 Inside Black Trump Bag) •Write Appropriate Event Codes on Sales Forms 	<ul style="list-style-type: none"> •Program Coordinator Finishes Entering All Registration Information Into the System •Sends "Take 90 Minutes" Email to No Shows •Assists Sales Coordinators if Time Permits
1 Hour, 20 Minutes Into Event:		<ul style="list-style-type: none"> •Team Sets Up Sales Area with Enrollment Forms, Product & Chairs After Seeing Key Closing Slide •Display Free Premium (Reference Print Ad Sent with Itinerary) Outside On The Registration Table 	
At The Close:		<ul style="list-style-type: none"> •Team Mans The Sales Area, Stands Up, Is Attentive to Speaker and Attendee Movement, Gets in Sales Mindset, and is Ready to Sell, Sell, Sell! <p><i>*See Making the Sale in the Sales Playbook</i></p>	

During Sales Time:	<ul style="list-style-type: none">•Stand Off To Side of Sales Table (Away From Door), Speak With Students Over Mic, Get Them Excited, and Get Them Seated at Sales Table	<ul style="list-style-type: none">•1 Sales Coordinator Closes Sales Between Center Aisle and Sales Table and Facilitates Enrollment Armed with Objection Rebuttals•1 Sales Coordinator Stands Between the Audience and the Door and Slows Down Traffic of People Exiting and Facilitates Enrollment Armed with Objection Rebuttals<i>*See Objections & Rebuttals in Sales Playbook</i>• If Honoring Special Promotion: (i.e. \$500 Trump certificates) During the Entire Sales Break, Both Sales Coordinators Should Announce How Many \$500-off Certificates They Have Left to Create Urgency.	<ul style="list-style-type: none">•Program Coordinator Stays Behind the Table and Collects Payment from People who are Sitting Down<i>*See Preview Close Steps in the Sales Playbook</i>
	<ul style="list-style-type: none">•Once All Paperwork is Complete, Buyers Are Sent to the Pre-Determined location for "Orientation"		
Orientation:	<ul style="list-style-type: none">•One Team Member Conducts Orientation<i>*See Buyer Orientation in Sales Playbook</i>•One Team Member Checks Hallways for Lingering Attendees and Approaches Them for a Sale•One Team Member Walks to Retrieve Signage (If End of Day) with Special Attention to Solicitors (See Procedure in Compliance Section)•One Team Member Starts Packing up (If End of Day- do NOT Put Boxes on Tables While Attendees are Still Present)	<ul style="list-style-type: none">•Program Coordinator checks to make sure Orientation Session is Being Recorded•Program Coordinator Collects Remaining Payments, Completes Entry of Sales, Paperwork, and Sends Session Report	
At the Close of Orientation:	<ul style="list-style-type: none">•All Team Members Congratulate and Shake Hands with Buyers		
After the Event:	<ul style="list-style-type: none">•All Team Members Pack Up as a Team		

Paperwork Basics:

- The Enrollment Form
 - The Buyers Role
 - Enrollment forms must contain all buyer information: full name, address, email, and phone number
 - Buyers will be encouraged to list a guest and all pertinent guest contact information
 - The buyer must circle the form of payment through which he/she will be paying- **ALL PAYMENTS MUST BE RECEIVED IN FULL**
 - The buyer must initial that he/she is aware of his/her three day right to rescind
 - The buyer must initial in order to authorize the activation of their 30 day Foreclosure DealSource trial membership (a valid credit card must be used for purchase, or accompany a cash or check payment for activation purposes)
 - The bottom of the enrollment form must be signed and dated by the buyer

Reminder!!!

- Full payment of \$1495 must be collected before paperwork is submitted to Trump U office after the Preview. Down payments are NOT an acceptable form of payment. If full payment is not received during preview event, the contract will be transferred to the inside sales department and will not be counted towards the final conversion. No exceptions.
- A post dated check is never accepted as a form of payment on a preview.

- The Trump U Team Member Role
 - Verify that all buyer information is present
 - Encourage the buyer to list a guest if the field is blank
 - Write the last four digits of the credit card number or the check number dependant on form of payment circled
 - Verify that the bottom of the enrollment form is signed
 - Verify that the buyer has initialed to acknowledge his right to cancel within three days
 - Verify that the buyer has signed in agreement of the terms of Foreclosure DealSource
 - Verify that the top of the enrollment form indicates the team present and accurate event code
 - Write the current date and the date that is concurrent with the three day cancellation policy on the back of the buyers pink enrollment form and the back of the white enrollment form.
- The Terms & Conditions Form
 - The Buyers Role

- Print, sign, and date where indicated
- The Trump U Team Member Role
 - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
 - Once payment has been run through and confirmed, the buyer should be presented with the following:
 - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump folder (Preview Kit) containing all of the necessary event information
 - The buyer incentive (currently: Breakthrough 2009)
 - The above should be bundled together and placed in a blue and gold Trump bag
 - Direct the student to a seat near the other buyers for orientation

STOP

Retention starts here.

Be sure to congratulate the buyer,
shake hands, and make eye
contact to ensure that they are
cognizant of what a life changing
decision they just made!

Get them excited!



Canada Specifics:

- Please note that the following items are different for Canada campaigns:
 - A 5% tax applies to all purchases (a \$1495 product is really \$1569.75)
 - Rights to rescind vary by Province- check the back of the enrollment form for details within the Province of each campaign
 - The Canadian preview product does not currently include a trial to Foreclosure Deal Source or a Breakthrough Kit- the Canadian Workshop package includes:
 - Three day workshop with one year of audit privileges
 - One year Wealth Builder's Network Premium Membership



FULFILLMENT PLAYBOOK

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IV. THE FULFILLMENT

During this 3-Day Profit from Real Estate Investing workshop, students will learn strategies they need to know in order to build their fortune through real estate investing. Students will even have the opportunity to bring potential leads to class, and the instructor will do a live call on a potential deal. Students will have the opportunity to meet with a Trump U Team Member and have a one-on-one consultation, where their goals will be reviewed, and they'll discover their path to success.

This 3-day Real Estate Investing workshop will teach how to:

- Understand the foreclosure process
- Locate great deals
- Find properties
- Create great credit
- Structure the deal
- Understand short sales
- Invest in bank REOs
- Use commercial financing
- Build a buyer's list
- Turn over your real estate quickly
- And more!

Behind the Scenes between the Preview & the Fulfillment/ Pre-Fulfillment Timeline:

During Preview:	Operations: Live Events Coordinator Orders Materials for Fulfillment Training (<i>See Shipping Formula Policy in PC Playbook</i>)
Immediately Following the Preview:	Service: Buyer Receives Welcome Email Inviting Him to the Wealth Builder's Network Premium
Day After Preview:	Service: Welcome Email Sent
	Service: Webinar Orientation Email Sent
	Service: Welcome Call From Welcome Team
1 Week Prior to Fulfillment:	Live Events: Buyer Receives Letter from Speaker (sent from 40 Wall)
5 Days Prior:	Operations: Itinerary Constructed & Sent to Event Team (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
4 Days Prior:	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
3 Days Prior:	Operations: PC Orchestrates & Facilitates Phone Conference for Event Team (if applicable)
2 Days Prior:	Service: Reminder Call
Day Of:	Operations: PC Emails No-Shows to Service Service: Calls No-Shows to Get Them to Event

AT THE FULFILLMENT

Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive in the fulfillment event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the Fulfillment. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must wear their jacket throughout team introductions on day one, and throughout the first 30 minutes on day two, and day three. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the fulfillment. The only time cell phones are permitted is when no-shows are being contacted or, in very limited circumstances, the Trump U Team Member has verbally indicated to the other Team Members that he/she must make an extremely important call.
- All Trump U Team Members are responsible for learning all parts of the fulfillment set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are permitted to use their personal laptops during three day training events. All Trump University Team Members will be required to have the Trump University Mandated Desktop Background at all Trump University Events. (*See Mandatory Desktop Background under Policy & Procedure tab.*)
- All Trump University fulfillments, workshops, and retreats will be recorded for compliance and training purposes. All sessions will be recorded directly through the mixer to ensure the highest feasible sound quality for transcription and audibility purposes. All days, all hours, all staff speakers must be recorded at all times. Mics must always be worn when anything is being spoken from the front of the room. The only time the mic may be turned off is when phone calls are being made, as it is illegal to record these calls without the other party's consent. (*See Recording Policy under Policy & Procedure tab.*)

Fulfillment Registration Setup

- Registration Area Guidelines
 - This area should always be completed first to alleviate distractions and confusion for early attendee arrivals.
 - First impressions are critical! Make sure the registration area is neat and organized.
- Registration Area Setup
 - Signage must be prominent and presentable
 - Strategically place directional signs at point of entry
 - Place standup banner at registration table for additional effect
 - Iron and place table banner on registration table
 - Place registration cards, guest registration cards, roster, printed name tags, sharpies, and extra name tags under the table until you are ready to start welcoming guests

- Setup music to run in event room during registration for easy transition to room when doors open

**See Student Fulfillment Experience Expectations in Sales Playbook for further details.*

Fulfillment Event Space Setup

- **Remember: No clutter!** Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- **Setup PC's Laptop Computer:**
 - Confirm that Verizon card works within meeting space
 - Confirm power source
- **Setup Speaker's Laptop Computer:**
 - Confirm power source
 - Confirm laptop sound
 - Confirm projector connection
 - Confirm internet connection (if applicable)
- **Event Materials**
 - Retrieve all necessary paperwork for preview from shipped boxes
 - Locate and organize materials needed
 - Stow boxes out of sight of the attendees
 - Display materials as indicated by Trump University
 - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- **Setup AV Equipment**
 - Visual
 - Connect projector to power source and speaker laptop
 - Confirm projector power source and that projection is clear and straight on screen
 - Confirm overhead projector power source and that projection is straight on screen
 - Place adequate transparencies and overhead markers next to the overhead projector
 - Presentation check
 - Check that wireless presenter is working
- **Audio**
 - Connect mixer on back sales table to house sound and confirm power source
 - Replace batteries in lavalier microphone, connect to mixer and confirm receiver power source
 - Replace batteries in handheld microphone, connect to mixer and confirm receiver power source
 - Connect iPod to mixer and confirm that it has been charged sufficiently
 - Connect Speaker laptop sound to mixer
 - Put new batteries in recorder and connect to mixer
 - Sound check

- Lavalier microphone and adjust volume as necessary
- Handheld microphone and adjust volume as necessary
- iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
- Recorder through doing a "test" recording to ensure audibility
- Speaker, laptop sound and adjust volume as necessary
- Setup Front of Room
 - Display banner on 6 ft. table between two screens
 - Ensure that table banner is ironed and straight on 6 ft. table that is between two screens
 - Display giveaway products as indicated by Trump University
 - Check that the hotel has provided a bar stool for speaker
 - Check that the hotel has provided three bottles of water for speaker
- Chair Setup
 - Room to be set classroom style
 - Pens and pads should be placed at each place setting. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
 - A water glass should be at each place setting, and pitchers of water should be within reach for each attendee
 - No candy should ever be on tables!
- Overall Atmosphere
 - Confirm that room temperature is no more than 68 degrees
 - Check to see if bulbs need to be removed from overhead lighting to avoid washing out of screens
 - Walk speaker space to ensure adequate spacing from screens to first table



RETREATS & SPECIAL EVENTS

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V. RETREATS & SPECIAL EVENTS

Trump University offers four distinctive Advanced Training Retreats within their U.S. Elite Packages: Commercial & Multi-Unit, Quick Start, Creative Financing, and Wealth Preservation. In addition to these four retreats, in Trump Education's Canadian Elite Packages, a Fixer-Upper & Rehab Property Retreat is available. In addition to Advance Training Options and the stable Profit From Real Estate events, Trump University takes pride in piloting special events that cater to the needs and wants of our students. These events have ranged from Internet Marketing, to motivation themed events such as Kick Start Your Success, to Wealth Summits, to our new REFIT Program. Below is a detailed description of our most popular Advanced Training Retreats.

Retreat & Special Event Team Ground Rules

Retreats & Special Events are very important at Trump University. The Team Members that facilitate these events are working with our very best customers, and must be nothing less than the best of the best themselves. The Trump University Team is truly the best of the best, however Retreat & Special Events Team Members are the crème de la crème of the best of the best. Coordinators may request to work special events, however all Special Event Teams are carefully selected to ensure that our best customers have the best possible experience.

Although each Retreat & Special Event calls for its own specifications, we do ask you to remember to always be professionally, maintain team chemistry, answer questions while planting seeds for the sale, never be afraid to ask for the sale, and most of all- have fun! Chances are, if you're having fun, the attendees will have fun learning too!

Don't forget to take notes when you're out at new events. Some events will call for one-on-ones, and some for table rushes, either way, keep your eyes and ears out for attendees needs and wants so that we can tweak the program for the next time. Write any observations that you may have down, so that you don't forget them. Most of these events end with a debrief call with our own Trump Power Team at 40 Wall, including President, Michael Sexton!

QUICK START REAL ESTATE PROFITS RETREAT

You're going to love the Quick Start retreat. You'll be immersed in a variety of fundamental investment techniques right from day one. Don't expect to just sit and listen to your instructor lecture for three days. You'll be role-playing and making phone calls so you'll feel comfortable when you start doing it for yourself. The Quick Start retreat will show you step-by-step how to create quick cash immediately, and how to build a large monthly cash flow without using any of your own money or credit. You'll learn how to wholesale, lease-option, and owner-finance properties in your own backyard for quick cash profits.

Three fundamentals get you in the business of making deals right away

Quick-Turn Wholesaling is the business of locating properties at bargain prices and then quickly passing them onto investors or landlords at prices well below retail. With a Lease-Option, you can control properties with no cash, credit or a license. A **Lease-Option** buyer leases a property

and has the right or "option" to purchase the property on or before the end of the lease agreement. **Quick Turn Owner Financing** is the business of creating financing to purchase properties. This allows you to sell, acting as the bank, receiving monthly payments. And you do it all without the use of any lending institution involved in the transaction.

This three-day immersive retreat will teach you how to:

- Buy and sell real estate without using any of your money or credit
- Buy potentially millions of dollars' worth of property without a down payment
- Make money on properties you don't even own
- Buy your dream home without going to the bank
- Receive cash back at closing when you buy
- Build a large monthly cash flow

Your instructor will also present a special flowchart that takes you through the 10 specific steps to investment success. Every potential roadblock is reviewed so you'll know exactly what to do if you hit one. Hundreds of students have said that this part of the retreat alone was worth the price of admission. The retreat will conclude with a very specific 90-day Action Plan that will take you week-by-week through all the steps you need to start profiting from real estate.

CREATIVE FINANCING RETREAT

The Creative Financing retreat debunks the myth that having bad credit, no credit, or lack of funds are roadblocks to getting financing. This retreat will show you exactly where the money is and how to get it so you can finance your investments. Your instructor will not only tell you how to bypass the credit crunch to get that financing money, but also what to do with it once you get it. After this retreat, you will have the knowledge, confidence, and contacts you need to invest in any residential or commercial property worth buying.

This three-day immersive retreat will teach you how to:

- Learn and master the best-known creative real estate financing strategies
- Master strategies for residential or commercial property
- Compile financial statements and loan request packages
- Explore lending sources, including hard-money lenders
- Find 20 different strategies and techniques to creatively finance your investment property

Here's a quick preview of five money sources and strategies that have helped thousands of students invest in real estate--regardless of their financial situation. These and many more will be detailed during the Creative Financing retreat.

Hard-money lenders: They specialize in short-term loans at high interest rates. You typically use this type of financing for a "fix and flip."

Seller-carried second mortgages: Sometimes a bank will loan you 90 percent, and allow the

seller to take back a second mortgage from you for five percent, leaving you needing only five percent.

Land contract: For this, the seller lets you make payments, and delivers the title upon payment in full.

Credit cards: If a seller will take \$10,000 down on a fixer-upper that you expect to make \$20,000 on, why not use credit cards?

Retirement accounts: Check with a tax attorney to see how you might borrow from your own retirement account to finance real estate investments.

COMMERCIAL & MULTI-UNIT RETREAT

How can you make more money in real estate investing? Buy multi-family properties and commercial real estate investments. The Multi-Family & Commercial Real Estate Investment Retreat will show you exactly how to get into commercial investing without a huge bankroll, how to read the markets and buy at the right time, and how to lock in profits early to guarantee a good deal.

The Commercial Real Estate field is full of myths and misinformation. It's what keeps some investors at arm's length. Your instructor will systematically break down each myth and give you the proven strategies you need to find your niche and start building your fortune in commercial real estate.

This retreat is special because after just three days, you'll start seeing dozens of opportunities in your neighborhood or town that never occurred to you before. And you'll learn how to succeed regardless of how much so-called competition there is in your area.

This three-day immersive retreat will teach you how to:

- Navigate the maze of commercial real estate and large property financing to find hidden *financial opportunities*.
- Determine the right market valuation of multi-family, office, retail, and strip-mall properties so that you know a good or bad deal when you see it.
- Write commercial leases so that tenants actually take the management burden away from you.
- Take full advantage of tax breaks and other financial shelters, allowing you to maximize your profits.
- Understand the laws and regulations regarding commercial and multi-family properties so that you can protect your investments.
- Prepare vacant land for re-sale and/or sub-division to capitalize on additional investment opportunities. Identify and find discounted paper for maximum profitability.
- Identify and find discounted paper for maximum profitability.
- Understand how commercial and multi-family properties fit into the current real estate market place and how you can own and operate either for high profits.

- Have a working knowledge of property management so you can manage your properties efficiently.
- Understanding options: Their function in the acquisition/divestment process
- Select properties for complete makeovers and know the difference between remodeling and rehabilitation.

Remember, unless your main focus is commercial real estate, save this retreat for last, as it is more advanced than the others.

WEALTH PRESERVATION RETREAT

Protect and grow your wealth, share it with others, and enjoy everlasting financial security with effective wealth preservation and accumulation. Lawsuits, income taxes, and death taxes--all these legal destroyers have the potential to crush your wealth...unless you have a protection plan already in place. To do that you must learn about three key disciplines: asset protection, estate planning, and tax strategy.

You'll learn important concepts on corporations, corporate maintenance, limited partnerships, limited liability companies, revocable living trusts, and retirement plans. Equipped with this information, you will be able to effectively structure your personal financial affairs in a manner that will ensure maximum protection.

This retreat is doubly valuable for Gold Elite students because, as a real estate investor, you'll learn specific strategies to help build in more profits to your real estate deals and to properly protect those profits.

This three-day immersive retreat will teach you how to:

- Identify different types of legal entities to protect your wealth. Figure out which entity works best for your situation.
- Reduce your overall tax bill through operation of your own small business and save big money in the process.
- Transform previously non-deductible expenses into fully and legally deductible expenses for your business, significantly reducing your income taxes.
- Make sure that your assets are secure against unwelcome attacks from frivolous lawsuits so that you don't lose everything you've worked your whole life for.
- Pass your wealth on to your heirs and beneficiaries while protecting it against potential threats.

Attorney, wealth preservation expert, and real estate investor J. J. Childers and his team of legal and accounting professionals conduct the Wealth Preservation retreat. They will give you

practical, easy-to-follow information that you can start using right away. You'll learn what you need to do in order to properly implement your wealth preservation plans, as well as how to properly document your actions.

KICKSTART YOUR SUCCESS RETREAT

Times are tough--there's no denying it. When this recession started, you probably set aside your dream of securing wealth for yourself and your family. If you're like most people, you spend most of your time just trying to keep your head above water, waiting for life to get easier. But if you don't put your dreams into action, no one's going to do it for you! You just need someone to show you how to get started.

That's where Omar comes in. Omar Periu knows what it means to live through hard times - and what it takes to turn them into real opportunities. When Omar was seven, his family escaped to America from Cuba, bringing nothing with them but the clothes on their backs. By carefully observing master entrepreneurs and pulling together their cutting-edge communication strategies, he'd built himself a multimillion-dollar real estate empire by the time he was 31!

Even in a down economy, there are plenty of ways for people to create wealth, but only if they're armed with knowledge--and the right mindset. So if you're ready to Kickstart Your Success instead of waiting for success to you, come to Omar's exclusive retreat, where you'll learn how to:

- Break down barriers, whether you're negotiating a sale, trying to get the best bargain you can, or pitching to potential investors
- Network with the right people--and learn how to recognize leads that'll never pan out, ahead of time
- Squeeze the most profit you can out of the time you have, no matter how little
- Turn bad decisions from your past into opportunities, overcoming fears instead of letting them take over--as Omar says, "Success is never permanent, and failure is never final."

Omar's strategies and secrets could make you millions, but we're offering a deep, one-time-only discount if you sign up now! Join Omar on an exclusive retreat, listen to his story, and find out from him the details on how to kickstart your success.



FULLFILLMENT BREAK OUT SESSIONS

FULLFILLMENT BREAK OUT SESSIONS ALLOW OUR STUDENTS TO INTERACT IN A GROUP, HANDS-ON ENVIRONMENT. THEY ALSO PROVIDE OUR COORDINATORS WITH AN EXCITING OPPORTUNITY TO INTERACT WITH STUDENTS MORE CLOSELY. WHEN INSTRUCTING YOUR GROUP, YOUR GOAL IS TO BUILD CREDIBILITY AMONG STUDENTS WHILE MAINTAINING A PROFESSIONAL AND ENTHUSIASTIC ATTITUDE. BY UTILIZING YOUR LEADERSHIP SKILLS, TRUMP U STUDENTS WILL LEARN ABOUT REAL ESTATE, HAVE FUN, AND CONTINUE TO INVEST IN OUR PRODUCTS AND SERVICES.

Break Out Session Positioning:

- Groups are positioned by the Instructor on Day One, Day Two and/or Day Three. The Instructor will position the group break out from the front of the room; the purpose of the breakout sessions is threefold. First it gives the Instructor a break. Second, it gives students an opportunity to interact as a group and problem solve a solution to a situation set up by the Instructor. Third, it allows students to create a bond with other Trump U team members on a rotating basis. Students may relate more to one particular team member and want to follow in their footsteps, thus making them more likely to purchase a package.
- The group will break off and brainstorm the situation given by the Instructor. They will then pick a group spokesperson to present to the class. A sales consultant will be assigned to each group to help guide the group.

Break Out Exercise #1:

"We are all here for different reasons. Some are here because you want to make \$25,000 in the next 90 days, while some of you are here because you want cash flow, or to start building your retirement.

I want you to create two columns on your paper. Do not draw a line down the center of your paper."

Have students write the following down:

Investment Type

Assignments
Lease Option
Owner Finance
Rehab
Rental

Personality Type

Short Term
Long Term
Hands On
Hands Off

Assignment = Short term and Hands off
Lease option = Long term and Hands off
Owner Finance = Long term and Hands off
Rehab = Short term and Hands on
Rental = Long term and Hands on

- Empire city

During The Day Three Break Out Session(s):

- Find and understand the student's needs.
- Partner with the student and make the transition from being the team member to becoming a resource.
- Help students achieve their business objectives through the use of OUR product or service.
- Believe that your products and services are the best.
- Have complete confidence in yourself.
- The primary goal of questioning, listening, and acknowledging is to uncover student needs and establish buying motives. Efforts to discover student needs will be more effective when the student's primary reasons for buying are uncovered. Students usually have both rational and emotional reasons for buying. While a prospective student may state many needs, there usually is a primary motive for buying. This primary motive or buying need is the hot-button. Be sure you don't miss this primary motive. It is essential to know this motive.
- It has been said that students buy emotionally (out of fear of loss or for gain) and justify their purchases rationally. You should always ask fact-finding questions (to discover rational needs) and feel-finding questions (to discover the underlying emotional motivators).



FULFILLMENT: BUILDING RAPPORT AND PLANTING SEEDS

DURING THE FULFILLMENT, YOU CAN UTILIZE BREAK AND LUNCH TIMES BY BUILDING RAPPORT AND TRUST WITH STUDENTS. THIS PROCESS, ALSO KNOWN AS 'PLANTING SEEDS' IS A WAY TO INDIRECTLY INFLUENCE FUTURE SALES. DURING THIS TIME, YOU MAY ALSO REMIND THEM THAT ALTHOUGH THEY ARE GETTING AMAZING INFORMATION, THIS IS JUST THE BEGINNING OF THEIR REAL ESTATE JOURNEY.

Use Break And Lunch Times To Your Advantage:

- Use break and lunch times to plant seeds. This can help on previews during registration as well.
- During breaks and lunch, always stay in front of the tables so you appear more approachable.
- Don't just answer questions the entire weekend, give them just enough information to want more and end with one of the examples below.
- Smile and be very friendly.

Examples of Language That Would Plant Seeds In A Student's Mind:

- You're on the right track.
- This is a great first step.
- This is just the beginning of your real estate journey.
- I am glad you're loving this, and there is so much more I would love to keep teaching you. We need longer than three days!
- That's a great question, and I'll give you the answer, but there are three steps you have to take before you get to what you're asking now.
- The more knowledge you receive in any industry, especially in real estate, the more success you will have.
- Use yourself as a reference as often as possible. For example: "If I didn't have this Trump power team behind me and guiding me I would be in a very different financial position."
- Have you ever procrastinated in your life? We want to make sure you don't with this opportunity.
- You don't become a scratch golfer by reading a book or getting a couple of lessons.
- You have been so close to living an amazing life so many times in your life, but always come up just a little short, let us help make sure that never happens again.
- Every other highly paid professional in any industry spent years in college, and spent hundreds of thousands of dollars in education. They've earned the right, and they accept personal responsibility.

In Summary:

- Give them credit for taking a great first step, but don't let them think three days will be enough to make them successful. Use doctors or lawyers as an example, or any profession that requires time, money, and the right education for success. If all Trump U team members are following these procedures it will greatly improve our chances to sell elite packages. Even one

coordinator giving them the impression three days is enough that can hurt sales. People will always take the path of least resistance; do not give them the option.



FULFILLMENT ONE-ON-ONE: MAKING THE SALE

EACH TRUMP U TEAM MEMBER WILL SIT DOWN WITH THEIR STUDENTS ON AN INDIVIDUAL BASIS TO DISCUSS THEIR GOALS AND INTRODUCE THEM TO OUR PACKAGES. DURING THIS TIME, IT IS IMPORTANT TO GIVE THEM PERSONALIZED ATTENTION, DISCOVER AND TAKE NOTE OF THEIR PERSONAL PREFERENCES, AND CONTINUE TO SHOW ENTHUSIASM AND CONFIDENCE FOR OUR PRODUCTS AND SERVICES. TOWARD THE END OF THE SESSION, THE TEAM MEMBER WILL ASK FOR THE SALE. AS WITH THE PREVIEW SALE, YOU MUST HAVE A POSITIVE MINDSET AND BE AWARE OF WHAT YOU SAY AND HOW YOU SAY IT AT ALL TIMES. EVERY COORDINATOR WILL REVIEW THE SALE GUIDELINES BELOW IN ORDER TO BE ADEQUATELY PREPARED FOR THE SALE.

Sessions Help Coordinators Match Our Products to the Student's Needs:

- "Because we understand each student has individual needs, backgrounds and goals, we are setting up one-on-one sessions to give you an opportunity to speak with one of our consultants who will help you map out your goals and objectives. Signup sheets will be at the back table for your convenience. One-on-ones will be 20-30 minutes and held during class outside the meeting room. When it is your time, please quietly leave the room and meet with your consultant. If you do not get the opportunity to meet with a consultant, please get with the program coordinator and they will assist you."
- Sessions should begin on Saturday and continue through Sunday. In the case that you have a very large room, teams may meet with E4 students prior to Saturday's close.

Useful Tips for Facilitating the One-On-One Session:

- It's very important to work with your team and communicate things we each other about students that you learn about throw out the weekend; this is truly a team effort.
- Get permission to push them out of their comfort zone. That way, when you start selling them, you can always remind them that they gave you permission to push them toward a better life.
- Review and utilize their previously completed profile sheet before the session, which will give you vital information for closing. It will help you determine which package, product, or service they can afford and more about their goals. Specifically, you may want to:
 - Go through properties from sheet (if any). If they have equity, recommend utilizing a HELOC, which they can use to invest in real estate.
 - Point out the ROI on accounts (checking, savings, etc). If they have a horrible ROI (return on investment), get them interested in Trump's system to generate higher ROI's.
- Ask questions and fact find with your student. Examples of what you might ask:
 - Have you enjoyed yourself and learned a lot of valuable strategies?
 - What has been your favorite part of the presentation so far?
 - Before I give you your plan of action, do you have any questions on anything we have covered so far?
 - Can you tell me more about your goals?

- What do you do for a living? Do you wake up excited every morning wanting to go to work?
- How many hours do you work a week?
- Would you like to be a full time investor or part time investor?
- How many hours a week do you plan on spending to grow your new real-estate business?
- How many deals would you like to start closing a month?
- What types of properties would you like to start putting together?
- Do you have any creative real estate experience? When was the last time you profited from a property that wasn't a primary residence?
- How much money would you like to have by the age of 65 years old?
- Who or what do you want to do this for? (Family, children, spouse, grandchildren, college education for kids).
- What is your most important goal to accomplish five years from today?
- What are your monthly expenses?
- Find out what their biggest fears are:
- What's held you back from becoming a real-estate investor?
- What are you most nervous about when it comes to investing?
- On a scale of one to ten, how serious are you about making a change to better you financial situation
- One a scale of one to ten, how serious are you about making a change to spend more quality time with your family
- During this Q&A conversation, spend some time reviewing their finances and verifying monthly income (reference the student profile sheet). Point out that many experts say at 65 years old, if you want to retire, you need 1.5 million dollars if you want to live for another 20 years and spend about 50k a year. To drive it home, run the numbers with them, and go over how much they need to make a year to accomplish that. This is a powerful tool to use when you're trying to close them, since their current numbers won't add up to what their goal is if they don't make a change.
- Listen to your student, and note any likes, dislikes, and past experiences. Your ability to observe must be as powerful as your ability to sell and to listen. Watch their body language; when they perk up or when they don't like something you say, take a mental note.
- Don't interrupt, but control the conversation.
- End the conversation on a positive note, while selling our programs: "I've enjoyed getting to know you over the last three days. You have been telling me about your goals and dreams and we want to be part of the solution so you accomplish them. I know you want to know about our elite programs and I'm excited to share them with you and answer any questions."

At The End Of The One-On-One Session, Close The Deal:

- "Tell me what you believe you could accomplish in real estate with every single resource Mr. Trump has at his disposal, plus _____, _____, _____ and _____ (speakers name, you, and the other coordinator's name), and most importantly a hand selected Trump certified multi millionaire mentor?
- Open the folder. When you introduce the price, don't make it sound like you think it's a lot of money, if you don't make a big deal out of it they won't. If they can afford the gold elite don't allow them to think about doing anything besides the gold elite.

- If they can afford the gold elite, go over what the gold elite package offers and how it is designed and customized to help them become successful. Start giving recommendations and guidance on what they need to start doing, such as which advanced training they should attend first, what types of properties they should start focusing on and when and where to do the mentoring. (Note: This is going to depend on what you learned while you were fact finding. Generally you don't need to go over the silver or the bronze if they have the resources and can afford the gold.
- After you're finished with your recommendations, wait for them to talk next.
- If they can't afford the gold elite: Look at how much they can afford to spend, and when you get to the package they can afford build massive value in it. Let them know they can upgrade to the gold elite after they have received more knowledge and closed a few deals. For example, "This is what _____ (speaker name) and I feel you must absolutely start with today! Let them know that many of the gold elite students are starting with the exact same classes you're recommending for them so they don't feel left out.
- Explain after-sale service. After the customer has made a purchase, you must explain after-sale services and expectations.
- When you get excuses after asking for the sale (and you will), remember to bring in everything you learned from the beginning of your presentation, and the sales fundamentals.
- If they still hesitate: "As one of your mentors for the last three days, it's time for me to push you out of your comfort zone. It's time for you to be 100% honest with yourself. You've had your entire adult life to accomplish your financial goals. I'm looking at your profile and you're not even close to where you need to be, much less where you want to be. It's time you fix your broken plan, bring in Mr. Trump's top instructors and certified millionaire mentors and allow us to put you and keep you on the right track. Your plan is BROKEN and WE WILL help you fix it. Remember you have to be 100% honest with yourself!"
- End your presentation with testimonials.
- In essence, the above sequence is what a consultative sales presentation should look like. It's logical and flows systematically from the needs first discovered, through statements and demonstration of product/service benefits that satisfy these needs, to asking for the order, and through after-sale service.

Guidelines for Closing the Sale:

- Closing "asks" for the order and confirming "reassures" the student that they have made the right decision. Closing the sale is less difficult if the presentation process has been properly handled. Closing is part of the selling process and is a logical outcome of well-planned presentation management.
- Focus on dominant buying motives
- Negotiate the tough points before attempting the close
- Avoid surprises [new information] at the close
- Display a high degree of self-confidence at the close
- Ask for the order more than once [don't give up if the student says, "no" the first time that you make a closing statement/question], and recognize closing clues [student may indicate verbal or non-verbal clues and you must be ready to Close at that point]
- Confirm the sale occurs after the student says, "yes." The purpose is to reassure the student by pointing out that he or she has made the correct decision. This step is important is addressing "post-purchase remorse" which is a common emotion following a purchase decision.
- After the close, have them tell you what they are most excited about.



FULLFILLMENT SALE OBJECTIONS & REBUTTALS

WHILE ASKING FOR THE FULLFILLMENT SALE, ATTENDEES MAY HAVE OBJECTIONS TO ENROLLING IN OUR PACKAGES. BY BEING PREPARED FOR RESISTANCE, YOU CAN MAKE A STRONG, PERSUASIVE COUNTER CASE, EASE THEM INTO THE DECISION TO PURCHASE, AND CLOSE THE DEAL MUCH QUICKER. EACH COORDINATOR MUST MAKE AN EFFORT TO INTERNALIZE THE FOLLOWING OBJECTIONS. REBUTTLES SHOULD BE DELIVERED WITH ENERGY, PASSION, AND INTENSITY. ALWAYS REMEMBER TO KEEP IT SHORT AND SIMPLE, AND BE ASSUMPTIVE!

Objection: I'm Going To Try This On My Own.

Great ...Let's hear it. (*Hear What?*) The proven system that you're going to implement! How are you going to locate the properties? How are you determining ARV? All cash offer? Where is your financing coming from? How will you negotiate price? Terms? What about exit strategies? Organization of your business? One mistake on any one of these and you're broke, beaten, and worse off than you are now. At that point you'll remember this conversation and *truly* understand what the safe choice was. The risk isn't spending 35K - it's entering into the world of REAL ESTATE without specialized knowledge, guidance and trained professionals in the field holding your hand. WE are the safe decision. Fear is preventing you from investing in yourself. I find it very difficult to believe that you'll invest in anything else if you don't believe enough to invest in yourself and your education. I'm not asking you to take risk; I'm asking you to minimize risk. Are you ready to minimize risk and Maximize profit? Change your life and learn to invest like Trump? Congratulations! Welcome to the Family.

Keep the following in mind:

- You can ask them questions so they realize they don't have a chance for long term or short term success.
- Have you done all of your homework? Let me see it.
- Show me your formula for making offers.
- You just met me. Convince me why I should do business with you.
- My house is worth \$400,000; Sell me on why I should accept \$250,000 from you.
- I'm a for sale by owner. You called my phone number - let's hear your presentation.
- I'm a private money investor. Tell me why I should loan my money to you for your deals. What experience do you have? What's your track record? What's the biggest profit you've made on an investment deal?
- What reports should you research before considering doing a deal in an area?
- What happens if you're doing a lease option and they sell the property to someone else even though you have it under contract?
- What if you're doing a lease option and the owner of the home opens a second mortgage and they owe more on the house than what your purchase price is?
- You are struggling to answer these very basic questions that we've given you the answer to ten times this weekend. Now are you seeing the value of having experts by your side?

Objection: I'm Going To Use The 35k To Invest In Property.

_____(insert student's name), at the very best it'll get you into one property and if you get it you've got ONE potential profit center. But how do you know it's a deal? How do you know the numbers work? If you use your own money to buy this property and you do it incorrectly you've created a headache and a money pit. You have no specialized knowledge or system to fall back on. Mr. Trump doesn't use his own money to invest and look at his success! If you want to use your own resources, fine. Let a mentor show you how to maximize your money and minimize your risk. This is the smart decision. Learn the system to line up private money and no money down techniques, because these techniques allow you to do infinite deals!! Didn't you come here to make a change? To learn the techniques and strategies from the best? Let's make that change and get you one-on-one field support. Congratulations!!!

Objection: I Need To Think About It.

_____(insert student's name), you've already been thinking about this too long and it's time to commit to yourself and learn the TRUMP way to invest. You saw our ad, made the DECISION to attend the preview, you made the DECISION to sign up, you made the DECISION to do your homework, you made your DECISION to stay with the program, and when you heard of the chance to have a personal TRUMP trained expert to guide you in the field you made the DECISION to sign up for this one on one and NOW here we are. YOU'VE THOUGHT ABOUT THIS! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, and will keep you going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. Congratulations!

Objection: What's The Success Rate?

Let me give you an example of why that's a hard question to answer. If you went to Harvard or Berkley and asked them the success rate of their graduates, how do you think they would answer that? Their answer is the same as ours. We give every student the knowledge and tools to go out there and be successful. Does every graduate receive the same knowledge? Yes they do, yet every graduate doesn't make the same amount of money. That's because it's based off of applying that specialized knowledge.

Their number one problem is procrastination and excuses. So the success rate is based off of one variable - YOU! I believe you're here today because you're ready. Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here this weekend to be average. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. If you implement the knowledge you will have the business you desire. Let's get you a Mentor and get you to a whole new level of thinking and investing.

And/or:

People define success in many different ways; some do it by a dollar amount while others do it with more free time with their family. But let me tell you, with all of the students that have stayed in contact with their mentor and have done what he has said, followed the steps that he has put in place and listened are successful one way or the other. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Can't Travel That Much. (Retreats)

Well _____(insert student's name), that's only because you're working hard for someone else, making them rich, and helping them with their financial goals. This weekend plus all of these advanced trainings are about helping you reach your personal and financial goals. I know you can attend one retreat per

quarter. That's only twelve days out of the year that you would be setting aside to become financially independent, so you could eventually quit that job that's giving you just enough to stay. I would recommend bringing your family to the retreats. Think of how cool would that be! You could give them four amazing vacations a year, having a blast and securing their financial future at the same time. The first retreat I would recommend for you is the wealth preservation retreat. I'm not a CPA, but many of those expenses for your business trips are potential write offs, and they'll show you how to do it there. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: That's A Lot Of Money.

That's a lot of money! Really? Most people look at this and are so excited that it's only that amount with everything we include. However, let's figure it out for you right now. What are your expenses every month? \$3000? OK, you are making \$6000 a month. What are your interest rates on your credit cards? Twelve percent. Perfect. (Take the percentage rate and divide it by twelve months that will give you the percent per month that they are charged. Then, take the amount that they are spending and divide it by their percentage per month). I see that your percentage rate per month is one percent. Let's take that number and see what your monthly payment will be. You will be paying \$350 per month in interest and plus a little bit in minimum, so let's say you will have a payment on your credit card of around \$600 dollars. Now, that I showed you how you can afford it, I will not let you say NO. I just figured out how you can have a Trump certified mentor fit into your budget for less than \$600 per month. Let's get you a Mentor and get you to a whole new level of thinking and investing

Objection: What's Your Guarantee?

_____(insert student's name), here's my first guarantee: don't make any changes in your life, and you will be in the exact same place you are in right now one year from today. By the way I know you don't want that, that's why you're in our ballroom this weekend. Here's another guarantee, we offer world class training and mentoring, and will give the absolute best strategies and systems to generate massive cash flow. You will have everything you need, to have as much success as you desire. There's only one thing I can't guarantee, YOU! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, make you keep going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here to be average. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Have Enough Information To Do This On My Own.

_____(insert student's name), maybe you can go out there and do a deal by yourself. It might take you five or six months, you might lose money or make a little. But what we're offering is a proven system from Mr. Trump to help you close multiple deals every month, with a millionaire mentor by your side making sure you don't make any mistakes, and creating the most amount of profit per deal. Let me ask you a question; are you capable of making one or two mistakes on your own? (Smile on your face). Do you think one or two mistakes in real-estate could cost you 30k or 40k? I've even heard of one mistake from 'wanna-be' investors losing 100k! By the way, those same investors had a lot more knowledge and experience than you do, but they had the same exact mindset which set them up for failure. But they finally learned that they don't know what they don't know and got our help before completely wiping out! Avoid that and learn how to do this business from the very beginning of your career. Remember that one mistake can break your account or worse. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Go Into Debt

Every single company goes into debt when they are first starting out, EVERY SINGLE BUSINESS! The profits pay off the debt and before you know it, your new real-estate business will start making amazing returns. Is it worth a small investment to own your own company, finally be your own boss, and keep all the profits that you make! If you're willing to work as hard for yourself as you have been for your boss I don't see you ever looking back. Imagine having the freedom to pick up kids from school, never miss another recital or sports game again because you made the decision to not allow fear and comfort zones to hold you back anymore in life. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Right Now; I Will Wait For Another Seminar And Sign Up Then.

You're right we have events all over the country, but this market is not waiting for anyone and if you continue this pattern of not being able to make a decision, how do you expect to be able to put a property under contract? You have to be able to make quick decisions in this business because good deals don't last long. Let's get you enrolled today so you can start building a real estate empire.

Objection: I Just Went To Another Seminar (I.e.: Rich Dad) And They Are Promising Me A Better Deal. What Makes You Different?

I am familiar with that program and think that's a great book, but there is only one real estate mogul - Mr. Trump. I don't like to bash other companies because we truly are the best in the industry and feel our brand speaks for itself. Our office is in the financial capital of the world. Mr. Trump's building is not in Cape Coral FL or in the middle of Salt Lake City somewhere. Don't buy a Kia when you can have a Bentley. Let's get you enrolled and start doing business.

Objection: I Have A Good Job.

Let's say you lost your job tomorrow. Let's add up how long you could last without work. That's scarier than a little investment. Let's say you keep your job for now, let us help you do a few deals per quarter, gain knowledge and expertise. Pretty soon you may very seriously consider doing this full time! Worst case scenario: you keep your job, you don't get fired, but you let us help you do this part time to secure your retirement accounts, because as of right now your job isn't doing that, it's only giving you enough to pay your bills and put a tiny bit away.

Other One Liner Rebuttals To Review:

- Does Tiger Woods say "let me win a few tournaments first and then I'll hire swing coaches?"
- Does any owner of any professional sports team say "let me win a few games first and then ill invest more money on coaches? The best-coached teams always win!"
- You see the big picture and know there is a ton of opportunity. You don't know the exact step-by-step details you need to take every day to achieve the results you want and need.
- There is so much money to make out there. If you're not willing to go out there and make that money, guess what? Someone else will. Why shouldn't it be you, they're no different than you, but they made the decision to get the help and make a permanent change.
- Don't buy a Kia when you can have a Bentley.
- How many times have you said to yourself: I wish I had their success or money? If you allow us to help you for the next couple of years and you cash out at the top!
- The more money you spend in real estate, the bigger your checks can be.
- I believe your mentor _____ (mentor's name) is more knowledgeable than _____ (speaker's name). That's how good our mentors are!

- If you put as much time and energy as you do at your job into your new real estate career you could be financially free with our help in a few years.

Use Your Teammates To Close A Sale When You Can't Do It Alone:

If you can't close a student, but you believe they can still be sold it's important to let another sales coordinator or speaker know. Pass on what you learned about them - what they like, don't like, are nervous about - and anything that will help someone else button it up.