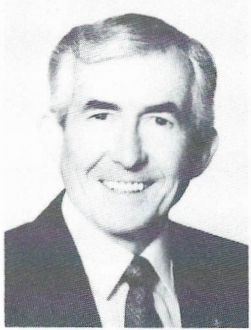




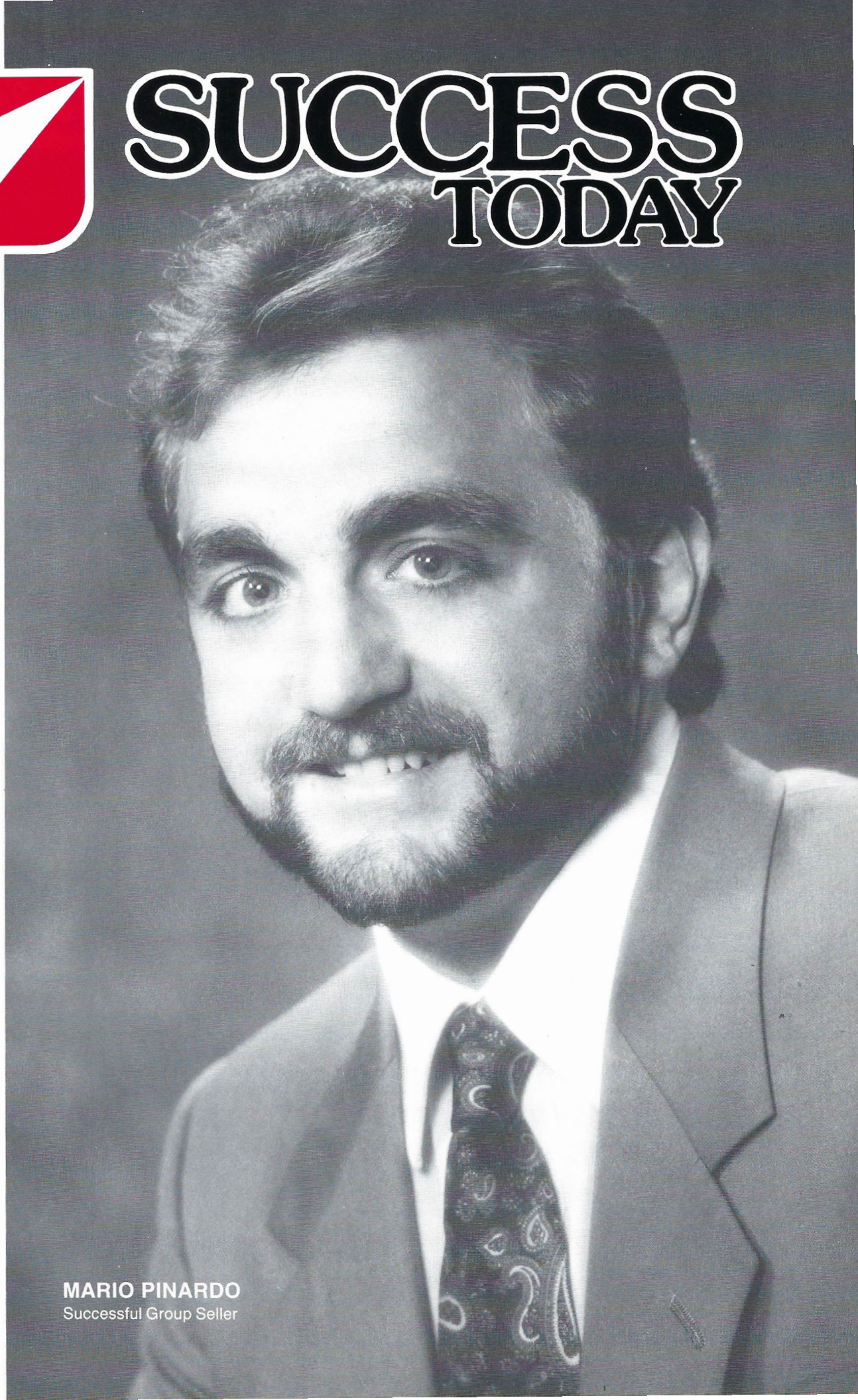
SUCCESS TODAY



PAUL J. MEYER
FOUNDER
SUCCESS MOTIVATION INSTITUTE

“If you are not making the progress you would like to make and are capable of making, it is simply because your goals are not clearly defined.”

MARIO PINARDO
Successful Group Seller



Success Motivation Institute - Builder of the Year - 1989

"Within 10 days of seeing the SMI program, I was so excited I resigned my job and went full-time as a Sales Associate," recalls Mario Pinardo. That was in June of 1985 when he joined a new Distributorship. "I started with a goal of one sale a week, then it went to 2 sales a week." After learning the basics and the SMI business, he purchased his own Distributorship in April of 1988. "When I was 25, I set a goal to work in the field of attitude development. It took me three years to find SMI. It was like something waiting to happen in my life."

In his first year in business, Mario hit all of his goals in 1988 with \$100,000 in sales. This year, he is on track to ride on the SMI Lear Jet to Whistler Mountain by achieving over \$150,000 in sales. Mario says "GROUPS ARE HALF OF MY SALES. We have an 80 percent or better closing ratio, buying and taking delivery of programs on-the-spot." He says he first sells the owner or manager. "I approach them with the attitude that they are going to want me to do a presentation to their group as soon as possible. The owner or manager helps me set up



the group; he talks to his people and by the time I do the presentation, three-quarters of the job is done. WE BECOME MISSIONARIES TOGETHER IN GETTING HIS PEOPLE ON THE PROGRAM." He recalled a recent group sale with 9 salesmen in a car dealership with each having 10 to 25 years of experience. "They were a tough group, but eight out of nine bought on-the-spot."

During a recent three day vacation, he made a presentation to a copier company and sold 10 of 14 prospects. "My goal was to sell 10 programs last week, and I did it with one presentation. GROUP SELLING IS GREAT!"

"Ninety-five percent of my sales have been the *Dynamics of Personal Goal Setting*. However, now I'm developing a market for the new *Dynamics of Successful Management* program. I SOLD SIX PROGRAMS, FIVE TO ONE COMPANY, THE FIRST WEEK I HAD THE

PROGRAM. It's giving my clients tremendous results."

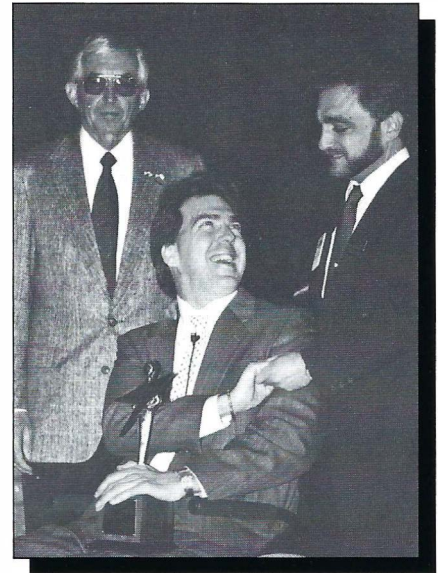
"I have a chiropractor who was stuck at 30 patients a week. His goal was to have 50 patients a week in three months. After his first week on the goal setting program, he hit 50 patients that week." Another client success story is an insurance salesperson for a major company. "She was 25th in her office and after three months on the program moved to number three. At the end of 1988, she finished number two. She won a two week trip to Rome for being one of the top 300 salespeople in the company."

In 1988, Mario nominated SMI's Client of the Year, Doug Heir. "I met Doug about two years ago in a supermarket parking lot. I told him he was an inspiration to others and I felt we had mutual ideas. I showed him SMI programs and our friendship grew from that day. He is still a great client, always purchasing tapes. We also have 'power lunches' together; we inspire each other. We've become a team." Mario encourages every distributor to nominate a Client of the Year.

His goal for the near future is to sell 100 SMI programs in a month. "We started this year with a goal to sell 20 a month. Now it's 50 a month and by the end of 1990, we'll be doing 100 a month every month. Everyone in my company sees and believes it. We know we can do it. IT'S JUST A MATTER OF TIME!" Mario currently has one sales manager, four full-time Associates and three part-time Associates. "My goal is to have 25 full-time Associates. I want to surround myself with people who share the same vision I have; the ability to use more of our God-given potential."

He credits a lot of his success to his Sales Manager, Art Stanley. "He has been so important in supporting me. You've got to get a good sales manager who you can trust and work with, who shares your vision, and your business will be a lot easier," recommends Mario.

He shared his philosophy on maintaining a successful SMI business. "When doing a presentation, whether before a group or an individual, THE MESSAGE IS IMPORTANT, NOT THE MESSENGER. They don't need to be impressed with me or SMI materials. It's important that they walk



away being impressed with themselves and what their potential is and to be enthusiastic about what lies ahead for them. During *The You, Inc.* it is most important to show them what a wonderful miracle they really are. Then, show them how to get control of their life. That's all they need to do is make the decision to take control and use the tools provided to them to be whoever they want to be and do whatever they want to do with their life. Encourage them to make that decision today to take control and those things will happen."

"I feel absolutely no pressure when I do a group presentation or one-on-one when the whole idea is to get them to know who they are and not to try and prove who I am. People are drawn to that message." Mario encourages EVERYONE to "make the full commitment to the business of helping people. Continue to inspire your clients, support them, care about them and your telephone will ring. I look for people I can relate to; professionals, salespeople and business owners. I feel I've met a friend that I can help make their dreams come true."

"We're having fun. I don't feel any pressure. I know we're going to have a good time today and every day."

