**SCC Feedback Workshop**

**Questions and Answers**

2009 Homegrown STC

Since the recording did not carry through to the end of the workshop, I am providing the questions and their answers here for your reference.

1. Is there a way our catalogs can be coded for individual SCC identification?

*Yes, the 2009 catalogs will be printed with an individual SCC code for customers to enter during the order process.*

1. What percentage of Sonlight’s overall sales are connected with SCC activity?

*18.5% of overall Sonlight sales are related to SCCs.*

1. How long does a customer need to be inactive before an SCC can “capture” them by making contact at an event and selling them on SL again?

*Customer must be inactive for 3 years and not be already connected to another SCC.*

1. Can SCCs purchase individual Core benefit items to display in their booth?

*Yes, Barb has posted a chart showing the discounted prices of the items offered to Core purchase customers. These should be ordered early so that they can be included with the SCC’s booth supplies. Check will be mailed to Barb.*

1. Will SCCs receive new banners with the new SL logo?

*Not planned for 2009. The new logo is being rolled out gradually. It will be on the new catalog and on the website when that is updated. We will continue to use our current banners this season, so it is recommended that you continue to use the “old” logo on your signage for visual coordination.*

1. Will SCCs receive a copy of the new AP Psychology workbook/diary?

*The workbook/diary is over 600 pages – full content is not necessary for display, so SL will prepare a sampler that will be bound and sent to SCCs.*

1. Statistics on sales of SL items…

See the charts included in the PowerPoint presentation by Linda and Barb for specific information pertaining to:

* 1. Of Newcomer K-6, which is the most popular?
  2. Of P3/4 and P4/5, which sells the most?
  3. For Cores 3 and higher, which sells the most?
  4. Is there sufficient sales of high school materials to warrant display space?

*The charts covered Core sales and showed that Core 100 had the most significant sales of the high school levels. Information was not available on the other high school products.*

* 1. Which Math program sells the most?

*The charts did not show Math specifically, but Linda indicated that other than the K level for which Horizons has the most sales, Singapore Math represents our most prominent Math product in sales.*

* 1. Does foreign language sell much?

*Linda indicated that Rosetta Stone represented the highest sales, but that is considering all of the languages available, whereas LREG is just one language.*

1. Note on Forum posts – we are not allowed to put our landing page link in our forum signature block, though we may include the link in the body of our Forum posts.
2. With the new invoicing system, how do we request a draw on commissions?

*Draw on commission would be requested on a second invoice related to the event, and submitted with the PEQ following the event. See sample invoice on the Wiki. The first invoice for each event would request fees according to the chart in Addendum One of the 2009 SCC Contract.*

1. With the anticipated downturn in sales this season, will the SCC Sales Goals be modified from what has been posted on Wiki?

*Number of prospects is key factor … evaluation based on actual attendance, not on the anticipated attendance. Since SCCs do not have control over how many people come to an event, we will not be penalized if attendance is lower than anticipated. SCCs do have more control over their collection of prospects, so evaluation will focus in that area.*