**What Does it Take to be a Successful Sonlight Curriculum Consultant (SCC)**

Sonlight Curriculum, Ltd. has many successful, dedicated Curriculum Consultants. Listed here are some factors we have observed which contribute to their effectiveness.

**Experience**

Successful SCCs have …

* A love for Sonlight Curriculum® and a passion to share it with others
* Completed teaching at least three years using Sonlight® Core Packages and Language Arts programs
* Broad homeschooling experience
* One to two year’s experience as an Assistant to an SCC
* Familiarity with Sonlight® Science Programs; Saxon Math, Singapore Math, and/or Horizons Math; Teaching Textbooks; and Electives
* Stayed up-to-date with the latest Sonlight® products
* A background or interest in sales and marketing

**Customer Service**

Successful SCCs …

* Follow-up with customers even after they have purchased their curriculum
* Respond to prospect and customer questions via phone and email
* Find another SCC as a backup when they are unavailable for more than two days
* Promote Sonlight® at churches, schools, day care centers, Mothers of Preschoolers (MOPS) groups, etc.
* Convert prospects into customers
* Build rapport with existing customers
* Host local workshops and small group gatherings
* Conduct business electronically, interacting by e-mail with Sonlight Curriculum, Ltd. customers and prospects
* Read and respond to their Sonlight® email accounts daily throughout the year
* Have a working knowledge of the Microsoft Office suite
* Have high speed internet access and access to a laptop for conventions

**Conventions**

Successful SCCs …

* Attend multiple events every year
* Look for additional events in their area to attend, often without Sonlight sponsorship
* Dress appropriately for each event attended
* Attractively display Sonlight® materials in an accessible manner
* Treat all visitors with grace and respect
* Offer give away products and gift certificates as incentives for prospect gathering
* When working at a booth alone, leave a sign indicating when their return is expected
* Take along an adequate number of assistants to make sure each interested attendee receives proper attention
* Consistently meet or exceed sales standards for each event

**Assistants**

Successful SCCs …

* Have qualified, knowledgeable adults in their booth while the display floor is open
* Do not use their spouses as assistants if they do not share significantly in using Sonlight® products
* Recruit and train qualified assistants to help at events
* Use adult assistants who have completed teaching a minimum of two years using Sonlight® Core programs and have a working knowledge of Sonlight® Language Arts, Science and Math programs
* Use teen assistants who are at least 13 years of age and have completed a minimum of two years using Sonlight® Core programs
* Limit the duties of teen assistants to aiding them in handing out catalogs and other promotional materials, collecting prospect names, and sharing their experiences as a Sonlight® student
* Train assistants in booth set up and interaction with event attendees.
* Make certain that assistants are current regarding updates and changes to Sonlight Curriculum®

**Booth Displays**

Successful SCCs …

* Follow the guidelines provided on the Sonlight® Wiki for an effective booth display
* Show pieces of their own curriculum in good condition (purchased from Sonlight)
* Utilize display materials provided by Sonlight
* Hand out Sonlight-provided brochures, catalogs, etc.

**Workshops**

Successful SCCs …

* Speak at a vendor workshop if one is available at the event.
* Use the provided PowerPoint presentation as a template for their workshop
* When possible, record and submit an audio of their workshop to Sonlight

**Prospect Lists**

Successful SCCs …

* Collect complete names, addresses and other contact information
* Submit a prospect list within one week of attending a convention
* Submit a personal prospect list once a month in addition to convention lists
* Keep copies of their prospect lists for future reference
* Review and check for errors the prospect list reports of each list submitted

**Professional Development**

Successful SCCs …

* Take advantage of offered workshops
* Actively participate on the Marketing Forum
* Stay current regarding updates and changes to Sonlight Curriculum®
* Participate in monthly SCC Teleconferences that are offered throughout the year
* Frequently check and use the resources available on the Sonlight® Wiki
* Participate in offered SCC Training