Frequently Asked Questions About a Rewarding New Career with AmerAssist®
A message from Ken Monnett, AmerAssist CEO

Thank you for your interest in learning more about our organization and the opportunity that we offer to those seeking a profitable and rewarding General Agent career in professional sales.

AmerAssist’s Accounts Receivables Solutions Division (www.AR Solutions.com) is a provider of vital cash flow management and collection solutions. Our services are exclusively designed to meet the pressing needs of America’s credit grantors, (from the smallest retailer to the largest hospital and bank) and as an industry leader, we are proud to provide a service that is recognized as an effective business tool with a unique value proposition.

As a member of our nationwide sales team of General Agents, your role will be more critical to improving the profits and growth of many of your business and professional clients than that of their attorneys or accountants. In fact, other than the incentives inherent in America’s free enterprise system, the ability to successfully market goods and services on credit has been the most significant factor fueling our country’s economic engine in the last fifty years.

Your efforts, in turn, will introduce you to challenges and opportunities that are both personally and professionally rewarding. You have my assurance that we are committed to providing you with the assistance you need to advance and achieve your career objectives.

We realize that beginning a new career can be a challenge in itself, and you likely have a number of questions about the AmerAssist career path. This brochure is provided to help answer those questions. Again, we appreciate your interest and look forward to working with you!

Sincerely,

Ken Monnett
President
Virtually every business and professional service that uses a light bulb in the United States provides some form of credit terms to their customers. This is a widely accepted practice that affects much more than the business provider’s bottom line—it also influences the American economy.

By providing credit terms, credit grantors increase their customer’s (individuals and businesses alike) buying power. The direct result on the economy is an increased demand for goods and services. However, at the same time this practice can also create a negative impact if not managed properly.

When customers are unable or unwilling to pay for goods or services rendered, credit grantors often experience cash flow problems. If they are unable to collect their delinquent receivables in a reasonable time, and at a reasonable cost, a crippling economic cycle is likely to occur.

Note: The credit economy (excluding mortgages) has expanded dramatically in recent years. In 1970, it had doubled from ten years earlier to $143 billion. In 1986, it had increased fourfold to over $500 billion. Last year, it had increased fourfold again to over $2 trillion!

How do these numbers relate to the opportunities available to you and AmerAssist? When you talk to a business owner about his cash flow and profitability, you’re talking to him about the nearest, dearest thing to his heart. The ability to sell goods and services on credit and subsequently be paid on time has a direct correlation to a business’ ability to grow. Therefore, the credit industry and your career opportunities will continue to prosper!

Initial procedures by credit grantors typically involve substantial investments in both time and money on internal collection efforts. These usually begin with the generation of “past due” notices, later reinforced by telephone calls.

Unfortunately, in most cases, the results of these internal efforts are minimal. Recent U.S. Department of Commerce studies validate that in addition to being expensive, these efforts lose 50% of their effectiveness within 60 to 90 days and eventually become totally ineffective.
At some point the help of a third-party-collection source must be secured. These sources include conventional collection agencies, attorneys and local credit bureaus.

Credit grantors typically find three major problems with conventional sources who position themselves as “salvage” operations:

- **High Cost of Service**
  Usually conventional collection agencies, local credit bureaus and attorneys charge between 33% and 50% of the amount collected. In most cases, the expense of this fee exceeds the profit margin on the original selling price!

- **Low Recovery Ratios**
  The complex credit and regulatory environment today has caused national recovery ratios of conventional sources to deteriorate to less than 20%. This means that only $20 of every $100 assigned will ever be collected. After they pay the collector’s fee on the few they do collect, the creditor nets only $10 to $13 out of every $100 referred!

- **Customer Alienation**
  When a business assigns a delinquent account to a conventional salvage source for collection, they do so with the realization that the debtor/customer will most likely never do business with that company (or clinic, etc.) again.

The problems business owners face in employing third-party collection services—high cost, low recover ratios and client alienation—are **solved** with AmerAssist’s innovative **Binary Collection Program**:

**It’s Economical**—Conventional agencies charge clients 33% to 50% of the amount collected (often more than the client’s profit margin). AmerAssist’s low fixed fee is so cost-effective (typically less than 10%), that it’s often less than the cost a business would incur trying to collect an account themselves!
Offers Exceptional Results—One key reason that conventional agencies yield poor results is because creditors often hold accounts in an effort to avoid high collection fees. But AmerAssist’s low fixed fee means creditors can refer accounts sooner, thereby preventing the deterioration that occurs with age and increasing their overall recovery ratio.

Preserves Relationships & Image—Because they are positioned as salvage sources, conventional collection agencies use harsh tactics, which often result in customer alienation. AmerAssist employs techniques designed to educate as opposed to alienate, and preserve the credit grantor’s goodwill and relationship with the debtor.

Q Does AmerAssist provide any other unique services?

A You are invited to visit our parent website at www.amerassist.com There you will learn that “we can solve the cash flow challenges related to both excessive accounts payable and aging accounts receivable.” This site allows you to choose between navigating our Payables Solutions Division and our Receivables Solutions Division. Through our sister company, Commercial Debt Counseling Corporation, AmerAssist also offers commercial credit counseling services to assist our business clients nationwide with their accounts payable. Therefore, you are able to offer a unique combination of services with cash flow solutions for delinquent receivables and excess payables. No other source in the industry provides both services.

Q What is the size and scope of the marketplace for the services that I will be offering?

A AmerAssist serves a constant need and ours is an inflation-proof, recession-proof industry. When economic times are bad, money gets tight, interest rates climb, and a slowdown in accounts receivable payments occurs. Businesses need their money faster than ever before, and our industry benefits.

When the economy is good, credit granting becomes more liberal, more accounts receivable are created and our industry gets even better! Inflation or recession, boom or bust, regardless of the economic climate, our industry continues to expand and prosper.
There are approximately 30,000 credit granting prospects for each million people in the marketplace, and that level is expanding at an ever growing rate. Virtually every American business that extends credit, sends invoices or takes checks is a prospect to some extent, and AmerAssist’s services are designed to meet the needs of:

Medical Practices  
Department Stores  
Wholesalers  
Photographers  
Medical Labs  
Plumbers  
Drug Stores  
Dentists  
Supermarkets  
Clinics  
Furniture Stores  
Aviation Services  
Professional Associations  
Hardware Stores  
Building Material Suppliers  
Office Suppliers  
Carpenters  
Neighborhood Stores  
Hospitals  
Florists  
Jewelers  
Agri-businesses  
Advertising Agencies  
Contractors  
Service Stations  
CPAs  
Resorts  
Clothiers  
Printers  
Discount Houses  
Lawyers  
Veterinarians  
Utility Companies  
Roofers  
Dairies  
Grain Merchants  
Chiropractors  
Optometrists  
Leasing/Rental Agencies  
Secretarial Services  
Credit Unions  
Banks  
Universities  
Metal Shops  
Tire Dealers  
Cemeteries  
Employment Agencies  
Refuse Collectors  
Apartment Complexes  
Self-defense Schools  
Hotels  
Engineers  
Private Schools  
Exterminators  
Computer Services  
Lawn Care/Landscape Services  
Auto Dealers  
Sign Companies  
Nursery/Garden Centers  
Podiatrists  
Electricians  
Manufacturers  
Chemical Manufacturers  
Security Guard Services  
Janitorial Services  
Trucking Companies  
Auto Parts Stores  
Recording Studios  
Architects  
Mill & Mine Suppliers  
Painters  
Radiologists  
Funeral Homes  
Oil Companies  
Caterers  
Travel Services  
Tool & Die Companies  
Ambulance Services  
Insurance Brokers  
Television & Radio Stations

And that’s just a small sample of the thousands of businesses and professions that have an urgent need for the services you will be offering.
A major portion of your initial training school will be devoted to new business development. AmerAssist will also help generate prospects from our direct mail programs, internet advertising, trade association endorsements, telemarketing and our website. However, the majority of your prospects will be self-generated, utilizing the techniques taught in the training schools. Then experience and proficiency in these prospecting techniques and referral gathering will result in a virtually unlimited supply of new business. The types of business on which you focus in your area will be, to a large extent, under your control. However, guidance and assistance will be provided from your management team.

As a General Agent, your primary objectives will be to develop new business and your professional sales and marketing skills. These skills will include consultative selling techniques designed to develop your business client base and service your customers.

Prospecting and client development is where your responsibilities end. All debtor servicing is handled by our National Account Servicing Center in Columbus, Ohio and through our national attorney network. The Sales Development Department and your sales management team will provide the support necessary to facilitate your career development.

Benefits:
As an AmerAssist General Agent, your independent contractor relationship is, in many ways, like having a franchise without any fees or working capital requirements. There will be no tax deductions taken from your weekly paychecks and you will enjoy full commissions on all reorders from your own protected client base. There are no set territorial responsibilities until you advance to management, and leads may be pursued outside of your management structure’s territory.
almost anywhere in the country (even when you are on vacation). You simply follow established procedures for coordinating this activity through your Managing General Agent.

New products and sales tools are constantly being developed and made available as part of the ongoing corporate support. And this complements the assistance provided through your sales management structure. There is no requirement for an office at the General Agent level, so expenses are minimal. All services are provided from AmerAssist’s headquarters, so the only servicing responsibilities you have are to your clients. Consulting on proper system use and service selection to maximize their recovery ratios will facilitate reorders.

As an independent agent, the full training and marketing resources of AmerAssist will be made available to support you. Once you enter sales management a comprehensive major medical program is also made available with low group rates and funding participation by AmerAssist. In addition, you will enjoy the benefits of our lucrative incentive award bonuses.

**Expectations:**
However, along with the opportunities available come high expectations that require a strong, self-starting initiative. Since career rewards are multiplied in direct proportion to the efforts put forth, a strong commitment is expected from each applicant. The responsibility of an ongoing commitment will be especially emphasized during your first weeks in the field. Our organization places great importance on immediate sales success and achievement, as well as earnings and advancement potential. Consistent, professional, personal discipline in adhering to AmerAssist’s corporate policies and selling procedures will assure the achievement of your earnings objectives and advancement potential.

Because the majority of our prospects and clients are only available from 8:00 a.m. to 5:30 p.m., and travel is only necessary as you desire, an agent’s time is generally unencumbered on nights and weekends. Consequently, you will have more time for personal pursuits than do those in many related professions. As your business builds and client base matures, your efforts will pay off in more ways than just exceptional earnings. As you solve vital cash flow challenges for your clients you can take a certain pride in contributing to your community in such an important way. AmerAssist’s progressive development programs help to insure that the services you offer will be the finest available from any source.

Additional corporate support will be provided in the form of trade association endorsements and ongoing lead generation programs that focus on key account development. This corporate support is complemented with the strongest service guarantee in the industry!

For those who put forth the necessary effort and commitment, this all translates into an opportunity to earn high six-figure annual incomes.
Your initial training will begin with a two-day, in-depth Fast Track Training School. Your first day will focus on an Industry Orientation, Product Introduction, Prospecting Techniques and the Sales Presentation. The second day of training will focus on Objections and Closes, Overcoming Competition, System Installation, Online System Instructions and Sales Materials. Follow up field training will then be scheduled with your manager so you “earn as you learn”.

As your career progresses you will attend advanced training schools and intense management schools at AmerAssist’s national headquarters in Columbus, Ohio. This training will further hone your selling skills and Fast-Track your advancement into management.

In addition to the very comprehensive training and support materials provided initially, our marketing department will continuously provide you with new selling tools, informative newsletters and training programs designed to ensure the progressive growth of your business. This ongoing corporate support will also include trade association endorsements, national advertising and public relations campaigns. Local sales meetings will keep you abreast of the latest product developments, policies and procedures.

Your management team will also conduct region workshops, provide personal support in your sales skills development and information on local centers of influence. AmerAssist is committed to providing you with any assistance required to advance your career. Your time, effort and talent are assets we value and appreciate and AmerAssist will do everything possible to help develop your potential for success, every step of the way.
AmerAssist is a dynamic organization consistently offering new and exciting opportunities. There are many management positions available throughout the country. Your advancement will begin with an Area Supervisor promotion. This rewarding position is offered to those who have demonstrated consistent sales productivity and adherence to corporate policies and procedures. This is often achievable within the first three to six months of service. Promotion with exclusive territorial responsibility then comes as a result of group productivity achievement.

Not all Agents desire management responsibility, and it isn’t essential to guaranteeing a high income. However, lucrative and demanding opportunities exist at the District and Region levels for those who have such aspirations. Our growing field management staff throughout the country is promoted from within in most cases. Consequently, a diverse selection of career paths are available depending on your personal goals and objectives.

What are the opportunities for growth and advancement?

A proven track record in a professional sales or marketing environment is the best qualifier. The experience or ability to deal at the executive level with businesses in your community in a professional manner, is mandatory. Occasionally an AmerAssist manager will accept an applicant with little selling experience, if they have been successful in the past working in an organized, high-energy level environment (such as a retired military officer).

What qualifications are required to join AmerAssist?

A You have already started if you are reading this brochure. Returning the enclosed General Agent Application Profile, so that a personal interview can be scheduled with a local manager, is the next step. If you mutually agree that there is a match, a reservation form will be completed by your manager to reserve a place for you in an upcoming Fast Track Training School.
Since your initial training school may well be one of the most important steps in your career with AmerAssist, we suggest that you make the following preparations in order to maximize the benefits of each session:

1. To confirm your training school reservation after your interview, we must receive your completed application, General Agent Agreement, reservation form and bonding deposit. Upon receipt of these items, all sales and training preparation materials will be shipped promptly to you and a complete sales briefcase will be provided at the school.

2. Your manager will provide you with the exact dates, time and location of the next Fast Track Training School. While attending the school, we recommend that you dress in ‘business casual’ attire.

3. Your initial training session will take a full two days. You must complete both days and participate in all of the training to be certified as a General Agent to market AmerAssist’s services.

As you can see, a career with AmerAssist can be an extremely lucrative and rewarding experience. Every successful person begins with specific goals and aspirations, and AmerAssist can be a wonderful catalyst to help you achieve them.

Our General Agents receive the highest earnings in the industry and they work hard for it. They earn it with drive and enthusiasm not found in the ordinary individual. They are positive, self-motivated people, who dared to make a commitment to do something they’ve wanted to do all their lives. They are men and women with a future.