



Sales & Leadership Program
**Parent/Guardian
Support Letter**

2451 Atrium Way
Nashville, TN 37217
(888) 602-7867

Since 1868, tens of thousands of college and university students throughout the world, from every academic field, have built businesses with Southwestern Advantage. Through hands-on experiences, these students learn and master essential life skills -- including self-reliance, the ability to communicate effectively, and problem-solving.

Each year, students from more than 300 colleges and universities worldwide participate. Today, alumni of the program lead many of the Southwestern businesses. Others have become U.S. Congressmen and Senators, Governors, business leaders, engineers, homemakers, entrepreneurs, composers, teachers, healthcare professionals, and lawyers.

Your son or daughter has expressed interest in participating in our program. In doing so, they will learn how to build their own business at our five-day Sales School in Nashville, Tennessee. In their business, they will market the Southwestern Advantage learning system of children's books, study guides, websites, and college entrance preparatory resources to families in their homes. Southwestern Advantage arranges discounted lodging during Sales School and the necessary initial supply of materials and samples are provided at no charge. There is no charge for Sales School training, although each participant is responsible for his or her travel and food expenses.

After Sales School, Student Dealers travel to the location where they will build their business and become part of the community. They share housing with other Student Dealers of the same gender. They market and sell the products to families and collect deposits for each order. A portion of these deposits is used to cover their living expenses during the summer. At the end of the summer, Student Dealers deliver products to customers. Southwestern Advantage is prepared to open an interest-free account for your son or daughter for the products they order. Any undelivered and undamaged products can be returned to Southwestern Advantage for full credit.

The Southwestern Advantage program is extremely challenging, and tends to attract confident young men and women. Prior sales experience is not required, but a desire to succeed, openness to learning from others, and the willingness to work hard are extremely important.

If you have not already, you will be receiving a phone call from a Southwestern Advantage leader who will be mentoring your son/daughter in the program. Please ask them any and all questions. In addition, this internship is fully explained in the literature you have received, as well as on our website, southwesternadvantage.com. We also invite you to call our Southwestern Advantage Parents' Hotline toll-free at 1-888-602-7867.

Experience has shown that students benefit greatly from the encouragement of their parents, and involving parents is a long-standing Southwestern Advantage tradition. This form signifies your support for your son or daughter this summer. It does not require them to participate (that choice is theirs) but it paves the way if they do.

Thank you for your support, and best wishes to you and your family.

Statement of Parental Support

I/We are the parent(s) or legal guardian(s) of _____, who wishes to participate in the Southwestern Advantage program. I/We understand _____ intends to build his/her own business selling Southwestern Advantage products this summer. We hereby express our support and encouragement to him/her in this pursuit.

Parent Name(s) – please print: _____

Parent Signature(s) _____

Mailing Address: _____

City, State, ZIP or Postal Code: _____

Daytime Phone: _____ E-mail address: _____

Student Name – please print: _____

Student Signature: _____

Address where you receive mail at School: _____

City, State, ZIP or Postal Code: _____

Cell Phone Number: _____ E-mail address: _____

DSM: _____ Student Manager.: _____

Due Date: _____

Please return to:

**Student Internship Department
Southwestern Advantage
2451 Atrium Way
Nashville, TN 37214**

