



Identification and Training Guide: Community Advisors and Community Partners

The following represents the steps in identifying new community advisors and/or community partners, and the five trainings necessary to prepare them to understand and conduct their business in a successful and efficient manner.

Section One: Identification

1. Community Partner

The Five Steps for Finding New Community Partner:

Step 1: Identify and Prioritize Organizations, Social Businesses and Cooperatives in the Region

How do you find organizations, social businesses and/or cooperatives in your region?

- Soluciones Comunitarias (SolCom) has a directory of various organizations in all the regions of Guatemala. It is always necessary to verify the information that you find in the directory, especially the contact information and address, as the information could be outdated. (If there are changes or the organization no longer exists, correct the information in the directory.)
- Visit the municipal planning office or speak with the town mayor to check if they have a list of local organizations.
- During campaigns or when you are walking around in your region, keep your eyes open for new organizations, businesses and cooperatives.

With what types of organizations, businesses and/or cooperatives do we want to work with?

- They are professional
- They work in the communities and already have a market or good relationships with the local people
- They are small or new and need our partnership
- They are motivated and respectable
- They have the same values as SolCom and CE Solutions

How do you prioritize the organizations, businesses and cooperatives?

1. The institutions of top priority are those that share our vision, mission and values and that are accessible and ready to work with us for mutual benefit. Organizations that are far away are of lower priority.
2. Organizations that want to collaborate with us in the following ways:
 - a. For Your Wellbeing (ParaSuBienestar – PSB)
 - i. Have a micro/maxifranchise
 - ii. Organize a campaign
 - iii. Identify new community advisors

Step 2: Contact the organization, business or cooperative

Call or visit the organization to organize a meeting. Present the "Potential Community Advisor" document. You should organize the meeting with the people in charge of the organization, such as the president/director or



the executive board. Explain to them that you would like to organize a meeting in order to learn more about them and their work, and that you would like to have the opportunity to talk to them about SolCom.

Step 3: The First Meeting

The theme of the first meeting is understanding the organization. You should present yourself in a professional manner, remembering that you are the representative of SolCom. During the meeting, show your interest and be inquisitive. You should always be thinking of opportunities to suggest organizational collaboration. Afterwards, talk with them about the work that SolCom is carrying out in the areas we cover. Before finishing the meeting, it is important it schedule a date for the next meeting. If they are not interested in a second meeting, that's okay. Remember that we offer an opportunity and we only want to collaborate with organizations that want to take it.

Step 4: The Second Meeting

The theme of the second meeting is explaining the possible collaborations between the organization and SolCom.

For Your Wellbeing:

1. Identify potential community advisors and help us organize the first training.
2. Hold a campaign. The organization can help us to organize a campaign. The campaign could be for a group of their clients (microcredit recipients, a group of artisans, etc.) or could be held in their offices. As SolCom, we would bring already-trained community advisors and products to sell in the campaign.
3. The organization can become a "community partner." With this option, the organization is in charge of an "impact kiosk." We would be in charge of all necessary training and providing the kiosk, products and resources to initiate the consignment.

The community partner will be in charge of the report and control of inventory and sales, or making deposits, requesting new inventory, etc. The organization will receive a percentage of every sale according to the totals established in the contract.

If the organization is interested in becoming a community partner, say that you will organization a campaign with one of our community advisors in the organization's office.

Step 5: Ready for Training

If the organization and you (as the SolCom representative) decide that a community partner is an appropriate solution and you have already had a campaign with them, you may begin the training.

2. Community Advisor

The Two Steps for Identifying Community Advisors

Step 1: Identify Community Advisors in the Region

How do you find community advisors in your region?



1. Visit the municipal planning office or speak with the town mayor to check if they have a list of local organizations.
2. Visit and speak with the local organizations, Peace Corps volunteers or microfranchises to see if they can identify potential community advisors in their communities.

With whom do we want to work?

- People who are professional
- People with a desire to help their communities and neighbors
- People who have motivation and are respectable
- People who have the same values as SolCom and CE Solutions
- People who have time to work four to eight days a month with us

Step 2: The First Meeting

The theme of the first meeting is talking with the organization, town mayor or Peace Corps volunteer and explaining how we work and the opportunity that we offer. You should explain our values, the type of people that we look for and our expectations. If they know someone or a group of women (or men) who would be interested, you should ask for their help in organizing a meeting.

Section Two: Training

Keys to Success:

- Size of group: four to eight people
- Five training sessions in one month to six weeks
- Mix the use of humor and formality to create a comfortable and interesting environment where people can easily learn the most important points while laughing and enjoying themselves.
- During all the training sessions, exemplify how to be professional in all of your actions.
 - Be punctual
 - Dress professionally
 - Be kind
 - Be confident, etc.
- When you can, sit at the same level as the potential entrepreneurs and community members. For most participants, this is a new process and they could be very nervous. When you are physically at the same level, they feel more comfortable and disposed to learning something new. The key is to show that you are here for them, that you work for them instead of them working for you.
- Talk slowly and clearly.
- Always ask many questions to maximize participation and to test if participants truly understand the material.
- Ask for questions and when someone has one, always say "that's a great question!"
- Be creative during the training process. If you think of a special activity to reinforce important points, do it.
- Ensure that everyone is in agreement with their partners so that there are no confusions or personal problems with families.
- Tell them that we are not here to waste our time. They should come to the trainings if they want. If they don't want to come, they shouldn't, and if they don't come to the next training, that's okay.



- Remember that this is an opportunity. We do not want to tell them what they have to do – it is their decision and not ours.
- Always push them to do a little more than they think that they can.
- Always put emphasis on mutual respect. We are all professionals and we have to carry ourselves with respect for all of our colleagues.

First Training: Introduction

This training is more in the style of a conversation. It is informal and we don't hand out anything. We want the trainees to be motivated to return for the next training in order to learn more about the project. Use humor when you can and always emphasize "you can!"

Location: The community (the house of one of the women or the organization's office)

Duration: 1.5 hours

Materials: A poster showing all of the products, or the products themselves if you can carry them.
A marker and writing board.
Photos of other women working and a video if possible.

The goals of this training are the following:

1. Introductions:

- Regional Coordinator: your name, your position and role in the organization, how long you have worked with SolCom and why you are here and doing this type of work.
- Potential Community Advisors /Microfranchises: their names, their job if they have one, age, marriage status and if they have children. We also want to know their motivation for coming the meeting. Take notes and if there isn't much time, create a sign-in sheet where they can fill in necessary information.

2. Who we are:

Soluciones Comunitarias S.A. is a Guatemalan business that specializes in fighting socioeconomic problems in rural areas with empresarial tools. We work in 12 departments of Guatemala, offering affordable products that improve health conditions in rural communities. Working within the MicroConsignment Model, Soluciones Comunitarias uses local ideas to provide products and services to the "last mile."

Soluciones Comunitarias is a company that was established with support from the U.S. NGO Community Enterprise Solutions. Although Community Enterprise Solutions continues to support Soluciones Comunitarias, the owners and leaders of the company are Guatemalan.

Our mission is to create and implement business and educational activities, which are practical, efficient and effective for the people of rural communities in developing countries.

Our objectives:

- Help our local partners create opportunities to improve their quality of life.
- Convert traditional support projects into local sustainable activities.



- Create economic and creative solutions to community needs focusing on employment generation and education.
- Recruit and train U.S. citizens about our models and philosophy to create further support and provide opportunities for a growing number of beneficiaries.

The Opportunity:

Being a community advisor or a community partner is an opportunity, not a right. We are committed 100% to assist them in reaching their goals and those of our organization; the ultimate goal is for the community advisor or community partner to become independent. It is important that potential partners and community advisors know from the onset that it is THEIR business; business success depends on their work ethic and is left in their hands because they are the true masters of their work.

Being a community advisor or a community partner is an opportunity where they can help their communities and earn money for their families and organizations simultaneously.

4. Talk about the goals of first training.

Give participants a document containing the goals and their descriptions. Then explain the goals in a conversation.

The goals are:

- Participants have basic understanding of the services / products that SolCom offers.
- Participants have basic understanding of how community advisors and community partners work (offering a service, not sellers)
- Participants have basic understanding of the quarterly plan and our expectations and how they can earn money.
- Participants understand the characteristics of community advisor/community partner success.
- Participants understand the benefits of working with SolCom.
- Participants understand the training process.

5. Training:

The Products: *Briefly* explain all the products we have. With each explanation shows the participants each product.

- Reading Glasses: Presbyopia is a natural condition causing difficulty in seeing close. It affects 90% of the population who is 35 years and older. These lenses help people see up close.
- Sunglasses and clear protective lenses: Pterygium is a condition where the eye skin grows over the pupil. These lenses prevent this problem.
- Eye Drops (relief): Removes the discomfort, burning, redness and itching of the eye.
- Water Purifier: This can purify water from the tap. The people who buy a purifier save money by not buying drums of water and can give their families clean and healthy water.
- Solar Lamps: If you leave the panel in the sun for six hours, the lamp can light up a room for six hours. This product helps people who have no light at home or when the power goes out.
- Energy saving light bulbs: These bulbs use 80% less energy and last four times longer than conventional light bulbs. People who use energy saving light bulbs save money on their electric bills.
- Vegetable Seeds: Seeds are sold in small quantities and promote nutrition. They are sold with a planting guide that explains how to make your own fertilizers as well as the planting process, vitamins and minerals of each vegetable.



Access and MicroConsignment

- Access: SolCom's mission is to provide access to all these products to people living in rural areas. All products help the family finances, health and / or the environment. People who work with us must have the desire to help people in their community
- MicroConsignment: Our community advisors and community partners do not need invest money in us or our products. They ONLY need to invest time. SolCom works on consignment or in other words, we will provide products and inventory to the community advisors and community partners trained by SolCom. After training, we give them the products and promotional materials. Community advisors/community partners offer and sell products and then keep a percentage. The rest of the money is returned to SolCom who can then buy new products to give the community advisors/community partners.

How We Work (Campaigns and Advertising)

- Campaign: During a campaign, community advisers or community partners visit a community and offer people the products and services. Services such as eye exams and education are FREE and the products are sold at a very affordable price.
- Advertising: Before the campaign, community advisers or community partners visit a community and speak with community leaders such as a mayor, pastor, parent or principal of a school or organization. They requested permission to come to that community on a date and time determined as well as permission to use a room or hall to have the campaign. With permission, the community advisers or community partners talk to people in the community about the campaign. They should talk to community leaders, schools, churches and shops and business owners. Also, they must give flyers to all the people they speak with and hang posters in prominent places. If radio stations allow it, coordinate a local radio announcement about the campaign date and time.

Expectations:

Community Advisors and Quarterly Plan:

- Advisors need to have two rural campaigns in a month with all the products as well as a campaign of filters in their communities.
- Advisors need to preserve their products in a safe, clean and organized way where there is little chance for damage or loss.
- Advisors need to maintain open communication once a week with their regional coordinator and plan their campaigns every month with their regional coordinator.
- Advisors need to be professional and motivated to work.

Community Partners and the Quarterly Plan:

- Partners need to advertise our products in their communities and offices and have the kiosk very visible in an office area.
- Partners need to preserve their products in a safe, clean and organized in a way where there is little chance for damage or loss.



- Partners need to maintain open communication once a week with their regional coordinator and plan their campaigns every month with their regional coordinator.
- Partners need to be professional and motivated to work.

The Benefits of Working with Us

- Help their neighbors, their community and communities around them.
- Earn extra money for their family. An average of Q500 a month for 4 days of work. The more they work, the more they earn.
- Learn new skills and techniques and how to manage their own business

Our Core Values

- *Excellence:* We are dedicated to providing high quality service to our customers with consistent integrity. We know that mutual respect and transparency are the basis of any positive relationship. We aspire to have seamless execution and do not take shortcuts on the quality of the services that we provide. We seek the best from ourselves and from those that we work with and serve. We are flexible, receptive to constructive criticism and learn from our mistakes. When we fail, we take responsibility for our actions and make the appropriate corrections.
- *Innovation:* We thrive on creativity, ingenuity, and looking for compelling responses to challenges. We seek the innovations and ideas that can change the world. When someone says "it cannot be done" we see this as an opportunity, not as obstacle.
- *Customer Focus:* We respect our customers above all else and never forget that they come to us by choice and that we must earn their good will and respect every day. We have an organizational responsibility to maintain the loyalty and trust of our stakeholders and beneficiaries. We listen, answer, and seek to surpass expectations.
- *Community:* Community social impact is what drives us. First and foremost, serving our community exceptionally is at the heart of any successes we may have. We exist to make an impact on society and empower and provide opportunities to clients in way never before possible. Everyone must benefit from our work or everyone will fail.
- *Sense of Humor:* We believe that humor is essential for success. At our core we believe in taking our work seriously, but not taking ourselves too seriously.
- *Teamwork:* We treat one another with respect and communicate openly. Open communication, collaboration and listening are the keys to success. While maintaining individual accountability, we encourage the best ideas to surface from anywhere within our organization as well as from our clients. We understand that no one, despite their rank or role, has the monopoly on good ideas.
- *Commitment:* We are 100% committed to the development and success of our clients. We understand the profound responsibility and trust that is afforded to us and we believe that success is more often than not, only achieved after "going the extra mile."

When done, leave enough time for questions. At the end of each meeting, always ask if participants have questions and clarify if necessary.

After the initial training, it is important to plan a date, time and place for the next training. Determine which people are coming to the next training and write down their contact information (name and phone number).

Second Training: The Products: Problems and Solutions

During this training, the community advisors/partners are going to learn about all of SolCom's products and services. With each product and service, it is important to explain to the participants the problems solved by



each and how each benefits the community and its people. This training should be long, therefore, it is important to take frequent breaks.

Important: This training is very long. If you prefer, it may be divided into two separate trainings depending on availability of the trainer and trainees.

Location: Their community (the house of one of the women, the office of the organization, a community center, a business, or a cooperative.)

Length: Three and a half to four hours

Materials: All of the products and their respective guides

A marker and blank paper

Pictures of other community consultants working and a video, if possible.

The objectives of this training are:

- Review the values and mission of SolCom (Access)
- Discuss the goals of the second training

Give the participants a document with the goals and their respective descriptions. Then, explain each in detail.

The goals are as follows:

1. The participants understand the four key sales initiatives
 - The vision initiative – Problem, solution, prices, and earnings
 - The water purification initiative – Problem, solution, prices, and earnings
 - The solar lamp initiative – Problem, solution, prices, and earnings
 - The improved stoves initiative – Problem, solution, prices, and earnings
2. The participants understand the supplemental sales initiatives
 - The efficient light bulb initiative – Problem, solution, prices, and earnings
 - The vegetable seeds initiative – Problem, solution, prices, and earnings
3. The participants observe and participate in eye exams

Vision

The problem: Presbyopia and pterygium

Keys to Success:

- Describe the problem, presbyopia, emphasizing that it affects people above the age of 40 who have lost some of their near vision. See if they know people who fit this description. We also want to emphasize that presbyopia affects roughly 90% of the population and it is not a disease but actually something quite normal.
- It is also important to emphasize that the glasses are not just for reading. They are for anyone, regardless of their ability to read. They are also important for people that may weave or work with their hands in another way.
- Show them the solution: our reading glasses. Take out a few different magnifications of reading glasses and pass them around so they can all see and understand how they work. It is most important that they see that these glasses are only for near vision, not for seeing at a distance.



- Describe the problem pterygium emphasizing that it especially affects people who work outside in the sun and wind and/or women who cook over open fires, which allows smoke to get in their eyes.
- Show them our solution: Protector glasses. Take the protector glasses, along with eye drops and pass them around. Explain to them that the two is a complete treatment and how they work to solve the problem.
- Explain to the women that with this solution, they are able to help people in their communities and create access to the solution.
- Present the prices and profits (for each woman and for SolCom) of every eye product we offer.

Other Visual problems

Keys to success:

- Explain to the women about other common problems such as cataracts and problems with seeing long distances (myopia).
- Explain to clients about visual clinics and references to local hospitals. Also explain the list of eye clinics available in your region.

How to conduct an Eye Exam:

Keys to success:

- When you are demonstrating the exam to the group, it is important to talk about every single step. You should explain why we are doing each step and how to do each step.
- As an example, give an exam to one of the women of the group that is older than 40 years.

Teaching others how to conduct Eye Exams:

Keys to success:

- If exams are conducted well, results will show immediately. The clients will be able to distinguish the difference between when they can and cannot see the letters and be able to say when there is a noticeable difference.
- Place emphasis on the importance of trust during the consultation, especially while doing the eye exam. The clients will take note that you care about them and start to believe more in what you are saying. In order to build this trust take proper time, care, and professionalism when speaking with the client and conducting the eye exam.
- Every woman should practice the exam in front of everyone else so they are able to learn.
- Each woman should practice the exam with the others in the group.
- If someone does something wrong, stop and explain what they did wrong and what they can do to improve. Use the other women as "teachers" to identify mistakes and make suggestions together. The purpose is to create a better and more collaborative learning environment where everyone is involved.
- It is important that the women understand what the process is. You should continue explaining the exam until the women understand and are able to do it themselves.
 - Do not hurry through this step; take time to make sure women know exactly how to do the exam
- Try to use various examples from your own experience to better prepare them for what they will experience during campaigns. For example, when you are demonstrating how to conduct a long-distance eye exam with the women, make a mistake on purpose to see if the women realize what you did. You could also pretend you are a person with a more serious problem and see what they



say. Use funny examples to create a more comfortable environment- they will learn more and be more interested.

- Remember, we are not doctors and it is important for our clients to understand this, especially when there is something that you don't know. We must be clear with our clients and explain that we are not doctors, only "Advisors".

For more details on glasses and eye exams, see the Visual Guide.

Water Filters

Keys to Success:

- You should explain that purified water is a vital liquid and is necessary for human beings, not only because of the fact that it makes people healthy but also because it helps to avoid sicknesses such as the growth of parasites. For this reason, it is important to drink only purified water.
- The problem is that in Guatemala many people lack access to clean, drinkable water.
- Explain to the group that the solution to this problem is our filter.
- Show the group the filter that we sell and how each part works.
- Explain how to take care of the filter.
- Present the price and profit for the filter and the candle.

For more details on the filter, see the Water Filter Product Guide

Solar Lamps

Keys to Success:

- The problem is that there are many people without access to electricity and therefore many homes do not have light or there are many times when the lights go out, especially during the rainy season. The lack of light negatively affects productivity (studies, artisan work, etc.)
- Explain that the solar lamps offer a free lighting option for families that do not have light in the house or for when the lights go out.
- Explain that in place of buying candles or working in the dark, the lamps can be charged in the sun to provide light in the house.
- Show the lamp and its panel to the group, and explain that if you leave the solar panel in the sun for 6 hours, the lamp will provide 4, 6 or 50 hours of light depending on the setting.
- Present the price and profit of the lamp.

For more details on the solar lamp, see the Solar Lamp Product Guide

Improved Cook Stoves

Keys to Success:

- The stove provides several benefits to a family. It is a product with a HIGH impact: it helps the family spend less money and time cutting or buying wood. It helps the family to be healthier because they will not breathe smoke or suffer from burns.
- Explain the benefit to the environment.
- We can only sell and build the stoves if there are 10 or more families within a community that are interested, for cost reasons.
- Show the group pictures of the stoves and families and explain how they work.



- Present the price and profit of the stove.

For more details on the improved cook stoves, see the Stove Product Guide

Energy Efficient Light Bulbs

Keys to Success:

- Explain that the problem is that electricity is very expensive.
- Show the light bulb and explain that it consumes 80% less than conventional bulbs and lasts up to 5 years.
- Explain the environmental benefits of the light bulbs.
- Present the price and profit for the light bulb.

For more details, please consult the Energy Saving Light Bulb Guide.

Seeds of Change

Keys to Success:

- The problem is the lack of access to seeds in small quantities for family gardens.
- According to UNICEF Guatemala has the worst rate of child malnutrition in all of Latin America. INTERVIDA maintains that malnutrition affects 49% of children between 0 and 5 years old.
- Explain that malnutrition is due not only to a lack of food, but also to a lack of nutrients in the food we consume.
- Show the seeds and the planting guide.
- Present the price and earnings for the seeds.

For more details, please consult the Seeds of Change Guide.

When finished, allow time for questions. Always be sure to end each meeting by asking for questions from the trainees, clarifying any uncertainties they may have.

After the second training it is important to plan the date, time and place of the next training. If possible, be sure to note how many trainees will continue to the third training.

Third Training: The Campaign

Place: The community (the home of one of the women, an organization's office, a local business or cooperative.)

Duration: 2 ½ hours

Materials: All the reading glasses and eye exams, publicity, and reports
Posterboard/or markerboard and markers.

The Objectives of this Session are:

- Review the products (i.e. problems and solutions.) After today all trainees should have a clear understanding of the products.



- Review how to give eye exams – After today, all trainees should have a clear understanding of how to do the exams.
- Conversation about the goals of the third training.

Give the participants a document with the objectives for the training, each accompanied by a small description. Later, present the objectives.

The objectives are the following:

1. That participants understand how to manage their own business
2. That participants understand the campaign process, particularly its key elements
3. That participants understand SolCom's publicity
4. That participants understand how to plan for a campaign and the month
5. That participants understand how to publicize a campaign
6. That participants understand what to do the day of a campaign
7. That participants understand how to fill out the sales and inventory reports
8. That participants understand how to work with SolCom – Tri-monthly Plan
9. That participants plan a campaign

How to manage your own business

We want women to have and run a profitable business while helping people of their communities.

Key of Success:

- Explain that normally Advisors work in groups of two.
- Explain that we reach the main goal (creating access) through the Advisors. They are going to have their own business to gain money while selling glasses.
- Explain that we do not donate glasses because we believe that a local run business is much better than donations from foreigners- because a local business is permanent, because by knowing their own people they know their real needs and have the knowledge of how to reach them.
- Assure them that this is not of another world. Anyone can do it if they want.
- Tell stories about the successes of others.
- Explain clearly that is not a full time job. Anyone who works hard can succeed.
- It is important though that they find the time to go and visit the communities, campaign in the villages and be there for the village visits.

The work (Village Campaign and Village Publicity)

Key of Success:

- Explain that they have to hold 2 village campaigns every month and it is very important to plan them at the beginning of every month.
- Explain what a campaign is and where we organize them:
 - A campaign is a way to reach people of the communities, promote the services and sell the products.
 - Through campaigns we reach places which normally do not have access to services and products supporting them with the products that are in our basket.



- Campaigns can be organized in villages by contacting the local Church, community leaders, the schools or any group or organization working in that place.
- Every campaign consists of 2 MOMENTS: the Village Publicity and the Village Campaign
- Explain why it is important to have the Publicity before the actual Village Campaign. It is best if the marketing is done 3 to 10 days before the campaign. (People need to know beforehand that someone will be arriving with glasses and other products!)
- Explain how to pick a good place where to have a Village Campaign.
- Discuss the different ways to enter in a community. Present this opportunity to help people in the community to:
 - The Mayor/ the Municipality
 - Community leaders
 - Schools
 - Churches/ Parishes
 - Organizations
 - People they may know in the community
- It is important that the Village Campaign is organized in a place that people are familiar with, where a lot of people pass by. They have to be central locations in the community.
- It is important that they do choose places that are dependent on donations.
- If they first go to places that they do not know they will be more successful; their credibility will be recognized thanks to their professionalism. After some time, we will suggest that they go to places they know; at that point they will have gained more confidence and knowledge of the work.

Publicity

Keys to Success:

- Emphasize the importance of publicity. If they do it well, people will come.
- Describe your experiences doing publicity.
- Discuss each method of publicity.
 - Radio
 - Posters and mini-flyers
 - Acquaintances in the community
 - Tickets
 - Groups or associations
 - The person organizing the campaign (pastor or mayor, for example)
 - Arrive before the start of the campaign and distribute mini-flyers in the market.
- Show them all the flyers/posters we use and why.
- Describe how to do publicity.

Day of the Campaign

Keys to Success:

- Explain that it is important to arrive an hour before the campaign begins to set up the product table and perform additional publicity.
- Tell them they should have a product table outside the room or hall and should hang the banner close to the table.
- Explain that one team member should be outside with the table. This person should be speaking to the people who are waiting for their exam about SolCom's other products and services. It is also this person's responsibility to track sales. The other team member will be performing the vision exams.



Inventory Control

Discuss the set of products that each team will receive

Keys to Success:

- Explain that each team receives a certain quantity of glasses and products to sell in the communities and out of their homes.
- Explain that when the teams receive the cases, all the materials become their responsibility.
- Tell them that we consign the products because we trust them, and we only work with reliable people.

Reports and Money

Keys to Success:

- The control forms include inventory, sales journals and all money records.
- Show them the control forms.
- Review each page and show how to use each one.
- Explain that they must deposit the money in our account or give it to their local Regional Coordinator.
- Explain that control is VERY important and that they always need to be VERY professional with it.

Plan the first campaign and publicity. Secure a place where they want to have the campaign. Discuss the reasons why they have chosen this location. Finally, secure a date and time to have the publicity and solicitude.

Take photos of each participant for their SolCom identification card and give them their diplomas.

Homework: Ask the participants to think of ten places where they can have campaigns in the future and for them to explain why they chose those places. Also, ask them to think of who they should talk to during the publicity and why. (Ex. Owners of Stores).

Fourth and Fifth Training: The First Publicity and Campaign

Two Key Points:

1. The community advisors and partners are now prepared and trained to serve their communities.
2. In this first campaign, the regional coordinators are there to support the new advisors and partners in what to do and how to have a successful campaign but are not there to do the campaign or work for them.

Keys to Success:

During and After the Request:

- Explain all of the steps and give reasons for why we do them.
- Review his/her homework.



During and After the Publicity:

- Do each step of the publicity in detail and explain why we do what we do.
- Talk about questions, problems, and difficulties.
- Give a review of what to do on the day of the campaign and go over quality control.

Before the Campaign:

- Prepare the product table and hang the poster.
- Do the publicity

During the Campaign:

- Go over the sales form.
- Fill in the inventory and sales forms together.

After the Campaign:

- Divide the money.
- Divide the advisors into teams of two (They need to choose their own teams!)
- Plan their next campaigns and month (In the next campaign you are going to give the advisors their inventory.)