TRUMP UNIVERSITY

2010 PLAYBOOK

ONE COMPANY. ONE CULTURE. ONE GOAL.
Achieving Sustained Profitability in 2010.

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COMPANY, CULTURE & GOAL

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I. Trump University Mission Statement

Trump University's mission is to provide educational programs and tools to help our clients achieve financial independence. Our success is measured by the results that our clients achieve applying what they have learned from us in the real world.

II. Trump University Methodology For 2010
    I. One Company. One Culture. One Goal: Achieving Sustained Profitability in 2010.

III. Trump University Divisions
    I. Corporate Office in New York, New York
    II. Sales Office in Draper, Utah
    III. Independent Contractors Nationwide

IV. Trump University Historical Partners
    I. Trump Institute
    II. Prosper Learning

V. Trump University Branding
    I. Trump University
        i. Brand name utilized for all programming within the United States (outside of the state of Maryland)
    II. Trump U
        i. Brand name utilized for all programming within the State of Maryland and within the DC area
    III. Trump Education
        i. Brand name utilized for all programming in Canada

PROGRAMS & SERVICES

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Live Events Programs & Services for 2010

Profit From Real Estate: Orientation
Alias: "The Preview," "The Front End," Profit From Foreclosures, "PFF"
Marketing Channels: Newspaper, Direct Mail, and Online
Duration: 90 minute preview
Cost: Free (Open to Public)

↓

Profit From Real Estate: Workshop
Alias: "The Fulfillment," "The Back End," Fast Track to Foreclosure, "FTF"
Duration: 3 Day training (Friday- Sunday)
Cost: $1495+ Free Guest (unless special promotion running)

↓

Trump Elite Packages

Trump Gold Elite
Cost: $34,995

- 3 Day In- Person Field Coaching
- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- Incorporate Your Business
- REIT: Real Estate Investor's Online Training Program
- One Year Membership: Foreclosure DealSource

Trump Silver Elite
Cost: $19,495

- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- REIT: Real Estate Investor's Online Training Program
- Incorporate Your Business

Trump Bronze Elite
Cost: $9,995

- Wealth Preservation Retreat
- Quick Start Retreat
- Incorporate Your Business

TRUMP WORKSHOP PACKAGE VALUE

(As taken from Workshop Enrollment Form)

ENROLLMENT			
Profit from Real Estate 3-Day Training: (12 Month Audit Privileges)	**$1,495**	**$1,495.00**	
Guest or Business Partner	**Free Bonus**		
Premium Membership (12 months)	**Free Bonus**		
Real Estate Breakthrough 2009 (Journal & Audio Course)	**Free Bonus**		
Foreclosure DealSource (Workshop attendance and credit card required to activate 30 Day Free Trial)	**Free Bonus***		

TRUMP ELITE PACKAGE VALUE

(As taken from Elite Enrollment Form)

PACKAGES

Total Due		
Paid at Enrollment		
Balance		

☐ **Trump Gold Elite:**

	Retail Value	Event Special You Save 29%
• 3 Day In-Field Mentorship	$25,000	
• Wealth Preservation Retreat	$ 5,000	
• Quick Start Real Estate Retreat	$ 5,000	
• Creative Financing Retreat	$ 5,000	
• Commercial & Multi-Unit Retreat	$ 5,000	
• Real Estate Investor Training Online Program	$ 3,000	
• Incorporate Your Business (State Licensing fees not Included)	$ 995	
• Foreclosure DealSource Property Listing Service (One Year Membership)	$ 420	
	$49,415	**$34,995**

☐ **Trump Silver Elite:**

	Retail Value	
• Wealth Preservation Retreat	$ 5,000	
• Quick Start Real Estate Retreat	$ 5,000	
• Creative Financing Retreat	$ 5,000	
• Commercial & Multi-Unit Retreat	$ 5,000	
• Real Estate Investor Training Online Program	$ 3,000	
• Incorporate Your Business (State Licensing fees not Included)	$ 995	
	$23,995	**$19,495**

☐ **Trump Bronze Elite:**

	Retail Value	
• Wealth Preservation Retreat	$ 5,000	
• Quick Start Real Estate Retreat	$ 5,000	
• Incorporate Your Business (State Licensing fees not Included)	$ 995	
	$10,995	**$9,995**

	Event Special You Save 19%	Balance Due Date and Notes	
	Event Special You Save 9%		

Advanced Real Estate Training Options

PERSONALIZED TRAINING & GUIDANCE

In-Field Mentorship
Nothing can accelerate a real estate investment more than having aTrump Mentor. Our Mentors fly into your market and in three action-packed days walk you through every step of a real estate transaction, from finding great properties to running the numbers to making the offers. You work hand in hand with the Mentor to learn how to invest the Trump way so that even when the Mentor is gone, you can continue to build your financial future.

ADVANCED TRAINING RETREATS

Wealth Preservation Retreat
Learn how to choose the proper entity for your real estate or other business, structure yourself for lower taxes, protect yourself from frivolous lawsuits, and pass your wealth on to your heirs while protecting them from financial threats. You will learn directly from an experienced team including an attorney, accountant and investor.

Quick Start Real Estate Profits Retreat
Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

Commercial & Multi-Family Retreat
Learn how to locate and analyze multi-unit properties by completing due diligence and learning market trends. You will learn: tax strategies, condo conversions, preconstruction, property management and more.

Creative Financing Retreat
Learn that creative financing can be more important than the money and credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing

techniques, hard money connections, 1031 real estate exchanges, note techniques and much more…everything you will need to put deals together and get them closed.

TOOLS AND RESOURCES

Incorporate Your Business
If you are serious about investing in real estate or starting a new venture, you need to know about the many advantages of incorporating your business. The security that comes from forming an LLC cannot be underestimated, but the process can be confusing and time consuming. Trump University's LLC formation service handles your incorporation so that you can focus on building your business.

Foreclosure DealSource
This powerful foreclosure-finding tool gives you complete access to two million-plus constantly updated and refreshed distressed property listings throughout the United States. You'll get listings before they hit the open market–and before the competition can get a jump on your profit-making plans. You will find and buy foreclosed properties at incredibly low prices–often for pennies on the dollar!

Wealth Builder's Network (WBN)
Premium Membership in the WBN is an exceptional learning resource that will educate and advise you on what it takes to be successful–Trump style! Premium members have access to weekly online classes and webinars; a 24/7 Q&A answers resource; an interactive investing program; a comprehensive resource library; and much more.

Real Estate Investor's Training Online Program (REIT)
This course provides focused training covering all aspects of the business. Comprised of four interactive courses, real-world simulation, and learning materials, this program is a powerful way for you to start investing your way to monumental wealth in the shortest time possible.

**For more information on the Advanced Training Retreats, consult the Retreat & Special Events tab.*

TRUMP WORKSHOP PACKAGE VALUE

(As taken from Workshop Enrollment Form)

ENROLLMENT			
Profit from Real Estate 3-Day Training: (12 Month Audit Privileges)	**$1,495**	**$1,495.00**	
Guest or Business Partner	**Free Bonus**		
Premium Membership (12 months)	**Free Bonus**		
Real Estate Breakthrough 2009 (Journal & Audio Course)	**Free Bonus**		

TRUMP ELITE PACKAGE VALUE

(As taken from Elite Enrollment Form)

PACKAGES

Total Due	
+ GST	
Paid at Enrollment	
Balance	

☐ **Trump Gold Elite:**

	Retail Value	Event Special You Save 28%
• 3-Day In-Field Mentorship	$24,995	
• Lease Option Real Estate Retreat	$ 4,995	
• Fixer-Upper & Rehab Property Retreat	$ 4,995	
• Creative Financing Retreat	$ 4,995	
• Commercial & Multi-Unit Retreat	$ 4,995	
• Wealth Preservation Retreat	BONUS	
• Real Estate Investor Training Online Program	$ 3,000	
• One-Year Trump Education Premium Membership	$ 599	
	$48,574	**$34,995**

☐ **Trump Silver Elite:**

	Retail Value	Event Special You Save 17%
• Lease Option Real Estate Retreat	$ 4,995	
• Fixer-Upper & Rehab Property Retreat	$ 4,995	
• Creative Financing Retreat	$ 4,995	
• Commercial & Multi-Unit Retreat	$ 4,995	
• Real Estate Investor Training Online Program	$ 3,000	
• One-Year Trump Education Premium Membership	$ 599	
	$23,579	**$19,495**

☐ **Trump Bronze Elite:**

	Retail Value
• Lease Option Real Estate Retreat	$ 4,995
• Creative Financing Retreat	$ 4,995

	Event Special You Save 15%	Balance Due Date and Notes	
$10,589	$8,995		

__Canadian Advanced Real Estate Training Options__

PERSONALIZED TRAINING & GUIDANCE

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Nothing can accelerate a real estate investment more than having a Trump Mentor. Our Mentors fly into your market and in three action-packed days walk you through every step of a real estate transaction—from finding great properties, to running the numbers, to making the offers. You work hand-in hand-with your Mentor to learn how to invest the Trump way so once your Mentor is gone, you can continue to build your financial future.

ADVANCED TRAINING RETREATS

Lease Option Real Estate Retreat
Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

Fixer-Upper and Rehab Property Retreat
Learn how to make money, have fun, and master the entire process of fixing up houses. Rehabbing properties is one of the most satisfying and exhilarating experiences in real estate, as well as a strategy that can make you a lot of money.

Creative Financing Retreat
Learn why creative financing can be more important than the money or credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing techniques, hard money connections, 1031 real estate exchanges, note techniques and much more…everything you will need to put together and close deals.

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Learn how to locate and analyze multi-unit properties by completing due diligence and learning market trends. You will learn about tax strategies, condo conversions, preconstruction, property management and more.

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PREVIEW PLAYBOOK

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III. THE PREVIEW
Profit From Real Estate: Free Orientation

At this free 90 minute **Profit From Real Estate Investing** training, students will learn real estate investing strategies that will help secure their financial future, generate additional income, work less, and create more wealth. Some of the topics covered include:

- How to Locate Great Deals, Great Neighborhoods, and Great Properties
- Distressed Property Strategies and foreclosure investing
- Contacting and Negotiating with Owners
- Financing Your Deals
- What to Do Once You Have the Property
- Quick Turning Investments
- Exit Strategies
- How to Generate Additional Income and Get Out of Debt
- And More!

BEHIND THE SCENES OF THE PREVIEW

Pre-Event Timeline:

8 Weeks Prior	Operations: Team Analyzes Market Data and History, and Books Campaign (*See Event Booking SOP in Policy & Procedure Section*)
4 Weeks Prior	Operations: Schedule is Released & Flights are Booked (*See Egencia Corporate Travel Policy in Policy & Procedure Section*)
3 Weeks Prior	Marketing: Email Sent to TU Database
2 Weeks Prior	Marketing: Email Sent to TU Database
	Operations: Event Materials Ordered (*See Shipping Formula Policy in PC Playbook*)
	Marketing: Direct Mail (7-10 Days Prior to Event)
	Marketing: Newspaper Ad (7-10 Days Prior to Event)
1 Week Prior	Marketing: Email to TU Database

5 Days Prior	Operations: Itinerary Constructed & Sent to Event Team with Marketing Ads (*See Event Booking SOP in Policy & Procedure Section*)
4 Days Prior	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details (*See Event Booking SOP in Policy & Procedure Section*)
3 Days Prior	Marketing: Reminder Email Sent to Registrants
	Operations: PC Orchestrates & Facilitates Phone Conference for Event Team
2 Days Prior	Marketing: Reminder Email Sent to Registrants
1 Day Prior	Service: Reminder Call to Registrants
	Marketing: Reminder Email Sent to Registrants
Day Of	Operations: "Take 90 Minutes" Email Sent to No Shows by PCs

AT THE PREVIEW

Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive at the preview event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the preview. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must (with the exception of the Speaker) wear their jacket throughout the duration of the preview. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the preview. The only time cell phones are permitted is when be-backs are being contacted. Any coordinator utilizing their cell phone during a preview is required to inform the Program Coordinator as to their emergency or the be-backs they are contacting.
- All Trump U Team Members are responsible for learning all parts of the preview set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are not permitted to have personal laptops at preview events. The only laptops that should be present are those of the Speaker and the Program Coordinator.
- All event sessions: both session and orientation must be recorded through the mixer to ensure the highest feasible audio quality for transcription and audibility purposes. Speakers are required to be on mic regardless of the number of attendees present for session or orientation. (*See Recording Policy in Policy & Procedure section.)*

Preview Registration Setup

- Registration Area Guidelines
    - This area should always be completed first to alleviate distractions and confusion for early preview attendee arrivals
    - First impressions are critical! Make sure the registration area is neat and organized
- Registration Area Setup
    - Signage must be prominent and presentable
    - Strategically place directional signs at point of entry
    - Place standup banner at registration table for additional effect
- Iron and place table banner on registration table
    - Place registration cards, guest registration cards, sharpies, and sticky name tags under the table until you are ready to start welcoming guests
- Setup music to run in event room during registration for easy transition to room when doors open

Preview Event Space Setup

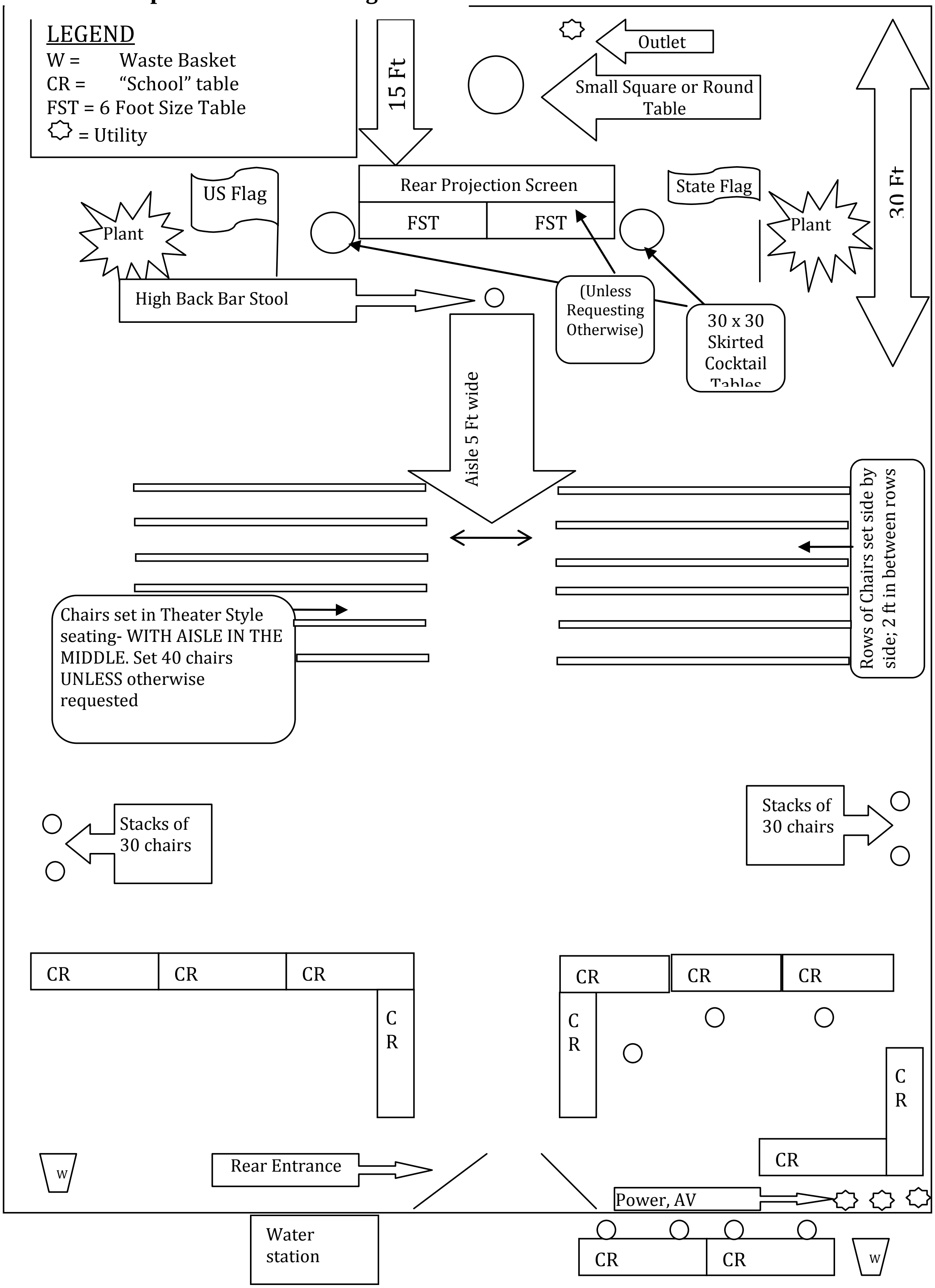
- Remember: No clutter! Main goal is to not let anything be a potential turnoff to a buyer or distract from the flow and presentation

- Setup PC's Laptop Computer:
    - Confirm that Verizon card works within meeting space
    - Confirm power source
    - Connect credit card swiper
- Setup Speaker's Laptop Computer:
    - Confirm power source
    - Confirm laptop sound
    - Confirm projector connection
- Event Materials
    - Retrieve all necessary paperwork for preview from shipped boxes
    - Locate and organize materials needed
    - Stow boxes out of sight of the preview attendees
    - Display materials as indicated by Trump University
    - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
    - Visual
        - Connect projector to power source and speaker laptop
        - Confirm projector power source and that projection is clear and straight on screen
        - Presentation check
        - Check that wireless presenter is working
        - Test Trump video to eliminate any issues before presentation

    - Audio
        - Connect mixer on back sales table to house sound and confirm power source
        - Put new batteries in lavaliere microphone, connect to mixer and confirm receiver power source
        - Connect iPod to mixer and confirm that it has been charged sufficiently
        - Connect Speaker laptop sound to mixer
        - Put new batteries in recorder and connect to mixer
        - Sound check
            - Lavaliere microphone and adjust volume as necessary
            - IPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
            - Recorder through doing a "test" recording to ensure audibility
            - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
    - Display banners on cocktail rounds on either side of screen
    - Ensure that table banner is ironed and straight
    - Display incentive product as indicated by Trump University
    - Check that the hotel has provided a bar stool for speaker
    - Check that the hotel has provided three bottles of water for speaker
- Chair Setup

  - Room to be set theatre style
  - Confirm that there are extra chairs available in neat stacks towards the back of the room. (As per diagram)
  - Chairs should be close enough together to give attendees sufficient space, while still maximizing the room and bringing attendees out of their comfort zone
  - Pens and pads should be placed on each chair. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
- Overall Atmosphere
  - Confirm that room temperature is no more than 68 degrees
  - Check to see if bulbs need to be removed from overhead lighting to avoid screen washout
  - Walk speaker space to ensure adequate spacing from screen to first row of chairs

Preview Set Up Will Be As Per Diagram:



Registration Basics:

- Registration Goal
    - Welcome attendees
    - Find common ground
    - Disarm any uncertainty
    - Peak interest and/or "set the hook."

      **Consult Preview Registration Goals in Sales Playbook for more information*
- Registration Cards v. Email Tickets
    - If an attendee does not come with a printed email ticket with a scan bar, they MUST complete a registration card. All registration cards must follow the guidelines below:
        - Name, email, and phone number are required fields
        - Each card should be reviewed for legibility and completion- if something is missing, ask for it once
- Name Tags for Attendees
    - Once an attendee has returned a completed registration card, they will be provided with a name tag written by a Trump University Team Member
    - Clarify spelling preferences on attendee names – details count!
    - Ensure that names are written large and legibly on name tags
- Inform each attendee when you will open the doors to begin the Preview
    - Inform the attendees of the location of the water station
    - Know where the restrooms are located so that you are able to direct attendees as necessary
    - Be able to accommodate any special requests (For example: if an attendee arrives and he is on crutches, he should be immediately accommodated with a chair so that he does not have to stand and wait for doors to open)

3 Key Questions to Identify Buyers

1. What is your name?
•Introduce yourself to each attendee at registration
• Establish rapport: shake hands, smile, and make eye contact
•Congratulate each attendee on being there

2. **What do you?**
•This can be brought up a number of ways, either by the look of pure exhaustion on an attendee's face after a long day or the way that they're dressed
•Let them know that you've found an answer to their problems and a way for them to change their lifestyle

> *For example:*
> Attendee: "Do I really have to fill out this registration card? I've been writing all day!"
> TU Team Member: "Well, this is really a confirmation card so that we can confirm that all of your information is up-to-date in our system. So you had had a long day at work, huh? I think we just might have something to help you out of that 9-5 of yours! What is it that you do?"

3. What brought you out here today?
•This will let you know how much initiative they've made and what their interest level is.

> *For example:*
> Low Initiative: "My husband dropped me off and said I had to come because I never leave the house."
> High Initiative: "I'm ready to make a change in my life because I want to provide a better life for my family.

Remember:
Once you've identified buyers, ask potentials to come and see you at the end of the presentation.

Preview Event Timeline:

<table>
<tr><th></th><th>Speaker</th><th>Sales Coordinator #1</th><th>Sales Coordinator #2</th><th>Program Coordinator</th></tr>
<tr><td>Evening Prior:</td><td colspan="4">Event Team Meets, Walks the Event Space, and Discusses Plan of Action:
•Registration Roles
•Speaker Introduction
•Trigger Slide to Setup Sales Area
•Sales Roles</td></tr>
<tr><td>2 Hours Prior:</td><td rowspan="2">Speaker Drops Off His Laptop To Hook Up to Audio Visual</td><td colspan="3">Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms</td></tr>
<tr><td>1 ½ Hours Prior:</td><td colspan="3">Registration Area Is Set with Ironed Tablecloth and Visual & Sound Checks Have Been Done to Confirm Connections for
•Power Point Presentation
•Speaker Laptop
• Speaker Mic
• Handheld Mic for Speaker Intro
• IPod Sound
•Recorder</td></tr>
<tr><td>1 Hour Prior:</td><td>Speaker Returns to Meeting Room to Get In "Preview Mindset"</td><td colspan="3">Event Team Begins Registration & “Registration Roles”
•One Team Member Mans Registration Table
•One Team Member Acts as "The Floater"
•One Team Member Acts As "The Informant"</td></tr>
<tr><td>20 Minutes Prior:</td><td colspan="2">Speaker and "The Informant"
•Adjust The Room As Necessary Based Upon Current Numbers At Registration
•”The Informant” also caters to any last minute speaker</td><td colspan="2">Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees
*See Registration Goals in Sales Playbook</td></tr>
<tr><td>15 Minutes Prior:</td><td colspan="4">•Welcome Announcement Is Made and Doors Open with Apprentice Song Playing
*See Team Door Introduction in Sales Playbook
•All Attendees are Directed and Seated By Trump U Team Members in an Efficient and Organized Manner
•Apprentice Song Transitions Into Trump Video
•Registration is Continued Throughout by at least 1 Trump U Team Member</td></tr>
<tr><td>At Event Time:</td><td>•Speaker Begins Presentation</td><td colspan="3">•Speaker Introduction Is Made By Team Member
*See Speaker Introduction in Sales Playbook
•Registration and Seating continues with 2 Team Members</td></tr>
</table>

10 Minutes Into Event:		•Sales Coordinator #1 Brings Registration Inside the Room and Registers and Seats Late Attendees while Watching for Buyer Signals (positive body language and responses to speaker questions) •Sales Coordinator #2 Stands Outside the Meeting Space and Directs Latecomers Inside the Meeting Space to Registration	•Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
1 Hour Into Event:		•Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC •Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.)	•Program Coordinator Enters All Registration Information Into the System
1 Hour, 15 Minutes Into Event	•Presentation	•Sales Coordinators Put Together Buyer Packages (Preview Kits & Breakthrough 2009 Inside Black Trump Bag) •Write Appropriate Event Codes on Sales Forms	•Program Coordinator Finishes Entering All Registration Information Into the System •Sends "Take 90 Minutes" Email to No Shows •Assists Sales Coordinators if Time Permits
1 Hour, 20 Minutes Into Event:		•Team Sets Up Sales Area with Enrollment Forms, Product & Chairs After Seeing Key Closing Slide •Display Free Premium (Reference Print Ad Sent with Itinerary) Outside On The Registration Table	
At The Close:		•Team Mans The Sales Area, Stands Up, Is Attentive to Speaker and Attendee Movement, Gets in Sales Mindset, and is Ready to Sell, Sell, Sell! **See Making the Sale in the Sales Playbook*	

During Sales Time:	•Stand Off To Side of Sales Table (Away From Door), Speak With Students Over Mic, Get Them Excited, and Get Them Seated at Sales Table	•1 Sales Coordinator Closes Sales Between Center Aisle and Sales Table and Facilitates Enrollment Armed with Objection Rebuttals •1 Sales Coordinator Stands Between the Audience and the Door and Slows Down Traffic of People Exiting and Facilitates Enrollment Armed with Objection Rebuttals **See Objections & Rebuttals in Sales Playbook* • *If Honoring Special Promotion*: *(i.e. $500 Trump certificates) During the Entire Sales Break, Both Sales Coordinators Should Announce How Many $500-off Certificates They Have Left to Create Urgency.*	•Program Coordinator Stays Behind the Table and Collects Payment from People who are Sitting Down **See Preview Close Steps in the Sales Playbook*
	•Once All Paperwork is Complete, Buyers Are Sent to the Pre-Determined location for "Orientation"		
Orientation:	•One Team Member Conducts Orientation **See Buyer Orientation in Sales Playbook* •One Team Member Checks Hallways for Lingering Attendees and Approaches Them for a Sale •One Team Member Walks to Retrieve Signage (If End of Day) with Special Attention to Solicitors (See Procedure in Compliance Section) •One Team Member Starts Packing up (If End of Day- do NOT Put Boxes on Tables While Attendees are Still Present)		•Program Coordinator checks to make sure Orientation Session is Being Recorded •Program Coordinator Collects Remaining Payments, Completes Entry of Sales, Paperwork, and Sends Session Report
At the Close of Orientation:	•All Team Members Congratulate and Shake Hands with Buyers		
After the Event:	•All Team Members Pack Up as a Team		

Paperwork Basics:

- The Enrollment Form
    - The Buyers Role
        - Enrollment forms must contain all buyer information: full name, address, email, and phone number
        - Buyers will be encouraged to list a guest and all pertinent guest contact information
        - The buyer must circle the form of payment through which he/she will be paying- ALL PAYMENTS MUST BE RECEIVED IN FULL
        - The buyer must initial that he/she is aware of his/her three day right to rescind
        - The buyer must initial in order to authorize the activation of their 30 day Foreclosure DealSource trial membership (a valid credit card must be used for purchase, or accompany a cash or check payment for activation purposes)
        - The bottom of the enrollment form must be signed and dated by the buyer

> **Reminder!!!**
>
> •Full payment of $1495 must be collected before paperwork is submitted to Trump U office after the Preview. Down payments are NOT an acceptable form of payment. If full payment is not received during preview event, the contract will be transferred to the inside sales department and will not be counted towards the final conversion. No exceptions.
>
> •A post dated check is never accepted as a form of payment on a preview.

-
    - The Trump U Team Member Role
        - Verify that all buyer information is present
        - Encourage the buyer to list a guest if the field is blank
        - Write the last four digits of the credit card number or the check number dependant on form of payment circled
        - Verify that the bottom of the enrollment form is signed
        - Verify that the buyer has initialed to acknowledge his right to cancel within three days
        - Verify that the buyer has signed in agreement of the terms of Foreclosure DealSource
        - Verify that the top of the enrollment form indicates the team present and accurate event code
        - Write the current date and the date that is concurrent with the three day cancellation policy on the back of the buyers pink enrollment form and the back of the white enrollment form.
- The Terms & Conditions Form
    - The Buyers Role

- Print, sign, and date where indicated
- The Trump U Team Member Role
    - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
    - Once payment has been run through and confirmed, the buyer should be presented with the following:
        - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump folder (Preview Kit) containing all of the necessary event information
        - The buyer incentive (currently: Breakthrough 2009)
        - The above should be bundled together and placed in a blue and gold Trump bag
        - Direct the student to a seat near the other buyers for orientation

STOP

Retention starts here.

Be sure to congratulate the buyer, shake hands, and make eye contact to ensure that they are cognizant of what a life changing decision they just made!

Get them excited!

Canada Specifics:

- Please note that the following items are different for Canada campaigns:
    - A 5% tax applies to all purchases (a $1495 product is really $1569.75)
    - Rights to rescind vary by Provence- check the back of the enrollment form for details within the Provence of each campaign
    - The Canadian preview product does not currently include a trial to Foreclosure Deal Source or a Breakthrough Kit- the Canadian Workshop package includes:
        - Three day workshop with one year of audit privileges
        - One year Wealth Builder's Network Premium Membership

TRUMP UNIVERSITY

FULFILLMENT PLAYBOOK

T A B L E O F C O N T E N T S

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IV. THE FULFILLMENT

During this 3-Day Profit from Real Estate Investing workshop, students will learn strategies they need to know in order to build their fortune through real estate investing. Students will even have the opportunity to bring potential leads to class, and the instructor will do a live call on a potential deal. Students will have the opportunity to meet with a Trump U Team Member and have a one-on-one consultation, where their goals will be reviewed, and they'll discover their path to success.

This 3-day Real Estate Investing workshop will teach how to:

- Understand the foreclosure process
- Locate great deals
- Find properties
- Create great credit
- Structure the deal
- Understand short sales
- Invest in bank REOs
- Use commercial financing
- Build a buyer's list
- Turn over your real estate quickly
- And more!

Behind the Scenes between the Preview & the Fulfillment/ Pre-Fulfillment Timeline:

During Preview:	Operations: Live Events Coordinator Orders Materials for Fulfillment Training (*See Shipping Formula Policy in PC Playbook*)
Immediately Following the Preview:	Service: Buyer Receives Welcome Email Inviting Him to the Wealth Builder's Network Premium
Day After Preview:	Service: Welcome Email Sent
	Service: Webinar Orientation Email Sent
	Service: Welcome Call From Welcome Team
1Week Prior to Fulfillment:	Live Events: Buyer Receives Letter from Speaker (sent from 40 Wall)
5 Days Prior:	Operations: Itinerary Constructed & Sent to Event Team (*See Event Booking SOP under Policy & Procedure tab.)*
4 Days Prior:	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details (*See Event Booking SOP under Policy & Procedure tab.)*
3 Days Prior:	Operations: PC Orchestrates & Facilitates Phone Conference for Event Team (if applicable)
2 Days Prior:	Service: Reminder Call
Day Of:	Operations: PC Emails No-Shows to Service Service: Calls No-Shows to Get Them to Event

AT THE FULFILLMENT
Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive in the fulfillment event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the Fulfillment. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must wear their jacket throughout team introductions on day one, and throughout the first 30 minutes on day two, and day three. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the fulfillment. The only time cell phones are permitted is when no-shows are being contacted or, in very limited circumstances, the Trump U Team Member has verbally indicated to the other Team Members that he/she must make an extremely important call.
- All Trump U Team Members are responsible for learning all parts of the fulfillment set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are permitted to use their personal laptops during three day training events. All Trump University Team Members will be required to have the Trump University Mandated Desktop Background at all Trump University Events. *(See Mandatory Desktop Background under Policy & Procedure tab.)*
- All Trump University fulfillments, workshops, and retreats will be recorded for compliance and training purposes. All sessions will be recorded directly through the mixer to ensure the highest feasible sound quality for transcription and audibility purposes. All days, all hours, all staff speakers must be recorded at all times. Mics must always be worn when anything is being spoken from the front of the room. The only time the mic may be turned off is when phone calls are being made, as it is illegal to record these calls without the other party's consent. *(See Recording Policy under Policy & Procedure tab.)*

Fulfillment Registration Setup

- Registration Area Guidelines
  - This area should always be completed first to alleviate distractions and confusion for early attendee arrivals.
  - First impressions are critical! Make sure the registration area is neat and organized.
- Registration Area Setup
  - Signage must be prominent and presentable
  - Strategically place directional signs at point of entry
  - Place standup banner at registration table for additional effect
  - Iron and place table banner on registration table
  - Place registration cards, guest registration cards, roster, printed name tags, sharpies, and extra name tags under the table until you are ready to start welcoming guests

  - Setup music to run in event room during registration for easy transition to room when doors open

**See Student Fulfillment Experience Expectations in Sales Playbook for further details.*

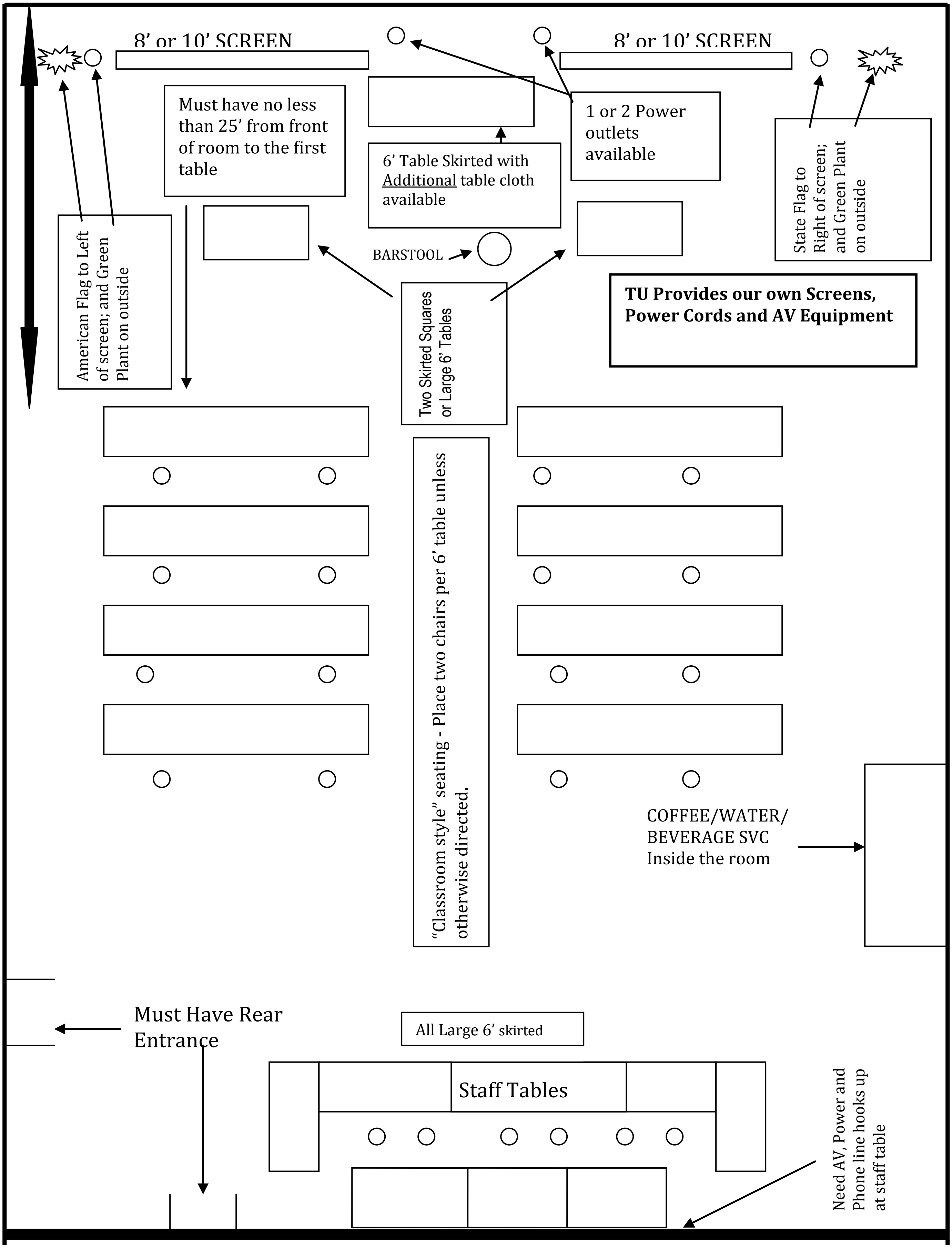
Fulfillment Event Space Setup

- Remember: No clutter! Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- Setup PC's Laptop Computer:
  - Confirm that Verizon card works within meeting space
  - Confirm power source
- Setup Speaker's Laptop Computer:
  - Confirm power source
  - Confirm laptop sound
  - Confirm projector connection
  - Confirm internet connection (if applicable)
- Event Materials
  - Retrieve all necessary paperwork for preview from shipped boxes
  - Locate and organize materials needed
  - Stow boxes out of sight of the attendees
  - Display materials as indicated by Trump University
  - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
  - Visual
    - Connect projector to power source and speaker laptop
    - Confirm projector power source and that projection is clear and straight on screen
    - Confirm overhead projector power source and that projection is straight on screen
    - Place adequate transparencies and overhead markers next to the overhead projector
    - Presentation check
    - Check that wireless presenter is working
- Audio
  - Connect mixer on back sales table to house sound and confirm power source
  - Replace batteries in lavaliere microphone, connect to mixer and confirm receiver power source
  - Replace batteries in handheld microphone, connect to mixer and confirm receiver power source
  - Connect iPod to mixer and confirm that it has been charged sufficiently
  - Connect Speaker laptop sound to mixer
  - Put new batteries in recorder and connect to mixer
  - Sound check

- Lavaliere microphone and adjust volume as necessary
- Handheld microphone and adjust volume as necessary
- IPod shuffle, adjust volume as necessary, and cue “Money, Money, Money” song (The O’Jays) for introduction
- Recorder through doing a “test” recording to ensure audibility
- Speaker laptop sound and adjust volume as necessary

- Setup Front of Room
  - Display banner on 6 ft. table between two screens
  - Ensure that table banner is ironed and straight on 6 ft. table that is between two screens
  - Display giveaway products as indicated by Trump University
  - Check that the hotel has provided a bar stool for speaker
  - Check that the hotel has provided three bottles of water for speaker
- Chair Setup
  - Room to be set classroom style
  - Pens and pads should be placed at each place setting. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
  - A water glass should be at each place setting, and pitchers of water should be within reach for each attendee
  - No candy should ever be on tables!
- Overall Atmosphere
  - Confirm that room temperature is no more than 68 degrees
  - Check to see if bulbs need to be removed from overhead lighting to avoid washing out of screens
  - Walk speaker space to ensure adequate spacing from screens to first table

Fulfillment Set Up Will Be As Per Diagram:



Fulfillment Registration Basics:

- Welcome Attendees
- Check Each Attendee Off on the Roster
    - Ask if he/ she has changed any contact information since last you saw them, if so, hand them a white primary registration card so that they may record the correct information to be entered into our system
    - Ask if he/she has brought a guest
        - If a guest is present they must fill out a blue guest card in order to complete the registration process
        - Each card should be reviewed for legibility and completion. If something is missing, ask for it.
    - In the event that an attendee is not on the roster, write down their name, and ask for them to step to the side and that you will investigate and be back with them momentarily
- Name Tags
    - After each attendee has completed all of his/her paperwork, they may receive a name tag
    - Remind the attendee that name tags must be worn at all times, and set an example by wearing yours
    - If an attendee's name is spelled incorrectly on their name tag, apologize and hand-write them a new one. Make a note of it and let them know that you will get them a printed name tag at break.
    - Hand-write name tags for unexpected guests. Make a note of it and let them know that you will get them a printed name tag at break.
- Photos
    - Student photos will be taken at all Trump University fulfillments, workshops, and retreats to be used for one-on-one and compliance purposes.

> *Note:*
>
> *If at any time a student refuses to have their picture taken, the Program Coordinator will utilize a picture of the Trump Logo and write the student's name on the logo.*

-
    - All photos must be taken in the following manner:
        - After receiving a name tag, students will be directed to the designated staff photographer to have their picture taken. Students must wear their name tags in their photos so that the student's name is clearly posted in the picture. *For additional information, consult the Student Photo Procedure in the Policies & Procedures Section
- Entering the Event Room
    - Students may enter the event room once they have completed the entire registration process.

Evening Prior to Fulfillment- Event Responsibilities:

Pre-Event Responsibilities	**Speaker**	**Sales Coordinator #1**	**Sales Coordinator #2**	**Program Coordinator**
Evening Prior:	Event Team Meets, Walks the Event Space, and Discusses Plan of Action: •Registration Roles •Team Introductions •Format for the Weekend •When Student Profiles Distributed			

Day 1 Fulfillment-Event Responsibilities:

Day 1 Responsibilities	**Speaker**	**Sales Coordinator #1**	**Sales Coordinator #2**	**Program Coordinator**
2 Hours Prior:		Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Sales Coral, Front of Room, Tweak Room Setup as Per Number Registered, Locate and Setup Workbooks and Other Paperwork and Locate Restrooms		
1 ½ Hours Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Registration Area Is Set with Ironed Tablecloth, Name Tags are Ready to go, and Visual & Sound Checks Have Been Done to Confirm Connections for •Power Point Presentation •Overhead Projector •Speaker Laptop • Speaker Mic • Handheld Mic • IPod Sound •Recorder		

<table>
<tr>
<td>45 Minutes Prior:</td>
<td>Speaker Returns to Meeting Room to Get In "Fulfillment Mindset"</td>
<td colspan="2">Event Team Begins Registration & “Registration Roles”
See Student Fulfillment Experience Expectations in Sales Playbook

Doors Open, Music is Playing
•One Team Member Mans Registration Table

•One Team Member Acts as "The Photographer”

•One Team Member Acts As "The Welcomer"</td>
</tr>
<tr>
<td>At Event Time:</td>
<td>•Speaker Begins Presentation</td>
<td colspan="2">•Registration & Photos Continue Outside with 2 Team Members

•One Team Member Seats Latecomers and Watches for Speaker Signals</td>
</tr>
<tr>
<td>15 Minutes Into Event:</td>
<td rowspan="3">•Presentation</td>
<td>•Sales Coordinator #1 Brings Registration Inside the Room and Registers Late Attendees and Sends them Outside to Have Their Photo Taken

•Sales Coordinator #2 Stands Outside the Meeting Space and Directs Latecomers Inside and Takes Pictures as Necessary</td>
<td>•Program Coordinator Enters All Registration Information Into the System
•Assists Sales Coordinator #1 with Registration & Seating If Necessary</td>
</tr>
<tr>
<td>30 Minutes Into Event:</td>
<td>•Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC

•Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.)</td>
<td>•Program Coordinator Enters All Registration Information Into the System</td>
</tr>
<tr>
<td>When Speaker Announces Attendee Introductions:</td>
<td>•Sales Coordinators Take Notes with Special Attention to Real Estate History, Current Profession, and Interest Level</td>
<td>•Program Coordinator Prepares Day 1 Report While Listening</td>
</tr>
</table>

When Speaker Announces Team Introductions:	•Presentation	•All Team Members Drop What They Are Doing and Walk to Front of the Room for Introduction **See Team Introductions in Sales Playbook*	
If a Student Comes In to Cancel:		•One Team Member Discreetly Works With Them to Fill Out All Appropriate Paperwork and Collect All Necessary Materials	
Photos Are Printed		Each Student's Photo Will be Printed Twice: •The first photo should be printed in either 3x5 or wallet size. This photo will be stapled to the Student goal sheet for the team's review. The photo will be removed before the Student profile sheet is returned and stapled to the Photo & Testimonial Consent Form and Return to the office. •The second photo should be printed in 4x6 size. This photo will be used on the photo boards That are utilized to display the assigned teams for the event. Photos Will Also Be Emailed to Corporate: •All student photos from each event will be downloaded onto the shared server, and placed in the folder marked "Student Photos." Program Coordinators will create a folder labeled with the event code within the "Student Photos" folder so that it may be easily referenced in the instance of a chargeback.	
When Speaker Announces:	•Student Profiles: Team Works Together to Distribute Student Profiles to Class •Break Out Sessions: Team Splits Up and Conducts Separate Break Out Sessions **See Break Out Sessions in Sales Playbook*		
On Breaks:	•Team mingles with students with special attention to relieving the Speaker from needy attendees **See Building Rapport & Planting Seeds in Sales Playbook* •Team manages that music is playing on all breaks		
Throughout the Day:	•Presentation	•Attentive to Speaker Signals and Requests •Assists PC with Photos and Handouts as Necessary •Available to Students for Questions	•Checks to make sure everything is being recorded Section •Completes Day 1 Report

			•Works with Hotel to Receive Assistance, Room Refreshing, and Billing •Tends to Student Needs as Necessary

<u>Evening of Day 1- Event Responsibilities:</u>

Day 1 After Event Responsibilities	**Speaker**	**Sales Coordinator #1**	**Sales Coordinator #2**	**Program Coordinator**
	•Team Works Together to Identify Potential Buyers With Student Profile Sheets			

Identifying Buyers:

Once you have the completed profiles, the team should go through each profile and determine who has the most and least liquid assets and rank them using the following scale:

E1 – Over $35,000 of liquid assets

E2 – Between $20,000 and $30,000 of liquid assets

E3 – Under $10,000 of liquid assets

E4 – Less than $2,000 of liquid assets

401ks and IRAs should not be considered when using the ranking system since these are not liquid, available cash.

**Prior to Day 2, the team should review One-on-One/Making the Sale in the Sales Playbook, along with Objections & Rebuttals.*

Day 2 Event Responsibilities:

Day 2 Responsibilities	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
1 Hour Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Tweak Room Setup as Necessary, Locate Necessary Paperwork for Day 2 (Handouts, etc), and Setup Cocktail Rounds Outside Meeting Space for One-On-Ones		
45 Minutes Prior:		Registration Area Is Set with Ironed Tablecloth, Extra Name Tags are Ready to go, and Visual & Sound Checks Have Been Done to Confirm Connections for : •Power Point Presentation •Overhead Projector •Speaker Laptop • Speaker Mic- Change Batteries • Handheld Mic- Change Batteries • IPod Sound •Recorder- Change Batteries •Ensure that Polycom is Setup for Calls		
1/2 Hour Prior:	Speaker Returns to Meeting Room to Get In "Fulfillment Mindset"	Event Team Registers Any Guests that Were Not in Attendance on Day 1		
		Doors Open, Music is Playing		
		Team Members Mingle with Students		
At Event Time:	•Speaker Begins Presentation	•Registration & Photos Continue Outside with 2 Team Members •One Team Member Seats Latecomers and Watches for Speaker Signals		• PC Works on Day 2 Report • Prepare Sign Up Sheet if Necessary
On Breaks:	•Team mingles with students with special attention to relieving the Speaker from needy attendees •Team manages that music is playing on all breaks			
During the Close:	•Presentation	•Entire Team is in Event Room and is Attentive to Presentation •Team Watches for Buyer Signals		

Throughout the Day:	•Presentation	•Attentive to Speaker Signals and Requests •Begin One-On-Ones **Refer to The One-on-One/Making the Sale in the Sales Playbook and Objections & Rebuttals* •Available to Students for Questions	•Check to make sure everything is being recorded •Complete Day 2 Report •Tend to Student Needs as Necessary •Work with Hotel to Receive Assistance, Room Refreshing, and Billing •Prepare folders to be distributed at close •Prepare packages to be distributed to buyers

One-on-Ones: See Sales Playbook for Full Guidelines and Remember:

- Each One-On-One should be no longer than 20 minutes. At the end of 20 minutes, you should know whether they are displaying buying signals or not.
- Treat every One-On-One the same. Remember that students like to stretch the truth and/or not put all of their information on their form.
- Have fun! They are looking up to us and we are the experts!!

Evening of Day 2- Event Responsibilities:

Day 2 After Event Responsibilities	**Speaker**	**Sales Coordinator #1**	**Sales Coordinator #2**	**Program Coordinator**
	•Team Meets to Discuss One-On-One Findings and Create Plan of Action for Sunday			

Day 3- Event Responsibilities:

Day 3 Responsibilities	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
1 Hour Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Tweak Room Setup as Necessary, Locate Necessary Paperwork for Day 2 (Handouts, etc), and Setup Cocktail Rounds Outside Meeting Space for One-On-Ones		
45 Mins Prior:		Registration Area Is Set with Ironed Tablecloth, Extra Name Tags are Ready to go, and Visual & Sound Checks Have Been Done to Confirm Connections for •Power Point Presentation •Overhead Projector •Speaker Laptop • Speaker Mic- Change Batteries • Handheld Mic- Change Batteries • IPod Sound •Recorder- Change Batteries		
1/2 Hour Prior:	Speaker Returns to Meeting Room to Get In "Fulfillment Mindset"	•Doors Open, Music is Playing •Team Members Mingle with Students		
At Event Time:	•Speaker Begins Presentation	•One-On-Ones Continue		
On Breaks:	•Team mingles with students with special attention to relieving the Speaker from needy attendees •Team manages that music is playing on all breaks			
Throughout the Day:	•Presentation	•Attentive to Speaker Signals and Requests •Continue One-On-Ones •Available to Students for Questions		•Check to make sure everything is being recorded •Run Sales as Necessary •Tend to Student Needs as Necessary •Work with Hotel to Receive Assistance, Room Refreshing, and Billing •Prepare Packages to be Distributed to Buyers

Survey Distribution:	•Distributed Surveys to All Attendees & Collects Once Completed in Exchange for Certificates	
WBPN/ FDS Presentation:		•Conduct Presentation at Front of Room, End in Announcing Phone Conference to Be Held on Monday **See Buyer Orientation Phone Conference in Sales Playbook*
Buyer Orientation:	•Speaker Conducts Elite Buyer Orientation. **See Buyer Orientation in Sales Playbook*	
Send Off:	•Team congratulates buyers, shakes hands, and reinforces the purchase at send-off, leaving buyers feeling that they made the right decision	

Fulfillment Paperwork Basics:

- The Enrollment Form
    - The Buyers Role
        - Enrollment forms must contain all buyer information: full name, address, email, and phone number
        - Buyer must indicate as to which package they are enrolling
        - Buyers will be encouraged to list a guest and all pertinent guest contact information
        - The buyer must circle the form of payment that he/she wishes to pay with
        - The bottom of the enrollment form must be signed by the buyer

Post-Dated Checks Policy:
Note: In the instance that a check is post-dated, it will be considered as a pending sale until the date of the check comes to fruition.
Procedure for Documenting a Post-Dated Check:

•A post-dated check does not count towards the dollars/head collected, nor will it count as a sale or towards any conversion until the check is deposited.
•A check's date should never be more than ten days in advance of the date that it is collected.
•All checks collected, must be entered into the dev. To enter a post dated check, select the check option as a form of payment. Enter all pertinent information, and then select the date from the calendar icon that corresponds with the date that is on the check. The check will not be counted as "cash collected" until the actual date that it is posted dated to.
**For more information, reference the Post-Dated Check Policy in the Policy & Procedure Section.*

- The Trump U Team Member Role
  - Verify that all buyer information is present
  - Encourage the buyer to list a guest if the field is blank
  - Write the last four digits of the credit card number or the check number dependant on form of payment circled
  - Verify that the bottom of the enrollment form is signed
  - Verify that the top of the enrollment form indicates the team present and accurate event code
- The Terms & Conditions Form
  - The Buyers Role
    - Print, sign, and date where indicated
  - The Trump U Team Member Role
    - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
  - Once payment has been run through and confirmed, the buyer should be presented with the following:
    - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump Padfolio containing the Gold Elite Kit, or portion thereof dependant on which programs are purchased
    - Any buyer incentives (Giveaways)

STOP

Retention starts here.

Be sure to congratulate the buyer, shake hands, and make eye contact to ensure that they are cognizant of what a life changing decision they just made!

Get them excited!

Post Fulfillment Procedure

Day After Fulfillment:	Service: Welcome Call From Program Director to Schedule Mentorship and Retreats for All Trump Elite Package Buyers
	Event Team: Calls Buyers That Needed Extra Reassurance
	Event Team: Calls Pendings To Follow Up
Within 3 Days of Fulfillment:	In the case that a buyer calls and attempts to cancel, the team will be notified immediately. The team is responsible for calling the student and trying to save. **See Phone Save in Sales Playbook*
5 Days After Fulfillment:	Operations: Survey Analysis is Compiled and Sent Out to 40 Wall Management Team and Event Team For Review **See Survey Procedure under Policy & Procedure tab.*
Ongoing:	Service: Students Receive Weekly Webinar Invitations and Updates From Wealth Builder's Network Premium

Canada Specifics:

- Please note that the following items are different for Canada fulfillments:
    - A 5% tax applies to all purchases (a $34,995 product is really $36,744.75)
    - Rights to rescind vary by Provence- check the back of the enrollment form for details within the Provence of each campaign
    - The Canadian Elite packages are different than those offered in the U.S.:
        - There is an additional retreat offered: the Fixer-Upper & Rehab Property Retreat
        - All retreats are conducted in Canada (with the exception of the Wealth Preservation Retreat)
        - The Wealth Preservation Retreat is an added bonus to the Gold Package since it is conducted in the U.S. and is U.S. specific
        - There is no LLC Formation Service available
        - A one-year subscription of Foreclosure DealSource does not apply, since FDS is a property listing service that only applies to the U.S.

TRUMP UNIVERSITY

RETREATS & SPECIAL EVENTS

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V. RETREATS & SPECIAL EVENTS

Trump University offers four distinctive Advanced Training Retreats within their U.S. Elite Packages: Commercial & Multi-Unit, Quick Start, Creative Financing, and Wealth Preservation. In addition to these four retreats, in Trump Education's Canadian Elite Packages, a Fixer-Upper & Rehab Property Retreat is available. In addition to Advance Training Options and the stable Profit From Real Estate events, Trump University takes pride in piloting special events that cater to the needs and wants of our students. These events have ranged from Internet Marketing, to motivation themed events such as Kick Start Your Success, to Wealth Summits, to our new REFIT Program. Below is a detailed description of our most popular Advanced Training Retreats.

Retreat & Special Event Team Ground Rules

Retreats & Special Events are very important at Trump University. The Team Members that facilitate these events are working with our very best customers, and must be nothing less than the best of the best themselves. The Trump University Team is truly the best of the best, however Retreat & Special Events Team Members are the crème de la crème of the best of the best. Coordinators may request to work special events, however all Special Event Teams are carefully selected to ensure that our best customers have the best possible experience.

Although each Retreat & Special Event calls for its own specifications, we do ask you to remember to always be professionally, maintain team chemistry, answer questions while planting seeds for the sale, never be afraid to ask for the sale, and most of all- have fun! Chances are, if you're having fun, the attendees will have fun learning too!

Don't forget to take notes when you're out at new events. Some events will call for one-on-ones, and some for table rushes, either way, keep your eyes and ears out for attendees needs and wants so that we can tweak the program for the next time. Write any observations that you may have down, so that you don't forget them. Most of these events end with a debrief call with our own Trump Power Team at 40 Wall, including President, Michael Sexton!

QUICK START REAL ESTATE PROFITS RETREAT

You're going to love the Quick Start retreat. You'll be immersed in a variety of fundamental investment techniques right from day one. Don't expect to just sit and listen to your instructor lecture for three days. You'll be role-playing and making phone calls so you'll feel comfortable when you start doing it for yourself. The Quick Start retreat will show you step-by-step how to create quick cash immediately, and how to build a large monthly cash flow without using any of your own money or credit. You'll learn how to wholesale, lease-option, and owner-finance properties in your own backyard for quick cash profits.

Three fundamentals get you in the business of making deals right away

Quick-Turn **Wholesaling** is the business of locating properties at bargain prices and then quickly passing them onto investors or landlords at prices well below retail. With a Lease-Option, you can control properties with no cash, credit or a license. A **Lease-Option** buyer leases a property and has the right or "option" to purchase the property on or before the end of the lease agreement. Quick Turn **Owner Financing** is the business of creating financing to purchase properties. This allows you to sell, acting as the bank, receiving monthly payments. And you do it all without the use of any lending institution involved in the transaction.

This three-day immersive retreat will teach you how to:

- Buy and sell real estate without using any of your money or credit
- Buy potentially millions of dollars' worth of property without a down payment
- Make money on properties you don't even own
- Buy your dream home without going to the bank
- Receive cash back at closing when you buy
- Build a large monthly cash flow

Your instructor will also present a special flowchart that takes you through the 10 specific steps to investment success. Every potential roadblock is reviewed so you'll know exactly what to do if you hit one. Hundreds of students have said that this part of the retreat alone was worth the price of admission. The retreat will conclude with a very specific 90-day Action Plan that will take you week-by-week through all the steps you need to start profiting from real estate.

CREATIVE FINANCING RETREAT

The Creative Financing retreat debunks the myth that having bad credit, no credit, or lack of funds are roadblocks to getting financing. This retreat will show you exactly where the money is and how to get it so you can finance your investments. Your instructor will not only tell you how to bypass the credit crunch to get that financing money, but also what to do with it once you get it. After this retreat, you will have the knowledge, confidence, and contacts you need to invest in any residential or commercial property worth buying.

This three-day immersive retreat will teach you how to:

- **Learn and master the best-known creative real estate financing strategies**
- **Master strategies for residential or commercial property**
- **Compile financial statements and loan request packages**
- **Explore lending sources, including hard-money lenders**
- **Find 20 different strategies and techniques to creatively finance your investment property**

Here's a quick preview of five money sources and strategies that have helped thousands of students invest in real estate--regardless of their financial situation. These and many more will be detailed during the Creative Financing retreat.

Hard-money lenders: They specialize in short-term loans at high interest rates. You typically use this type of financing for a "fix and flip."
Seller-carried second mortgages: Sometimes a bank will loan you 90 percent, and allow the

seller to take back a second mortgage from you for five percent, leaving you needing only five percent.
Land contract: For this, the seller lets you make payments, and delivers the title upon payment in full.
Credit cards: If a seller will take $10,000 down on a fixer-upper that you expect to make $20,000 on, why not use credit cards?
Retirement accounts: Check with a tax attorney to see how you might borrow from your own retirement account to finance real estate investments.

COMMERCIAL & MULTI-UNIT RETREAT

How can you make more money in real estate investing? Buy multi-family properties and commercial real estate investments. The Multi-Family & Commercial Real Estate Investment Retreat will show you exactly how to get into commercial investing without a huge bankroll, how to read the markets and buy at the right time, and how to lock in profits early to guarantee a good deal.

The Commercial Real Estate field is full of myths and misinformation. It's what keeps some investors at arm's length. Your instructor will systematically break down each myth and give you the proven strategies you need to find your niche and start building your fortune in commercial real estate.

This retreat is special because after just three days, you'll start seeing dozens of opportunities in your neighborhood or town that never occurred to you before. And you'll learn how to succeed regardless of how much so-called competition there is in your area.

This three-day immersive retreat will teach you how to:

- Navigate the maze of commercial real estate and large property financing to find hidden financial opportunities.
- Determine the right market valuation of multi-family, office, retail, and strip-mall properties so that you know a good or bad deal when you see it.
- Write commercial leases so that tenants actually take the management burden away from you.
- Take full advantage of tax breaks and other financial shelters, allowing you to maximize your profits.
- Understand the laws and regulations regarding commercial and multi-family properties so that you can protect your investments.
- Prepare vacant land for re-sale and/or sub-division to capitalize on additional investment opportunities. Identify and find discounted paper for maximum profitability.
- Identify and find discounted paper for maximum profitability.
- Understand how commercial and multi-family properties fit into the current real estate market place and how you can own and operate either for high profits.

- Have a working knowledge of property management so you can manage your properties efficiently.
- Understanding options: Their function in the acquisition/divestment process
- Select properties for complete makeovers and know the difference between remodeling and rehabilitation.

Remember, unless your main focus is commercial real estate, save this retreat for last, as it is more advanced than the others.

WEALTH PRESERVATION RETREAT

Protect and grow your wealth, share it with others, and enjoy everlasting financial security with effective wealth preservation and accumulation. Lawsuits, income taxes, and death taxes--all these legal destroyers have the potential to crush your wealth...unless you have a protection plan already in place. To do that you must learn about three key disciplines: asset protection, estate planning, and tax strategy.

You'll learn important concepts on corporations, corporate maintenance, limited partnerships, limited liability companies, revocable living trusts, and retirement plans. Equipped with this information, you will be able to effectively structure your personal financial affairs in a manner that will ensure maximum protection.

This retreat is doubly valuable for Gold Elite students because, as a real estate investor, you'll learn specific strategies to help build in more profits to your real estate deals and to properly protect those profits.

This three-day immersive retreat will teach you how to:

- Identify different types of legal entities to protect your wealth. Figure out which entity works best for your situation.
- Reduce your overall tax bill through operation of your own small business and save big money in the process.
- Transform previously non-deductible expenses into fully and legally deductible expenses for your business, significantly reducing your income taxes.
- Make sure that your assets are secure against unwelcome attacks from frivolous lawsuits so that you don’t lose everything you’ve worked your whole life for.
- Pass your wealth on to your heirs and beneficiaries while protecting it against potential threats.

Attorney, wealth preservation expert, and real estate investor J. J. Childers and his team of legal and accounting professionals conduct the Wealth Preservation retreat. They will give you practical, easy-to-follow information that you can start using right away. You'll learn what you need to do in order to properly implement your wealth preservation plans, as well as how to properly document your actions.

KICKSTART YOUR SUCCESS RETREAT

Times are tough--there's no denying it. When this recession started, you probably set aside your dream of securing wealth for yourself and your family. If you're like most people, you spend most of your time just trying to keep your head above water, waiting for life to get easier. But if you don't put your dreams into action, no one's going to do it for you! You just need someone to show you how to get started.

That's where Omar comes in. Omar Periu knows what it means to live through hard times - and what it takes to turn them into real opportunities. When Omar was seven, his family escaped to America from Cuba, bringing nothing with them but the clothes on their backs. By carefully observing master entrepreneurs and pulling together their cutting-edge communication strategies, he'd built himself a multimillion-dollar real estate empire by the time he was 31!

Even in a down economy, there are plenty of ways for people to create wealth, but only if they're armed with knowledge--and the right mindset. So if you're ready to Kickstart Your Success instead of waiting for success to you, come to Omar's exclusive retreat, where you'll learn how to:

- Break down barriers, whether you're negotiating a sale, trying to get the best bargain you can, or pitching to potential investors
- Network with the right people--and learn how to recognize leads that'll never pan out, ahead of time
- Squeeze the most profit you can out of the time you have, no matter how little
- Turn bad decisions from your past into opportunities, overcoming fears instead of letting them take over--as Omar says, "Success is never permanent, and failure is never final."

Omar's strategies and secrets could make you millions, but we're offering a deep, one-time-only discount if you sign up now! Join Omar on an exclusive retreat, listen to his story, and find out from him the details on how to kickstart your success.

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TRUMP UNIVERSITY

AUDIT POLICY

TRUMP UNIVERSITY CATEGORIZES AUDITS INTO TWO SEPARATE GROUPS: ATTENDANCE AUDITS AND SALES AUDITS:
The Attendance Audit: A student that has not paid tuition to attend the particular class that they are sitting in on. *Example: Attending a fulfillment at a later date or in a different city than the student had originally signed up for.*

The Sales Audit: A student that cannot be up-sold based upon their sales history. *Example: A student attending a preview that has already purchased the Profit From Real Estate Workshop, or a student attending the Profit From Real Estate Workshop that already owns the Gold Package/Mentorship Package.*

PREVIEW AUDITS:

Attendance Audits:
In the case that an attendance audit shows up at an event and is not on the roster, the team's first objective will be to find out why the student did not purchase the product being offered the first time around, and what brought them back. An attendance audit will always count in the numbers.

Sales Audits:
Sales audits are determined by the sales history on a student's profile in the system, and are not counted in the attendance numbers at previews. Program Coordinators are to pay special attention to students attending previews with the intention of auditing the workshop. If the student is within his/her 12-month audit privileges, they may attend the workshop free of charge. The 12-month audit privileges apply to both Trump University and Trump Institute students.

- Trump Institute students must provide documentation of their previous enrollment in a TI workshop in order to audit for free of charge. Enrollment forms and receipts are both acceptable forms of documentation. The Program Coordinator at the preview is responsible for making a copy of the documentation and stapling it to the student's current and completed enrollment form indicating that the student is an audit and attending free of charge.
- Trump University students do not require additional documentation since Program Coordinators have direct access to their student history in our internal database.

If the student is outside of their 12-month audit privileges, they will have the ability to re-enroll at half-price, with proper documentation. (For example, if the cost of the workshop is $1495, then the student may re-enroll for $747.50) This applies to both Trump University and Trump Institute students. Re-enrollment of a Trump University or Trump Institute student will count as a full sale for conversion and goal purposes. The Program Coordinator is responsible for making a note onto the applicable session report to communicate any half-payment audits.

- •Trump Institute students must provide documentation of their previous enrollment in a TI workshop in order to audit for half price outside of their 12-month audit privileges. Enrollment forms and receipts are both acceptable forms of documentation. The Program Coordinator at the preview is responsible for making a copy of the documentation and stapling it to the student's current and completed enrollment form indicating that the student is an audit and attending for half price so that adjustments can be made once paperwork is received by the corporate office.
- •Trump University students do not require additional documentation since Program Coordinators have direct access to their student history in our internal database. The student would, however, need to fill out a new enrollment form to document the $747.50 payment taken so that their account can be adjusted once paperwork is received at 40 Wall.

FULFILLMENT AUDITS:

Attendance Audits:
In the case that an attendance audit shows up at a Profit From Real Estate Workshop and is not on the roster, the team's first objective will be to find out why the student did not purchase the product being offered the first time around, and what brought them back. The Program Coordinator will need to contact the Customer Support Department on Wall Street to have the student entered as an audit for that particular event. The student must have already purchased the exact class that they are looking to audit in order for enrollment to be granted (follow documentation protocol above for TI students and collect half-payment for anyone outside of their 12-month audit privileges). Attendance audits will always be counted in the attendance numbers.

There are two additional cases that an Audit may be dropped from the numbers:

- •In the extreme case that that Customer Service Director, Brad Schneider, communicates that an executive decision has been made to allow a student to attend a fulfillment for free that has not previously purchased the fulfillment being attended, the Program Coordinator may then drop that student and his/her guest from the numbers after adding a note onto the applicable fulfillment session indication such. This does not apply to TI students that are auditing.
- •In the case that a student has attended two previous Profit From Real Estate Workshops, upon his or her third attendance, the Program Coordinator may drop that student and his/her guest from the numbers. The Program Coordinator must be careful to check that the student was not only "enrolled" in two previous Profit From Real Estate Workshops, but "attended" two previous Profit From Real Estate Workshops. The Program Coordinator is responsible for adding a note onto the applicable fulfillment session listing any student that has already attended twice.

Sales Audits:
Sales audits are determined by the sales history on a student's profile in the system. Program Coordinators are to pull sales history and distribute to their team so that all team members are aware of up-selling abilities. In the case that a student cannot be up-sold because TU is not offering any courses or programs beyond the level that the student has already purchased prior to attending the training in question, this student and his/her guest will be dropped from the numbers in which the $/head are

calculated. A note must be added to the final report by the Program Coordinator, listing any students that are dropped from the numbers in order to receive acknowledgement.

*Teams please note that numbers compiled by PCs may not represent final numbers. Trump University reserves the right to assess and adjust accordingly to ensure the accuracy of all reporting.

TRUMP UNIVERSITY

CASH POLICY

IN THE CASE THAT A CASH PAYMENT IS RECEIVED AT AN EVENT FOR EITHER A PROFIT FROM REAL ESTATE WORKSHOP ENROLLMENT OR TRUMP ELITE PACKAGE ENROLLMENT, PROGRAM COORDINATORS ARE TO FOLLOW THE GUIDELINES BELOW.

CASH PAYMENT GUIDELINES

All cash payments received at Trump University events MUST predominately be applied to a hotel bill ONLY at a hotel at which the team is sleeping. At present, many of the hotels are paid in full three days prior to the event. It is for this reason that cash payments should be applied to the bills of hotels at which the teams are sleeping by following the procedure below:

•Program Coordinators will check the sleeping room bills for each team member to be sure that only room and tax are being billed to Trump University.

•Program Coordinators will then check to be sure that the negotiated room rate depicted on the Spec Sheet sent by Eleanor Daniels, Live Event Planner, is the same room rate that is being billed.

• The Program Coordinator must pay special attention that they are NOT overpaying the hotel.

• The PC must handwrite the amount that the hotel was paid, sign, and date, and have the hotel representative receiving the cash, countersign in agreement. The following items must be stapled together and sent to corporate as proof of exchange of this cash payment*:
- •Sleeping room bills for each team member
- •Printed hotel receipt that represents the cash received by the hotel
- •Business card of the individual receiving the cash payment

•The PC MUST notify Salma Jalil, Event Planning Manager, of any cash payments being applied, so that there is no confusion with hotel contacts.

•This transaction must be documented via a note on the student's enrollment form. (i.e.- Cash was applied to the Sheraton New York for sleeping rooms- see bill)

*In the case that a cash payment is received and proper documentation is not provided, as indicated above, TU reserves the right to deduct the cash amount from the responsible Program Coordinator's check.

**In the case that a hotel is unable to accept a cash payment for sleeping rooms, the Program Coordinator may visit the nearest bank and turn the cash into a cashier's check to be mailed to the office. In this case, the cashier's check must be attached to the corresponding enrollment form.

TRUMP UNIVERSITY

EGENCIA CORPORATE TRAVEL POLICY

ALL AIRLINE TRAVEL WILL BE BOOKED VIA EGENCIA CORPORATE TRAVEL. ALL AIRFARE WILL BE BOOKED ACCORDING TO THE LOWEST LOGISTICAL FARE AVAILABLE AT THE TIME OF BOOKING. OUT OF POLICY FLIGHTS REQUIRE DOCUMENTATION IN ORDER TO DETERMINE WHETHER OR NOT THE FLIGHT CHOSEN IS JUSTIFIABLE. TU WILL TRACK THE DIFFERENCE IN FLIGHTS CHOSEN AGAINST THE MOST COST EFFECTIVE FLIGHT OFFERED AND ANY OUT OF POLICY REASONING. THE FOLLOWING OPTIONS ARE CURRENTLY AVAILABLE ON THE EGENCIA CORPORATE TRAVEL WEBSITE TO COMMUNICATE ANY REASONABLE DIFFERENCE IN FARE:

Edit code	Description
AA	Was not provided schedule in timely manner
AR	Selected this flight for routing/connection reasons
AT	Selected this flight due to time of day constraints - Personal
BF	Baggage fees with lower fare are more expensive than this ticket
CC	I waited too long- Been busy
DA	Missed Flight
DD	Schedule was changed Last Minute

Egencia Rules & Regulations

•All flights must be booked within 5 business days of receiving your schedule to not only ensure a cost-effective option, but to gives the traveler a greater opportunity of booking on their preferred carrier without having to book a multi-leg flight.

•If flights are booked less than 14 days from event date, Trump Team Members will be responsible for all additional costs incurred.

•All flights shall be coded to the event that the flight is physically going to. Any flight transporting a Trump Team Member that is not going "to" an event, shall be coded to the event that the Trump U Team Member is coming "from."

•All flights shall be booked as round trip tickets, unless the Trump U Team Member is not returning to the city of origin.

•All flight approvals are to be sent to Eleanor Daniels, with both the appropriate event code and out of policy reason (if applicable) selected. Trump U Team Members are responsible for following up if their flight has not been approved within 24 hours, and may submit to April Neumann for approval in this instance.

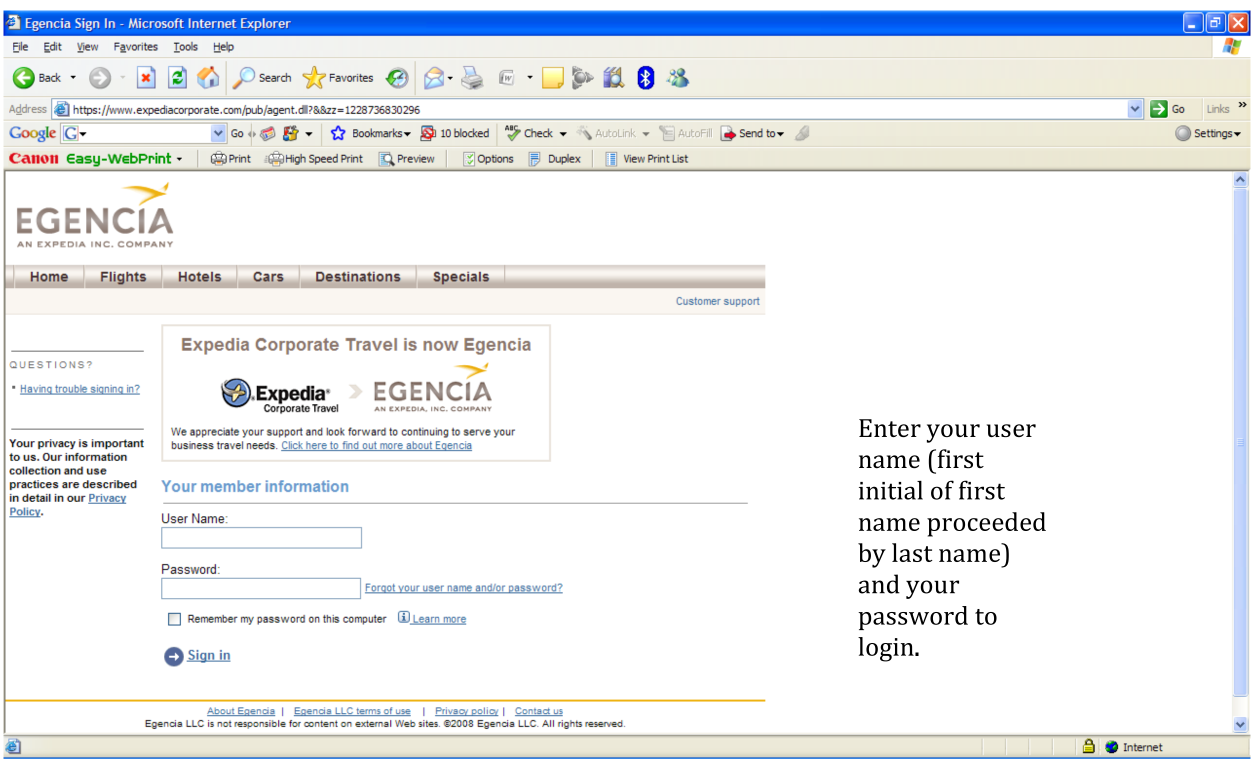
•In the event that the fare selected is significantly higher than the lowest logistical fare, Trump U Team Members will be responsible for writing the reasoning in the “notes” area so that the traveler’s logic is communicated to the approver.

•Emergency Travel Contact: April Neumann 917.692.8312.

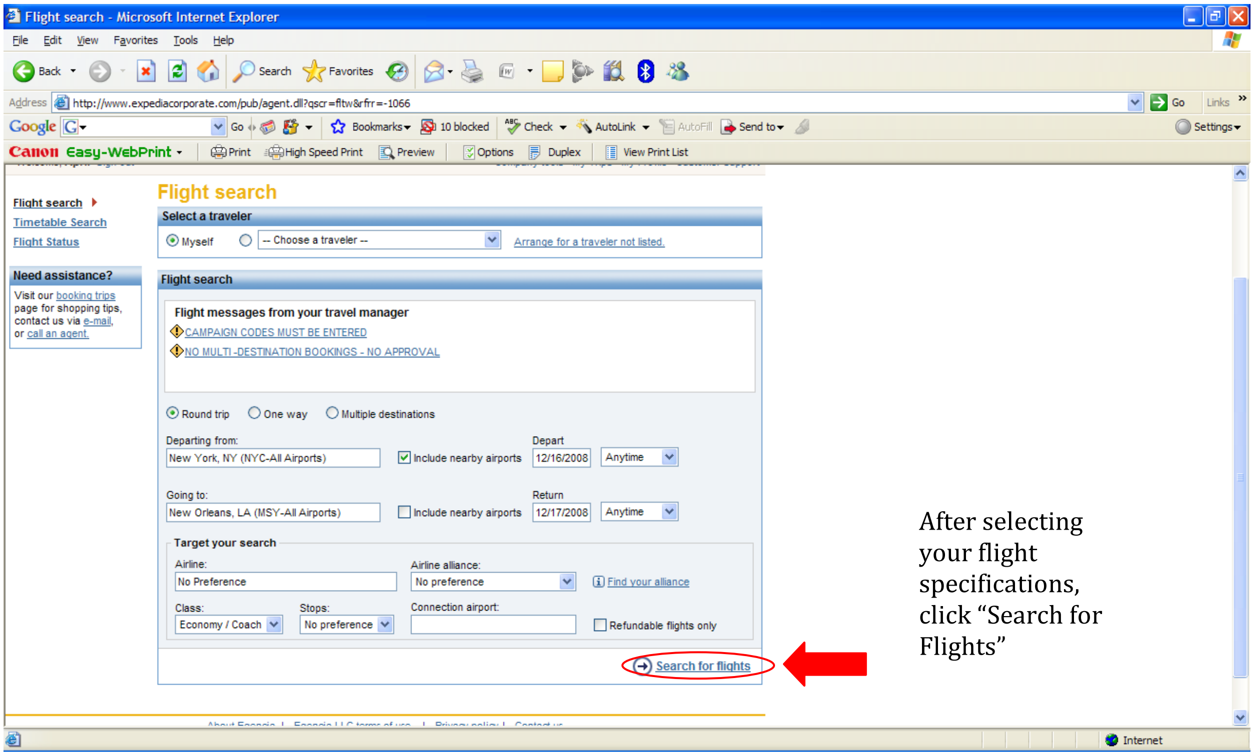
Flight Notes
•South West Airlines requires an individually specified flight search. South West does not permit Expedia to post their flight fares in the company of their competitors.
•Trump U Team Members are not guaranteed the use of “preferred” airline carriers unless it falls within the set budget description. Employees and independent contractors may pay for the difference in order to fly on a preferred carrier in certain, in limited instances. However, since airfares are good only on the day they are quoted according to airline policies, travelers are responsible for making immediate arrangements for payments in those limited instances.

EGENCIA 101

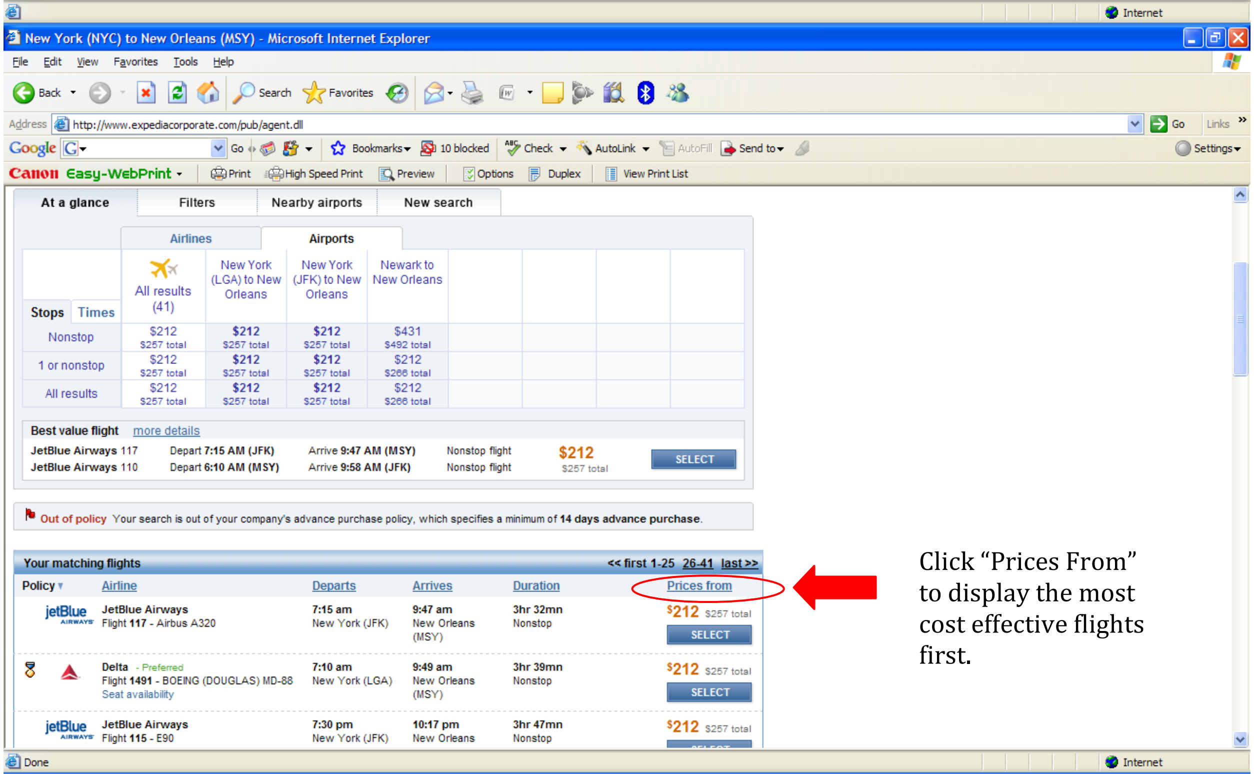
To book travel, go to:
http://www.egencia.com/



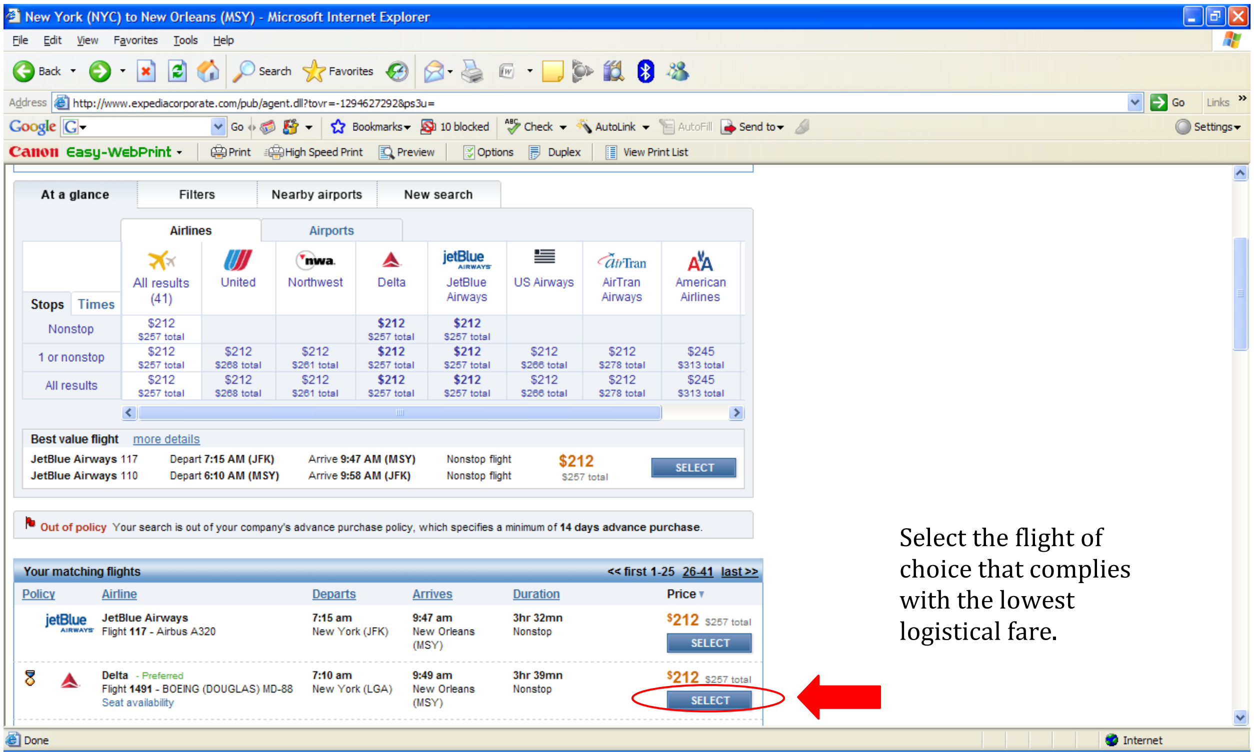
Enter your user name (first initial of first name proceeded by last name) and your password to login.



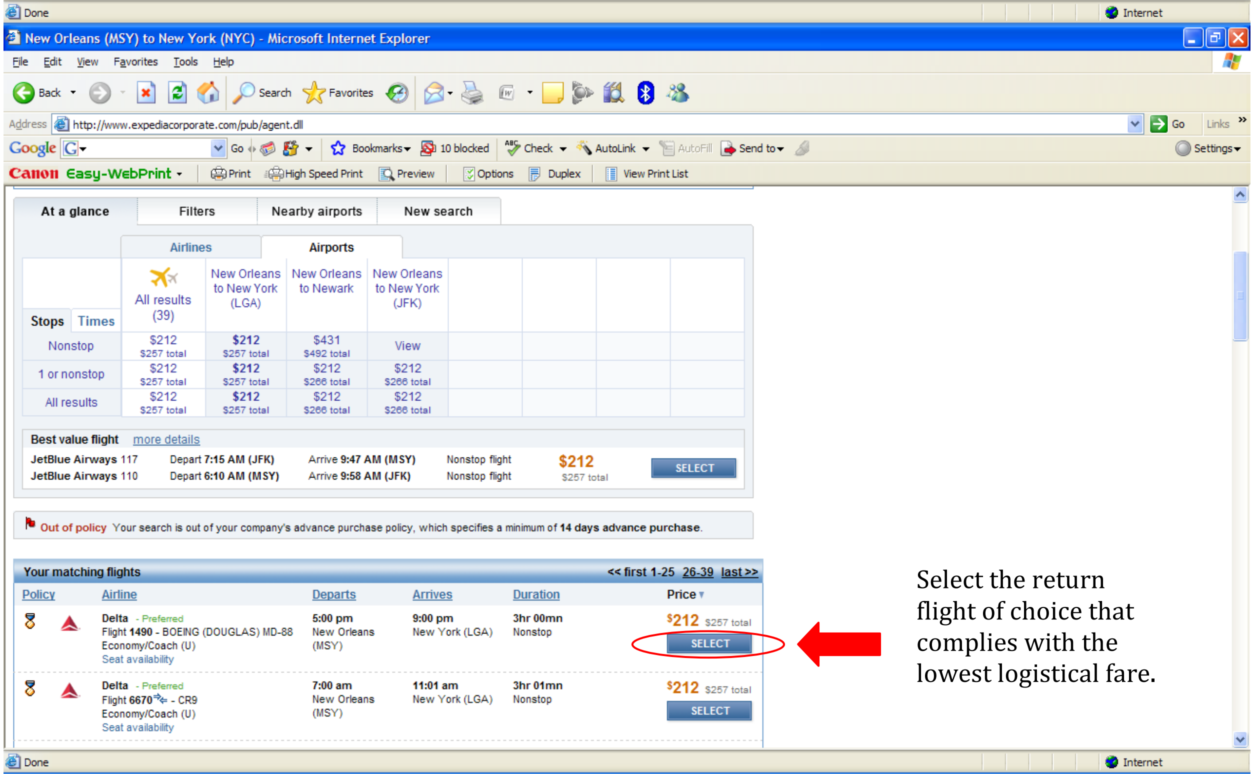
After selecting your flight specifications, click “Search for Flights”



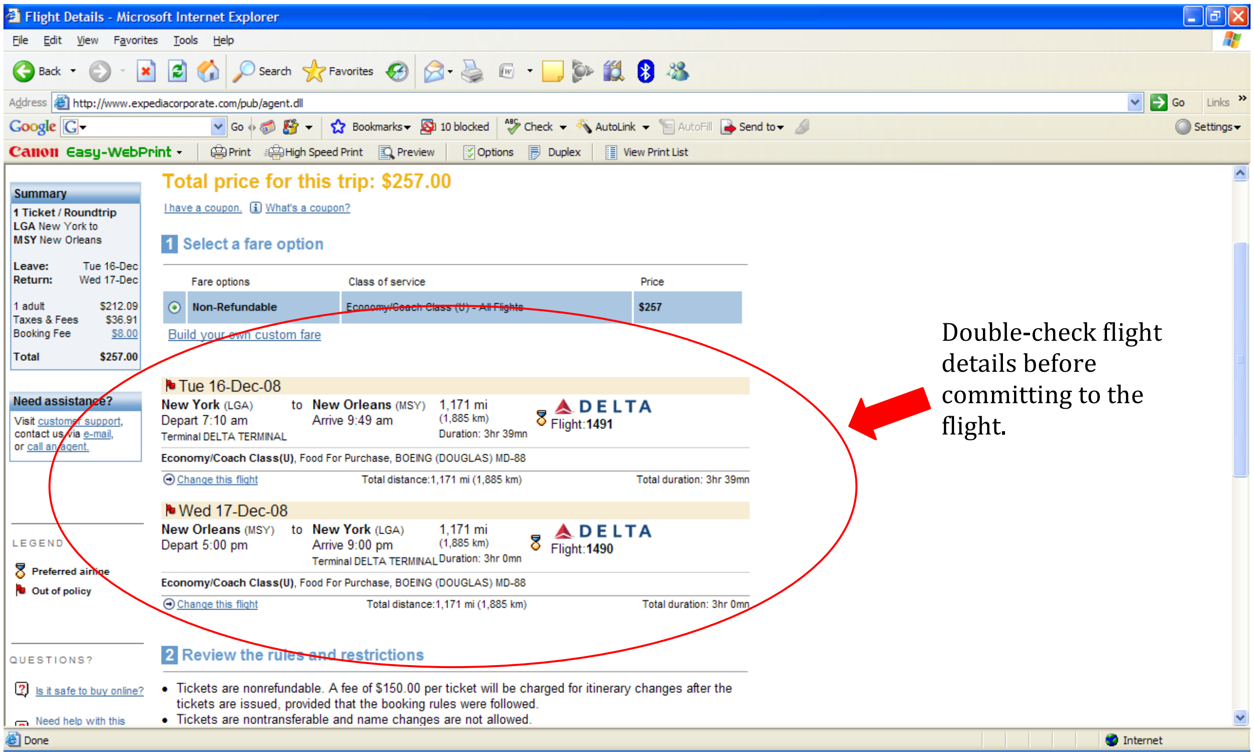
Click “Prices From” to display the most cost effective flights first.



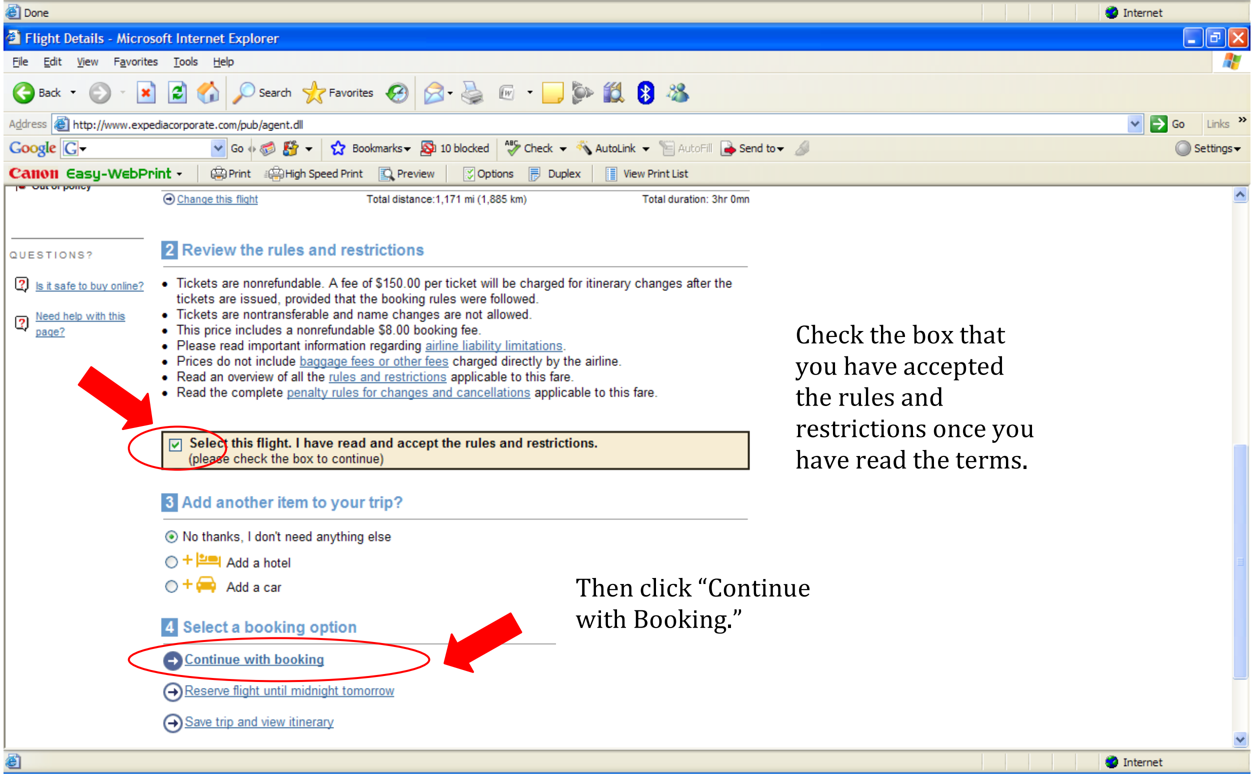
Select the flight of choice that complies with the lowest logistical fare.



Select the return flight of choice that complies with the lowest logistical fare.

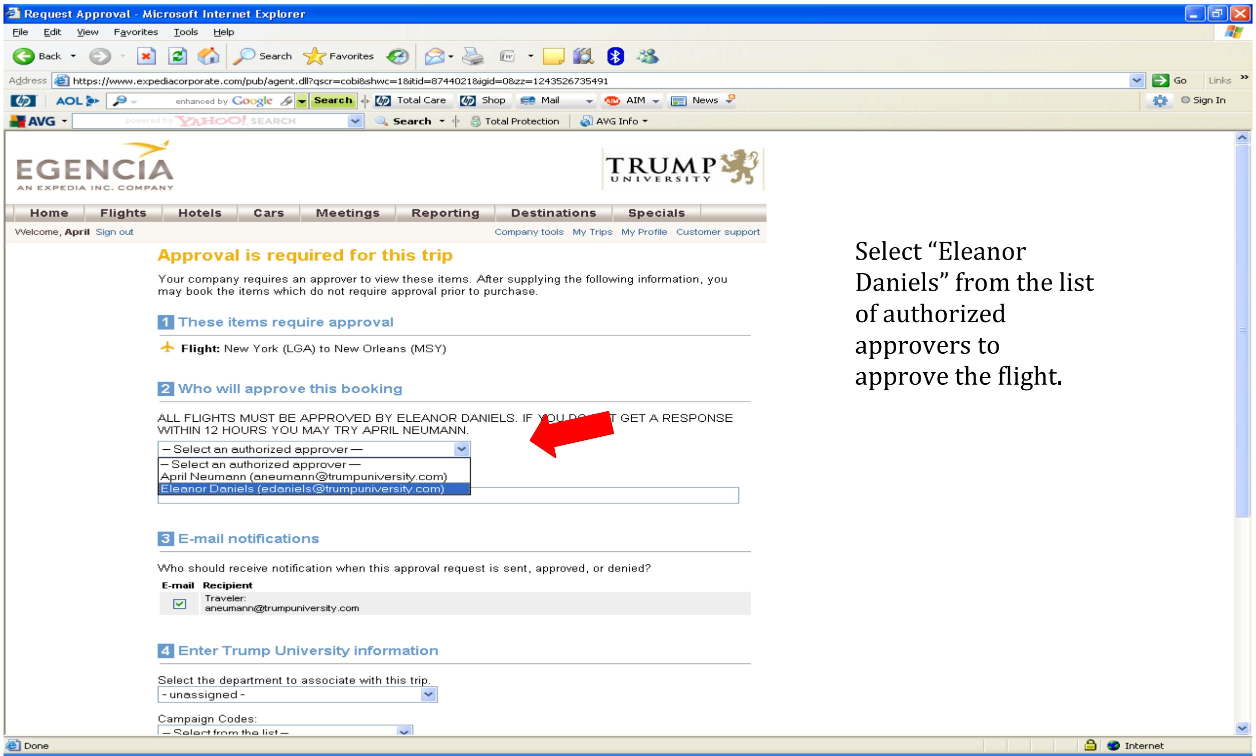


Double-check flight details before committing to the flight.

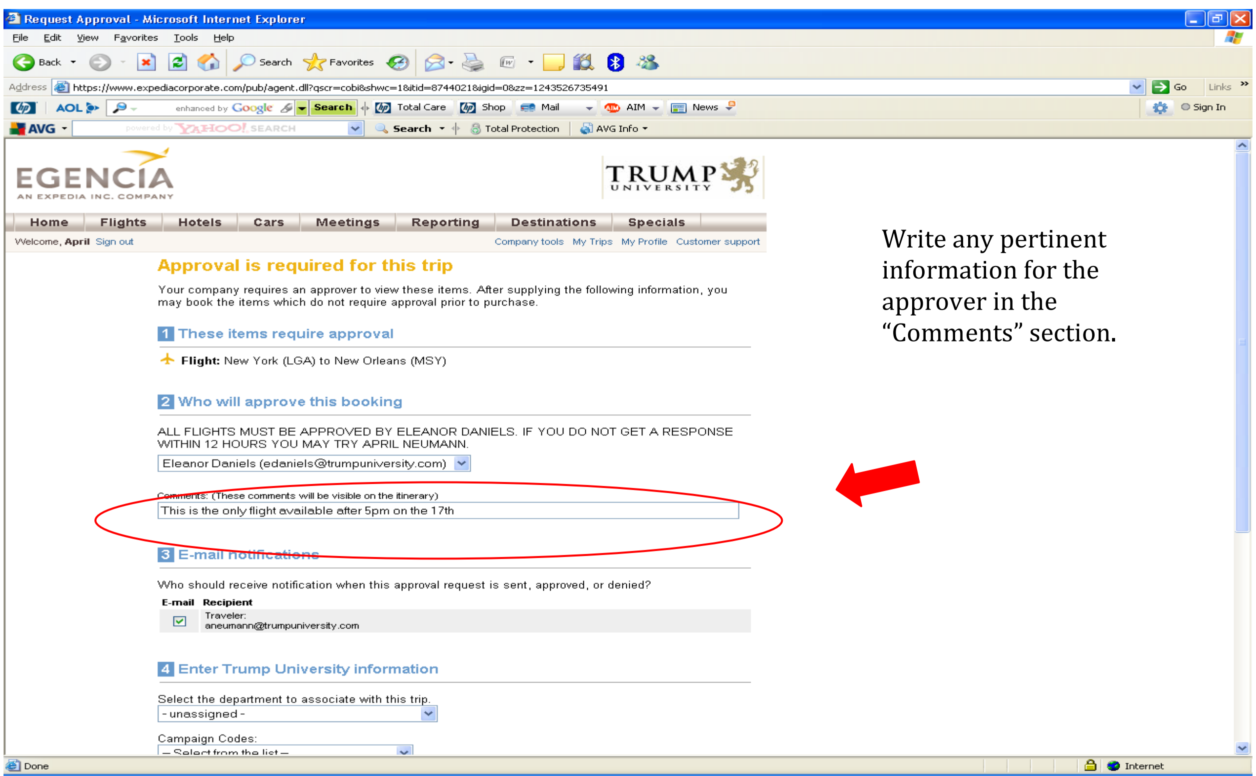


Check the box that you have accepted the rules and restrictions once you have read the terms.

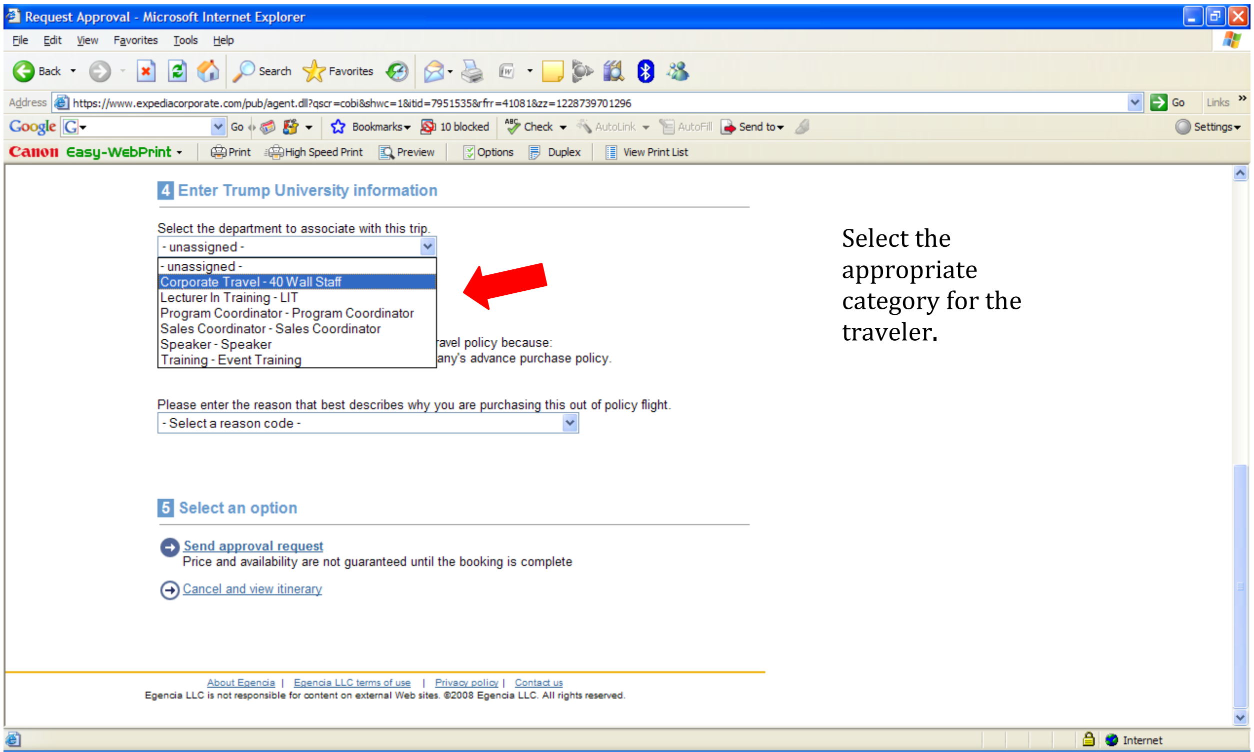
Then click "Continue with Booking."



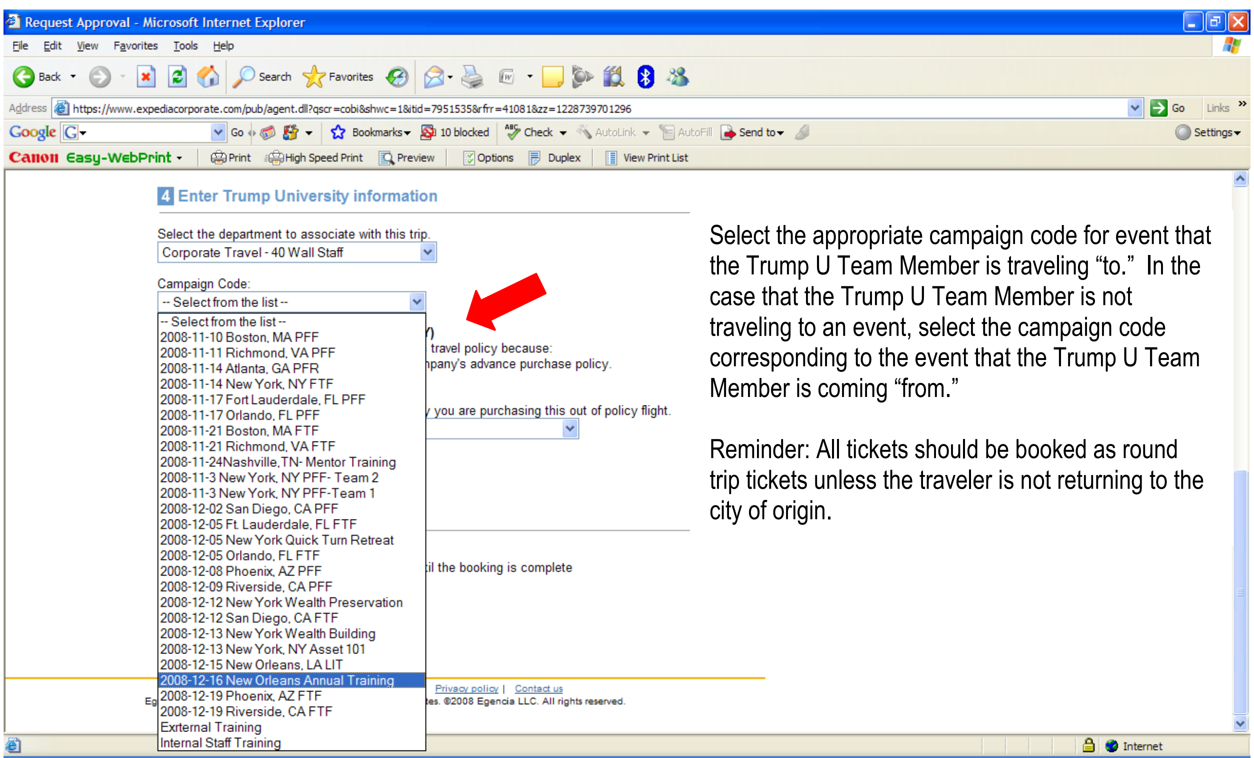
Select “Eleanor Daniels” from the list of authorized approvers to approve the flight.



Write any pertinent information for the approver in the “Comments” section.

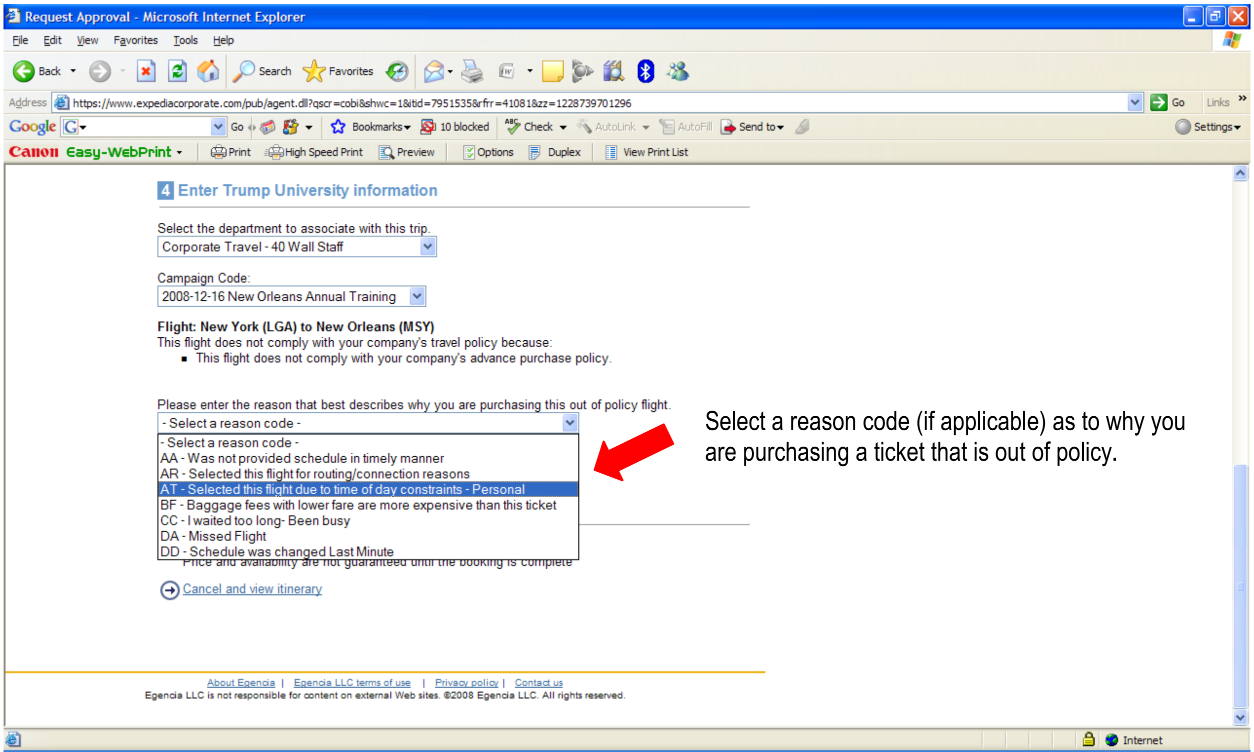


Select the appropriate category for the traveler.

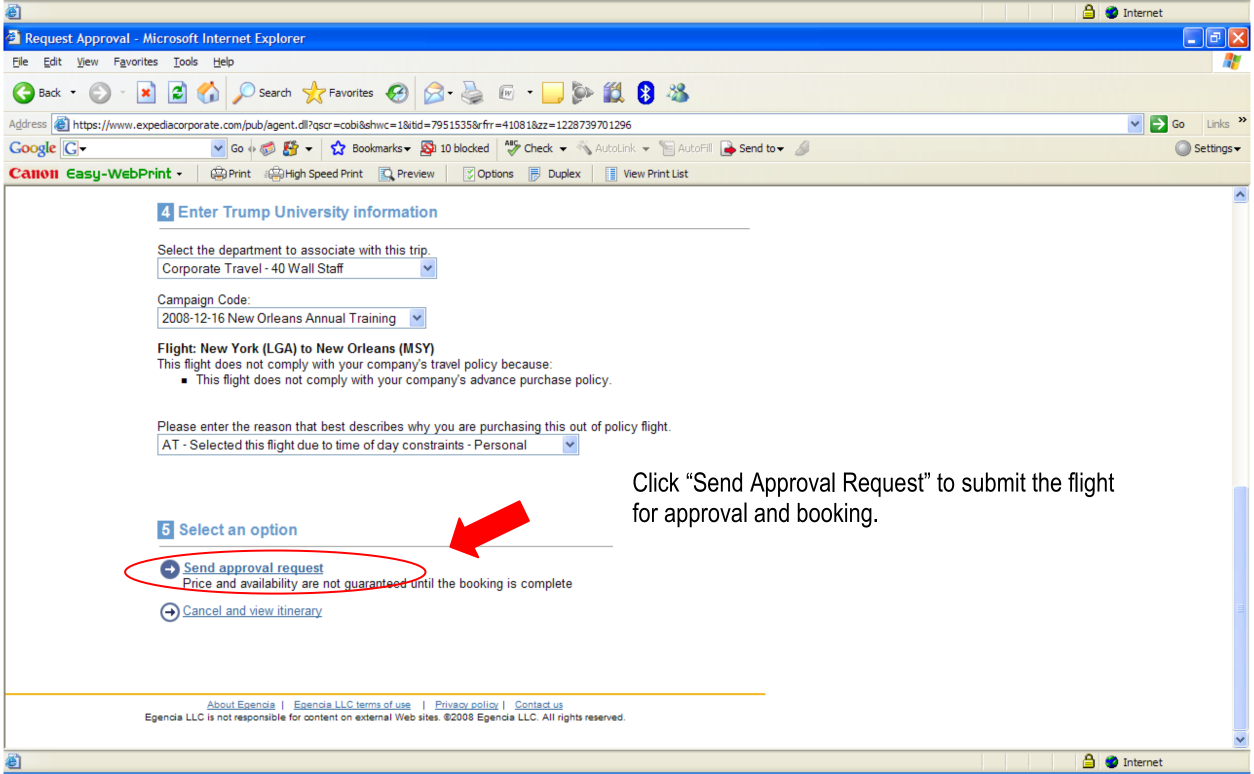


Select the appropriate campaign code for event that the Trump U Team Member is traveling "to." In the case that the Trump U Team Member is not traveling to an event, select the campaign code corresponding to the event that the Trump U Team Member is coming "from."

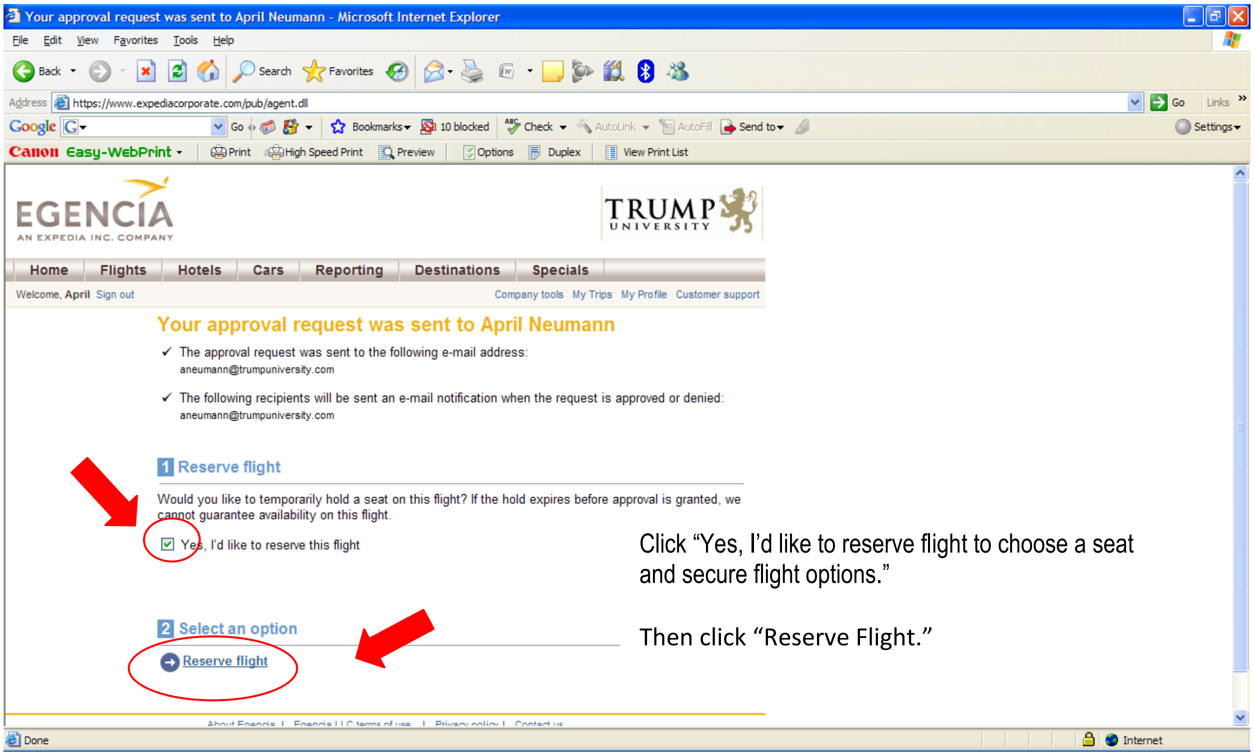
Reminder: All tickets should be booked as round trip tickets unless the traveler is not returning to the city of origin.



Select a reason code (if applicable) as to why you are purchasing a ticket that is out of policy.

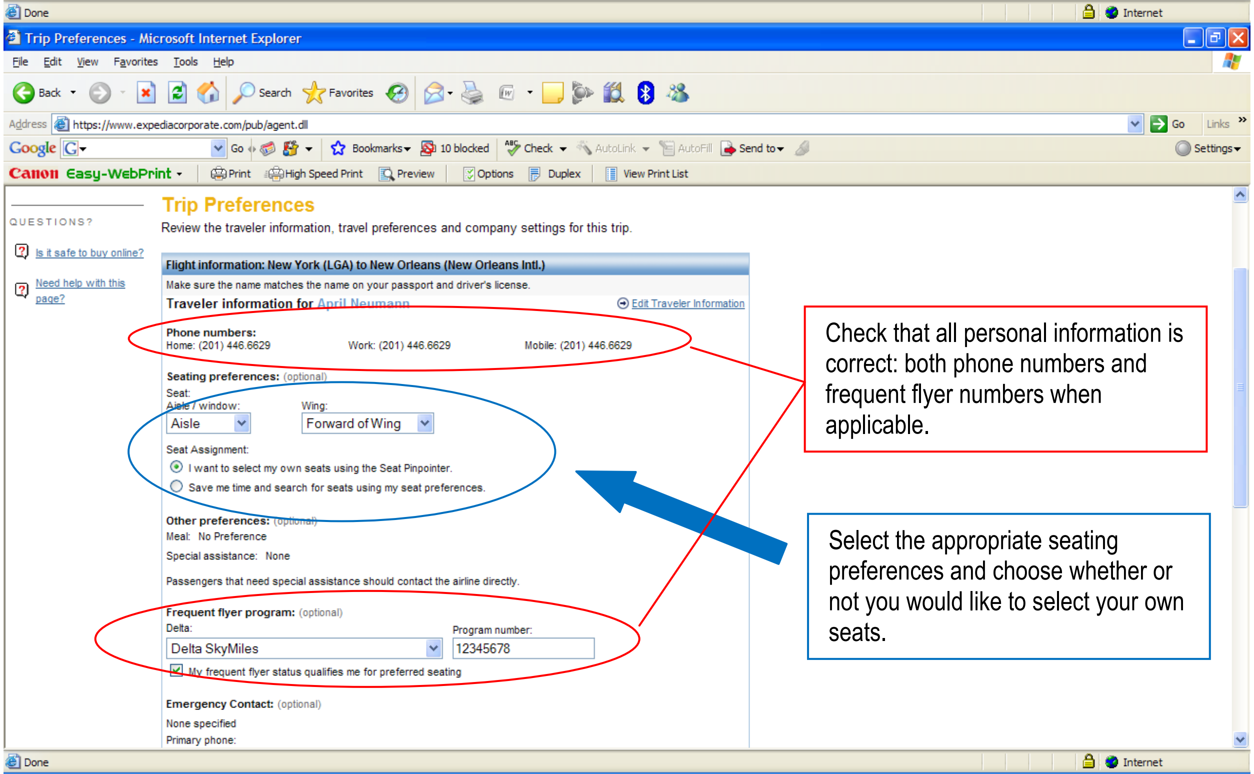


Click "Send Approval Request" to submit the flight for approval and booking.



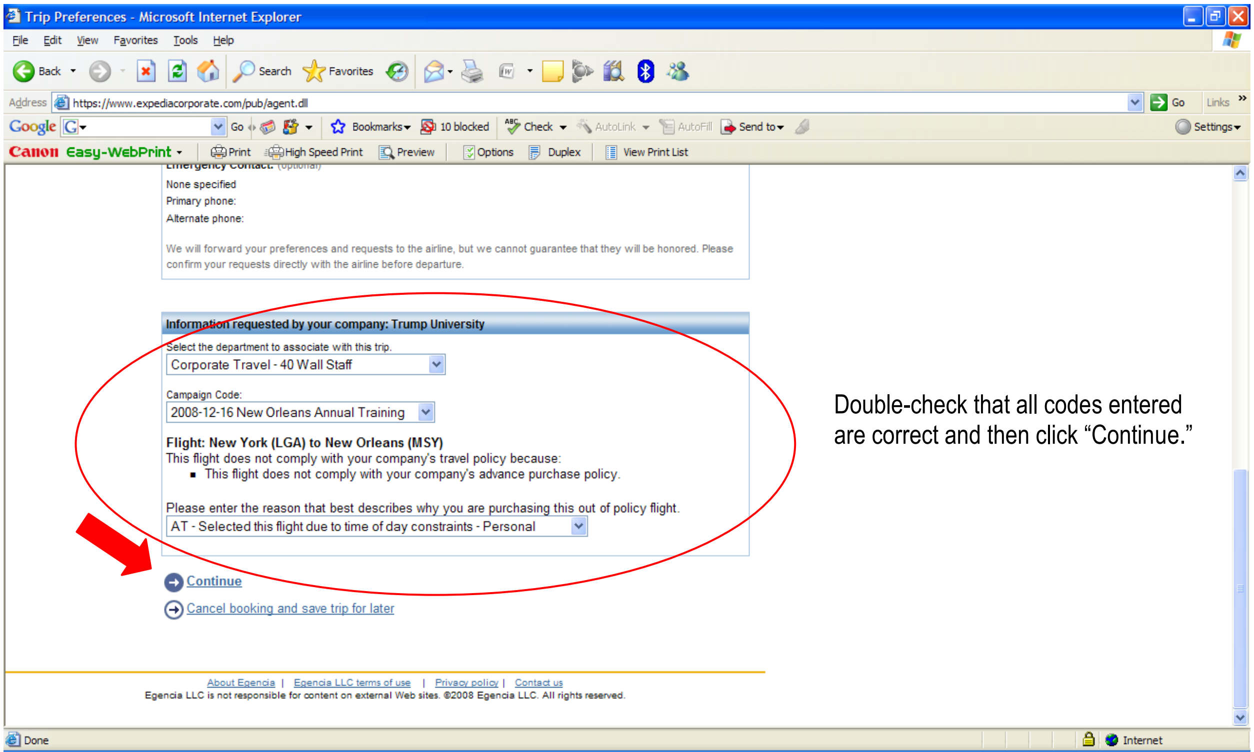
Click "Yes, I'd like to reserve flight to choose a seat and secure flight options."

Then click "Reserve Flight."

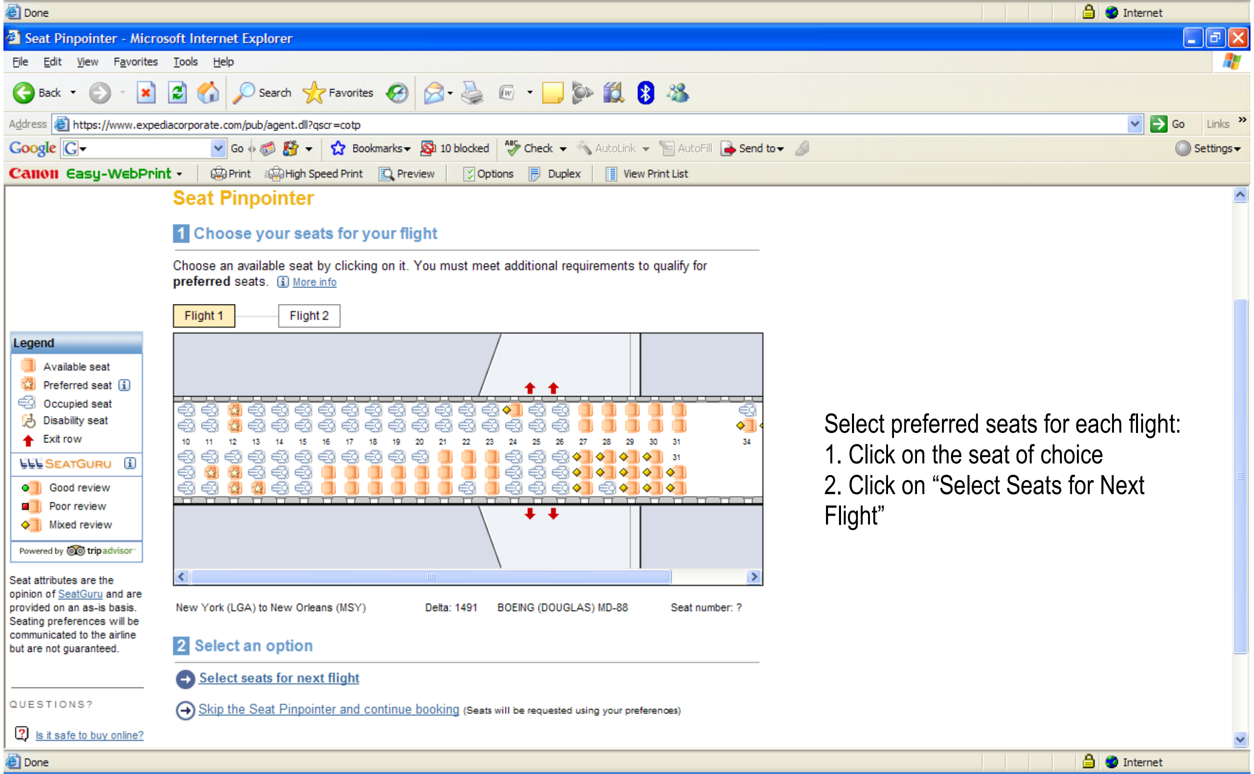


Check that all personal information is correct: both phone numbers and frequent flyer numbers when applicable.

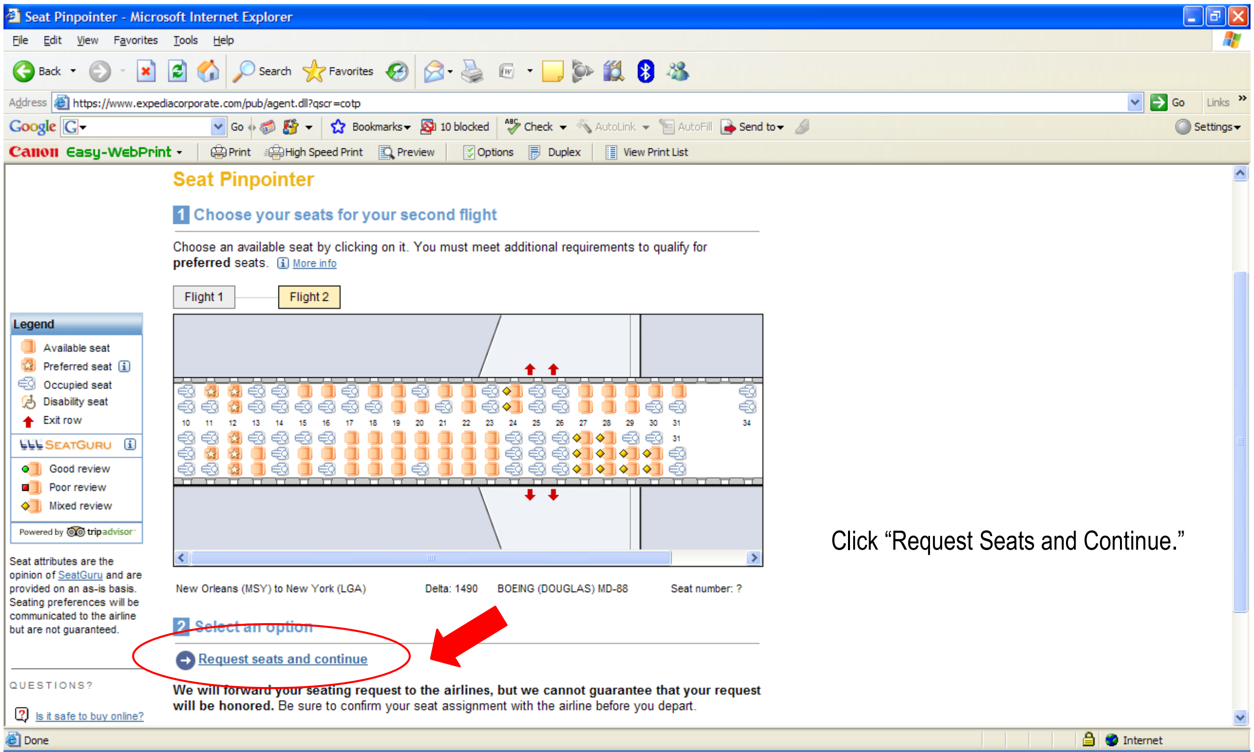
Select the appropriate seating preferences and choose whether or not you would like to select your own seats.



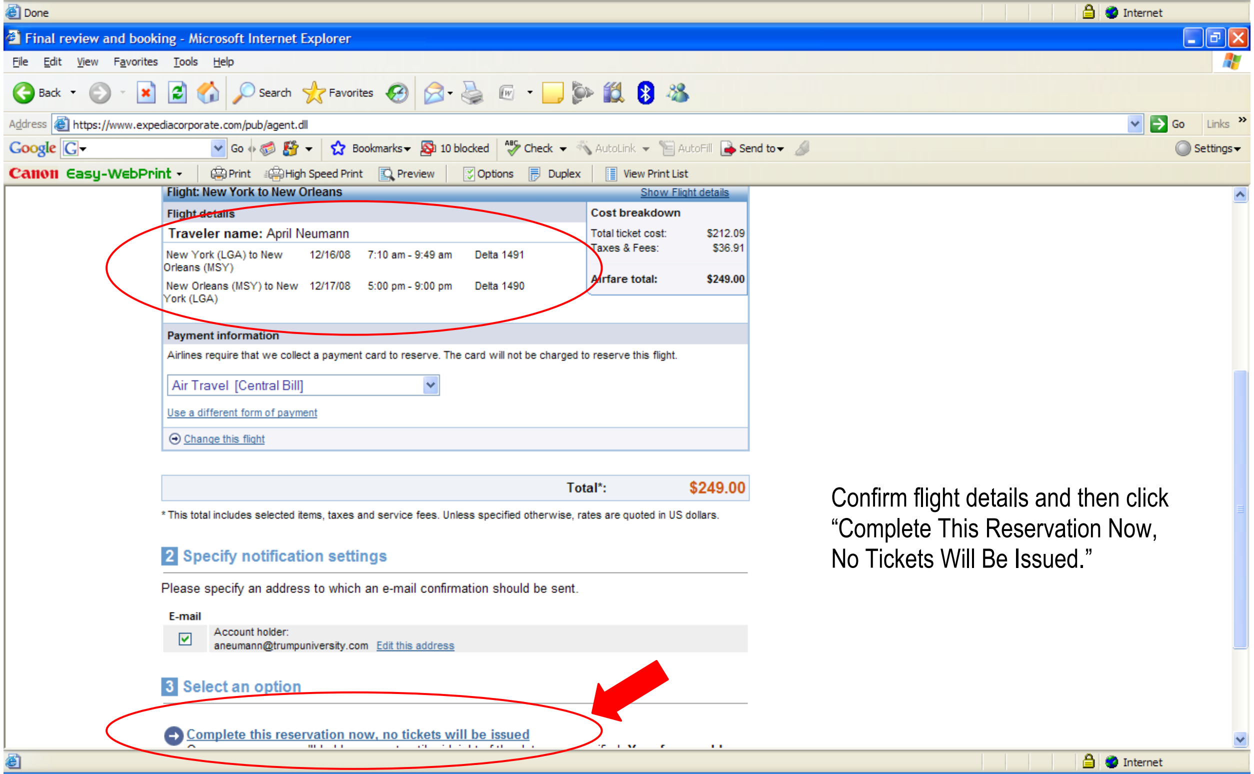
Double-check that all codes entered are correct and then click "Continue."



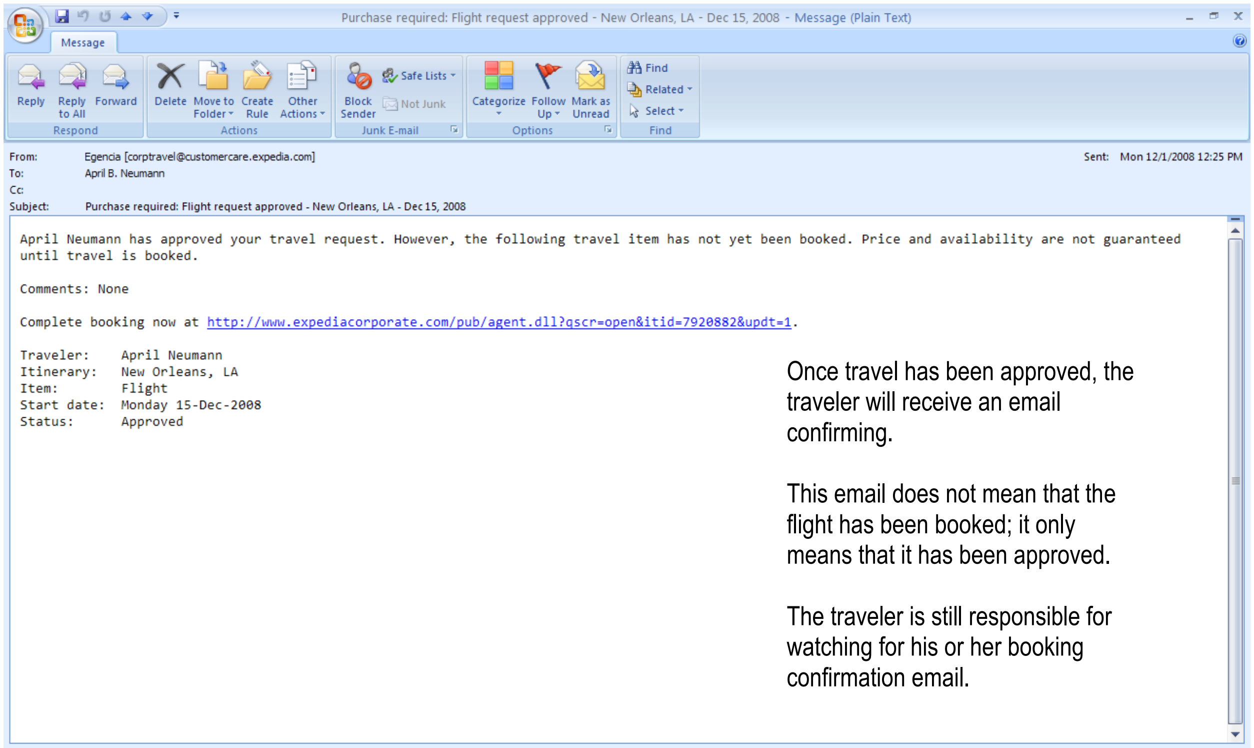
Select preferred seats for each flight:
1. Click on the seat of choice
2. Click on "Select Seats for Next Flight"



Click "Request Seats and Continue."



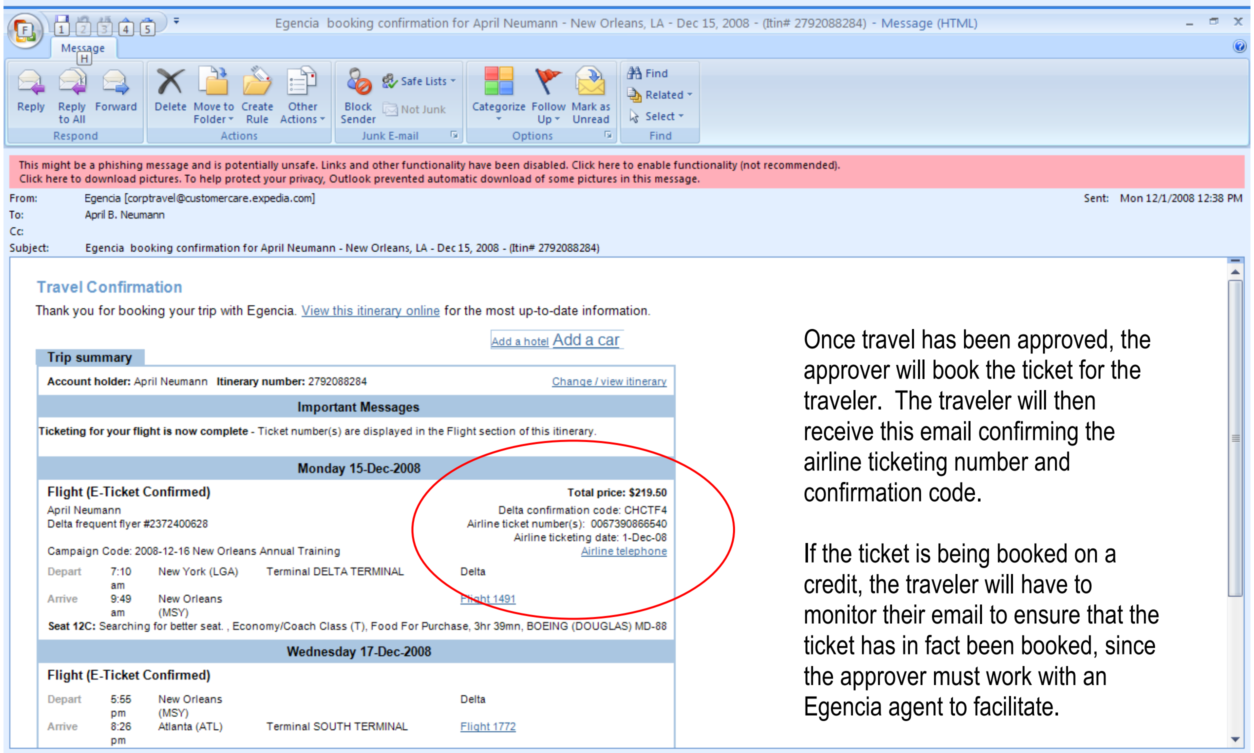
Confirm flight details and then click "Complete This Reservation Now, No Tickets Will Be Issued."



Once travel has been approved, the traveler will receive an email confirming.

This email does not mean that the flight has been booked; it only means that it has been approved.

The traveler is still responsible for watching for his or her booking confirmation email.



Once travel has been approved, the approver will book the ticket for the traveler. The traveler will then receive this email confirming the airline ticketing number and confirmation code.

If the ticket is being booked on a credit, the traveler will have to monitor their email to ensure that the ticket has in fact been booked, since the approver must work with an Egencia agent to facilitate.

TRUMP
UNIVERSITY

MANDATORY DESKTOP BACKGROUND

ALL TRUMP UNIVERSITY TEAM MEMBERS WILL BE REQUIRED TO HAVE THE BELOW IMAGE AS THEIR DESKTOP BACKGROUND AT ALL TRUMP UNIVERSITY EVENTS. PLEASE FOLLOW THE BELOW INSTRUCTIONS FOR SETTING THIS IMAGE AS YOUR DESKTOP BACKGROUND ON YOUR LAPTOP.

1. Double click the attachment in the email to open the image, and save the image to your computer so that you can reference and set as your desktop background as necessary.
2. Go into the start menu, in the lower left corner of your computer screen and click “My Computer.”
3. Locate the “Control Panel” button and double click.
4. Locate the “Display” icon and double click.
5. Click the “Desktop” tab.
6. Click “Browse” and locate the image that you just saved to your computer.
7. Double click the image so that it appears on the computer icon in the popup box.
8. Click “apply” and then click “ok.”

The above image will now be your desktop background.

TRUMP UNIVERSITY

POST DATED CHECKS POLICY

IN THE INSTANCE THAT A CHECK IS POST DATED, IT WILL BE CONSIDERED AS A PENDING SALE UNTIL THE DATE OF THE CHECK COMES TO FRUITION.

PROCEDURE FOR DOCUMENTING A POST DATED CHECK*

•A post dated check does not count towards the dollars/head collected, nor will it count as a sale or towards any conversion until the check is deposited.

•A check's date should never be more than ten days in advance of the date that it is collected.

•A post dated check is never accepted as a form of payment on a preview.

•Post dated checks will be entered into the Final Event Synopsis Worksheet on the "Pending Summary" tab. Indicate in the "notes" section that a post dated check has been collected and list the date that it will be available to be deposited on.

•All checks collected, must be entered into the dev. To enter a post dated check, select the check option as a form of payment. Enter all pertinent information, and then select the date from the calendar icon that corresponds with the date that is on the check. The check will not be counted as "cash collected" until the actual date that it is posted dated to.

•Team Members will not receive commission or bonuses off of a check received by a student, unless the check has cleared.

**In the case that any of the above policies are not followed, the team member responsible will be formally written up.*

RENTAL CAR POLICY

PROGRAM COORDINATORS ARE RESPONSIBLE FOR BOOKING A RENTAL CAR CAPABLE OF HOLDING TEAM MEMBERS AND ALL EQUIPMENT, MARKETING MATERIALS, AND LUGGAGE FOR EACH PREVIEW. IF IT IS MORE COST EFFECTIVE FOR THE TEAM TO UTILIZE A RENTAL CAR FOR A FULFILLMENT OR RETREAT, EVENT PLANNER (ELEANOR DANIELS), WILL AUTHORIZE THAT A RENTAL CAR BE BOOKED ON THE FULFILLMENT/RETREAT ITINERARY. IT IS THEN THE PROGRAM COORDINATOR'S RESPONSIBILITY TO MAKE THE RESERVATION, UNLESS THEY HAVE REQUESTED A RENTAL THROUGH THE LIVE EVENTS COORDINATOR (DENISE ONG).

MAKING THE RESERVATION

•Rental car reservations may be made with Avis either via phone (800.331.1551) or the Avis website (www.Avis.com).

•Program Coordinators must book the rental car no sooner than the day before the first day of the campaign, with a return no later than the day after the last day of the campaign.

•Program Coordinators are authorized to book the following vehicles for preview events, and are asked to make cost-effective choices:

- Full Sized SUV
- Mini Van

•In the case that a car is authorized for a fulfillment, and will only be utilized for airport pick-ups and drop-offs, the Program Coordinator is authorized to book the following vehicles dependent upon the number of people and amount of luggage that will be transported at any given time:

- Subcompact
- Compact
- Intermediate
- Standard SUV

•In the case that none of the above cars are available, the Program Coordinator is responsible for contacting the Live Events Coordinator (Denise Ong) to discuss options.

•If at any time a Program Coordinator books a specialty vehicle (Hummer, convertible, sports car etc.) without prior authorization from the Live Events Coordinator (Denise Ong), the Program Coordinator will be held responsible for the difference between the specialty rate and the rate of the car that should have been booked for that particular event.

•If at any time a second car is necessary, due to a facility not having either a full sized SUV or minivan available, the Program Coordinator must receive prior approval from the Live Events Coordinator (Denise Ong) for an additional team member to book a rental car.

•A Program Coordinator should NEVER give their GEB (Global Electronic Billing Number) to any other team member or anyone else at any point.

PICKING UP THE RENTAL CAR

•Trump U Team Members must have a valid Driver's License in order to pick up a rental car
•It is not necessary for Trump U Team Members to accept any of the insurance options offered at the Avis counter, as all Team Members are all covered under Trump University's corporate insurance policy.
•Trump U Team Members are now permitted to select the prepaid gas option with Avis and bill prepaid gas to Trump University. Any Trump U Team Member picking up a rental car, is responsible for confirming that the prepaid option has indeed been posted to the account.
• In the case that a Team Member does NOT select the prepaid gas option, and returns the rental car with less than a full tank of gas, the charges will be deducted from the responsible Team Member's next expense check.
•In the case that a Team Member does NOT choose the prepaid option, the Team Member may expense gas by submitting a gas receipt along with their expense report for that particular event.
•Trump U Team Members are not permitted to rent a GPS unit, since all PCs have been outfitted with their own personal GPS. In the case that a GPS unit is not working properly, the Program Coordinator is responsible for contacting the Live Events Coordinator (Denise Ong).

RENTAL CARS AT EVENTS

•As a reminder, as per the Program Coordinator Tipping Policy, Program Coordinators are required to reference the Spec Sheet sent by the Event Planner (Eleanor Daniels) to see what parking arrangements have been setup for the team vehicle. (For example: complimentary self park, etc.)
•Trump U Team Members may utilize the Avis EZPass that comes with some of the Avis vehicles for tolls to be billed directly to Trump University. TU will pay the administrative fee involved. Program Coordinators are responsible for double checking that the administrative fee is only billed for the days that the Avis EZPass is physically utilized.

RETURNING THE RENTAL CAR

•In the case that a Trump U Team Member does not choose the prepaid gas option and returns the car without a full tank of gas, the charges will be deducted from the Team Member's next expense check.
•All Team Members are responsible for obtaining either an electronic or paper receipt in order to review charges and be sure that the charges posted are correct. If they are not correct, the Team Member is responsible for working out the incorrect charges with Avis. Trump U Team Members will be held personally responsible for any additional days that the car is rented for outside of the day before and day after the event, in addition to gas other than the prepaid option.

EXTENUATING CIRCUMSTANCES

•In the case that there are any extenuating circumstances relevant to any of the above, they must be immediately communicated to the Live Events Coordinator (Denise Ong).

TRUMP UNIVERSITY

TRUMP INSTITUTE STUDENT POLICY

THE FOLLOWING ALLOWANCE IS GRANTED FOR STUDENTS THAT HAVE PREVIOUSLY ATTENDED A TRUMP INSTITUTE TRAINING AND ARE INTERESTED IN ATTENDING TRUMP UNIVERSITY'S PROFIT FROM REAL ESTATE WORKSHOP.

Trump Institute students attending preview events who have previously attended a Trump Institute training may attend Trump University's Profit From Real Estate training for the price of $747.50 (50% off), if accompanied by either a receipt from TI or a TI enrollment form*.

** A copy of this documentation must accompany the TU enrollment form in order for the sale to count towards the conversion percentage.*

*** Under no circumstances should this allowance ever be communicated from the stage or built into a presentation.*

TRUMP
UNIVERSITY

TRUMP UNIVERSITY RULES OF ENGAGEMENT

TO ALL EMPLOYEES, MENTORS, COACHES, SPEAKERS AND CONTRACTORS HAVING CONTACT WITH TRUMP UNIVERSITY CUSTOMERS (ATTENDEES AND BUYERS):
You are expected to act in a professional, courteous manner and avoid even the implication of impropriety.
You are ambassadors of the Trump University brand and are thus:

- Prohibited from using illegal drugs at any time
- Prohibited from buying alcohol for students/clients at any time
- Prohibited from fraternizing with other employees
- Prohibited from fraternizing with clients

Proper dress attire is required.
You are only authorized to offer courses, products and services as are set forth by Trump University and you may not offer any other programs or investments to students under any circumstance.
Pricing is established by Trump University and you may not change or modify pricing without prior approval.
TU presentations must be approved in advance and you may not change or modify presentation/slides without prior approval.
You are specifically prohibited from speaking with any journalist, reporter, author, blogger, newspaper, or media outlet with regards to Trump University, Trump Organization or Mr. Trump.
Client/customer information is confidential and proprietary and you are specifically prohibited from compiling customer lists or data for any purpose.
Trump University makes no earning claims. Accordingly, you are prohibited from directly or indirectly advising any client/customer of any likelihood of success.
Product/service offerings must be accurately presented.
You many not share a personal story or testimonial unless and until appropriate documentation in support has been provided to TU and the story/testimonial has been approved in advance.
You may not directly or indirectly imply that you have purchased and/or used TU products/services unless that statement is true.
You may not directly or indirectly imply that TU or Mr. Trump endorses any third-party offer, investment opportunity, etc.
You are urged to use your common sense and business judgment to determine whether the purchase of TU products and/or services is appropriate for the particular customer.

Violation of these policies may result, depending on the circumstance and in TU's discretion, in a fine, suspension, probation or termination.

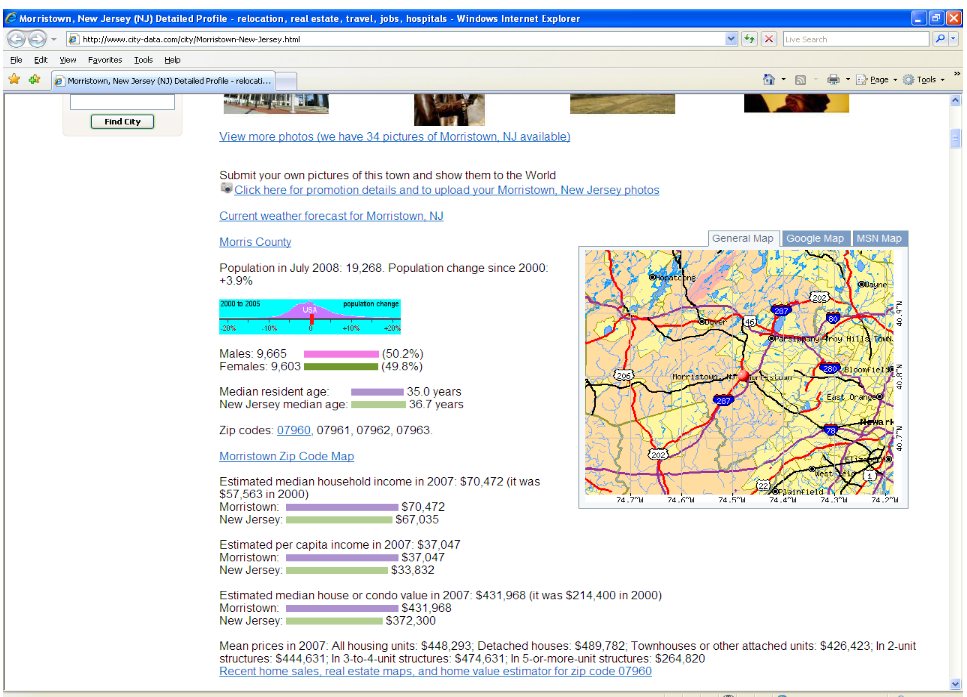
TRUMP UNIVERSITY

EVENT BOOKING SOP

THE STANDARD OPERATING PROCEDURE FOR SOURCING, CONTRACTING, AND PLANNING TRUMP UNIVERSITY SEMINARS, FULFILLMENTS, WORKSHOPS, AND RETREATS.

A. Market Analysis

1. Review past region/market history and analysis from Dev to ensure which cities to revisit or not to revisit (Salma Jalil, Event Planning Manager (EPM)).
    a. See Sample Attachment 1
2. Check competitors schedule to ensure no scheduling conflicts (Salma Jalil, EPM).
    a. www.richdadeducation.com
    b. www.robertalleninstitute.com
3. Capture each cities AHI (average household income) and population (Salma Jalil, EPM).
    a. www.citydata.com



4. Create ideal layout for perspective region /market based on above (Salma Jalil, EPM).

B. Hotel Sourcing

1. Based on history and meeting space requirements– source hotel/venues (Diana Early, Event Planner).
2. Once meeting space is placed on hold, send out layout of spread with a Google map link to Operations/Marketing Team, including AHI information and area population (Diana Early, Event Planner).
3. Once layout is approved, contact hotels and inform them that EPM will reach out to them directly to contract meeting space (Diana Early, Event Planner).
4. Provide EPM with hotel contact information sheet that includes hotel/venue address, negotiated meeting space and room rental (Diana Early, Event Planner).

C. Contracting

1. Send contracting email to hotel/venue securing meeting space and confirming general meeting details (Salma Jalil, EPM).
2. Request meeting space contract / addendum and venue credit card authorization from within 48 hour timeframe (Salma Jalil, EPM).
3. Once all documents are in hand, obtain authorization signature (Steven Matejek, Controller).

D. Enter Event into Database for Population on Trump University Website

1. Enter all event information into database for population on Trump University website (Salma Jalil, EPM).
2. Request approval from Michael Sexton, President to push live (Salma Jalil, EPM).
3. Michael Sexton reviews and pushes event live on website (Michael Sexton, President).
4. Event is reviewed for accuracy once live (Salma Jalil, EPM).

E. Event Details

1. Introduction email sent from EPM to Eleanor Daniels, Event Planner, informing venue / hotel that she will be the contact moving forward providing all event logistics and details
2. EP emails venue / hotel contact with meeting specifications, event estimate, any applicable hotel award points, and request for sleeping rooms (if applicable)
3. Banquet Event Orders (BEO), meeting room diagrams, and any other relevant documentation of venue / hotel collected and confirmed by EP prior to event date
4. Itineraries created for each campaign, includes team contact information, event locations, sleeping room reservations, travel flight information, ground transportation options, and Workshop location with assigned speaker. This is sent out via email from EP each Wednesday prior to a Preview event(s) week. Also sent via "You Send It" are the campaign Direct Mail and Print Ads.
    a. See Sample Attachment – Preview Itinerary
5. Itineraries created for each campaign, includes team contact information, event locations, sleeping room reservations, travel flight information, and ground transportation options. This is sent out via email from EP each Monday prior to a Workshop or Retreat event(s).
    a. See Sample Attachment – Workshop Itinerary

6. Event Specifications created from event details and confirmed with hotel contact sent to Program Coordinator (PC) by EP on Friday prior to the Previews and Wednesday prior to the Workshop and or Retreats
   a. See Sample Attachment – Preview Event Specifications
   b. See Sample Attachment – Workshop/Retreat Event Specifications

F. Marketing

1. Once campaign locations have been confirmed, exact locations and event times are sent from Events (Salma Jalil, EPM) to Marketing (Josef Katz, VP of Marketing).
2. All direct mail and print ads are reviewed for location and date accuracy (Salma Jalil, EPM).

G. Reconciliation

1. All event bills sent directly to Accounting, (Marcia Betances, Accounts Payable) for proper distribution.
2. Credit Card bills reviewed (Denise Ong, Live Events Coordinator (LEC)), ensuring back up signed by PC matches total charged on credit card.
3. All Direct Bill reviewed (Denise Ong, LEC), ensuring back up signed by PC matches total charged on bill.
4. Direct Bill then given to (Salma Jalil, EPM) for review
5. Direct Bill and credit card bills then passed off to April Neumann, Director of Operations (DO), for final review and sign off.

Sample Attachment: Preview Itinerary - (See example below)

PREI - Preview – Chicago, IL
September 27 - 30, 2009

Event Code: SEM_PFF-20090927B
Expected Attendee with Guests: 300
Sales Goals

- First Goal 1 – Over 35 sales
- Second Goal – Over 45sales

Event Staffing:

	Name	Phone Number	e-mail address
Speaker	John Jamieson	586.615.3510	jdjamo@comcast.net
Program Coordinator	Page Sadlier	978.996.6397	psadlier@trumpuniversity.com
Sales Coordinator	Noah Harris	239.247.1907	noahmharris@yahoo.com
Sales Coordinator	Damian Pell	305.323.8932	closefast@hotmail.com

Event Locations
Chicago Marriott Oak Brook
1401 West 22nd Street — Sunday, Sep 27, 2009 — 2:00 PM
Oak Brook, IL 60523

630-573-8555

Renaissance Schaumburg Hotel & Convention Center 1551 N. Thoreau Drive Schaumburg, IL 60173 847-303-4100	Monday, Sep 28, 2009	◯ ◯	1:00 PM 7:00 PM
Hilton Oak Lawn Hotel 9333 South Cicero Avenue Oak Lawn, IL 60453 708-229-8850	Tuesday, Sep 29, 2009	◯ ◯	1:00 PM 7:00 PM
Renaissance Schaumburg Hotel & Convention Center 1551 N. Thoreau Drive Schaumburg, IL 60173 847-303-4100	Wednesday, Sep 30, 2009	◯ ◯	1:00 PM 7:00 PM

Sleeping Accommodation
Chicago Marriott Oak Brook
1401 West 22nd Street
Oak Brook, IL 60523
630-573-8555

Check In: Sunday, September 27 (UNLESS OTHERWISE STATED)
Check Out: Wednesday, September 30

	Sleeping Room Reservations Number
John Jamieson	81661557
Page Sadlier	81331803
Noah Harris	81331978
Damian Pell	81332168

Renaissance Schaumburg Hotel & Convention Center
1551 N. Thoreau Drive
Schaumburg, IL 60173
847-303-4100

Check In: Wednesday, September 30
Check Out: Thursday, October 1

	Sleeping Room Reservations Number
John Jamieson	90468602
Page Sadlier	90468776
Noah Harris	90468932
Damian Pell	90469142

Flights

	Arrivals	Departures
John Jamieson	***PENDING***	Thurs, Oct 1 - 6:50 am
Page Sadlier	Sun, Sept, 27 – 7:45 AM	Thurs, Oct 1 – 9:49 AM
Noah Harris	Sun, Sept, 27 – 9:50 AM	Thurs, Oct 1 – 8:00 AM
Damian Pell	Sun, Sept, 27 – 10:36 AM	Thurs, Oct 1 – 7:00 AM

Ground Transportation Options
Page - Please pick up the rental car at the Car Rental desk within ORD and make your way to the Chicago Marriott Oak Brook. Please facilitate your team members as much as possible with their ground transportation needs to and from ORD.

	Arrival Prices	Arrival Notes	Departure Prices	Departure Notes
GO Airport Shuttle	$26	Please arrange your pick up 24 hours in advance of arrival by going on line at www.goairportshuttle.com.	$27	Please arrange your pick up 24 hours in advance of departure by going on line at www.goairportshuttle.com.
Taxi	$27	This is the typical **minimum** charge - Please share taxi rides if possible	$65	This is the typical **minimum** charge - Please share taxi rides if possible

*****Please choose the most cost effective and appropriate method of transportation from the grid above. Your expense report will be cross checked with these options as a point of reference. *****

Chicago, IL - Workshop Information (October 9-11, 2009)

Oak Brook Hills Marriott Resort
3500 Midwest Road

Oak Brook, IL 60523
630-850-5555

Distances from PREI-Orientation events

	Mileage and Travel Time
Chicago Marriott Oak Brook	2.5 miles – 6 minutes
Renaissance Schaumburg Hotel & Convention Center	21.9 miles – 33 minutes
Hilton Oak Lawn Hotel	20.2 miles – 29 minutes
Renaissance Schaumburg Hotel & Convention Center	21.9 miles – 33 minutes

Sample Attachment: Workshop Itinerary - (See example below)
PREI – Workshop – Chicago, IL
October 9-11, 2009

Event Code: RTRFTF-20091009B
Expected Attendee with Guests: 34
Minimum Sales Goal: $85,000 ($2500 per head: 75% cash collected)
Event Staffing:

	Name	Phone Number	e-mail address
Speaker	Gerald Martin	407.302.8692	gmartin8@cfl.rr.com
Program Coordinator	Christy Duckett	407-748-5181	christy@ctminvestmentgroup.com
Sales Coordinator	Damian Pell	305.323.8932	closefast@hotmail.com
Sales Coordinator	Scott Leitzell	678.365.1473	sleitzell@gmail.com

Event Location and Sleeping Accommodation
Oakbrook Marriott
3500 Midwest Road
Oakbrook, IL 60523
630-850-5555

Check In: Thursday, October 8(UNLESS OTHERWISE STATED)
Check Out: Monday, October 12 (UNLESS OTHERWISE STATED)

	Sleeping Room Reservations Number
Gerald Martin	89750925
Christy Duckett	89751525 (CHECK OUT SUN – LATE C/O)
Damian Pell	89751841
Scott Leitzell	89752106

Flights

	Arrivals	Departures
Gerald Martin	Thurs, Oct 8 – 2:35 PM	Mon, Oct 12 – 7:00 AMM
Christy Duckett	Thurs, Oct 8 – 10:20 AM (MDW)	**Sun, Oct 11 – 7:25 PM (MDW)**
Damian Pell	Thurs, Oct 8 – 8:30 PM	Mon, Oct 12 – 7:00 AM
Scott Leitzell	Thurs, Oct 8 – 7:58 PM	Mon, Oct 12 – 6:55 AM

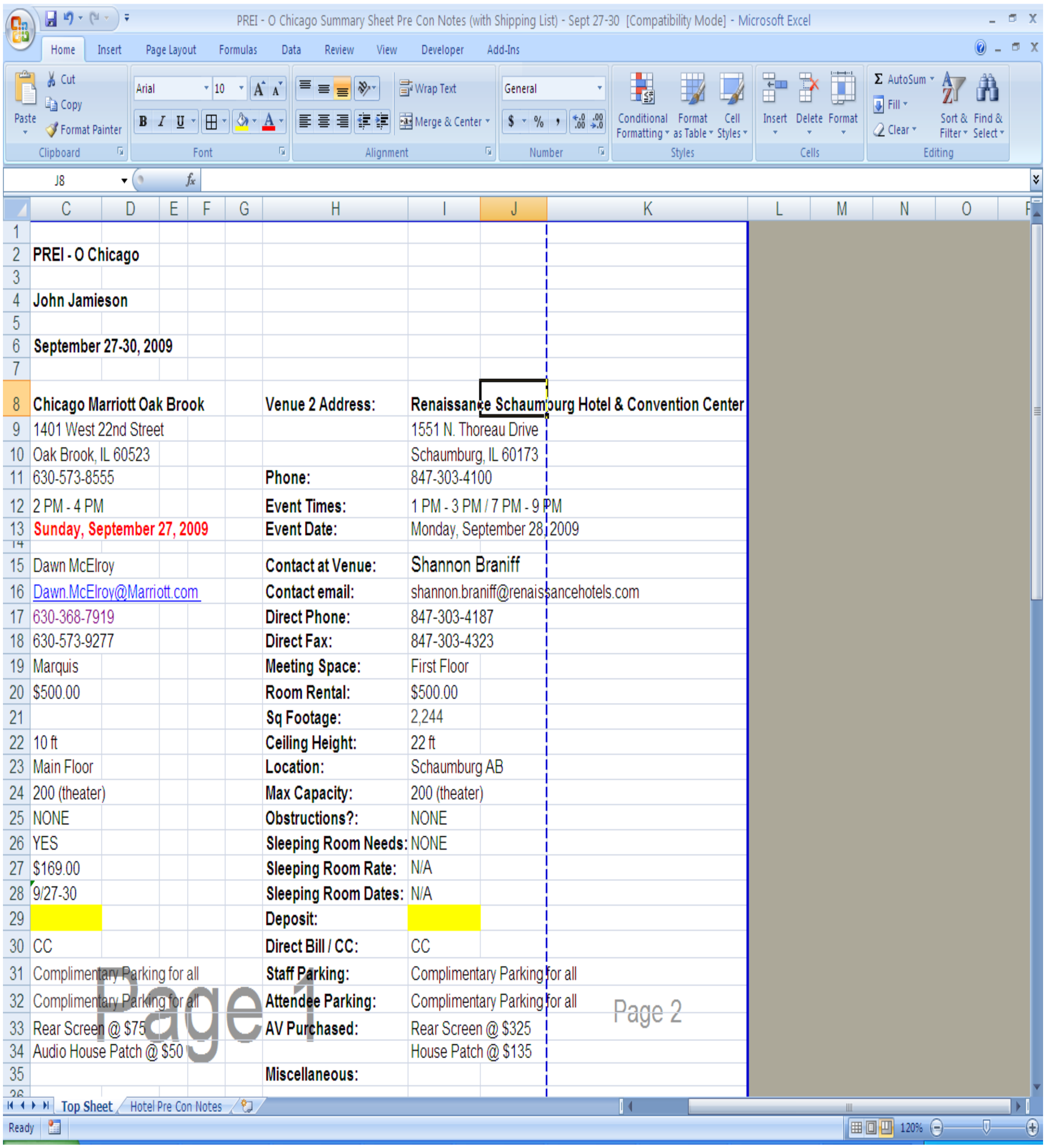
Ground Transportation Options
Arrivals and Departures – Transportation to and from Chicago O'Hare International Airport (ORD):

	Arrival / Departure Prices	Arrival / Departure Notes
Taxi	$27	This is the typical **minimum** charge - Please share taxi rides if

		possible
Hotel Shuttle	N/A	-

***Please choose the most cost effective and appropriate method of transportation from the grid above. Your expense report will be cross checked with these options as a point of reference. ***

Sample Attachment: Preview Event Specifications (page 1) - (See example below)


PREI - O Chicago Summary Sheet Pre Con Notes (with Shipping List) - Sept 27-30 [Compatibility Mode] - Microsoft Excel

	C	H	I
1			
2	PREI - O Chicago		
3			
4	John Jamieson		
5			
6	September 27-30, 2009		
7			
8	Chicago Marriott Oak Brook	Venue 2 Address:	Renaissance Schaumburg Hotel & Convention Center
9	1401 West 22nd Street		1551 N. Thoreau Drive
10	Oak Brook, IL 60523		Schaumburg, IL 60173
11	630-573-8555	Phone:	847-303-4100
12	2 PM - 4 PM	Event Times:	1 PM - 3 PM / 7 PM - 9 PM
13	Sunday, September 27, 2009	Event Date:	Monday, September 28, 2009
15	Dawn McElroy	Contact at Venue:	Shannon Braniff
16	Dawn.McElroy@Marriott.com	Contact email:	shannon.braniff@renaissancehotels.com
17	630-368-7919	Direct Phone:	847-303-4187
18	630-573-9277	Direct Fax:	847-303-4323
19	Marquis	Meeting Space:	First Floor
20	$500.00	Room Rental:	$500.00
21		Sq Footage:	2,244
22	10 ft	Ceiling Height:	22 ft
23	Main Floor	Location:	Schaumburg AB
24	200 (theater)	Max Capacity:	200 (theater)
25	NONE	Obstructions?:	NONE
26	YES	Sleeping Room Needs:	NONE
27	$169.00	Sleeping Room Rate:	N/A
28	9/27-30	Sleeping Room Dates:	N/A
29		Deposit:	
30	CC	Direct Bill / CC:	CC
31	Complimentary Parking for all	Staff Parking:	Complimentary Parking for all
32	Complimentary Parking for all	Attendee Parking:	Complimentary Parking for all
33	Rear Screen @ $75	AV Purchased:	Rear Screen @ $325
34	Audio House Patch @ $50		House Patch @ $135
35		Miscellaneous:	

Page 1 Page 2

Top Sheet | Hotel Pre Con Notes

Venue	Omni Corpus Christi	Holiday Inn Sun Spree Resort
Event Date	Monday, December 7	Tuesday, December 8
Event Time(s)	1 PM - 3 PM / 7 PM - 9 PM	1 PM - 3 PM / 7 PM - 9 PM
Meeting Room Name	Riviera 1 and 2	Marlin Ballroom
Square Footage of Meeting Room	2400 sq ft	2100 sq ft
Ceiling Height	12 ft	16 ft
Obstructions (Pillars, etc.)	NONE	1 Pillar in the center
Onsite Banquet Captain for Event Day? (NAME)	Sylvia Maynard	Shelley Mitchell
Audio Visual Onsite for Event Day (NAME)	RJ Long	Roger
Received Diagram (YES/NO)	YES	YES
Parking Fee	$7 daily for event attendees	Complimentary parking for event attendees
Parking Fee Waived for Staff	1 Complimentary Parking pass for TU onsite	Complimentary parking for event attendees
In Coming Boxes	Boxes will be sent to hotel: ATT Guest/Susan Morrison/Trump University	Boxes will be sent to hotel: ATT Guest/Susan Morrison/Trump University
Who to be Notified of Boxes To Ship Out? (NAME)	Steve Piele	Shelley Mitchell
Projection Type (FRONT OR REAR)	FRONT	The projector is attached to wall for front projection as shown to you on diagram sent via email.
State Flag, US Flag & Plants Available (YES/NO)	YES (FLAGS - PLANTS IF AVAILABLE)	YES (US FLAGSONLY)
Pens & Pads In Room Confirmed	YES	YES
Water Station Set Outside Confirmed	YES	YES
Fire Drills or extenuating circumstances scheduled on event date?	NONE	NONE
Meeting Room To Be Completely Set By	10:00 AM	10:00 AM
Who should we talk to for Zero Out Balance (NAME)	Steve Piele	12/07/09 BY 5PM
Please indicate how our final bill will be paid - CC or Direct Bill	CC - Bay Front Tower - $ 107.00	CC
Sleeping Rooms Confirmed (room and tax to master)	$0.00	N/A
Final Number/ Room To Be Set For - Guarantee	50	40
Booking Contact	Steve Piele	Shelly Mitchell
CSM Email	spiele@omnihotels.com	beachhotelsnorthpadre@yahoo.com

TRUMP
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MEDIA GUIDELINES

IN THE CASE THAT YOU ARE APPROACHED BY A REPORTER, THE MEDIA GUIDELINES BELOW MUST BE FOLLOWED. UNDER NO CIRCUMSTANCES SHOULD A TRUMP UNIVERSITY TEAM MEMBER EVER SPEAK TO THE MEDIA OTHER THAN TO INFORM THEM OF THE APPROPRIATE CONTACT AT THE CORPORATE OFFICE.

1. Politely inform the reporter that you are not an authorized media spokesperson. Ask for the reporter's name, media organization, phone number and deadline.
    a. Pull their registration card and write "Media Contact" on the top.
    b. <u>Immediately</u> email Josef Katz media information including name, media affiliation and phone number, and cc April Neumann and Michael Sexton.
2. If they persist, say "I'm sorry all of your questions can be addressed by our authorized spokesperson."
3. Send the reporter's registration card to the office with their business card stapled to it, if possible.

Remember:

- A Trump University Associate or TU Independent Contractor is not at liberty to answer any questions from a reporter. The reporter should be referred to the proper media spokesperson.
- No matter how much confidence you have in Trump University, you should not say anything.
- Remember, professionalism and courtesy gets you a long way.
- Never assume the conversation is off the record.
- Reporters are rarely on your side and they are not sympathetic.
- Once reporters are present it no longer matters why they are there.
- Expect to be scrutinized.
- You can only control what you are capable of controlling.
- Use property rights as leverage: Trump University leases a portion of the hotel's private property; therefore, Trump University controls that space:
    - Trump University reserves the right to disallow video or audio recording during any event.
- A Trump University Associate or Independent Contractor does not have the right to take or hold a reporter's private property.

If a problem arises, immediately contact April Neumann.

TIPS:

- You don't have to deliver what the reporter wants.
- Once reporters are present it no longer matters why they are there.
- Expect to be scrutinized.
- Reporters are rarely on your side and they are not sympathetic.
- Never assume the conversation is off the record.
- A Trump University Associate or TU Independent Contractor is not at liberty to answer any questions from a reporter. The reporter should be referred to the proper media spokesperson.
- No matter how much confidence you have in Trump University, you should not say anything.
- Reporters use hidden cameras, placing them at odd angles in order to show a candid response, and the interviewee appears nervous and / or caught off guard.
- You can only control what you are capable of controlling.
- Remember, courtesy gets you a long way.

PROPERTY RIGHTS:

- Use property rights as leverage.
- Trump University leases a portion of the hotel's private property; therefore, Trump University controls that space.
- Trump University reserves the right to disallow video or audio recording during any event. It is Trump University's policy.
- A Trump University Associate or Independent Contractor does not have the right to take or hold a reporter's private property.
- If a problem arises, immediately contact the appropriate media spokesperson and / or Michael Sexton.
- Notify the hotel manager if the reporter insists on entering the facility.
- The hotel has the right to ask a reporter to leave the premises.
- Hotel staff should escort reporters to the exit, not a Trump University Associate or Independent Contractor.

ATTORNEY GENERAL:

- If an attorney general arrives on the scene, contact April Neumann immediately.
- By law, you do not have to show them any personal information unless they present a warrant; however, you are expected to be courteous.

SOLICITOR GUIDELINES

WHEN A SOLICITOR ATTENDS AN EVENT (USUALLY MARKED BY A FAIRLY LARGE STACK OF BRIGHTLY COLORED FLYERS) THE FOLLOWING PROTOCOL SHOULD BE FOLLOWED:

1. If the solicitor is actively handing out flyers, have one of the Sales Coordinator's walk up to the solicitor and verbalize that we have paid for the space obtained and that that soliciting is not allowed.

2. Notify the front desk, front desk manager, and security that there are solicitors on property. Give them a description of the solicitor.

3. Scan or fax the solicitor's card to corporate so that the issue may be handled further.

4. Check the ladies and gentleman's restrooms for flyers.

5. Check the parking lot for flyers.

6. Keep an eye on the hallway around sales time to diffuse any groups that may congregate for other purposes than discussing Trump University products.

TRUMP UNIVERSITY

DISRUPTIVE STUDENT PROCEDURE

IN THE CASE THAT A STUDENT GETS OUT OF HAND DURING CLASS TIME, A TRUMP U TEAM MEMBER SHOULD IMMEDIATELY CALL APRIL NEUMANN: 646.367.3802/917.692.8312 AND PRESENT THE PROBLEM. UPON THE RESULT OF THE CONVERSATION, THE TEAM MAY BE INSTRUCTED TO FOLLOW THE STEPS BELOW:

1. Quietly ask the student to speak with him/her outside the meeting room, taking care to keep tones friendly as to not disrupt the remainder of the class.

1. Explain the issue to the student outside of the meeting room and evaluate whether or not the student is able to sit through the rest of the class (willingly) without disrupting the other students.

2. In the case that the student is not fit to return to class, the team member will take the course of action that he/she was instructed to take in speaking with April Neumann.

4. The staff member that dealt with the disruptive student must email a detailed report of the occurrence to aneumann@trumpuniversity.com as soon as possible.

3 DAY TRAINING PHOTO PROCEDURE

STUDENT PHOTOS WILL BE TAKEN AT ALL TRUMP UNIVERSITY 3-DAY FULFILLMENTS, TO BE USED FOR ONE-ON-ONE AND COMPLIANCE PURPOSES. ALL PHOTOS WILL BE SENT TO THE OFFICE VIA YOUSENDIT.COM WITHIN 48 HOURS OF THE CULMINATION OF THE FULFILLMENT EVENT.

Note: If at any time a student refuses to have their picture taken, the Program Coordinator will utilize a picture of the Trump Logo and write the student's name on the photo.

PHOTOS SHOULD BE TAKEN IN THE FOLLOWING MANNER:

•Students attending three day trainings will have their photo taken at registration by the designated staff photographer. Students must wear their name tags in their photos so that the student's name is clearly posted in the picture.

PHOTOS SHOULD BE UTILIZED IN THE FOLLOWING MANNER:

•Each student's photo will be printed in a 4x6 size and used on photo boards that are utilized to display the various Success Teams at an event. The photos are then taken down, and attached to each attendee's Student Profile Sheet at the end of Day 1 when they are handing in to the team.

PHOTOS WILL BE FILED IN THE FOLLOWING MANNER:

•All student photos from each event will be compressed into a "Student Photo" file, and uploaded via YouSendIt.Com and sent to dong@trumpuniversity.com and aneumann@trumpuniversity.com, so that they can be downloaded onto the shared server.

•Upon receipt, the photo file will be labeled appropriately and placed in the folder marked "Student Photos." Denise will create a folder labeled with the event code within the "Student Photos" folder so that it may be easily referenced by Brad or Lilly in the instance of a chargeback.

*Program Coordinators are responsible for labeling any photos of students whose name badge cannot be clearly read, before compressing and sending to the office.

TRUMP
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SURVEY POLICY & PROCEDURE

AS STATED IN THE FINAL EVENT PAPERWORK PROCEDURE, ALL SURVEYS MUST BE RECEIVED BY CORPORATE ON THE SECOND BUSINESS DAY FOLLOWING AN EVENT. ALL SURVEYS ARE TO BE SENT: ATTN: LILIANA HERNANDEZ, 40 WALL STREET 32ND FLOOR, NEW YORK, NY 10005. THE FOLLOWING PROCEDURE WILL TAKE PLACE ONCE THE SURVEYS ARE RECEIVED.

PLEASE NOTE: SURVEY ANALYSES ARE NOT TO BE COMPLETED BY THE PROGRAM COORDINATOR. PROGRAM COORDINATORS MAY ATTACH A POST-IT NOTE TO MAKE REFERENCE TO SPECIFIC COMMENTS OR TO COMMUNICATE THAT SOMETHING SPECIFIC NEEDS TO BE FOLLOWED UP ON, BEFORE GROUPING SURVEYS TOGETHER AND MAILING OFF TO LILY.

SURVEY PROCEDURE

Please note: If at any point one of the below individuals is out of the office, the surveys will skip to the next hand-off point.

1. Liliana Hernandez (Accounting) will pass all surveys onto Denise Ong (Live Events Coordinator) for survey analysis. Denise will compile the survey analysis, using the Master Survey Analysis as a template, which is inclusive of the top sheet of the Final Event Synopsis.

2. Denise will email the completed survey analysis to the Event Report Distribution List and the team reviewed on the surveys.

3. Denise will pass all surveys onto Brad Schneider (Customer Service) with the survey analysis stapled and clipped at the top of the pile. Brad will review and address any pertinent issues with the Customer Support Team and Client Advisors.

4. Brad Schneider will pass surveys onto April Neumann (Director of Operations). April will review and address any pertinent issues with the Program Coordinator, Sales Coordinators, and Speakers. Any scores of less than 90% will be deemed below standards and addressed through a mandated post-conference call with the team to review compliance and event expectations.

5. April Neumann will return surveys to Denise Ong to be filed accordingly.

TRUMP UNIVERSITY

RECORDING PROCEDURE

ALL TRUMP UNIVERSITY SEMINARS, FULFILLMENTS, WORKSHOPS, RETREATS AND OTHER EVENTS WILL BE RECORDED FOR COMPLIANCE AND TRAINING PURPOSES. ALL SESSIONS WILL BE RECORDED DIRECTLY THROUGH THE MIXER TO ENSURE THE HIGHEST FEASIBLE SOUND QUALITY FOR TRANSCRIPTION AND AUDIBILITY PURPOSES. ALL TRUMP UNIVERSITY EVENTS SHALL BE RECORDED IN THE FOLLOWING MANNER:

90-MINUTE PREVIEW: PROFIT FROM REAL ESTATE: FREE ORIENTATION

- ALL preview sessions are to be recorded separately and labeled appropriately. Rename recordings utilizing the standard preview recording format: "EVENT CODE-CITY-LAST NAME OF SPEAKER"

  E.g. Change from "WS116623.WMA" to "SEMPFF20090909A-NEW YORK-GOFF"
- Orientation sessions given at the culmination of preview events must be recorded with its corresponding preview session for compliance purposes. Orientation speakers must use the microphone, regardless of the number of students at orientation. Rename recordings utilizing the standard preview recording format: "EVENT CODE_CITY-LAST NAME OF SPEAKER."

  E.g. "WS116623.WMA" to "SEMPFF20090909A-NEW YORK-GOFF- ORIENTATION.WMA"
  In the instance that someone other than the speaker presents the orientation portion, please label appropriately using the standard preview recording format and adding the last name of the orientation speaker: "EVENT CODE_CITY-LAST NAME OF SPEAKER+LAST NAME OF ORIENTATION SPEAKER-ORIENTATION."
  E.g. "WS116623.WMA" to "SEMPFF20090909A-NEW YORK-GOFF+BRINKMAN-ORIENTATION."
- Any 90-minute preview that is being presented by a new LIT (Lecturer in Training) is to be immediately emailed to aneumann@trumpuniversity.com and dong@trumpuniversity.com via "Yousendit.com" and labeled appropriately (see above for standard preview recording format) with the conversion for that session on the subject line.

  E.g. Subject: "SEMPFF20090909A-NEW YORK-LIT-7%."

- All preview and orientation sessions are to be sent to dong@trumpuniversity.com for posting on the shared server within 12 hours of the culmination of the preview session.

- Program Coordinators are responsible for immediately emailing any sessions containing questionable material with an explanation to aneumann@trumpuniversity.com and dong@trumpuniversity.com. This refers to any material that encompasses, but is not necessarily limited to the below:

  - Testimonials that are associated with any other courses or programs
    Example: *A speaker uses a testimonial of a student that was theirs before they worked for Trump University, and implies that it is a TU student that has gone through the Fast Track to Foreclosure training.*

  - Guarantees implying success will be claimed
    Example: *"If you attend this training, you will be able to make $10k within the next 60 days."*

  - Price drops that are reflected incorrectly
    Example: *"After you walk out that door today, the price on this program is going to jump from $1495 to $1995. This is an event price only."*

  - Shortage closes
    Example: *"The first four of you to sign up will get this as an extra bonus" or "We only have five spots left today for this training."*

3 DAY TRAININGS: FULFILLMENTS, WORKSHOPS, RETREATS AND OTHER EVENTS TO INCLUDE PROFIT FROM REAL ESTATE WORKSHOPS, ALL ADVANCED TRAINING RETREATS AND OTHER EVENTS

- ALL three-day trainings are to be recorded in their entirety. Trainings will be recorded in two or more sections per day and labeled appropriately. Rename recordings utilizing the standard three-day training recording format: EVENT CODE-CITY-LAST NAME OF SPEAKER-DAY #- PART #.

  E.g. Change from "WS116676.WMA" to "RTRFTF20090909A-NEW YORK-HARRIS-DAY 1-PART 1"

- ALL staff lecturers shall be recorded separately and sessions labeled appropriately. For example, change from "WS116678.WMA" to "RTRFTF20090909A-NEW YORK-BRINKMAN-DAY 3- PART 2.WMA" (Labeled "Part 2" because James spoke for the first portion of the day, and Tiffany spoke next. Please number parts so that all recordings are in order of the actual daily line-up.) ***Note:*** *This is inclusive of any time Program*

Coordinators speak. Anything that is spoken from the front of the room must be recorded.

- Under no circumstances should live phone calls with sellers be recorded. It is illegal to record the other party without their consent.
- ALL closes- whether they be a soft close or a hard close- shall be recorded separately and labeled as follows: EVENT CODE-CITY-LAST NAME OF SPEAKER-DAY #- CLOSE.

  E.g. Change from "WS116679.WMA" to "RTRFTF20090909A-NEW YORK-HARRIS-DAY 2-CLOSE"
- All closes are to be labeled appropriately and emailed to aneumann@trumpuniversity.com and dong@trumpuniversity.com, at the culmination of that particular day. In the case that there are two closes (for example, on day 2 the speaker does a soft close right after lunch, and a hard close at the end of the day) send both recordings and label appropriately: *E.g.* For the 1st/Soft Close: RTRFTF20090909A-NEW YORK-HARRIS-DAY 2- CLOSE 1

  For the 2nd/Hard Close: RTRFTF20090909A-NEW YORK-HARRIS-DAY 2-CLOSE 2

  All preview and orientation sessions are to be sent to dong@trumpuniversity.com for posting on the shared server within 24 hours of the last day of the event.

- Program Coordinators are responsible for immediately emailing any sessions containing questionable material with notes to aneumann@trumpuniversity.com and dong@trumpuniversity.com. This refers to any material that encompasses, but is not necessarily limited to the below:

  - Testimonials that are associated with any other courses or programs
    Example: *A speaker uses a testimonial of a student that was theirs before they were with Trump University, and implies that it is a TU student that has gone through the Trump Elite Gold Package.*

  - Guarantees implying success will be claimed
    Example: *"If you enroll in the three day mentoring package, you will be able to make $40k on your first deal."*

  - Price drops that are reflected incorrectly
    Example: *"After you walk out that door today, the price on this program is going to jump from $34,995 to $48,490. This is an event price only."*

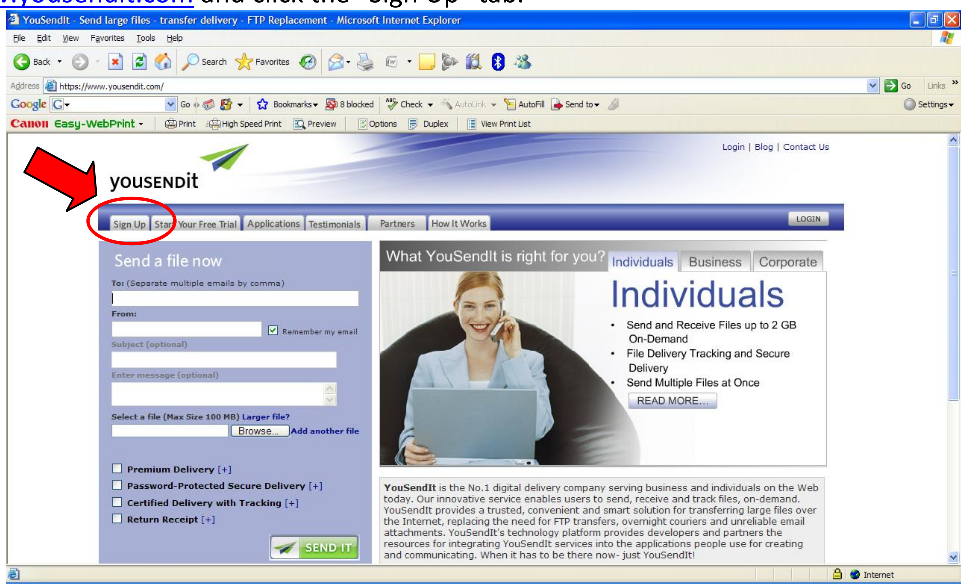
  - Shortage closes
    Example: *"The first four of you to sign up will get this as an extra bonus" or "We only have five spots left today for this training."*

YOU SEND IT

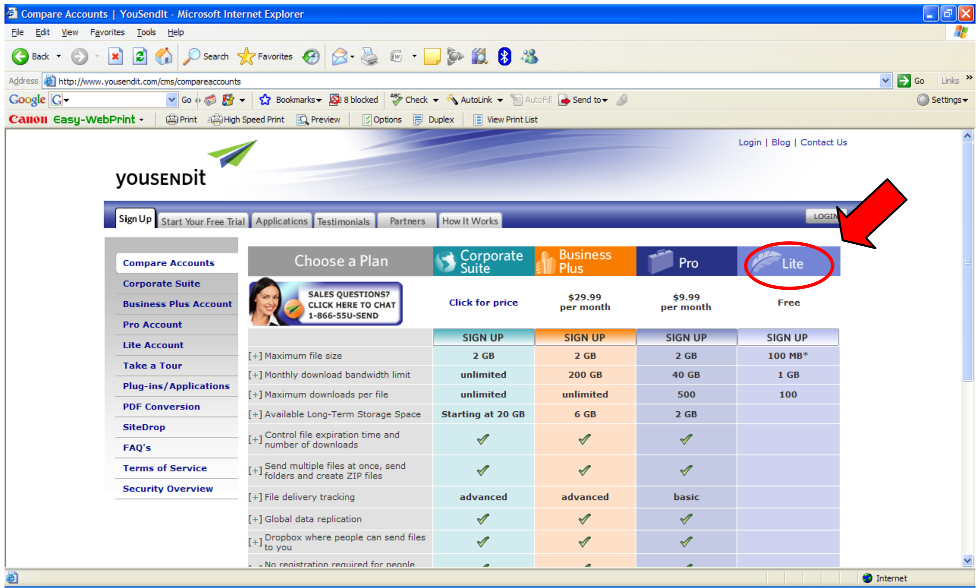
ALL TRUMP UNIVERSITY SEMINARS, FULFILLMENTS, WORKSHOPS, AND RETREATS WILL BE RECORDED FOR COMPLIANCE AND TRAINING PURPOSES. ALL SESSIONS WILL BE RECORDED DIRECTLY THROUGH THE MIXER TO ENSURE THE HIGHEST FEASIBLE SOUND QUALITY FOR TRANSCRIPTION AND AUDIBILITY PURPOSES. ALL RECORDINGS THAT ARE IN NEED OF BEING SENT VIA EMAIL, WILL BE SENT VIA WWW.YOUSENDIT.COM:

TO CREATE AN ACCOUNT

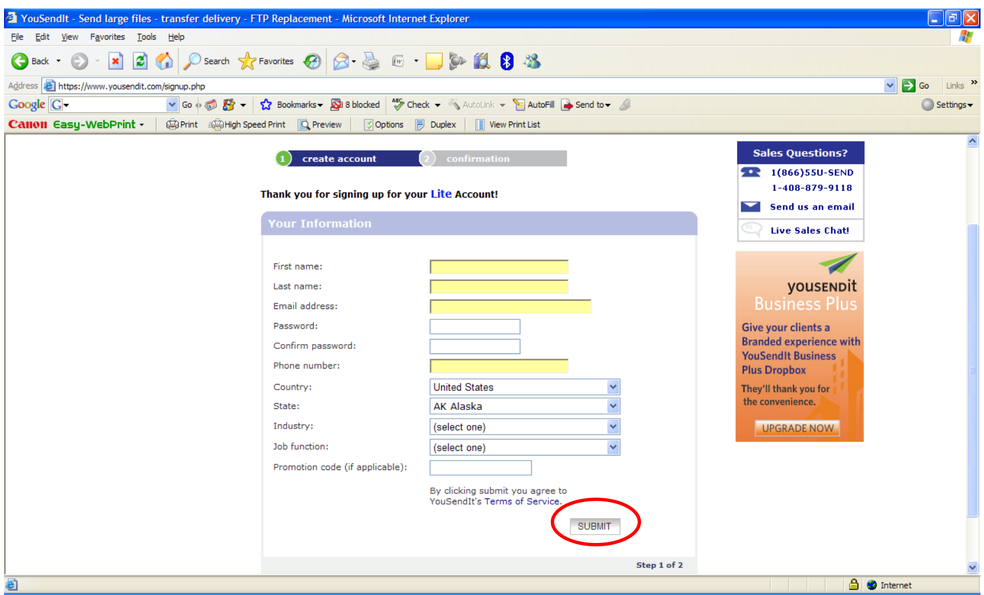
•Go to www.yousendit.com and click the “Sign Up” tab.



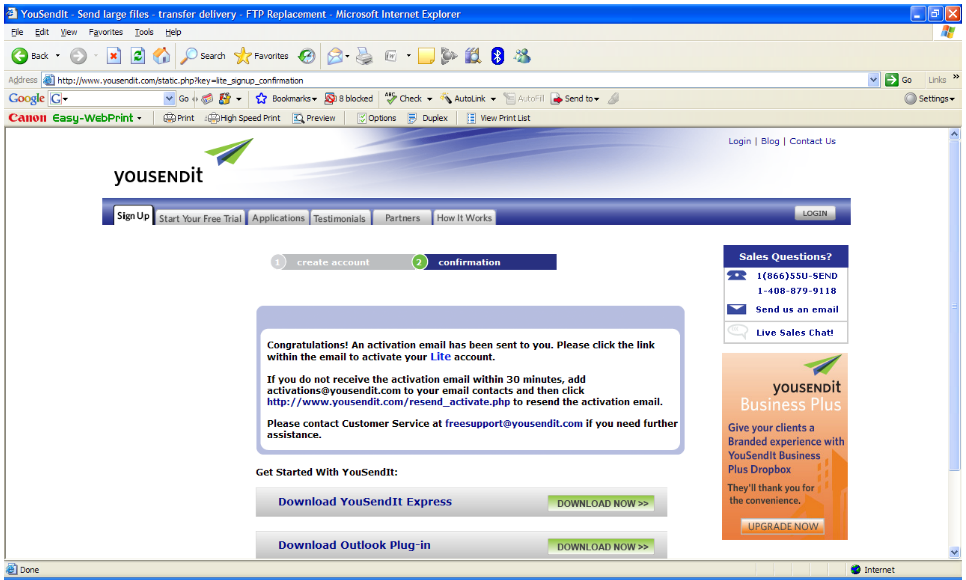
•Select the free account labeled “Lite” that is in the column all the way to the right of the browser.



•The below screen will populate. Enter all personal information and be sure to record your user name and password so that you can reference it each time you log in to your You Send It account. Click "Submit."



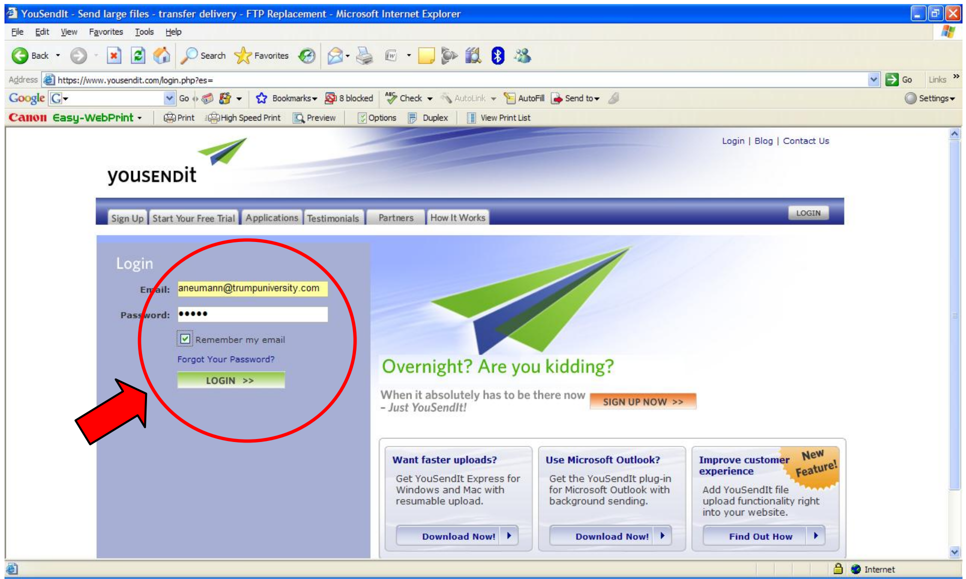
•You will get the following message, once your account has been created. Look for an email to be sent to the email address that you listed with further details.



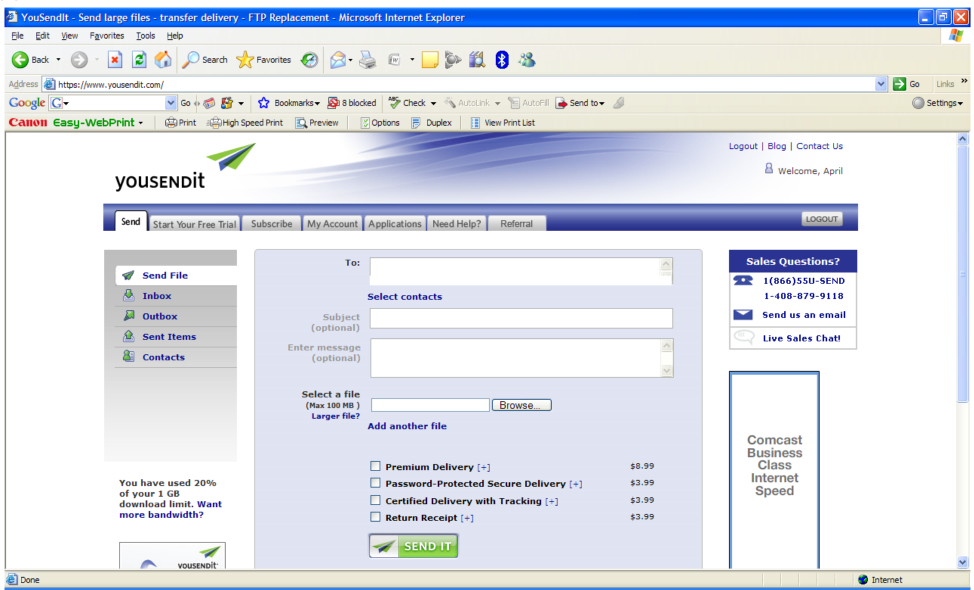
TO LOG IN AND SEND FILES

•Go to www.yousendit.com and click "Log In."

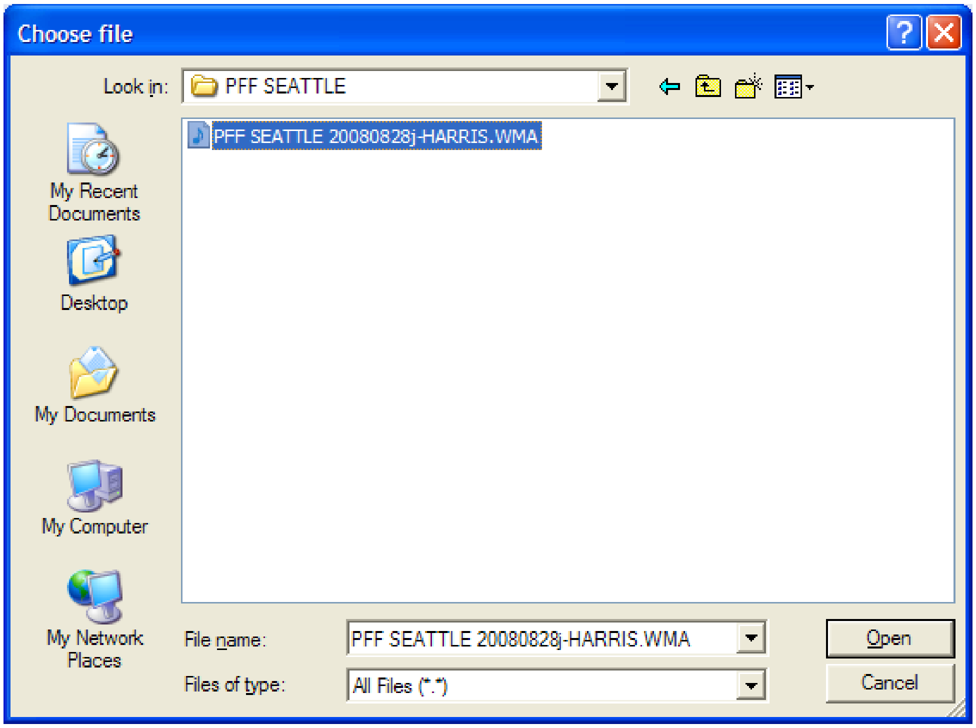
•Enter your email address and password from when you created your account. Click the "Remember my email" button, and then click "Log In."



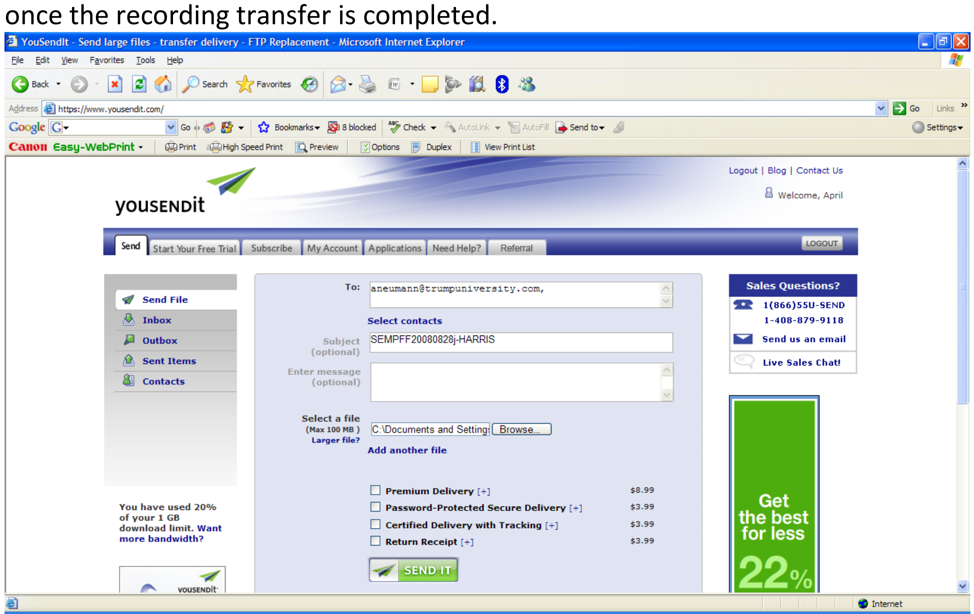
•Enter the email address of the person that you are sending the recording to. The subject line will be the same name that you named the recording, as per the TU Recording Procedure. To attach the file, click "Browse."



•Locate the recording that you are looking to send and double click.



•Click "Send It" and wait for recording to upload. This may take a few minutes. You will receive email verification once the recording transfer is completed.



EXPENSES & PAYMENT

DEADLINE	•In order to be reimbursed, all expense reports MUST be received within 30 days of the corresponding event.
TIMELINE	•Payments for expense forms received by the 6th of the month will be mailed by the 15th of the month. •Payments for expense forms received by the 22nd of the month will be mailed by the last day of the month. •All expense checks will be mailed on the 15th of the month and on the last day of the month.
SUBMITTAL	•All expense forms must be inclusive of original receipts, and mailed to Trump University 40 Wall Street 32nd Floor New York NY 10005 Attn: Accounts Payable. •The corresponding event code must be on each Expense Report Form. This code can be found on the itinerary that is sent to the team before each event. •Each event warrants its own Expense Report Form. Expense Report Forms utilized for more than one event will not be processed. •All receipts are to be originals and are to be taped to an additional page and stapled to the Expense Report Form.
EXPENSES INCURRED	MILEAGE
	•If a personal vehicle is utilized for travel, mileage incurred will be reimbursed. •The team member submitting will be responsible for attaching a mapquest.com detailed direction summary matching the total mileage being expensed. •Mileage will be reimbursed using the standard IRS mileage rate.
	RENTAL CARS
	•Rental cars may not be expensed unless prior approval has been granted.
	HOTEL CHARGES
	•Trump University will pay for hotel room and tax only. All upgrades, unauthorized hotel moves, and incidental charges are at the expense of the traveler.
	TIPS
	•Tip monies are not given in advance. •Tip monies dispensed may be submitted with an itemized description on the Expense Report Form. *(See Tipping Policy in Program Coordinator Section)*

	TRAVEL DAY PER DIEM	
	•Any coordinator traveling over 1,300 miles on a day that is not an event day will receive half of their usual event per diem rate, once billed. •All travel day per diems claimed must be accompanied by a detailed report of mileage traveled from www.airtimetable.com in order to receive reimbursement.	
INQUIRIES	•Expense inquiries should be directed to payables@trumpuniversity.com, phone: (646) 810-7346, or fax (503) 217-7928.	

COMPENSATION SCHEDULE FOR LIVE EVENTS TEAM	
TIMELINE	•Compensation for events concluded by the 6th of the month will be mailed by the 15th of the month. •Compensation for events concluded by the 22nd of the month will be mailed by the last day of the month.
CHECKS MAILED	•All compensation checks will be mailed on the 15th of the month and the last day of the month.
INQUIRIES	•Payment inquiries should be directed to payables@trumpuniversity.com, phone (646) 810.7346, or fax (503) 217.7928.

TRUMP
UNIVERSITY

SALES PLAYBOOK

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TRUMP UNIVERSITY

INTRODUCTION

TRUMP UNIVERSITY'S SALES PLAY BOOK IS DESIGNED TO OFFER STRATEGIES FOR PREVIEW SELLING, 90 MINUTE SELLING AND FULFILLMENT SELLING, AND COLLABORATIVE SELLING. IN ANY PREVIEW OR FULFILLMENT SALES ENVIRONMENT, YOU MUST HAVE A PLAN. KNOW WHAT IS EXPECTED. KNOW WHAT WILL BE DISCUSSED. KNOW WHAT YOU WANT TO SEE AS RESULTS.

The first step of setting your plan is building a positive team environment. Energy and positive attitudes are contagious. Negative attitudes bring the team down and translate into lower sales. Success of the event is determined by setting a plan that everyone works to meet. Achieving your sales goals requires that the team, Speaker, Sales Coordinator and Program Coordinator, clearly understand what must be done to achieve success. The team must meet upon arrival at the event location to communicate event strategy and expectations. This is invaluable for various reasons but most importantly, if plans need to be adjusted due to unforeseen local or economic events, the solutions can be implemented with professionalism and a positive attitude. As team members, you are focused on solutions and do not allow conditions, personalities and issues to dictate your success.

"Anticipate change and embrace it; change can affect the entire picture. Recognize new developments you can capitalize on, profit from and use to open new doors"

- Donald J. Trump

There are a variety of models used to develop a selling strategy. The common factor of all sales strategies is the most well-known model, the AIDA model:

Attention/Interest/Desire/Action.

- ***Attention***: Engage the potential customer so that they will want to talk. This can be done by identifying a need the customer has or an opportunity in which they are interested.
- ***Interes*t**: Continue the discussion with the potential customer so that they will come to understand that you have a viable solution for their need.
- ***Desire***: Persuade the potential customer that your solution to their need is the best opportunity available.
- ***Action***: Ask for the enrollment – go for the "close."

In both **Preview Selling** and **Fulfillment Selling**, you must KNOW your product, BELIEVE in your product, COMMUNICATE value and PRESUME the sale.

Preview Strategy - 90 Minute Selling:

- In a one-off selling situation, you are selling to someone who you may or may not see again. You must form a connection in a one to two hour period. And, it must start as soon as the future student walks into the registration area in a preview scenario. The prospective students must make an immediate decision, based on the opportunity, brand, and the newly formed relationship, because they have the most to lose by not making the decision.

Fulfillment Strategy – Collaborative:

- In Consultative/Relationship Selling, the critical factor is trust. You have three days to build a relationship where a student accepts you will always keep their best interests at heart. During a three-Day fulfillment, you have the luxury to strategically build student trust and product value for the student. In consultative/relationship selling, you can be the biggest loser if you sell something that is not wanted or if the value is not understood. Not only may the product be returned, but all future sales may be lost.

Positioning:

- Positioning serves to ensure event success, translated into sales. You are representing the strongest brand in the industry; capitalize on the value and solutions. You can command attention and influence customers.
    - We have the value. We have the solutions.
    - We are the leaders. We decide what the training will be like. Customers are responding to us. We have control.
    - Time and experience are on our side.

We Have The Value. We Have The Solutions:

- Attendees are looking for solutions to solve their problem. An attendee's problem represents a golden opportunity – a need you have a solution for.

Remember That They Are At The Preview Because They Want Something:

- Attendees want to be a part of Trump University and go to the three-Day Training. They only have fear or doubt they can do it stopping them from getting what they want. Money is never a reason for not enrolling in Trump University; if they really believe in you and your product, they will find the money. You are not doing any favor by letting someone use lack of money as an excuse.

Always Assume They Want To Go To The Workshop – Because Everyone Does:

- Understand that if someone says: "I don't want to go to the training," they are really saying: "I'm not used to dropping $995 on training and because it is new to me, I'm scared."

Experience Is On Our Side:

- Because we decide what happens in the training, an attendee must react to what we say. They don't have a choice. For example, we can spend hours and hours planning a question that they must deal with and give an answer to within seconds. We also have the advantage of testing the question out on hundreds of people and adjusting it to increase our chances for a desirable response. The attendee does not have the luxury of "practicing" his or her answer. However, we are losing this advantage if we don't take time to develop what we say and consciously practice what we say.

Master The Art Of Persuasion:

- The most persuasive words in the English language according to a study by the Psychology Department of Yale University are: You, New, Money, Easy, Discovery, Free, Results, Health, Save, Proven, Guarantee, and Love. They share three characteristics: they are simple, familiar and dramatic.

The words “I noticed” have a powerful subconscious effect on people because they send a subliminal message to them that they stood out in the crowd, that they are attractive or charismatic or that they impressed you. It sends a message to the person that you have interest in them. People love recognition and attention.

- Examples:
  - You: “I noticed when the speaker talked about results….. you really seemed to identify/took a lot of notes/had a question he could not get to/thought that was powerful.”
  - You: “I noticed that when the speaker asked if the training was worth the investment (money), you had your hand up, so I wanted to make sure that I do what I can to help you take advantage of it/make sure you don’t miss out/get you earning money with us.”

Be Deliberate:

- Be deliberate and conscious when communicating to potential students. Remember that we have time to think and plan and develop questions and commands that lead people into a flow that they must deal with and respond to. Without a game plan you are required to respond to them and do much more thinking on your feet. Remember that we need to stay on “offense.”

Sales Wisdoms:

- You won't sell anything until you get rapport with the other person. Rapport is a state of emotional bonding, where they are aligned with you and vice versa. When you move, if you are in rapport, they will move too.
- Customers don't have needs--they have problems.
- A lot of sales training and books tell you about the importance of selling to customer needs. Although this is basically true, customers don't sit down and think, “I've got a need.” Instead, they experience problems and seek solutions to them.
- The customer has to perceive the problem, of course. You may perceive the problem, but if the customer doesn't, then there's no way they can bite the solution line.
- So the sales job is about finding, eliciting and solving these problems. Where understanding of needs does come in useful here is that problems appear when needs are not met. But when you talk to customers, it usually works best if the subject is problems.
- Urgency is proportional to pain. Problems are like health. The more a problem hurts now, the more the need for a solution now. And the more it hurts, the more they'll be prepared to pay for a speedy solution. It's got to hurt enough!
- The operation of resolving the pain is itself a painful process, so if the pain is below this threshold, the patient will prefer to continue to suffer than accept any treatment.
- Research has shown that most people will seek a solution when they have three problems. About a quarter seek solutions earlier, and another quarter seek solutions later.
- You don't sell products, benefits or solutions--you sell feelings.
- Sales used to be about selling products. But a sole focus on products leads to objections, so sales moved to selling benefits. Better again, the focus turned to understanding the underlying problem to be solved, but this is still not the whole story.
- When we make any decision, including the 'buy' decision, we do so by an emotional process. It may not seem that way, and there may be much logical processing, but the point of decision is always emotional, and usually subconscious.

Ask For The Sale:

- A lot of sales people are so paranoid about the customer saying no that they keep on selling long past the close-by date. They may even talk the customer into buying and then talk them out again. The trick is to swallow your fear and ask. When the time comes, ask for the sale. Ask "Are you ready to buy now?"

Ask For Honesty:

- Ask them for honesty and you will get it. Ask "Can you be honest about this?" They will say yes, of course. Then you can ask them for critical information and you will get the truth. By asking for honesty, when they say yes they must maintain consistency with that statement and be honest.

The Best Sale Seems To Be Driven By The Customer:

- Great sales people give so much apparent control to customers that the customer seems to sell the products to him/herself.
- They do this by being incredibly sensitive to the customer's situation and state of mind, then nudging gently with the right questions such that the customer realizes their need and ends up asking for the product.
- They have turned casual conversation into an art, persuading by subtle inference and influence rather than more overt presentation and persuasive talk.

TRUMP UNIVERSITY

SALES FUNDAMENTALS
BY RYAN LOTMAN

Believe.
Believe in your company.
Believe in your product.
Believe in yourself.
Believe our students are better off buying from you.

Build.
Build a relationship, and develop rapport get them interested in what you have to say. Engage with questions and a smile, find the link. Sell for relationship, not a commission; sell to help our customers accomplish their goals not meet our sales goal.

Discover.
Find out why our students buy - for their reasons, not yours. Find out their reasons first. Our students don't like to be sold but they like to buy. This is the most important part of the presentation.

Ask.
If you ask the wrong questions you will get the wrong answer, but ask the right questions and you will get the sale. Questions are the heart of the sale. Ask questions to find buying motives. Questions convert the selling process to a buying process.

Observe.
Your ability to observe must be as powerful as your ability to sell and your ability to listen. The answers are there if you are looking. Watch their body language, when they perk up take a mental note, when they don't like something you say, take a mental note.

Reflect.
Reflect at the end of every event. Accept personal responsibility, own it, and know whose fault it is when the sale is not made. Follow the CANI principle (constant and never ending improvement). Read, listen, and practice your skills. At the end of the day, ask yourself: What did I do right? What did I do wrong? What can I do differently?

Prove.
Testimonials can help you overcome objections.

With the right mindset and attitude, anything is possible! Believe that you can and you will!

PREVIEW REGISTRATION GOALS

CREATING A UNIQUE EXPERIENCE FOR TRUMP UNIVERSITY ATTENDEES BEGINS AT REGISTRATION. REGISTRATION IS A CRUCIAL PART OF EACH PREVIEW AS IT DETERMINES THE ATMOSPHERE AND IMAGE YOU CREATE FOR THE EVENT. IT ALSO GIVES YOU AN OPPORTUNITY TO POSITIVELY INFLUENCE FUTURE SALES. USING THE KEY POINTS IN THIS SECTION ALONG WITH YOUR ENTHUSIASM AND ENERGY, EACH COORDINATOR WILL BUILD AN EXCITING ATMOSPHERE THAT WILL SET THEM UP FOR SUCCESS.

Attitude and Confidence:

- Closing sales does not begin when the speaker stops speaking. It starts at the beginning and the more interaction we have with each customer, the better. The first objective a speaker has when he begins the presentation is to quickly build rapport. But the truth is our "presentation" starts long before the speaker is introduced. The team starts building an environment of trust starting at the registration table; while customers are waiting to come in, before they are guided to their seat. Registration is where the rapport is developed. Be very deliberate in your approach. Here are tips in building rapport and establishing posture.
- Substitute the words *"thank you"* with ***"congratulations."***
- Always remember that we have solutions for the attendees. They are not doing us a favor by showing up for a free training. The person who says**, "You are welcome**" has the posture. We want them thanking us.
- **Less Effective Example:**
  Attendee: "I just drove two hours to get her and this place is impossible to find. I couldn't find parking and/or I had to pay for parking. This better be worth my time."
  You: "Well thank you for making such an effort. We really appreciate you coming out."
  Attendee: "You're welcome."
- **More effective Example:**
  You: "Wow, this must be really important to you – that's pretty impressive. Congratulations on making it here."
  Attendee: "Thank you."
  You: "You're welcome."
- Offering ***"congratulations"*** almost always gets a "thank you". Remember, we are doing them a good turn by presenting our product/services. This also works well when introducing the speaker and should be done throughout the whole campaign. Attitude and confidence has a tremendous effect on others. Pretend that you wrote the check to pay for the advertising for that week – your attitude might be very different if you personally have signed the check to spend $20K - $40K + marketing in a particular city!

Create Excitement And Learn More About Each Attendee:

- Get them excited about the presentation, and learn more about their mindset!

- Collect personalized information that you can utilize during closing time. (For example: are they a single parent of three children that may need money for food? Or are they a middle-aged commuter that is tired of traveling for 2 hours to work each day?)
- When speaking about an attendee's interests, don't promise that they will learn about a particular subject during this meeting. Do let them know that the subject will be touched upon today and at the end of the event you would love to give them some additional, helpful information on what they are interested in. And remind them that today is really just the start of their journey!
- Make a conscious effort to develop rapport with attendees at registration, and in doing so, raise their enthusiasm level.
- Focus on starting conversations and asking questions that will get you the answers and information that you need. You have limited time with each attendee and want to get them as focused on our programs and services as much as possible. (Example of an unnecessary conversation: You: What brought you down here? Attendee: A car.)

Always Assume That Attendees Need Our Programs To Succeed, Regardless Of Expertise:

- Don't act impressed! When attendees see that we (the experts) are impressed by their accomplishments, they may easily leave thinking that they don't need our help. Instead, acknowledge that they possess the proper mindset to be an investor. Let them know that they have come to the right place and that we possess the tools necessary to help and enhance their success.
- Never imply they will learn a particular strategy at the preview.
- Some attendees may have a "know-it-all" mindset. Be assertive in changing the way that they think, and again, let them know that they have come to the right place and that we possess the tools necessary to help and enhance their success.
- If you do discuss an attendee's accomplishments, use the conversation to your advantage. Ask how much positive cash flow they have coming in each month and how much they would like to have coming in each month. Ask if their properties are all protected in an LLC or some sort of entity. Ask if they currently have the liquid (cash) available to accomplish their goals, or to do they need an extra ten to twenty deals in the next twelve months? Ask how many real estate deals they have sold over the last six months. Ask about the vacancy or occupancy rate. Ask if that property is working for them or if they are working for that property. With what they have this minute, are they in a position to live the life they want and never have to work another day again in their life? Are they protected the right way to make sure the IRS won't classify them as a dealer which puts you in a higher tax field? Are all of their properties within the same LLC?
- Take every opportunity to emphasize that they need to learn the Trump way for continued and growing success!

Fact-Finding Conversations During Registrations Will Help You Close Later On:

- Ask the attendee questions, and let them do the talking.
- Don't focus on closing them at registration. Do wet their appetite and point them in the right direction.
- You may ask each attendee the following:
    - How long have you been interested in being a real-estate investor?
    - What types of strategies are you most interested in learning about today?
    - Have you ever done any type of creative real estate? (If yes, ask what they did)

- What types of properties are you most interested in learning more about today, single family, multi family, commercial properties, and skyscrapers like Mr. Trump?
- How many investment properties do you currently own?
- What has held you back from accomplishing all of your real-estate goals?
- What is your net profit every month? (Your response: That's ok, but how would you like to triple the number of properties as well as triple your net cash flow? You need to attach yourself to our hips, [with a big smile]!)

If they do not currently invest:

- How would you like to own or control ten investment properties giving you a positive cash flow of $500 per property? We will show you a few strategies today, but if you're really interested in learning in learning more about these types of strategies talk that talk to me after the 90-minute preview.
- What are your six-month goals, if any, that you would like to achieve in real estate?
- How many properties do you own besides your primary residence?
- Do you enjoy what you currently do for a living and is it paying you what you deserve?

If they are a real-estate agent or investor:

- Did you meet your sales goals for last year?
- What are your plans to see that you do this year?
- What is your yearly budget to help your business grow?

Always End Registration Conversations on a Positive Note:

- Your goal is to help each attendee understand that they won't have everything they need after 90 minutes, and you might end a registration conversation in the following ways:
    - Let's spend some time at the end of the event so I can give you some more personal attention and guide you down the right path.
    - Today is just the start of your journey in the wonderful world of real estate investing, and it's a great start!
    - I'm looking forward to helping you and your family starts accomplishing your goals!
    - The more knowledge you receive from an expert in any industry, especially real estate investing, the more success you will have, wouldn't you agree?
    - You have a great mindset and attitude; with the proper structure and guidance you can make a fortune. Doesn't that sound exciting?
    - We've had a lot of ______________ (fill in blank: students, realtors, investors) get involved with our advanced trainings this week; it's good to see you are keeping up with your competition!
- Use yourself as often as possible, example: If I didn't have access to Trump University and this successful team behind me (point to the other coordinators) I:
    - would be in a much lower income bracket
    - Wouldn't have the same success that I am having now.
    - Wouldn't have the financial freedom that I have now.
    - Wouldn't have the amount of time I have now to spend with my family.
    - Wouldn't have been able to fulfill my lifelong dreams.

Always Remain In Control During Registration:

- If an attendee walks in early, before the doors are opened, don't tell them that we're still setting up. This makes a bad first impression, since we told them to show up on time, but we are running late or still setting up our materials. Instead, explain that they need to remain in the registration area for a few more moments until the other registrants arrive. Then, the Trump U team will then be making some important announcements.

After The Registration:

- Pay attention and Target Potential Students:
- Even though the presentation may get boring or monotonous for us – with so much repetition – take the time to learn where the powerful tie-down questions are and watch for individual responses. Listen to the presentation and see how many strong questions you can find.

PREVIEW TEAM DOOR INTRODUCTION

AS REGISTRATION CONCLUDES, A TRUMP U COORDINATOR WILL COMPLETE THE TEAM DOOR INTRODUCTION. YOU WILL PRESENT THE TEAM TO THE CROWD AND GIVE ATTENDEES INFORMATION AND INSTRUCTIONS FOR MOVING INTO THE EVENT SPACE. A CONFIDENT, STRONG, AND FRIENDLY APPROACH WILL HELP COMMUNICATE YOUR MESSAGE EFFECTIVELY AND MAKE FOR A SMOOTH TRANSITION INTO THE PREVIEW AREA. ONCE FINISHED, THE TEAM MEMBER WILL THEN OPEN THE DOORS TO THE PREVIEW SPACE AND CONTINUE TO HELP SEAT GUESTS.

Team Door Introduction Script:
"Good Afternoon/Evening! I would like to congratulate you on making it out today and encourage you to make the next 90 minutes a priority for making an exciting change in your life. My name is _____ and this is _____, _____ and _____ (this is where you introduce your team). We have all been hand selected by Trump U and are experts in real estate investing. We will be your power team for the next 90 minutes, and we are here to help all of you. After the presentation today many of you will have questions, so please don't leave us without getting the help you need to go into your market place and take advantage of the many opportunities in your backyard. You're welcome to bring in some water, and in just a few moments I am going to show you into the ballroom. If you could please work with us, we seat from the front to the back and fill every single seat. We are expecting late arrivals and we want to be sure not to disturb you or your instructor today. So in just a moment please move ahead and go straight down the center aisle and _______ (team member name) will show you to a seat. Before we go in please turn your cell phone off. We have paper and pens already placed on your seat. Again Congratulations!"

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PREVIEW SPEAKER INTRODUCTION

ONCE THE ATTENDEES HAVE TRANSITIONED INTO THE PREVIEW AREA, A TRUMP U COORDINATOR (SELECTED PRIOR TO THE EVENT AND GIVEN ADEQUATE TIME TO PREPARE) WILL INTRODUCE THE SPEAKER. THE COORDINATOR WILL GAIN THE AUDIENCE'S ATTENTION, EXPLAIN THE PREVIEW RULES, ILLUSTRATE THE SPEAKER'S ACHIEVEMENTS AND QUALIFICATIONS, AND GET THEM ENERGIZED FOR THE PRESENTATION! BY EXUDING CONFIDENCE, STRENGTH, AND EXCITEMENT DURING THE INTRO, YOU WILL MOTIVATE THE AUDIENCE TO LISTEN AND TO LEARN – WHICH WILL HELP THEM ENROLL LATER ON!

Speaker Introduction Script:
Good evening! On behalf of Donald Trump and Trump University, I would like to welcome and congratulate all of you on making a commitment to come out and train with us today!

Before we get started, there are a few ground rules to go over to make sure that things run smoothly. First of all, please turn off all cell phones and devices. If you haven't already, take a moment and make sure your phone is in the off position. Limiting distractions will allow you and your neighbors to dedicate the next 90 minutes to learn this business and get the most out of our presentation.

Now your Trump trainer tonight/today/this morning, __________ (speaker's name), has a lot of material to go through in a relatively short amount of time. You may have a few questions or comments as s/he progresses through tonight's workshop. We'd like you to write these down as we move along so that you don't forget them, because we will be holding all questions during the workshop and answering them for you at the end of the event. If you look behind you, we've set up tables in the back of the room, and we will invite you to come back and see the team at the end of the workshop so we can address your questions and comments on a one-on-one basis. Sound good? Sound fair?! Excellent!!

It is now my pleasure to introduce one of Donald Trump's top instructors. He has been hand selected because of his expertise and knowledge in the real-estate business. Mr/s. __________ (First Name, Last Name) has been investing for _X_ years and has mastered his craft. He is one of my personal mentors and an amazing source of knowledge, so if you could, PLEASE give Mr/s. ________ (Last Name) a warm round of applause!

Notes:
You may tailor paragraph four to reflect specific achievements of that particular speaker, to be discussed and approved by speaker in advance.

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THE PREVIEW SALE

HALF OF THE BATTLE IS HAVING THE RIGHT MINDSET WHEN APPROACHING AN ATTENDEE IN ORDER TO CLOSE A SALE. REMEMBER THAT WHAT YOU SAY IS ONLY HALF THE BATTLE- HOW YOU SAY IT IS EXTREMELY IMPORTANT. THE CLOSING LINES DON'T MATTER IF YOU DON'T HAVE THE RIGHT MINDSET FOR THE SALE. EVERY COORDINATOR WILL REVIEW THE PREVIEW SALE GUIDELINES BELOW IN ORDER TO BE ADEQUATELY PREPARED FOR THE SALE.

Put Yourself In The Right Mindset:

- Your belief system: You need to whole-heartedly believe that if they don't attend our training, then they are missing out on the biggest opportunity of their life.
- Your attitude: Be careful not to come across as cocky or arrogant. You need to be confident, have a ton of energy, enthusiasm, and passion.

Always Assume The Following When Approaching An Attendee During The Sales Break:

- They are not 100% happy with their job.
- Their retirement funds aren't where they want them to be.
- They took a lot of time out of their day and drove to the event because they want to have a better life.
- They want to make a lot more money, and have more options available to them in life.
- They want to attend our three-day training.
- That they want someone to come into their life, grab them by the hand, take control, and show them exactly what they need to do to be successful- you're that person that they've been waiting for!
- **That the speaker did their job and closed them- you just need to ask for the sale.**

When Talking To Them:

- Be passionate: There's no such thing as the magic pill or magic response. Just be strong and passionate! People will be left thinking, "There's a reason he believes in this so much; I want to be a part of it."
- Deliver everything with more emotion, more energy, more excitement, and more intensity!

How to Start the Conversation:

- Never approach someone and ask, "Do you have any questions?" Be presumptive and say, **"It looks like you're ready to enroll; let's get you started!"** Or, "Hi _______(insert student's name), I noticed you took a lot of notes during the presentation. Let's get you enrolled, and keep the amazing, powerful information coming. More importantly, we will show you how to start implementing your knowledge and make dollars for your checking account!
- No small talk, for example, "Did you enjoy the presentation?" Get right to business. They know why you're there and what you're doing, so just get to it!

- You're in charge of the conversation; you control the conversation the entire time.
- It's not just what you say, but how you say it (be excited, passionate, and intense!)
- Remember that these people want you to take control. They want someone to grab them by the hand, and show them exactly what to do to achieve their goals.
- When asking for the sale, you can use this to start the conversation: **"You look like you're ready to get started…"** or **"I can tell you're thinking about getting enrolled, what can I help you with?"**
- When asking for the sale, you can use this to end the conversation: "What type of credit card will you be using today?"

Be Assumptive:

- Sometimes they will hesitate because they weren't expecting that approach and will say, "Uh, yeah, I'm ready to go." Sometimes, they will have a question or objection, but when you're assumptive it give you the ability to touch more people and enroll more people.

Don't Waste Time:

- Ask, **"Are you getting enrolled?"** Their response, facial expression, and body language should give you your answer. Either you'll need to spend a little more time with this person, or you need to move on.
- You need to judge within ten seconds or less if this is someone you're going to be able to close.
- You should be able to close someone within 2 minutes or less.
- If you need to spend more than 2 minutes with them, say: **"I can see how serious you are about making a change in your life with real estate. We're going to need some extra one-on-one time, but I have a lot of other people who are ready to go right now, and they just have a quick question before they enroll. Follow me and grab a seat at the table. After I help a few more students out, we will take as much time as you need to feel comfortable, sound fair? While you're waiting for me, I want you to look through this folder and the goal setting kit."** You'll be surprised how often you go back to finish them up and they've already filled out their paperwork and given their credit card!
- If you need to get away from someone that you're confident will waste your time, **ask them for the sale!** If they don't say "Yes, let's do it," tell them **"Thank you so much for coming down here today. I wish you the best of success; there are other people waiting for me to help them get enrolled. Now if you're really serious about getting our help, grab a seat at the table and as soon as I'm finished, we'll talk about getting you enrolled as well."** And move on.

Have Students Sit Down:

- Always have chairs set out for people to sit down. People are much more likely to buy from you if they are sitting than standing! This is common knowledge in our business but not everyone does it every time. It is much more comfortable to sit and fill out paperwork, as well as relaxing for an attendee. If they are relaxed, they are more likely to buy. If they are standing, it is much easier to walk away.

Create A Sense Of Urgency:

- Move promptly. Not hurried or nervous, but with urgency.
- We want to dictate what they do. Therefore, if you move quickly and give students a sense of urgency to register, they will move quickly.

PREVIEW SALE OBJECTIONS AND REBUTTALS

WHILE ASKING FOR THE PREVIEW SALE, ATTENDEES MAY HAVE OBJECTIONS TO ENROLLING IN OUR PROGRAM. BY BEING PREPARED FOR RESISTANCE, YOU CAN MAKE A STRONG, PERSUASIVE COUNTER CASE, EASE THEM INTO THE DECISION TO ENROLL, AND CLOSE THE DEAL MUCH QUICKER. EACH COORDINATOR MUST MAKE AN EFFORT TO INTERNALIZE THE FOLLOWING OBJECTIONS. REBUTTLES SHOULD BE DELIVERED WITH ENERGY, PASSION, AND INTENSITY. ALWAYS REMEMBER TO KEEP IT SHORT AND SIMPLE, AND BE ASSUMPTIVE!

Negotiating Student Resistance:

- It is important to know the difference between an objection and a legitimate question. Sometimes you can just answer the question and close the deal. The purpose of this strategy is to close the deal, but also do it quickly and efficiently.
    - Step one: FIND REAL MOTIVES
    - Step two: QUALIFY STUDENTS
    - Step three: GET A PRE-COMMITMENT
    - Step four: CALL TO ACTION
    - Step five: FIND REAL OBJECTIONS
- Some people have been sold so much that their subconscious has become trained. Every time they have given a concern to a salesperson and the salesperson resolves it and puts pressure on them to commit, the more uncomfortable that makes them feel.
- You need to get to the real issue as quickly as possible for two reasons. First, dealing with a false concern takes up too much time. Second, the more concerns you have to resolve the more power you have given the other person and they will begin to enjoy the power on a subconscious level. They don't even realize it, but having us "wait on them" gives them a feeling of supremacy and they feel they are an important sale to us.
- Do not get in conversations where you answer one question after the other, yet getting no closer to the sale whatsoever. Irrelevant questions take too much time; you lose power by answering them. The person asking the questions always has the power. You should only allow potential students to ask one of these questions and then take back the power. When you answer one of these questions, give a quick answer and then start asking questions. Examples: "I'm not sure who developed the property. I think the real question we should be asking ourselves is: are you ready to change your current lifestyle? " (or what is holding you back? etc.)
- Do not let potential students have more than one concern.
- Don't let people have more than one concern if you can help it. Most people will subconsciously let you isolate their concern because it takes one good one to keep them safe from commitment. Then you can move on to closing a sale. One way to isolate a single concern is to restate a single concern and confirm that you understand the concern. When you do this, you should always make sure to affirm and tie down that they love the package (this is critical) and at the same time affirm and tie down that the concern they stated is the only concern.

OBJECTION: I HAVE TO TALK TO MY SPOUSE FIRST

I'm married/in a relationship too, and I'm so lucky to have a wife (or husband, girlfriend, boyfriend, partner) that believes in me and stands behind my decision to better our lives. If you do have to talk to your wife first can I give you a suggestion that has helped hundreds of couples in your position? If you're really serious about becoming a real estate investor I would recommend taking advantage of our risk free guarantee. Get involved with us tonight, take home all of the materials and review them together. Then visit the Premium Membership website that you will now have exclusive rights to, and gain more knowledge to determine whether real estate is the right step for you. Now after going through the materials and getting more education on our site, you and your wife will start to get very excited about how much money you can make in real estate. My last suggestion is for both of you to attend the entire first day of training and if it's still not for you- just walk to the back and say, I don't think this is for us and we will gladly give you every penny back. Now I have been doing this for a long time, and the only thing your wife will say at the end of Friday is, 'why did you wait so long to get this training, I can't believe how much money we've missed out on in our own backyard! We have a lot of catching up to do!!'

OBJECTION: I DON'T THINK THE MARKET HAS HIT BOTTOM YET

A lot of experts would disagree with you- and so would I. There are many places all over the country right now with multiple offers on houses. But let's say you're right. One of the most important systems we will show you over the weekend is how to put deals together where you are walking into a property that has forty percent equity and thirty percent profit over expenses. So let's say the market drops ten percent, would you still be happy with a twenty percent profit on a 200k house? By the way what's twenty percent of 200k? That's just the icing on the cake! There are so many different systems we will teach you, you'll be able to pick three or four that you're most comfortable with. You have to remember that this is Trump, we only teach what works in the current market conditions. Follow me and let's get you enrolled, listen closely to our orientation, I want you to bring some good leads so we can start helping you close your first deal. Congratulations!

OBJECTION: I DON'T HAVE THE TIME AND I'M DOING PRETTY WELL RIGHT NOW

This is why it is so important during registration to ask them what they do, how many hours a week they're working and if they love their job. You can come at them strongly and throw this right back at them.

Well _______(insert student's name), the only reason you don't have the time right now is because you're working 45 hours at a job that you don't enjoy. I won't even bring up the hours after you factor in all the time you sit in traffic, taxes, and everything else that's taken out of your paycheck. Have you added up what you net an hour? I bet you wouldn't like that number. You're trying to fool yourself but you're not fooling me. You came down here today because you're tired of killing yourself just to survive. We will show you how to thrive in real estate and control your own financial destiny, and the best part is: when you double your income from real estate part time, you can quit your job, work twenty five hours a week, and create more wealth than you have ever dreamed of. Now, let's take it one step at a time: follow me, and let's get you enrolled. Listen closely to the orientation; it's possible if you do exactly what we tell you, we may be able to start helping you put a deal together next Saturday. Congratulations!

OBJECTION: I DON'T LIKE USING MY CREDIT CARDS AND GOING INTO DEBT

–OR-

I JUST PAID MY CREDIT CARDS OFF

I see, do you like living paycheck to paycheck? Do you like just getting by in life? Do you enjoy seeing everyone else but yourself in their dream houses and driving their dreams cars with huge checking accounts? Those people saw an opportunity, and didn't make excuses, like what you're doing now. Most wealthy people made their money in real estate and it usually started with a decision to get the knowledge and skills to be successful. You need to look at what this small investment will fix in your life. You can stop living paycheck to paycheck, build your retirement account and pay cash for your dream car. You're here today because you're sick and tired of being sick and tired and you want to change that- you're not alone. I'm going to help you take your first step to create the life you've dreamed of. Follow me and let's get you enrolled. Congratulations!

OBJECTION: I LIKE THIS BUT I'LL DO IT LATER

I'm glad you've made it down here today and didn't procrastinate like you're doing now. Have you added up how much money you have lost by procrastinating in your life? It sounds like it's a very bad habit for you. If I had $10,000 in my hand and said I'll give it to you for $2,000.00, would you have to think about it or make a smart financial decision? People procrastinate because of fear. Our three-day training is designed to help people like you who let fear hold them back. One thing will take away fear, that's knowledge, and knowledge will give you confidence. Confidence in real estate will give you a huge checking account. You and I will never see such an amazing opportunity in our lifetime again, than we see right now, to become rich in real estate. Your window to create wealth in real estate is starting to get smaller and smaller every day you procrastinate. I want to help you stop procrastinating, and start getting rich. You're here today because you want to learn a simple duplicatable system that you can spend five to seven hours a month on and create a large monthly cash flow. You will learn that system at our workshop. I can see it in your eyes, you're not going to let fear and comfort zones hold you back any more. Now follow me and let's take your first step together and enroll in our workshop. Congratulations!

OBJECTION: I CAN'T MAKE THOSE DATES

_______(insert student's name), we hold workshops every weekend all over the country and can get you to one of those. You're not seeing the big picture of what your investment today truly gives you. This is a 1-year premium membership that gives you access to webinars on all of the subjects we will be covering at the workshop so you will have enough information to get you up and running, and when we get you to another workshop you'll be more advanced than everyone else in the room and that will take you to another level. Your other option is to do nothing, learn nothing, and continuing to get the same results that you're not happy with which is why you're here. Take the first step, get involved, and start getting your education today so you can take advantage of all the opportunities your market has to offer.

OBJECTION: I DON'T MAKE QUICK DECISIONS

Well _______(insert student's name), real estate may not be for you (*take away**). With the kind of deals we are going to teach you to find and put together- they don't last long. Investors like me and my team will continue to take your opportunities away from you because we do make quick decisions if there's little to no risk. Now would you like to learn what we know, take control of your life, stop making excuses and make a ton of money? Mr. Trump is giving you an opportunity where you don't have to make a quick decision. As a matter of fact you don't have to make your final decision until the end of Friday at the training. However he does expect you to make a commitment and I do as well. I know the only reason you don't want to make a quick decision. You don't feel like you have enough information. Attend the first day of training, get more information and if it's not for you- get every penny back. On Friday you will find me and thank me for pushing you out of your comfort zone. We will give you the knowledge and confidence to make quick and PROFITABLE decisions for the rest of your life. Let's go, follow me.

What Is A Take Away Sale, And How Does It Work?
•A Take Away sale is a closing technique which acts on a person's inherent need to possess something before it is gone. That is what causes many people to take a last skiing trip of the year because they know that pretty soon the snow will be gone and they will have to wait till next year before they can ski again.
•One of the prime human motivations to take action is the fear of loss. A properly crafted Take Away sale is crafted around that emotion.

If You're Still Getting Excuses:
•Answer the first excuse and then ask for the sale. If you hear them start their second excuse, say **"STOP!! It's my job to get you to the next level. You will never get ahead in life with excuses. Mr. Trump won't listen to excuses and neither will we. Excuses will never make you more money; they will just continue to cost you more missed opportunities in life. You're here today because you're ready to change that, make more money, and have a better life. I WILL help you accomplish that. I'm going to help you take your first step. Follow me and we will get you enrolled with Trump University, and while you're filling out the enrollment form, let us know who you would like to bring as a guest. Congratulations and I'm really excited for what you will begin accomplishing in real estate. I'm putting you on a path that you wanted to take years ago. I'm the same as you; sometimes I just need a little push in the right direction. Again, congratulations."** When you're direct and don't allow them to make excuses, they realize you're right and appreciate you doing your job.

TRUMP UNIVERSITY

PREVIEW BUYER ORIENTATION

ONCE YOU HAVE CLOSED THE SALE, THE COORDINATOR WILL SIT DOWN WITH THE NEWLY ENROLLED STUDENTS TO EXPLAIN THE NEXT STEPS AND CONTINUE TO GET THEM EXCITED ABOUT THE PROGRAM. YOU WILL REVIEW THE PAPERWORK AND KITS AND DISCUSS THE ONLINE BENEFITS NOW AVAILABLE TO THEM. THIS IS THE LAST CONTACT THEY MAY HAVE WITH THE TRUMP U TEAM BEFORE LEAVING, SO MAKE SURE TO MAINTAIN YOUR CONFIDENCE AND ENTHUSIASM IN ORDER TO SET THE FULFILLMENT UP FOR SUCCESS.

Buyer Orientation Script:

Congratulations!

Take the folders that you have in front of you and pull out the papers inside. The first sheet should read 'Welcome and Congratulations from Michael Sexton, our President,' which includes preliminary instructions for our program next weekend. Make sure to follow these steps starting with the homework that _______ (name of speaker) will give you after we are done here.

Page 2 should read 'Location and Agenda'. First on that sheet is the location where the training is going to be held. If you need assistance in regard to directions, feel free to call the number listed there. Notice the itinerary below. On the bottom it says subject to change, because some classes and locations tend to vary due to varied interest and level. We customize our program to our students, so some of these items tend to flow better if we switch them around. We will be covering all of these items and beyond, but this is a general outline.

Next, please take out your 2009 Breakthrough kit. Open up the first binder, and begin putting it together. The first tab should say Jump Start, and so on. The second binder in the kit it has CDs for you to listen to per the prompting from the first binder.

The next sheet outlines some Frequently Asked Questions. One that I would like to point out is regarding attire for the program. Make sure to bring a sweater because the ballrooms tend to be on the cooler side.

The last sheet inside your folder says 'Advanced Real Estate Options.' We at Trump U offer a variety of advanced courses, allowing you to grow with us. Hold onto that sheet for future reference.

More importantly, on the bottom of every sheet is our website. www.TrumpUniversity.com This is where you are going to have access to all of the great things associated with the twelve month premium membership. You can log in and access the membership area using your username and password. To do this go to TrumpUniversity.com, click on the login link from the top right hand corner of the website and then enter in your full email address that's on your pink receipt as your username. Since you don't have a password yet, click on the link below the password box that says "Send new or forgot lost password" and a temp password will automatically be emailed to you. Once you're logged in the website there are a few tabs that you will want to remember to go through and start to use. You may want to write them down now.

#1. We have weekly ongoing webinars every Thursday at 8pm EST. You can access them at any time if you can't make it. You can also preview archived webinars if you have free time between now and the training. If do attend the live session, you have the option to speak with the presenter and ask questions at the end if you like. Additionally, we offer weekly online classes hosted by financial, entrepreneurial, and real estate experts where you can interact and ask your most pressing questions in real time. Or you can watch them at your leisure starting the following day!

#2. Empire City is a virtual metropolis, or fictional city, where you can go anywhere, buy anything, and test your limits! It's an interactive resource to help you learn how to invest profitably in real estate in a safe, risk-free environment.

#3. There is a tab on the website titled 'Resource library', where you will find all of those contracts and forms that ______ (speaker's name) mentioned during the presentation. Some other documents in the resource library include teleseminars, real estate links, articles and more.

#4. We have online forums where you can chat with other TU students. When you visit this section of our site, you should update your personal profile so that you can make yourself searchable by areas of interest and location. You can also view FAQ's, where you may sometimes find an answer to a question you may have, before you have it!

#5. We have Customer Service available Monday through Friday from 9am-5pm. You may call the phone number on the bottom of your enrollment form if you need them.

Before I let you go, one more thing! One of our program directors will be calling you next week to remind you to bring a sweater, snack , etc and to welcome you into our family! So with that I am all finished, I look forward to seeing you next week and congratulations!

TRUMP UNIVERSITY

PREVIEW CLOSE STEPS

AS WE FINISH THE PREVIEW, THE BACK TABLES PRESENT OUR LAST OPPORTUNITY TO CLOSE THE ATTENDEES WHO ARE UNSURE ABOUT ENROLLING AND TO LEAVE A POSITIVE AND EXCITING IMPRESSION ON THE STUDENTS WHO HAVE ALREADY ENROLLED. EACH TRUMP U TEAM SHOULD BE USING THE SAME STEPS AT THE BACK TABLES (LISTED BELOW) TO MAINTAIN CONSISTENCY IN EACH MARKET AND FOR ALL OF OUR POTENTIAL STUDENTS.

Steps To Follow At Back Tables When Closing At A Preview:

- After close, the only person behind the back tables should be the program coordinator.
- The sales coordinator should stay out on the floor speaking with potential students until every last person has left.
- The speaker should continue to create excitement and draw people to the back tables.
- Let attendees know that we will answer all questions as a group, because many other attendees will have the same questions. This also gives the Trump U team a chance to sit attendees down and them from leaving.
- If you have collected payment or discussed payment then place a check mark in the top corner of the price contract sheet, above 'advisor.'
- If you have discussed financial difficulties, place your initials in the top corner of the price contract sheet and privately communicate that with the program coordinator so s/he can step outside with the attendee. **NEVER** discuss financial arrangements at the table. (Anything you discuss can be overheard and may give other attendees that are enrolling the wrong impression; they might think they have that option of not paying now. We want to create urgency and stress the importance of paying today.)
- Place a bag with the orientation materials (Profit from Real Estate Investment folder and Breakthrough Binder/CD kit) in front of the students only once they have paid. Do not give them any materials until then*. If they are calling later with credit card information, or if you are waiting to run the card, it must be indicated on the form in order for student to take the orientation materials.
- Never distribute materials unless you have some form of payment, as we want to use these as a sales tool. Also, if a second kit is going to help close a sale, then make a big deal about giving the student an extra kit so that your customer will see value in this.
- Do NOT discuss pendings or any other arrangements at the back table. A pending payment might include a credit card that hasn't been approved right away, or a potential student who needs permission from their spouse, parent, partner, or friend to move forward with the sale.
- Use your judgment. If the student is on the fence and you think they will enroll once they have more information on the orientation, make a judgment call regarding the materials.
- **Make sure you are communicating your team at all times so you are not annoying a potential customer or being repetitive**.

*As previously mentioned, an exception might be a sales coordinator giving a potential student a copy of the PREI folder to review while they are helping other customers if they feel it will close the deal faster. This should always be noted with initials to prevent repetition and to communicate status.

TRUMP UNIVERSITY

STUDENT FULFILLMENT EXPERIENCE EXPECTATIONS

CONTINUING TO CREATE A UNIQUE, SUPERIOR EXPERIENCE FOR TRUMP UNIVERSITY STUDENTS BEGINS AT FULFILLMENT REGISTRATION. JUST LIKE AT THE PREVIEW, REGISTRATION IS A CRUCIAL PART OF EACH FULFILLMENT AS IT DETERMINES THE ATMOSPHERE AND IMAGE YOU CREATE FOR THE EVENT, AND GIVES YOU AN OPPORTUNITY TO POSITIVELY INFLUENCE FUTURE SALES. IT IS EVEN MORE IMPORTANT AT FULFILLMENT THAT WE LIVE UP TO A STUDENT'S EXPECTATIONS AND MAINTAIN CONSISTENCY FROM THE PREVIEW. USING THE KEY POINTS IN THIS SECTION ALONG WITH YOUR ENTHUSIASM AND ENERGY, EACH COORDINATOR WILL BUILD AN EXCITING ATMOSPHERE THAT WILL SET THEM UP FOR SUCCESS.

Continue To Create Excitement About Trump U Programs And Services:

- The first step of positioning is building a positive team environment. Energy and positive attitudes are contagious. Negative attitudes bring the team down and translate into lower sales. Success of the event is determined by setting a plan that everyone works to meet. Achieving your sales goals requires that the team, Speaker, Sales Coordinator and Program Coordinator, clearly understand what must be done to achieve success. The team must meet the day before the event to communicate event strategy and expectations. This is invaluable for several reasons but most importantly, if plans need to be adjusted due to unforeseen events, the solutions can be implemented with professionalism and positive attitude. As team members, you are solution-focused and do not allow conditions, personalities and issues to dictate your success.
- Establish rapport and/or re-establish your relationship with student at registration. What is the student's impression of you? What is the student's impression of Trump University? After making the social contact, you must transition to the business contact (this is your primary purpose). Good rapport is a necessary foundation for the use of consultative sales techniques. People prefer to comply with requests or suggestions from people they LIKE. They also will communicate more openly and freely when a relationship is one of rapport.
- Stand confidently and enthusiastically in front of the registration tables so you appear more approachable, friendly, and excited.
- Create a welcoming environment, and make students feel as comfortable as possible.
- Start to develop relationships, bring them into the circle, joke around with them (in good taste), and have fun with them.
- If someone is negative, or has a pessimistic attitude, approach them and turn them around.
- Scan the room to make sure there are no big groups forming. Should you see this happening, approach the group with a smile and ask if they have any questions.

Team Pre-Event Meeting:

- Meet with Team Members night before to go over goals for the weekend review each team member's roles and responsibilities.
- Reconfirm that Speaker has his copy of the Trump University fulfillment slides

- Review schedule for the weekend
- Break times
- One-On-One Schedule
- Group Breakout Session (Assigned sessions each day)
- Schedule for Additional Speakers

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FULFILLMENT TEAM INTRODUCTION

AS REGISTRATION CONCLUDES, THE TRUMP U SPEAKER WILL BEGIN COMMUNICATING TO THE STUDENTS AND WILL INTRODUCE THE TEAM. PER THE SPEAKER'S CUE, TEAM MEMBERS WILL PRESENT THEMSELVES INDIVIDUALLY TO THE STUDENTS AND GIVE A BRIEF DESCRIPTION OF THEIR BACKGROUND, EXPERIENCE, AND SPECIALITIES. TEAM MEMBERS SHOULD ALSO CONVEY THEIR WILLINGNESS AND DETERMINATION TO HELP AND PUSH STUDENTS OUT OF THEIR COMFORT ZONE.

An Example Of Information A Team Member May Choose To Include:

- Your position and background with Trump U
- Hometown, and how you got you started in the real estate industry
- If you're an investor, tell them more about your achievements
- Anything you might specialize in or interests you the most
- Let them know it is your job to not only train and educate them, but to push them out of their comfort zone
- Show them your excitement! Welcome them, and express your dedication toward the program and helping them achieve their goals

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FULFILLMENT BREAK OUT SESSIONS

FULFILLMENT BREAK OUT SESSIONS ALLOW OUR STUDENTS TO INTERACT IN A GROUP, HANDS-ON ENVIRONMENT. THEY ALSO PROVIDE OUR COORDINATORS WITH AN EXCITING OPPORTUNITY TO INTERACT WITH STUDENTS MORE CLOSELY. WHEN INSTRUCTING YOUR GROUP, YOUR GOAL IS TO BUILD CREDIBILITY AMONG STUDENTS WHILE MAINTAINING A PROFESSIONAL AND ENTHUSIASTIC ATTITUDE. BY UTILIZING YOUR LEADERSHIP SKILLS, TRUMP U STUDENTS WILL LEARN ABOUT REAL ESTATE, HAVE FUN, AND CONTINUE TO INVEST IN OUR PRODUCTS AND SERVICES.

Break Out Session Positioning:

- Groups are positioned by the Instructor on Day One, Day Two and/or Day Three. The Instructor will position the group break out from the front of the room; the purpose of the breakout sessions is threefold. First it gives the Instructor a break. Second, it gives students an opportunity to interact as a group and problem solve a solution to a situation set up by the Instructor. Third, it allows students to create a bond with other Trump U team members on a rotating basis. Students may relate more to one particular team member and want to follow in their footsteps, thus making them more likely to purchase a package.
- The group will break off and brainstorm the situation given by the Instructor. They will then pick a group spokesperson to present to the class. A sales consultant will be assigned to each group to help guide the group.

Break Out Exercise #1:

"We are all here for different reasons. Some are here because you want to make $25,000 in the next 90 days, while some of you are here because you want cash flow, or to start building your retirement.

I want you to create two columns on your paper. Do not draw a line down the center of your paper."

Have students write the following down:

Investment Type	Personality Type
Assignments	Short Term
Lease Option	Long Term
Owner Finance	Hands On
Rehab	Hands Off
Rental	

Assignment = Short term and Hands off
Lease option = Long term and Hands off
Owner Finance = Long term and Hands off
Rehab = Short term and Hands on
Rental = Long term and Hands on

Now, have them match the investment type with their personality type. (Each investment type matches 2 personality types).

"Throughout this week Mr/s. _________ (speaker) will be teaching you many additional types of investments. I want you to add it to this list and then match it with your personality type. We all have different talents and reasons for being here, now you have the plan on what type of deal you should be focusing on."

Break Out Exercise #2:
"To become successful in real estate, you need to be in the right state of mind, and forget about all of your problems. No one wants to work with someone that brings them down. Also, it is VERY IMPORTANT to remember that you are giving yourself the opportunity to have a better life, so don't ruin it by being in a mad mood. That bad mood could be the reason that you haven't gotten there yet. Success has everything to do with your attitude.

Let me give you an example: you go to a party, and there is always someone that everyone wants to talk to and be around. Then, there is someone that sits on the couch and no one wants to talk to. One is positive and one is negative. No one wants to be around someone that is negative. We naturally all flock to positive people.

Throughout this week ________ (speaker's first name) is going to be teaching you a lot of creative strategies. Some of you are familiar with them, but for some of you it will be very new and different. To understand what he is teaching you need to have a positive attitude and an open mind. We know that you won't get everything and will have questions. If you have questions, what should you do? Ask us questions! You need to utilize us this weekend, because if you don't stay with us, then after Monday, we won't be here to answer your questions. Also, make sure that you ask a Trump U team member only, because if you ask someone else they could give you the wrong information and you could lose money.

When we sit with you after you have filled out your student profile sheet. Keep in mind that if we don't know where you are at with the information, we can't help you. Do you agree? "YES." Then, we can set you up with the best 120 day action plan that fits you.

Part of your homework is to write yourself a million dollar check. You need to do this because before you can make a million dollars you must first believe that you are worth a million dollars.
When you have done that, write in the memo line the most important attribute or action that you will need to earn that money. For some of you it may be knowledge, for many of you it is going to be a mentor. Now, every time you see that check you will know what you need to get there.

Break Out Exercise #3:
"As a real estate investor, full or part time, you need to become comfortable explaining what it is you do. You MUST get this down, make it sound natural, and be able to explain your role as an investor quickly and efficiently."

Key points:
- Wholesaler: "I buy houses, and I can close quickly with cash." Make an offer in 24 hours or less.
- Sell the ability to close quickly. People ALWAYS wait until the last minute to seek help.
- Private money investors: Guaranteed ten percent return on your money backed by real estate.

- Lease option buyers: Buy homes with a low down payment, low monthly payments, no banks, no credit checks, and lease with option to buy.
- Bird dogs: Referral fee paid to any referral sources that result in the PURCHASE of a property.

Please note:
- All of these can be present on your business card. Always give out TWO business cards; your client may also know another person in a similar situation.
- You must shake hands, and have good eye contact and a formulated speech.
- Networking is crucial! It allows you to attract BUYERS, SELLERS, INVERSTORS, and REFERRALS.
- ALL OF THE ABOVE ARE COMPONETS OF A SUCCESSFUL FULL TIME/FULL SERVICE REAL ESTATE INVESTOR OF TRUMP CALIBER!

Break Out Exercise #4 (Builder Breakout):
"Another strategy that we have available to you is New Construction and Land Development. This is another viable strategy to make large returns on your money. It is not an easy process, but with the proper instruction and guidance it will be a simple one.

New construction is a very good way to increase profitability. The key to that is buying the land at the right price and location. Starting with the grading of the lot, initializing the foundation, framing the structure, drying it in, and finishing the interior are some of the major stages of building a house. I have personally repeated this for over seventeen years. The system is phenomenal. Watching the structure go from a construction project to someone's dream home is a very satisfying feeling. There is also a very satisfying feeling seeing your customer getting involved in their home, putting in their personal touches, and adding their style. There will be times, though, that you will construct a home as a spec product. This is a home that is built without a specific buyer in mind. The home is constructed to completion and then sold to a specific buyer. This is a very common way to work in new construction. It is a simple process - with the proper training and knowledge. I have built most of my homes this way, but it took the instruction of many mentors to help me through these strategies throughout my career.

Buying land is another way of making large returns on your investments. It is a slightly different process, though. Understanding topography, visualizing streetscapes, and foreseeing what the final product will look like when you are done are a few of the things that you will need to know in order to be successful. You will also have the ability to develop raw land if that is what you desire. Making sure that the zoning is properly done, and that the water, sewer, and other utilities are installed at the right time. Additionally, paving the roads and finalizing the entrance if it is a multi lot location are some of the things that you will need to learn before you are ready to move forward with this.

How many of you are interested in these strategies? Would you agree that four minutes is not enough time for me to instruct you in this? We will go into this in a little more detail on Saturday with you."

Break Out Exercise #5:
I have a homework assignment for tonight. You have to go to Trump University's website, www.TrumpUniversity.com, and learn more about our website. The following are areas I want you specifically to look into:

- My network
- Resource library

- Empire city

During The Day Three Break Out Session(s):

- Find and understand the student's needs.
- Partner with the student and make the transition from being the team member to becoming a resource.
- Help students achieve their business objectives through the use of OUR product or service.
- Believe that your products and services are the best.
- Have complete confidence in yourself.
- The primary goal of questioning, listening, and acknowledging is to uncover student needs and establish buying motives. Efforts to discover student needs will be more effective when the student's primary reasons for buying are uncovered. Students usually have both rational and emotional reasons for buying. While a prospective student may state many needs, there usually is a primary motive for buying. This primary motive or buying need is the hot-button. Be sure you don't miss this primary motive. It is essential to know this motive.
- It has been said that students buy emotionally (out of fear of loss or for gain) and justify their purchases rationally. You should always ask fact-finding questions (to discover rational needs) and feel-finding questions (to discover the underlying emotional motivators).

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FULFILLMENT: BUILDING RAPPORT AND PLANTING SEEDS

DURING THE FULFILLMENT, YOU CAN UTILIZE BREAK AND LUNCH TIMES BY BUILDING RAPPORT AND TRUST WITH STUDENTS. THIS PROCESS, ALSO KNOWN AS 'PLANTING SEEDS' IS A WAY TO INDIRECTLY INFLUENCE FUTURE SALES. DURING THIS TIME, YOU MAY ALSO REMIND THEM THAT ALTHOUGH THEY ARE GETTING AMAZING INFORMATION, THIS IS JUST THE BEGINNING OF THEIR REAL ESTATE JOURNEY.

Use Break And Lunch Times To Your Advantage:

- Use break and lunch times to plant seeds. This can help on previews during registration as well.
- During breaks and lunch, always stay in front of the tables so you appear more approachable.
- Don't just answer questions the entire weekend, give them just enough information to want more and end with one of the examples below.
- Smile and be very friendly.

Examples of Language That Would Plant Seeds In A Student's Mind:

- You're on the right track.
- This is a great first step.
- This is just the beginning of your real estate journey.
- I am glad you're loving this, and there is so much more I would love to keep teaching you. We need longer than three days!
- That's a great question, and I'll give you the answer, but there are three steps you have to take before you get to what you're asking now.
- The more knowledge you receive in any industry, especially in real estate, the more success you will have.
- Use yourself as a reference as often as possible. For example: "If I didn't have this Trump power team behind me and guiding me I would be in a very different financial position."
- Have you ever procrastinated in your life? We want to make sure you don't with this opportunity.
- You don't become a scratch golfer by reading a book or getting a couple of lessons.
- You have been so close to living an amazing life so many times in your life, but always come up just a little short, let us help make sure that never happens again.
- Every other highly paid professional in any industry spent years in college, and spent hundreds of thousands of dollars in education. They've earned the right, and they accept personal responsibility.

In Summary:

- Give them credit for taking a great first step, but don't let them think three days will be enough to make them successful. Use doctors or lawyers as an example, or any profession that requires time, money, and the right education for success. If all Trump U team members are following these procedures it will greatly improve our chances to sell elite packages. Even one coordinator giving them the impression three days is enough that can hurt sales. People will always take the path of least resistance; do not give them the option.

FULFILLMENT ONE-ON-ONE: MAKING THE SALE

EACH TRUMP U TEAM MEMBER WILL SIT DOWN WITH THEIR STUDENTS ON AN INDIVIDUAL BASIS TO DISCUSS THEIR GOALS AND INTRODUCE THEM TO OUR PACKAGES. DURING THIS TIME, IT IS IMPORTANT TO GIVE THEM PERSONALIZED ATTENTION, DISCOVER AND TAKE NOTE OF THEIR PERSONAL PREFERENCES, AND CONTINUE TO SHOW ENTHUSIASM AND CONFIDENCE FOR OUR PRODUCTS AND SERVICES. TOWARD THE END OF THE SESSION, THE TEAM MEMBER WILL ASK FOR THE SALE. AS WITH THE PREVIEW SALE, YOU MUST HAVE A POSITIVE MINDSET AND BE AWARE OF WHAT YOU SAY AND HOW YOU SAY IT AT ALL TIMES. EVERY COORDINATOR WILL REVIEW THE SALE GUIDELINES BELOW IN ORDER TO BE ADEQUATELY PREPARED FOR THE SALE.

Sessions Help Coordinators Match Our Products to the Student's Needs:

- "Because we understand each student has individual needs, backgrounds and goals, we are setting up one-on-one sessions to give you an opportunity to speak with one of our consultants who will help you map out your goals and objectives. Signup sheets will be at the back table for your convenience. One-on-ones will be 20-30 minutes and held during class outside the meeting room. When it is your time, please quietly leave the room and meet with your consultant. If you do not get the opportunity to meet with a consultant, please get with the program coordinator and they will assist you."
- Sessions should begin on Saturday and continue through Sunday. In the case that you have a very large room, teams may meet with E4 students prior to Saturday's close.

Useful Tips for Facilitating the One-On-One Session:

- It's very important to work with your team and communicate things we each other about students that you learn about threw out the weekend; this is truly a team effort.
- Get permission to push them out of their comfort zone. That way, when you start selling them, you can always remind them that they gave you permission to push them toward a better life.
- Review and utilize their previously completed profile sheet before the session, which will give you vital information for closing. It will help you determine which package, product, or service they can afford and more about their goals. Specifically, you may want to:
    - Go through properties from sheet (if any). If they have equity, recommend utilizing a HELOC, which they can use to invest in real estate.
    - Point out the ROI on accounts (checking, savings, etc). If they have a horrible ROI (return on investment), get them interested in Trump's system to generate higher ROI's.
- Ask questions and fact find with your student. Examples of what you might ask:
    - Have you enjoyed yourself and learned a lot of valuable strategies?
    - What has been your favorite part of the presentation so far?
    - Before I give you your plan of action, do you have any questions on anything we have covered so far?
    - Can you tell me more about your goals?

- What do you do for a living? Do you wake up excited every morning wanting to go to work?
- How many hours do you work a week?
- Would you like to be a full time investor or part time investor?
- How many hours a week do you plan on spending to grow your new real-estate business?
- How many deals would you like to start closing a month?
- What types of properties would you like to start putting together?
- Do you have any creative real estate experience? When was the last time you profited from a property that wasn't a primary residence?
- How much money would you like to have by the age of 65 years old?
- Who or what do you want to do this for? (Family, children, spouse, grandchildren, college education for kids).
- What is your most important goal to accomplish five years from today?
- What are your monthly expenses?
- Find out what their biggest fears are:
- What's held you back from becoming a real-estate investor?
- What are you most nervous about when it comes to investing?
- On a scale of one to ten, how serious are you about making a change to better you financial situation
- One a scale of one to ten, how serious are you about making a change to spend more quality time with your family

- During this Q&A conversation, spend some time reviewing their finances and verifying monthly income (reference the student profile sheet). Point out that many experts say at 65 years old, if you want to retire, you need 1.5 million dollars if you want to live for another 20 years and spend about 50k a year. To drive it home, run the numbers with them, and go over how much they need to make a year to accomplish that. This is a powerful tool to use when you're trying to close them, since their current numbers won't add up to what their goal is if they don't make a change.
- Listen to your student, and note any likes, dislikes, and past experiences. Your ability to observe must be as powerful as your ability to sell and to listen. Watch their body language; when they perk up or when they don't like something you say, take a mental note.
- Don't interrupt, but control the conversation.
- End the conversation on a positive note, while selling our programs: "I've enjoyed getting to know you over the last three days. You have been telling me about your goals and dreams and we want to be part of the solution so you accomplish them. I know you want to know about our elite programs and I'm excited to share them with you and answer any questions."

At The End Of The One-On-One Session, Close The Deal:

- "Tell me what you believe you could accomplish in real estate with every single resource Mr. Trump has at his disposal, plus _____, _______, ______ and _______(speakers name, you, and the other coordinator's name), and most importantly a hand selected Trump certified multi millionaire mentor?
- Open the folder. When you introduce the price, don't make it sound like you think it's a lot of money, if you don't make a big deal out of it they won't. If they can afford the gold elite don't allow them to think about doing anything besides the gold elite.

- If they can afford the gold elite, go over what the gold elite package offers and how it is designed and customized to help them become successful. Start giving recommendations and guidance on what they need to start doing, such as which advanced training they should attend first, what types of properties they should start focusing on and when and where to do the mentoring. (Note: This is going to depend on what you learned while you were fact finding. Generally you don't need to go over the silver or the bronze if they have the resources and can afford the gold.
- After you're finished with your recommendations, wait for them to talk next.
- If they can't afford the gold elite: Look at how much they can afford to spend, and when you get to the package they can afford build massive value in it. Let them know they can upgrade to the gold elite after they have received more knowledge and closed a few deals. For example, "This is what _______ (speaker name) and I feel you must absolutely start with today! Let them know that many of the gold elite students are starting with the exact same classes you're recommending for them so they don't feel left out.
- Explain after-sale service. After the customer has made a purchase, you must explain after-sale services and expectations.
- When you get excuses after asking for the sale (and you will), remember to bring in everything you learned from the beginning of your presentation, and the sales fundamentals.
- If they still hesitate: "As one of your mentors for the last three days, it's time for me to push you out of your comfort zone. It's time for you to be 100% honest with yourself. You've had your entire adult life to accomplish your financial goals. I'm looking at your profile and you're not even close to where you need to be, much less where you want to be. It's time you fix your broken plan, bring in Mr. Trump's top instructors and certified millionaire mentors and allow us to put you and keep you on the right track. Your plan is BROKEN and WE WILL help you fix it. Remember you have to be 100% honest with yourself!"
- End your presentation with testimonials.
- In essence, the above sequence is what a consultative sales presentation should look like. It's logical and flows systematically from the needs first discovered, through statements and demonstration of product/service benefits that satisfy these needs, to asking for the order, and through after-sale service.

Guidelines for Closing the Sale:

- Closing "asks" for the order and confirming "reassures" the student that they have made the right decision. Closing the sale is less difficult if the presentation process has been properly handled. Closing is part of the selling process and is a logical outcome of well-planned presentation management.
- Focus on dominant buying motives
- Negotiate the tough points before attempting the close
- Avoid surprises [new information] at the close
- Display a high degree of self-confidence at the close
- Ask for the order more than once [don't give up if the student says, "no" the first time that you make a closing statement/question], and recognize closing clues [student may indicate verbal or non-verbal clues and you must be ready to Close at that point]
- Confirm the sale occurs after the student says, "yes." The purpose is to reassure the student by pointing out that he or she has made the correct decision. This step is important is addressing "post-purchase remorse" which is a common emotion following a purchase decision.
- After the close, have them tell you what they are most excited about.

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FULFILLMENT SALE OBJECTIONS & REBUTTALS

WHILE ASKING FOR THE FULFILLMENT SALE, ATTENDEES MAY HAVE OBJECTIONS TO ENROLLING IN OUR PACKAGES. BY BEING PREPARED FOR RESISTANCE, YOU CAN MAKE A STRONG, PERSUASIVE COUNTER CASE, EASE THEM INTO THE DECISION TO PURCHASE, AND CLOSE THE DEAL MUCH QUICKER. EACH COORDINATOR MUST MAKE AN EFFORT TO INTERNALIZE THE FOLLOWING OBJECTIONS. REBUTTLES SHOULD BE DELIVERED WITH ENERGY, PASSION, AND INTENSITY. ALWAYS REMEMBER TO KEEP IT SHORT AND SIMPLE, AND BE ASSUMPTIVE!

Objection: I'm Going To Try This On My Own.

Great …Let's hear it. (*Hear What?)* The proven system that you're going to implement! How are you going to locate the properties? How are you determining ARV? All cash offer? Where is your financing coming from? How will you negotiate price? Terms? What about exit strategies? Organization of your business? One mistake on any one of these and you're broke, beaten, and worse off than you are now. At that point you'll remember this conversation and *truly* understand what the safe choice was. The risk isn't spending 35K - it's entering into the world of REAL ESTATE without specialized knowledge, guidance and trained professionals in the field holding your hand. WE are the safe decision. Fear is preventing you from investing in yourself. I find it very difficult to believe that you'll invest in anything else if you don't believe enough to invest in yourself and your education. I'm not asking you to take risk; I'm asking you to minimize risk. Are you ready to minimize risk and Maximize profit? Change your life and learn to invest like Trump? Congratulations! Welcome to the Family.

Keep the following in mind:

- You can ask them questions so they realize they don't have a chance for long term or short term success.
- Have you done all of your homework? Let me see it.
- Show me your formula for making offers.
- You just met me. Convince me why I should do business with you.
- My house is worth $400,000; Sell me on why I should accept $250,000 from you.
- I'm a for sale by owner. You called my phone number - let's hear your presentation.
- I'm a private money investor. Tell me why I should loan my money to you for your deals. What experience do you have? What's your track record? What's the biggest profit you've made on an investment deal?
- What reports should you research before considering doing a deal in an area?
- What happens if you're doing a lease option and they sell the property to someone else even though you have it under contract?
- What if you're doing a lease option and the owner of the home opens a second mortgage and they owe more on the house than what your purchase price is?
- You are struggling to answer these very basic questions that we've given you the answer to ten times this weekend. Now are you seeing the value of having experts by your side?

Objection: I'm Going The Use The 35k To Invest In Property.

_______(insert student's name), at the very best it'll get you into one property and if you get it you've got ONE potential profit center. But how do you know it's a deal? How do you know the numbers work? If you use your own money to buy this property and you do it incorrectly you've created a headache and a money pit. You have no specialized knowledge or system to fall back on. Mr. Trump doesn't use his own money to invest and look at his success! If you want to use your own resources, fine. Let a mentor show you how to maximize your money and minimize your risk. This is the smart decision. Learn the system to line up private money and no money down techniques, because these techniques allow you to do infinite deals!! Didn't you come here to make a change? To learn the techniques and strategies from the best? Let's make that change and get you one-on-one field support. Congratulations!!!

Objection: I Need To Think About It.

_______(insert student's name), you've already been thinking about this too long and it's time to commit to yourself and learn the TRUMP way to invest. You saw our ad, made the DECSION to attend the preview, you made the DECSION, to sign up, you made the DECSION to do your homework, you made your DECSION to stay with the program, and when you heard of the chance to have a personal TRUMP trained expert to guide you in the field you made the DECSION to sign up for this one on one and NOW here we are. YOU'VE THOUGHT ABOUT THIS! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, and will keep you going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. Congratulations!

Objection: What's The Success Rate?

Let me give you an example of why that's a hard question to answer. If you went to Harvard or Berkley and asked them the success rate of their graduates, how do you think they would answer that? Their answer is the same as ours. We give every student the knowledge and tools to go out there and be successful. Does every graduate receive the same knowledge? Yes they do, yet every graduate doesn't make the same amount of money. That's because it's based off of applying that specialized knowledge. Their number one problem is procrastination and excuses. So the success rate is based off of one variable - YOU! I believe you're here today because you're ready. Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here this weekend to be average. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. If you implement the knowledge you will have the business you desire. Let's get you a Mentor and get you to a whole new level of thinking and investing.

And/or:

People define success in many different ways; some do it by a dollar amount while others do it with more free time with their family. But let me tell you, with all of the students that have stayed in contact with their mentor and have done what he has said, followed the steps that he has put in place and listened are successful one way or the other. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Can't Travel That Much. (Retreats)

Well _______(insert student's name), that's only because you're working hard for someone else, making them rich, and helping them with their financial goals. This weekend plus all of these advanced trainings are about helping you reach your personal and financial goals. I know you can attend one retreat per quarter. That's only twelve days out of the year that you would be setting aside to become financially independent, so you could eventually quit that job that's giving you just enough to stay. I would recommend bringing your family to the retreats. Think of how cool would that be! You could give them four amazing vacations a year, having a blast and securing their financial future at the same time. The first retreat I would recommend for you is the wealth preservation retreat. I'm not a CPA, but many of those expenses for your business trips are potential write offs, and they'll show you how to do it there. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: That's A Lot Of Money.

That's a lot of money! Really? Most people look at this and are so excited that it's only that amount with everything we include. However, let's figure it out for you right now. What are your expenses every month? $3000? OK, you are making $6000 a month. What are your interest rates on your credit cards? Twelve percent. Perfect. (Take the percentage rate and divide it by twelve months that will give you the percent per month that they are charged. Then, take the amount that they are spending and divide it by their percentage per month). I see that your percentage rate per month is one percent. Let's take that number and see what your monthly payment will be. You will be paying $350 per month in interest and plus a little bit in minimum, so let's say you will have a payment on your credit card of around $600 dollars. Now, that I showed you how you can afford it, I will not let you say NO. I just figured out how you can have a Trump certified mentor fit into your budget for lets than $600 per month. Let's get you a Mentor and get you to a whole new level of thinking and investing

Objection: What's Your Guarantee?

_______(insert student's name), here's my first guarantee: don't make any changes in your life, and you will be in the exact same place you are in right now one year from today. By the way I know you don't want that, that's why you're in our ballroom this weekend. Here's another guarantee, we offer world class training and mentoring, and will give the absolute best strategies and systems to generate massive cash flow. You will have everything you need, to have as much success as you desire. There's only one thing I can't guarantee, YOU! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, make you keep going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here to be average. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Have Enough Information To Do This On My Own.

_______(insert student's name), maybe you can go out there and do a deal by yourself. It might take you five or six months, you might lose money or make a little. But what we're offering is a proven system from Mr. Trump to help you close multiple deals every month, with a millionaire mentor by your side making sure you don't make any mistakes, and creating the most amount of profit per deal. Let me ask you a question; are you capable of making one or two mistakes on your own? (Smile on your face). Do you think one or two mistakes in real-estate could cost you 30k or 40k? I've even heard of one mistake from 'wanna-be' investors loosing 100k! By the way, those same investors had a lot more knowledge and experience than you do, but they had the same exact mindset which set them up for failure. But they finally learned that they don't know what they don't know and got our help before completely wiping out! Avoid that and learn how to do this business from the very beginning of your career. Remember that one mistake can break your account or worse. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Go Into Debt

Every single company goes into debt when they are first starting out, EVERY SINGLE BUSINESS! The profits pay off the debt and before you know it, your new real-estate business will start making amazing returns. Is it worth a small investment to own your own company, finally be your own boss, and keep all the profits that you make! If you're willing to work as hard for yourself as you have been for your boss I don't see you ever looking back. Imagine having the freedom to pick up kids from school, never miss another recital or sports game again because you made the decision to not allow fear and comfort zones to hold you back anymore in life. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Right Now; I Will Wait For Another Seminar And Sign Up Then.

You're right we have events all over the country, but this market is not waiting for anyone and if you continue this pattern of not being able to make a decision, how do you expect to be able to put a property under contract? You have to be able to make quick decisions in this business because good deals don't last long. Let's get you enrolled today so you can start building a real estate empire.

Objection: I Just Went To Another Seminar (I.e.: Rich Dad) And They Are Promising Me A Better Deal. What Makes You Different?

I am familiar with that program and think that's a great book, but there is only one real estate mogul - Mr. Trump. I don't like to bash other companies because we truly are the best in the industry and feel our brand speaks for itself. Our office is in the financial capital of the world. Mr. Trump's building is not in Cape Coral FL or in the middle of Salt Lake City somewhere. Don't buy a Kia when you can have a Bentley. Let's get you enrolled and start doing business.

Objection: I Have A Good Job.

Let's say you lost your job tomorrow. Let's add up how long you could last without work. That's scarier than a little investment. Let's say you keep your job for now, let us help you do a few deals per quarter, gain knowledge and expertise. Pretty soon you may very seriously consider doing this full time! Worst case scenario: you keep your job, you don't get fired, but you let us help you do this part time to secure your retirement accounts, because as of right now your job isn't doing that, it's only giving you enough to pay your bills and put a tiny bit away.

Other One Liner Rebuttals To Review:

- Does Tiger Woods say "let me win a few tournaments first and then I'll hire swing coaches?"
- Does any owner of any professional sports team say "let me win a few games first and then ill invest more money on coaches? The best-coached teams always win!"
- You see the big picture and know there is a ton of opportunity. You don't know the exact step-by-step details you need to take every day to achieve the results you want and need.
- There is so much money to make out there. If you're not willing to go out there and make that money, guess what? Someone else will. Why shouldn't it be you, they're no different than you, but they made the decision to get the help and make a permanent change.
- Don't buy a Kia when you can have a Bentley.
- How many times have you said to yourself: I wish I had their success or money? If you allow us to help you for the next couple of years and you cash out at the top!
- The more money you spend in real estate, the bigger your checks can be.
- I believe your mentor _______ (mentor's name) is more knowledgeable than _______(speaker's name). That's how good our mentors are!

- If you put as much time and energy as you do at your job into your new real estate career you could be financially free with our help in a few years.

Use Your Teammates To Close A Sale When You Can't Do It Alone:
If you can't close a student, but you believe they can still be sold it's important to let another sales coordinator or speaker know. Pass on what you learned about them - what they like, don't like, are nervous about - and anything that will help someone else button it up.

TRUMP UNIVERSITY

FULFILLMENT SCRIPT BUYER ORIENTATION

ONCE YOU HAVE CLOSED THE SALE, THE COORDINATOR WILL SIT DOWN WITH THE BUYERS TO EXPLAIN THE NEXT STEPS AND CONTINUE TO GET THEM EXCITED ABOUT THE PACKAGES. YOU WILL REVIEW THE PAPERWORK AND KITS AND DISCUSS THE ONLINE BENEFITS NOW AVAILABLE TO THEM. THIS IS THE LAST CONTACT THEY MAY HAVE WITH THE TRUMP U TEAM BEFORE LEAVING, SO MAKE SURE TO MAINTAIN YOUR CONFIDENCE AND ENTHUSIASM IN ORDER TO RETAIN ELITE BUYERS AND SET THEM UP FOR SUCCESS.

Goals And Guidelines:

- Make sure students have all contact information for mentors and team.
- Let students know they will be getting emails tonight with action plans, which they will start on Monday.
- Tell students to be prepared for a conference call on Monday. If possible, print out time and details sheet at show and hand to them before they leave.
- Reassure them that we are here to help them through this journey, and that they may contact the team as needed.
- Finish on a positive note. "We will never give up on you, and we will not allow you to give up on yourself. There is too much money for you to make, so we will push you. You're with the best of the best, stay with the best and we will get you into that category as well! Welcome to the Trump Family!"

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POST-FULFILLMENT BUYER ORIENTATION PHONE CONFERENCE

ONCE THE FULFILLMENT HAS ENDED, TRUMP U TEAM WILL CONDUCT A PHONE CONFERENCE FOR ALL STUDENTS WHO HAVE PURCHASED PACKAGES. THE FACILITATOR SHOULD WELCOME STUDENTS INTO THE TRUMP FAMILY, INTRODUCT THE NEXT STEPS, ADDRESS ANY ONE-ON-ONE CONCERNS OR QUESTIONS, AND CONTINUE TO BUILD EXCITEMENT REGARDING OUR PRODUCTS AND SERVICES. BY DOING SO, TRUMP U TEAM WILL STRENGTHEN LOYAL, HAPPY, PRODUCTIVE RELATIONSHIPS WITH STUDENTS.

Before The Call:

- For our student's convenience, the invitation to the phone conference should include the success team's (program coordinator and program directors) contact information.
- Have a plan! Remember that our students are very busy, so stay focused on the message. Don't let the call get sidetracked, and keep it under your control.

During The Call:

- Take attendance.
- Start call off with a lot of energy and enthusiasm.
- Welcome students to the family: "Welcome everyone! We are so excited for all of you and what you are about to accomplish in the most amazing market of your lifetime! If you think this weekend was exciting wait until you learn all of the plans we have for you in your new real estate business. I'm so proud of every single one of you. I know for some of you it was a little scary, but you will see that when you're in the Trump family, you have absolutely nothing to fear!
- Continue to excite students, and introduce the team: "I got to know all of you very well, and so did ________, __________, and ________ (list team names). All of us feel like we've developed great friendships with you and are looking forward to having an amazing relationship with you for years to come. We believe in exceeding your expectations, under promising, and over delivering. That is why we want to have additional resources in our Wall Street office, in case one us is on a plane or helping other students out. It is my pleasure to introduce you to ______, _______, and _______ (team names). I want them to have the same relationship all of us have had the opportunity to share with you. (At this point, each representative from the 40 Wall office will do a brief intro).
- Address questions: "We want to respect everyone's time. We know some of you are at work and have to get back, but does anyone have any questions now? If not again we can address them on a one-on-one call later, or when it's most convenient for you.
- Outline the steps in detail. Don't just say 'do your homework', give them specific instructions so they feel like the call was a valuable way to spend their time. We want them to begin creating specific goals.

- Give them a plan: "Ok great, the last thing I want to cover on our conference call today are your specific plans that you need to be working on.
    - #1. If you haven't already, come up with some LLC names. Then log onto www.TrumpUniversity.com and follow the directions, which will make your LLC OFFICIAL!
    - #2. Organize your leads by prioritizing which ones you believe are the most motivated.
    - #3. Put your million dollar check on your mirror, look at it every day, and believe you will cash it! Stay positive!
    - #4. Expect a call from your Trump certified millionaire mentor. Make it a priority to pick some dates if you haven't yet as availability becomes limited if you wait!"
- (At this point, feel free to add anything else you feel your group should start working on. But be careful not to overwhelm them!)
- Finish the call and let them know that we are available to help them: "I want to thank all of you for dialing in. I know many of you have tight schedules, but we are still available for all of your needs after this call. Our contact info is on your invitation. Remember, this is the most amazing market of your lifetime and you have the most successful investors and mentors in the country by your side making sure that YOU WIN BIG! With that, it has been a pleasure getting to know all of you and we can't wait to hear your SUCCESS STORIES. Real estate will give you anything and everything that you want in life, so just listen to your mentors, be teachable and we will get you there!

TRUMP UNIVERSITY

POST-FULFILLMENT PHONE SAVE

SHOULD A STUDENT TRY TO CANCEL THEIR PREVIOUSLY PURCHASED PRODUCT OR SERVICE, IT IS THE DUTY OF THE TRUMP TEAM TO ATTEMPT TO SAVE THE SALE. THE COORDINATOR OR REPRESENTATIVE SHOULD ADDRESS THEIR CONCERNS AND REASSURE THEM THAT THEIR INVESTMENT IN TRUMP U WAS THE RIGHT DECISION AND BEST FOR THEIR SUCCESS.

Remind Them Why They Need To Be A Part Of The Trump Family To Succeed:

- Find out what their objection or fear is and get past the excuses.
- Ask questions that will reaffirm them why they made this purchase. For example, "What was your favorite part of the weekend?"
- Remind them of the reason they came in the first place. They were on the right track to get on a new plan because their plan was broken, and obviously won't fix itself. The longer they deny that, the further their goal of financial freedom will become.
- Let them know if they get some leads, we will start working on their first deal this week.
- Let them know they are not alone, that we are still by their side ready and wanting to help them.
- If they could put as much energy and time into working on their first deal as they are with making all of these excuses, we could have a deal already going at this point. As a matter of fact, find us a lead and let us help you so you're one step closer to paying off the education.
- Try to schedule a second call with them before they make any decisions and mentor them on an action plan that will get their first deal started immediately.

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PROGRAM COORDINATOR PLAYBOOK

T A B L E   O F   C O N T E N T S

Addendum to Recording Procedure 152
Final Event Paperwork Policy & Procedure 140
No Email Procedure 151
PC Tipping Guidelines 153
PC Fulfillment Reporting Guidelines 145
PC Preview Reporting Guidelines 141
PC Retreat Reporting Guidelines 148
Shipping Chart & Shipping List 156
Shipping Formulas 155
UPS Policy & Procedure 158

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FINAL EVENT PAPERWORK POLICY & PROCEDURE

ALL EVENT PAPERWORK MUST BE RECEIVED BY THE OFFICE ON THE SECOND BUSINESS DAY FOLLOWING AN EVENT. PROGRAM COORDINATORS ARE RESPONSIBLE FOR UPS-ING ALL EVENT PAPERWORK TO CORPORATE FOR OVERNIGHT DELIVERY. EVENT PAPERWORK IS INCLUSIVE OF ENROLLMENT FORMS, ADDENDUMS, FORMS OF PAYMENT, EXPENSE REPORTS, SURVEYS, HOTEL FILES, CONFIRMATION CARDS, MARKETING TICKETS, PHOTO & TESTIMONIAL CONSENT SHEETS, AND ANY STUDENT PHOTOS.

ALL PAPERWORK SHALL BE SHIPPED BACK TO THE OFFICE IN THE FOLLOWING MANNER:

•All final event paperwork will be sent to the attention of Liliana Hernandez and mailed to 40 Wall Street, 32nd Floor, New York, NY 10005.

•Tracking numbers will be emailed to lhernandez@trumpuniversity.com and dong@trumpuniversity.com once the paperwork is mailed.

•All final event paperwork will be UPS'd in a manner that it will be received the second business day following an event. *For example: When an event ends on a Sunday, all paperwork will be sent out on Monday "overnight" so that it is received by Tuesday (the second business day after the event).*

•Paperwork will be complete and inclusive of each of the following elements:

- Any and all payments (checks, money orders from cash collected, etc.), enrollment forms, addendums, and forms of payment are to be clipped together and labeled "Attn: Lily."
- Appropriate receipt and documentation from any cash received by the hotel from the PC that has been put towards the final bill.
- All confirmation cards and marketing tickets are to be bundled together. The top card of each event should have the event code clearly written in the appropriate field
- All Full & Finals are to be clipped together with supporting documents and labeled "Denise".
- All expense report forms are to be clipped together and labeled "April."

Additionally, the following 3-day training components must be included, grouped, and labeled as follows:

•Any refund forms are to be clipped and labeled "Lily."

•All surveys are to be grouped together and labeled "Denise."

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PREVIEW EVENT REPORTING GUIDELINES

REPORT	SOURCE/TEMPLATE	ROUTING LIST	PURPOSE	DEADLINE
DAY 1 REPORT FOR 1PM SHOW	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE EVENT RESULTS FOR EACH SESSION: SHOW RATE, ATTENDEES, CONVERSION, AND ANY EVENT NOTES FROM PC	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF EACH EVENT
DAY 1 REPORT FOR 7PM SHOW				
DAY 2 REPORT FOR 1PM SHOW				
DAY 2 REPORT FOR 7PM SHOW				
DAY 3 REPORT FOR 1PM SHOW				
DAY 3 REPORT FOR 7PM SHOW				
DAY 4 REPORT FOR 1PM SHOW				
DAY 4 REPORT FOR 7PM SHOW				

FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE RESULTS FOR ENTIRE CAMPAIGN: AVERAGE SHOW RATE, TOTAL ATTENDEES, AVERAGE CONVERSION, AND ANY CAMPAIGN NOTES FROM PC	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF LAST EVENT
DAY 1 RECORDING FOR 1PM SHOW	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: DONG@TRUMPUNIVERSITY.COM AND ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AN YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)	TO ENSURE COMPLIANCE & RECOGNIZE STAFF SPEAKERS	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 1 RECORDING FOR 7PM SHOW				
DAY 2 RECORDING FOR 1PM SHOW				
DAY 2 RECORDING FOR 7PM SHOW				
DAY 3 RECORDING FOR 1PM SHOW				
DAY 3 RECORDING FOR 7PM SHOW				
DAY 4 RECORDING FOR 1PM SHOW				
DAY 4 RECORDING PM FOR 7PM SHOW				

DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM	TO COMMUNICATE TEAM MEMBER AND EVENT PERFORMANCE TO MANAGEMENT & SUPPORT TEAM	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY (FOR EACH HOTEL VISITED)	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM; EDANIELS@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE HOTEL & MARKET QUALITY TO EVENT PLANNING TEAM	TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE		TO CHART DIFFERENCE BETWEEN ESTIMATED AND ACTUAL EVENT COSTS IN THE ABSENCE OF A FINAL BANQUET CHECK	TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT
SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS & CONDITIONS	ALL COMPLETED PAPERWORK	**SEND VIA FEDEX OVERNIGHT TO: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ** **TRACKING NUMBER MUST BE SENT VIA**	TO COLLECT PHYSICAL PAYMENTS, ENSURE ACCURACY, AND COMPLIANCE.	TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS ON THURSDAY, PAPERWORK TO BE SENT OVERNIGHT ON FRIDAY TO ARRIVE MONDAY BEFORE 10AM.)

FULL & FINALS	COLLECT, REVIEW, & **SIGN** FINAL BANQUET CHECKS **UPON APPROVAL**	**EMAIL TO:** STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: LHERNANDEZ@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM	TO ENSURE ONLY APPROVED CHARGES WILL BE APPLIED TO TRUMP UNIVERSITY ACCOUNT	TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)
SHIPPING LIST	SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE NUMBER OF ITEMIZED MATERIALS SENT TO FUTURE EVENTS (AS PRE-DETERMINED BY LEC)	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT

TRUMP UNIVERSITY

FULFILLMENT EVENT REPORTING GUIDELINES

REPORT	**SOURCE/TEMPLATE**	**ROUTING LIST**	**PURPOSE**	**DEADLINE**
DAY 1 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE ATTENDANCE, GUESTS, NO SHOWS, ANY DAY 1 WICS, AND ANY WALK-IN FULFILLMENT BUYERS	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 1
DAY 2 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE ADDITIONAL ATTENDANCE, AND ANY DAY 1 CANCELLATIONS	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 2
FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE RESULTS FOR FULFILLMENT CAMPAIGN: SHOW RATE/RETENTION, TOTAL ATTENDEES, DAY 1 CANCELLATIONS,DOLLARS PER HEAD CONVERSION, ALL INDIVIDUAL BUYER NOTES, AND ANY CAMPAIGN NOTES FROM PC	TO BE SENT BY MIDNIGHT (EVENT TIME ZONE) ON DAY 3
DAY 1 RECORDINGS	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS:	TO ENSURE COMPLIANCE & RECOGNIZE STAFF SPEAKERS	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 2 RECORDINGS				

CLOSE RECORDING		DONG@TRUMPUNIVERSITY.COM AND ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AN YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)		
DAY 3 RECORDINGS (SEPARATE STAFF SPEAKERS)				
STUDENT PHOTOS	CAMERA	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM	TO BACK UP ATTENDANCE DISCREPENCIES	TO BE SENT WITHIN 24 HOURS OF EVENT
DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM	TO COMMUNICATE TEAM MEMBER AND EVENT PERFORMANCE TO MANAGEMENT & SUPPORT TEAM	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM; EDANIELS@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE HOTEL & MARKET QUALITY TO EVENT PLANNING TEAM	TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE		TO CHART DIFFERENCE BETWEEN ESTIMATED AND ACTUAL EVENT COSTS IN THE ABSENCE OF A FINAL BANQUET CHECK	TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT

SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS & CONDITIONS SURVEYS (FROM FULFILLMENTS & RETREATS ONLY) SIGNED ROSTERS FROM DAY 1, DAY 2, DAY 3	ALL COMPLETED PAPERWORK	**SEND VIA FEDEX OVERNIGHT TO STAFF ACCOUNTANT: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ** **TRACKING NUMBER MUST BE SENT VIA EMAIL TO:** STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: LHERNANDEZ@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM	TO COLLECT PHYSICAL PAYMENTS, ENSURE ACCURACY, AND COMPLIANCE.	TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS SUNDAY, PAPERWORK TO BE SENT OVERNIGHT ON MONDAY TO ARRIVE TUESDAY BEFORE 10AM.)
FULL & FINALS	COLLECT, REVIEW, & **SIGN** FINAL BANQUET CHECKS **UPON APPROVAL**		TO ENSURE ONLY APPROVED CHARGES WILL BE APPLIED TO TRUMP UNIVERSITY ACCOUNT	TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)
SHIPPING LIST	SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE NUMBER OF ITEMIZED MATERIALS SENT TO FUTURE EVENTS (AS PRE-DETERMINED BY LEC)	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT

TRUMP UNIVERSITY

RETREAT REPORTING GUIDELINES

REPORT	SOURCE/TEMPLATE	ROUTING LIST	PURPOSE	DEADLINE
DAY 1 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE ATTENDANCE, GUESTS, AND NO SHOWS	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 1
DAY 2 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE ADDITIONAL ATTENDANCE	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 2
FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO COMMUNICATE RESULTS FOR RETREAT: SHOW RATE/RETENTION, TOTAL ATTENDEES,DOLLARS PER HEAD CONVERSION, ALL INDIVIDUAL BUYER NOTES, AND ANY CAMPAIGN NOTES FROM PC	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF EVENT ON DAY 3
DAY 1 RECORDINGS	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: DONG@TRUMPUNIVERSITY.COM AND ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AN YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)	TO ENSURE COMPLIANCE & RECOGNIZE ANY STAFF SPEAKERS	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 2 RECORDINGS				
DAY 3 RECORDINGS				

DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM	TO COMMUNICATE TEAM MEMBER AND EVENT PERFORMANCE TO MANAGEMENT & SUPPORT TEAM	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM; EDANIELS@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE HOTEL & MARKET QUALITY TO EVENT PLANNING TEAM	TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE		TO CHART DIFFERENCE BETWEEN ESTIMATED AND ACTUAL EVENT COSTS IN THE ABSENCE OF A FINAL BANQUET CHECK	TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT
SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS & CONDITIONS SURVEYS SIGNED ROSTERS FROM DAY 1	ALL COMPLETED PAPERWORK	**SEND VIA FEDEX OVERNIGHT TO: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ** **TRACKING NUMBER MUST BE SENT VIA EMAIL TO:** STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: LHERNANDEZ@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM	TO COLLECT PHYSICAL PAYMENTS, ENSURE ACCURACY, AND COMPLIANCE.	TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS SUNDAY, PAPERWORK TO BE SENT OVERNIGHT ON MONDAY TO ARRIVE TUESDAY BEFORE 10AM.)

FULL & FINALS	COLLECT, REVIEW, & **SIGN** FINAL BANQUET CHECKS **UPON APPROVAL**		TO ENSURE ONLY APPROVED CHARGES WILL BE APPLIED TO TRUMP UNIVERSITY ACCOUNT	TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)
SHIPPING LIST	SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM	TO COMMUNICATE NUMBER OF ITEMIZED MATERIALS SENT TO FUTURE EVENTS (AS PRE-DETERMINED BY LEC)	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT

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NO EMAIL PROCEDURE

THE "NO EMAIL" OPTION ON THE DEV SHALL BE UTILIZED FOR ALL ATTENDEES WHO DO NOT HAVE A VALID EMAIL ADDRESS. PROGRAM COORDINATORS SHOULD NEVER MAKE UP AN EMAIL ADDRESS FOR AN ATTENDEE WITHOUT AN EMAIL ADDRESS.

•All attendees should be asked at the registration table for a valid email address if they have not written one in the email field on their confirmation card. If there is any resistance, inform them that our system utilizes their email address as their user id.

•In the very rare and extreme circumstance that an attendee asks specifically not to be reached by email, **quietly** inform them (out of earshot of any other attendees) that you will make sure that they do not receive any emails from us. Make a note on their card to serve as a reminder when entering into the dev later. After entering their information, go back into their profile by clicking into their email address from the roster. Click edit the user profile. Scroll to the bottom of the student's information and under "Contact Options," click the box next to: **No email:** Please do not send me any email whatsoever. This will prohibit the attendee from receiving any emails from Trump University.

ATTENDEES WITHOUT EMAIL ADDRESSES SHOULD BE ENTERED IN THE FOLLOWING MANNER:

•In the case that a preview primary attendee not have an email address, the Program Coordinator must scroll to the top of the roster and click: Sign up someone not shown below (Use for Walk-ins, NOT GUESTS) and then click For events, sign up someone without an email address-- BUT DISCOURAGED. In the attendee's profile, the PC will need to click: No email? This will allow the student's account to be created without a valid email.

•In the case that a preview guest attendee does not have an email address, the Program Coordinator must scroll over to the right of the primary attendee he or she is associated with and click: Add This will open a pop-up window asking for the guest's first name, last name, and email address. Click: (No Email?) and a default email address will populate. Then click "Update Guest Information" to save.

•In the instance that a couple that is registering utilizes a joint email address; attach the email address to the primary attendee. Then create a guest account with a default email address through following the directions in the bullet above.

•If at any point a PC has trouble with the "No Email" link, an email should be sent immediately to techsupport@trumpuniversity.com and aneumann@trumpuniversity.com with a brief description of the problem that is being encountered.

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ADDENDUM TO RECORDING PROCEDURE

IN THE INSTANCE THAT THE ASSIGNED PROGRAM COORDINATOR IS UNABLE TO PROVIDE RECORDING(S) FOR A PARTICULAR EVENT, WHETHER IT BE A SEMINAR, FULFILLMENT, OR WORKSHOP, THE PROGRAM COORDINATOR WILL BE HELD RESPONSIBLE FOR THE MISSING RECORDING AND WILL BE PENALIZED THROUGH THEIR PAY IN THE FOLLOWING MANNER:

PREVIEW EVENT

$50 PER SESSION
SESSION MUST BE INCLUSIVE OF ORIENTATION RECORDING

For example, as indicated in the Recording Procedure, the 90 minute preview must be recorded, as well as the orientation for buyers. Failure to provide both of these components per session will result in the above fee being deducted from the responsible Program Coordinator's paycheck.

3 DAY TRAINING EVENT

$75 CLOSE

As indicated in the Recording Procedure, all three day training closes must be recorded separately. Failure to provide the recording of the close for a three day training will result in the above fee being deducted from the responsible Program Coordinator's paycheck.

$25 PER STAFF SPEAKER

For example, if a sales coordinator speaks from the front of the room at an event, this segment must be recorded as indicated in the Recording Procedure. Failure to provide the recording of the staff speaker will result in the above fee being deducted from the responsible Program Coordinator's paycheck.

$50 PER DAY

In the case that the responsible Program Coordinator cannot provide an entire day's recording for a three day training, the above fee will be deducted from the Program Coordinator's paycheck. In the instance that the day that is unobtainable is also the day that a close was presented, a total of $125 will be deducted from the responsible Program Coordinator's paycheck.

I have read and am in agreement with the above terms for the Trump University Recording Procedure.

Signed:______________________________ Date:______________

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PROGRAM COORDINATOR TIPPING POLICY

PROGRAM COORDINATORS WILL BE REIMBURSED FOR TIPPING BELLSTAFF AND BANQUET PERSONNEL UP TO THE INCREMENTS BELOW. ALL EXPENSE REPORTS MUST ITEMIZE TIPS DISPURSED TO EACH INDIVIDUAL THAT IS RECEIVING.

3 DAY PREVIEW EVENT

Program Coordinators may be reimbursed up to the amount of $24 per three day preview campaign (Up to $8/day)

TIPPING GUIDE

An acceptable tip for bell staff assisting with your boxes or luggage would be $3*

An acceptable tip for a valet is $2**

**As a reminder, the Sales Coordinators are on your team to assist with such duties as carting boxes, and moving equipment. If at any time a Program Coordinator is left behind by the team to move equipment on her own, the Operations Manager, April Neumann, should be notified of the situation so that it can be remedied with the Sales Coordinators on staff.*

***It is the duty of the Event Planning Manager, Salma Jalil, to negotiate one complimentary parking pass for the staff vehicle onsite. The Program Coordinator must refer to the spec sheet that is sent from the Live Event Planner, Eleanor Daniels, prior to the campaign, in order to work with hotel staff to receive appropriate parking vouchers and park in designated areas. The team should never be parking in the valet area unless the parking rate has been comped or significantly reduced.*

4 DAY PREVIEW EVENT

Program Coordinators may be reimbursed up to the amount of $32 per four day preview campaign (Up to $8/day)

Please reference Tipping Guide above

3 DAY FULFILLMENT OR RETREAT

Program Coordinators may be reimbursed up to the amount of $20 per three day preview campaign (Up to $6/day)

TIPPING GUIDE

An acceptable tip for an audio visual representative that goes above and beyond would be $5

An acceptable tip for bell staff assisting with your boxes or luggage would be $3*

An acceptable tip for a valet is $2**

**As a reminder, the Sales Coordinators are on your team to assist with such duties as carting boxes, and moving equipment. If at any time a Program Coordinator is left behind by the team to move equipment on her own, the Operations Manager, April Neumann, should be notified of the situation so that it can be remedied with the Sales Coordinators on staff.*

***It is the duty of the Event Planning Manager, Salma Jalil, to negotiate one complimentary parking pass for the staff vehicle onsite. The Program Coordinator must refer to the spec sheet that is sent from the Live Event Planner, Eleanor Daniels, prior to the campaign, in order to work with hotel staff to receive appropriate parking vouchers and park in designated areas. The team should never be parking in the valet area unless the parking rate has been comped or significantly reduced.*

SHIPPING & ORDERING FORMULA

•The shipping formulae for necessary materials are as follows:

- **Preview Event:** PC must have adequate materials for 100% of total registered on the 7^{th} business day before the event.

- **Fulfillment Event:** PC must have adequate materials for whichever is greater on the 7^{th} business day before the event: 100% of primaries registered x 1.75 OR number enrolled in event

- **Workshop**: PC must have adequate materials for 80% of total registered

- **Retreat:** PC must have adequate materials for total registered for the retreat x 1.15

In the case that the preview event has not yet concluded, the Live Event Coordinator will order based on a 45% show rate on the dev and a 20% conversion. For example, if today is Wednesday, then the order for next week's fulfillment (that begins on Friday) will need to be placed by 10am tomorrow morning. If the preview is still in progress, the LEC will calculate from the "Preview Totals" amount in the"Tot Reg" column on the dev. The "Preview Totals" amount will be the total people registered for each session of the campaign combined. The LEC will then multiply the "Preview Totals" in the "Tot Reg" column by .45 and then multiply that number by .2 . This number is the expected number of buyers for the entire preview event. The LEC will then multiply the number of expected buyers by 1.5 to account for guests and add 5 as a safety net. The end result is the number that the PC should accounting for in their ordering for the fulfillment.

For example: If the "Preview Totals" in the "Tot Reg" row is 385 the formula is executed as follows:
385 x .45 = 173 (Expected Attendees)
173 x .2= 35 (Expected Buyers)
35 x 1.5 = 53 (Expected Attendees for Fulfillment Inclusive of Guests)
53 + 5 = 58 (Expected Attendees Inclusive of Safety Net)
The LEC will order for 58 of all materials for the fulfillment.

TRUMP UNIVERSITY

SHIPPING CHARTS & SHIPPING LIST
POLICY & PROCEDURE

SHIPPING CHARTS MUST BE FOLLOWED AT ALL TIMES. SHIPPING LISTS MUST BE SENT TO THE LIVE EVENT COORDINATOR (LEC) NO MORE THAN 24 HOURS AFTER THE CONCLUSION OF AN EVENT.

- The Shipping Chart must be followed at all times. Any unauthorized deviations from the Shipping Chart, whether due to a wrong waybill or a mistake in choosing the shipping method, will be penalized the difference between the current Ground ship rate and the chosen method's ship rate.
    - Shipping to personal addresses of any kind must have prior approval from the LEC. If a Program Coordinator is found to have used the Trump University account to ship to a personal address without prior explanation or approval, she will be charged the whole amount.
- The Event Ship List is a document to be sent to each Program Coordinator the day before they are scheduled to work an event. It will include all the shipping information from the three parties responsible for shipping to an event: 1) the PC from the previous event; 2) EBSCO Media, and 3) the Live Event Coordinator.
    - **INITIAL SHIPPING LIST:** This List will come from the Program Coordinator of the previous event and must contain a close-to-accurate count of the materials to be sent to the next event. It must be sent to the LEC no later than the day after the conclusion of an event, along with the tracking numbers and a Pick-Up Confirmation Number. If possible, the PC can also send the name and phone number of the person with whom the packages were left.

      The PC must inform the LEC within 12 hours upon discovery if there are any damages or losses to the Trump University marketing materials (banners, directional signs, and tablecloths) in order to have them replaced in a timely manner.

- **EBSCO:** Ordering is dependent on the Initial Shipping List so that we do not over- or under-order for any of the events. The LEC will always order enough to cover what is not indicated in the Initial List (based on the Shipping Formula).

- **LEC:** Materials coming from 40 Wall would include any replacement materials (i.e. banners, AV equipment), office supplies, Day 1 documents for fulfillments or other things that might be needed for any event.

  These materials will always go out on Tuesdays, 4 PM EST. The PC must communicate if they will need any supplies on or before that time otherwise, they will be responsible for procuring what they need.

The Final Event Shipping List will contain the contents of each package sent and its corresponding tracking number, the total number of packages to expect at the event, their delivery date and the person who signed for the packages. The Program Coordinator who receives this List is responsible for ensuring that all the materials listed are present and are in good condition.

TRUMP UNIVERSITY

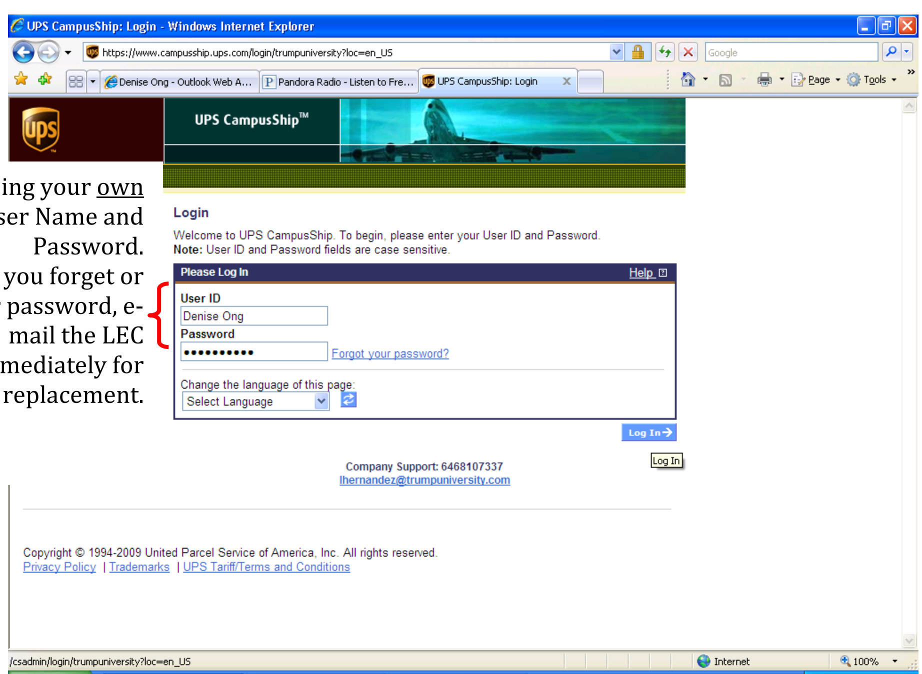
UPS SHIPPING POLICY & PROCEDURE

ALL MARKETING, COLLATERAL AND SUPPORTIVE MATERIALS MUST BE PROPERLY ACCOMPLISHED AND CODED BEFORE SHIPPING. ALL PACKAGES MUST BE SHIPPED VIA **UPS GROUND** FOR ALL EVENTS.

- <u>ALL UPS labels must be created using each Program Coordinator's individual UPS Campus Ship account.</u>
    - It is the Program Coordinator's responsibility to do the labels online. Should an extenuating circumstance occur (i.e. broken printer, ran out of ink), the PC must exhaust all other printing possibilities available (i.e. hotel business center, front desk). If there are no other options available, PC must inform the Live Event Coordinator (LEC) prior to filling out a manual waybill.
        - If a manual waybill must be used, the Program Coordinator must ensure that it is a GROUND waybill. Accomplishing any other waybill will incur additional charges that will, whether by accident or not, be charged back to the Program Coordinator.
- **<u>Creating A UPS Label:</u>**

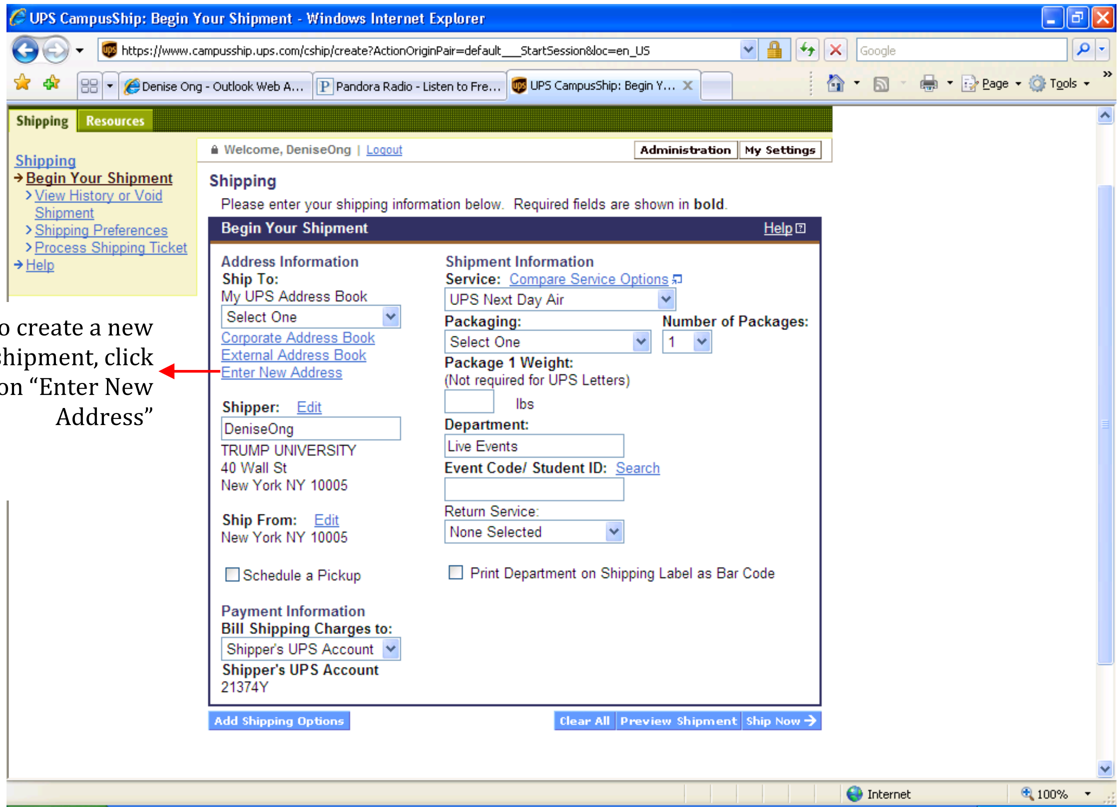
STEP 1

Log in using your <u>own</u> User Name and Password. Should you forget or lose your password, e-mail the LEC immediately for replacement.



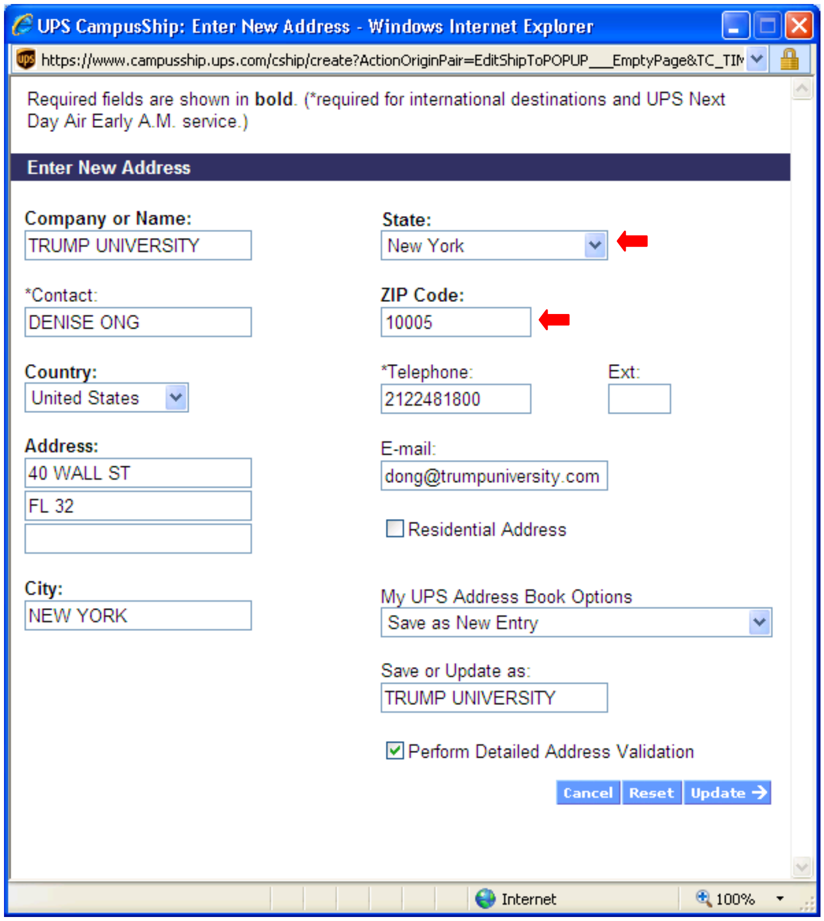
ST
EP 2

To create a new shipment, click on "Enter New Address"

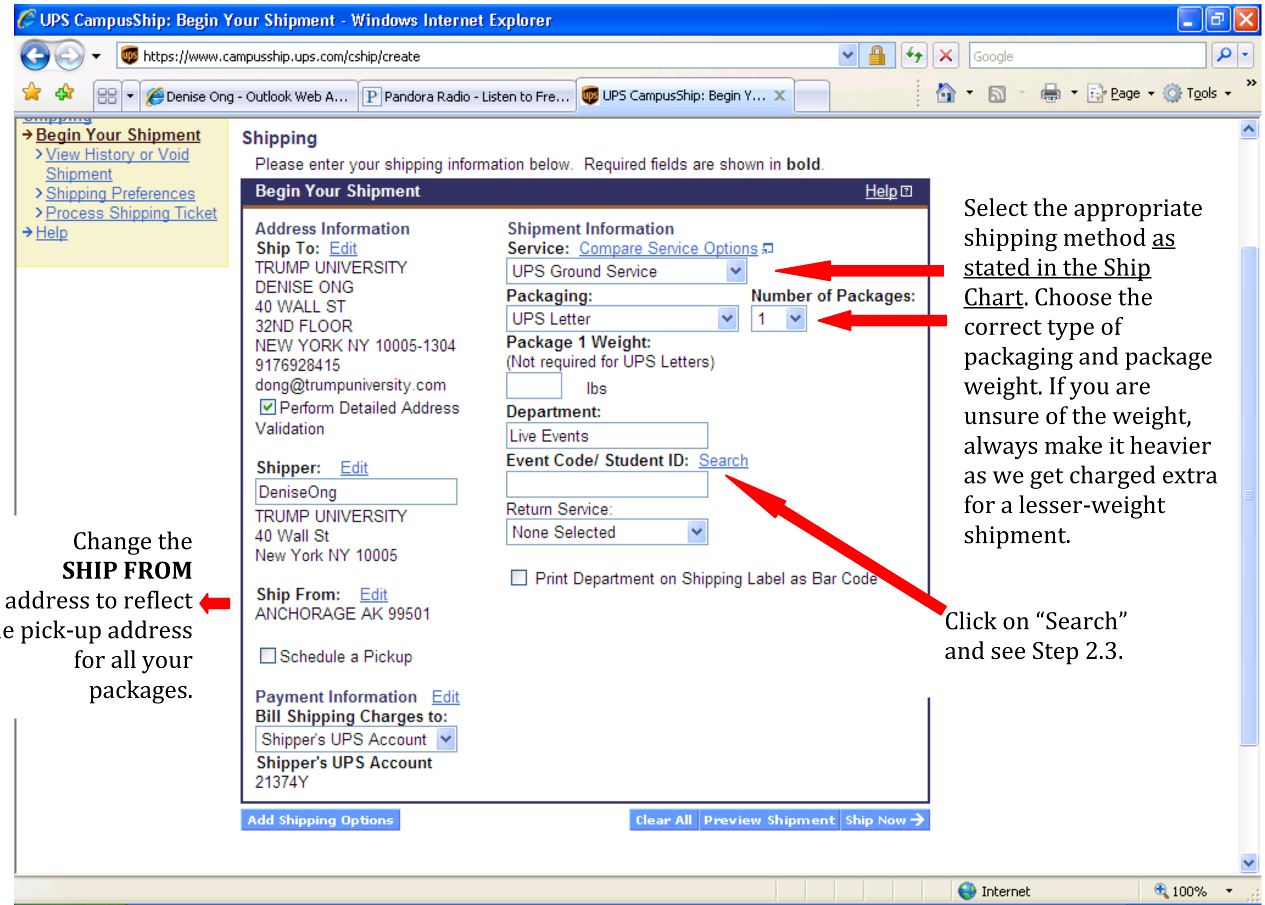


STEP 2.1.

Fill out ALL the fields marked in **BOLD**.



STEP 2.2



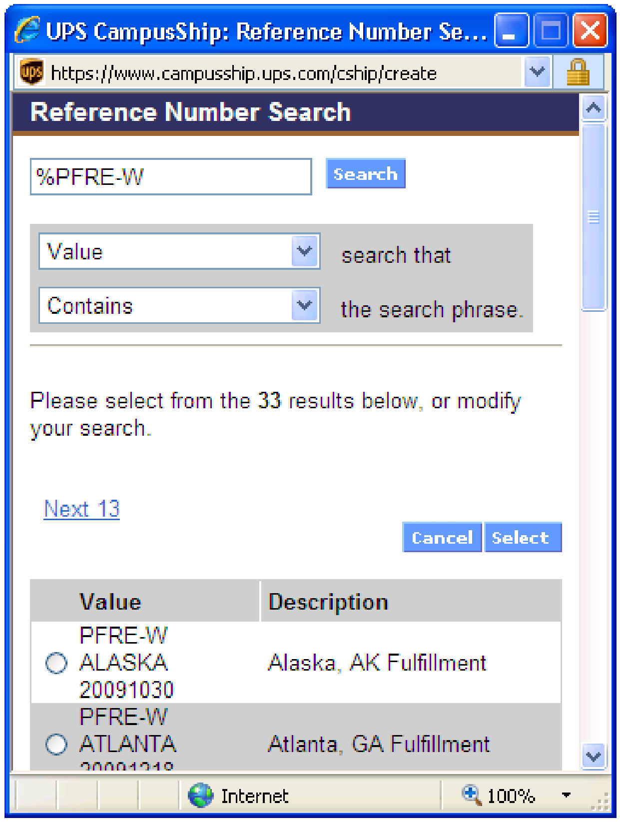
Select the appropriate shipping method as stated in the Ship Chart. Choose the correct type of packaging and package weight. If you are unsure of the weight, always make it heavier as we get charged extra for a lesser-weight shipment.

Change the **SHIP FROM** address to reflect the pick-up address for all your packages.

Click on "Search" and see Step 2.3.

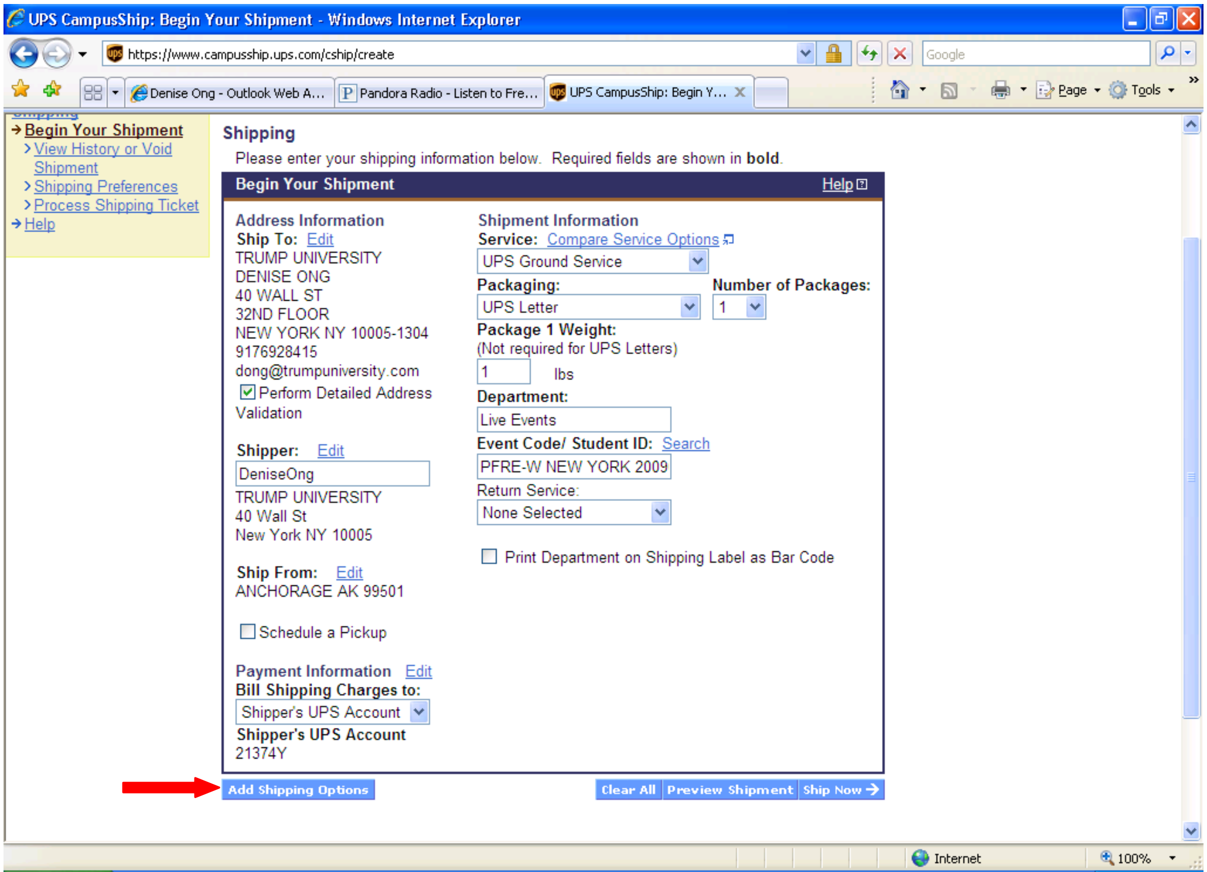
STEP 2.3. ALL packages must be properly referenced with the correct Event Code corresponding to your packages' next destination, as per the Ship Chart. If you are shipping Paperwork, choose the Event Code for the event your paperwork is for.

Make sure to choose the correct Event Code from the Reference Number list, as per the Ship Chart. To search for the Event Code, type in "%" and the city or event reference you are looking for (see legend on right) and choose from the options provided. Read the description and re-confirm that it is the correct event code that you are looking for.

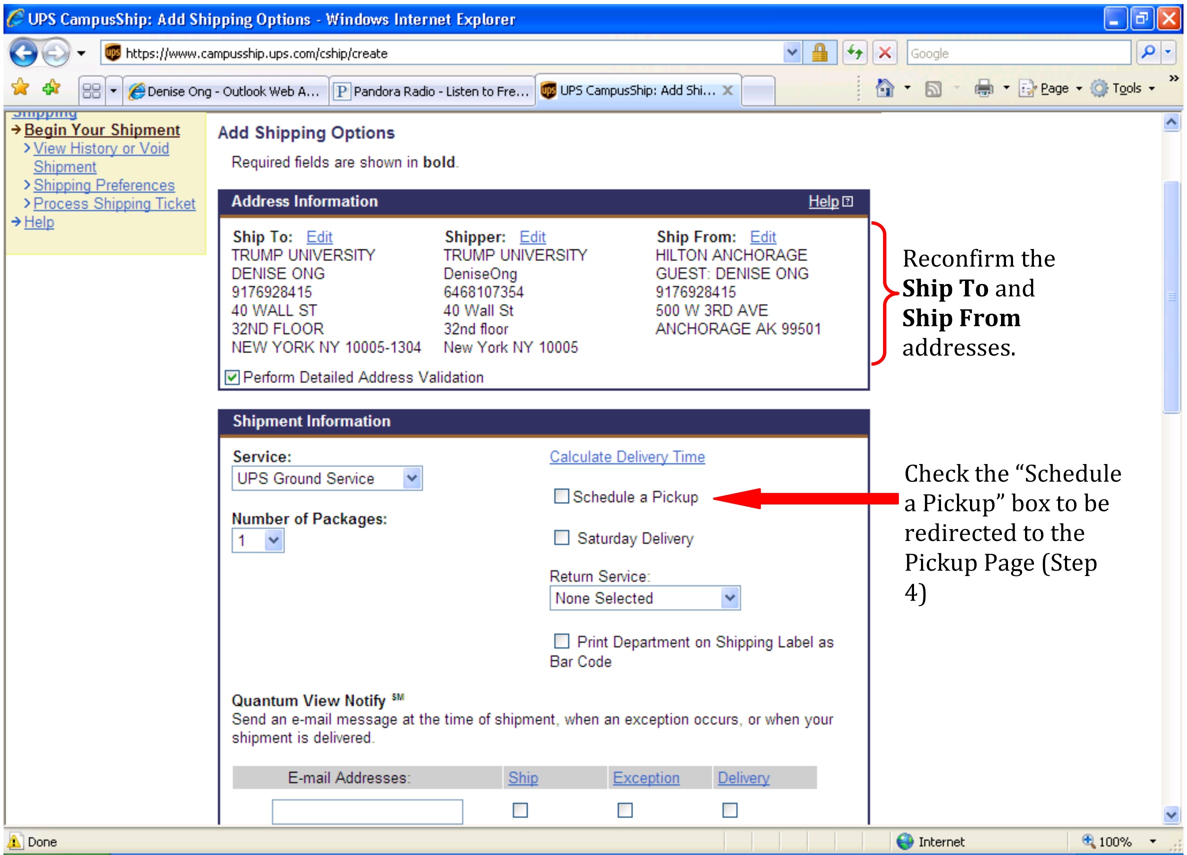


EVENT CODES:
PFRE-O – Preview
PFRE-W – Fulfillment
RTR – Retreat

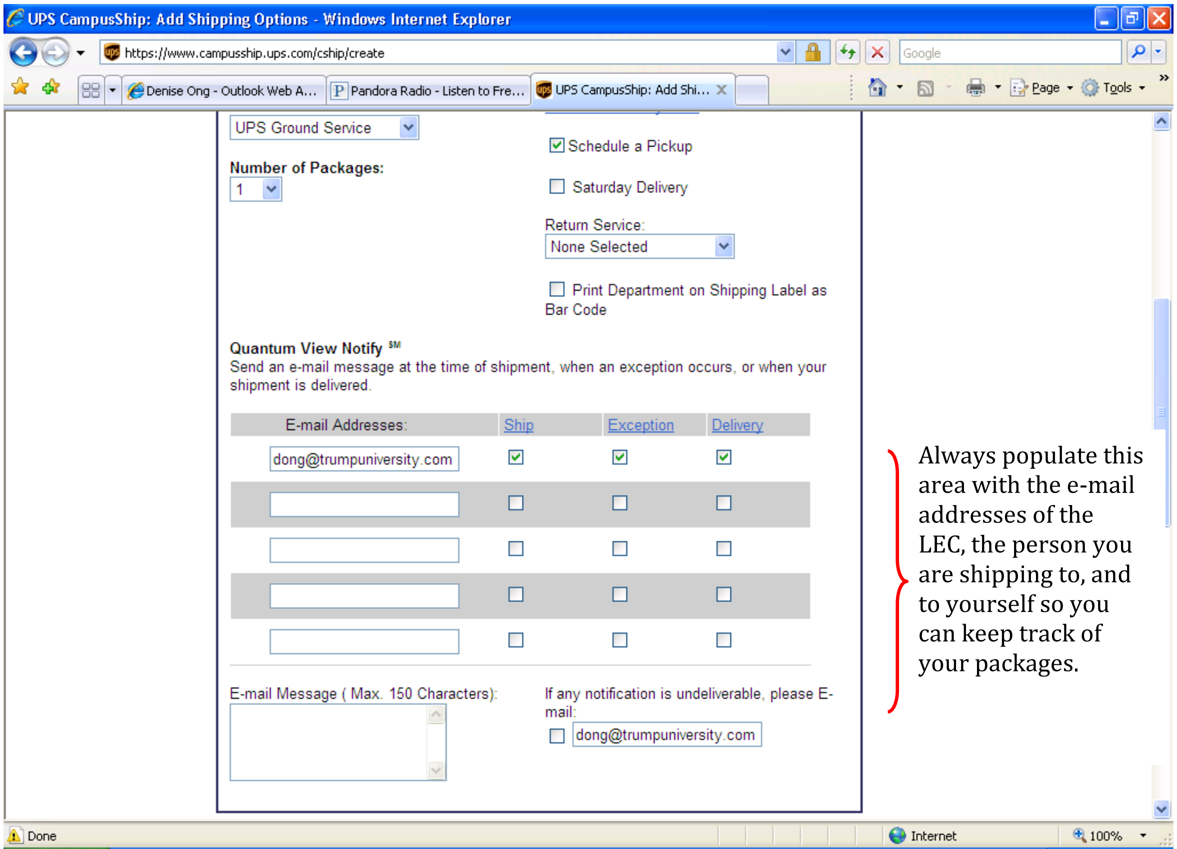
STEP 2.4. After all fields have been accomplished, click on "Add Shipping Options" to move to Step 3.



STEP 3 Confirm all details.

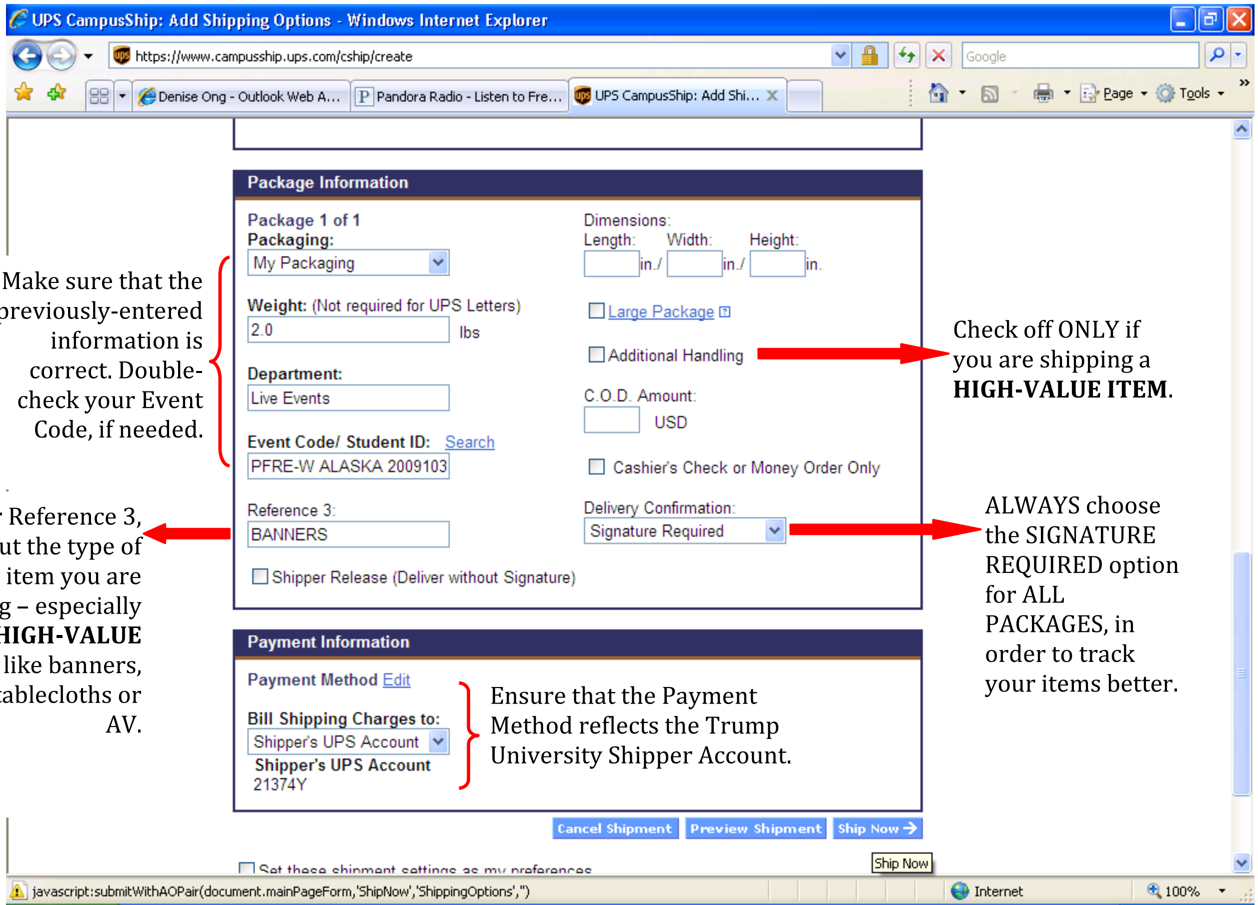

UPS CampusShip: Add Shipping Options - Windows Internet Explorer
https://www.campusship.ups.com/cship/create
Begin Your Shipment
View History or Void Shipment
Shipping Preferences
Process Shipping Ticket
Help
Add Shipping Options
Required fields are shown in bold.
Address Information
Help
Ship To: Edit
TRUMP UNIVERSITY
DENISE ONG
9176928415
40 WALL ST
32ND FLOOR
NEW YORK NY 10005-1304
Shipper: Edit
TRUMP UNIVERSITY
DeniseOng
6468107354
40 Wall St
32nd floor
New York NY 10005
Ship From: Edit
HILTON ANCHORAGE
GUEST: DENISE ONG
9176928415
500 W 3RD AVE
ANCHORAGE AK 99501
Perform Detailed Address Validation
Reconfirm the **Ship To** and **Ship From** addresses.
Shipment Information
Service:
UPS Ground Service
Calculate Delivery Time
Schedule a Pickup
Number of Packages:
1
Saturday Delivery
Return Service:
None Selected
Print Department on Shipping Label as Bar Code
Check the "Schedule a Pickup" box to be redirected to the Pickup Page (Step 4)
Quantum View Notify SM
Send an e-mail message at the time of shipment, when an exception occurs, or when your shipment is delivered.
E-mail Addresses:
Ship
Exception
Delivery
Done
Internet
100%

STEP 3.1.



Always populate this area with the e-mail addresses of the LEC, the person you are shipping to, and to yourself so you can keep track of your packages.

STEP 3.2.



Make sure that the previously-entered information is correct. Double-check your Event Code, if needed.

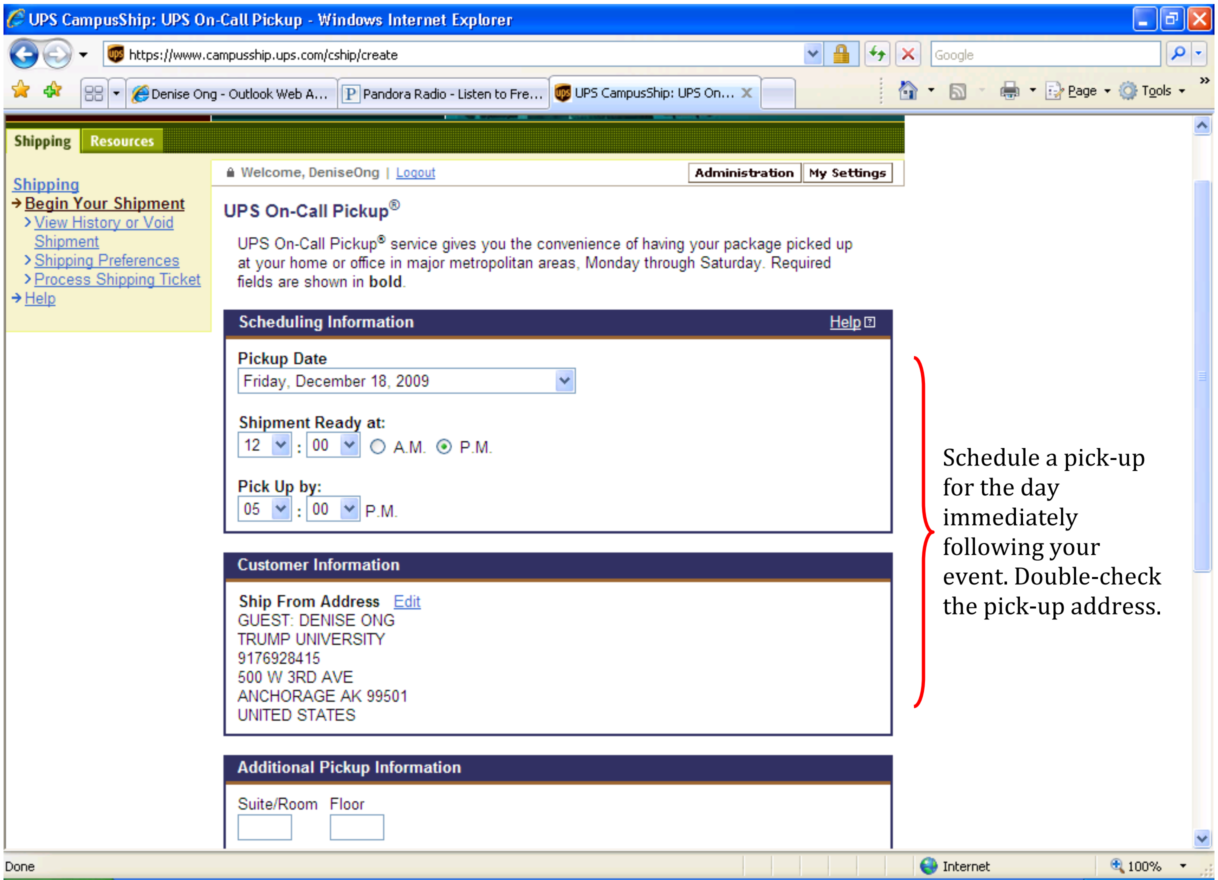
For Reference 3, input the type of item you are shipping – especially **HIGH-VALUE ITEMS** like banners, signs, tablecloths or AV.

Check off ONLY if you are shipping a **HIGH-VALUE ITEM**.

ALWAYS choose the SIGNATURE REQUIRED option for ALL PACKAGES, in order to track your items better.

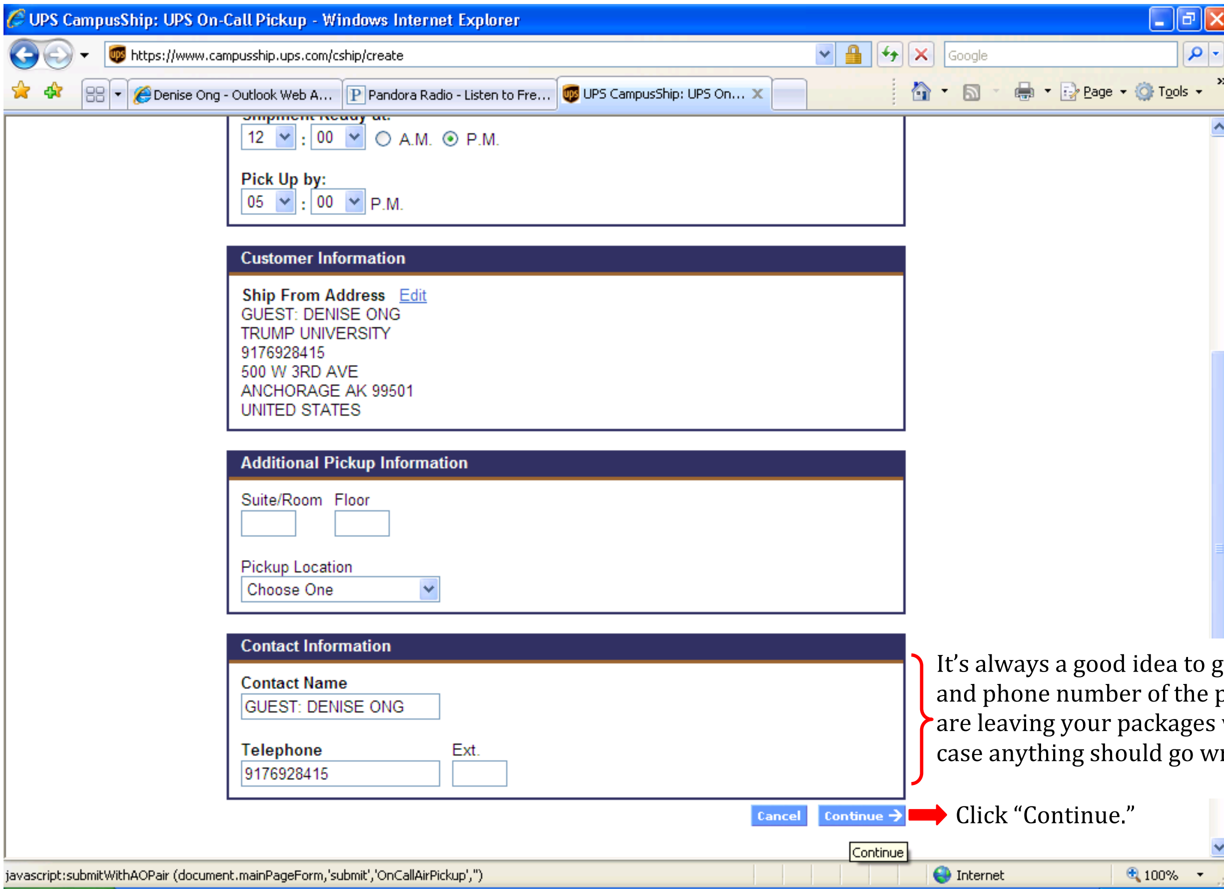
Ensure that the Payment Method reflects the Trump University Shipper Account.

STEP 4: Schedule your pick-up online.



Schedule a pick-up for the day immediately following your event. Double-check the pick-up address.

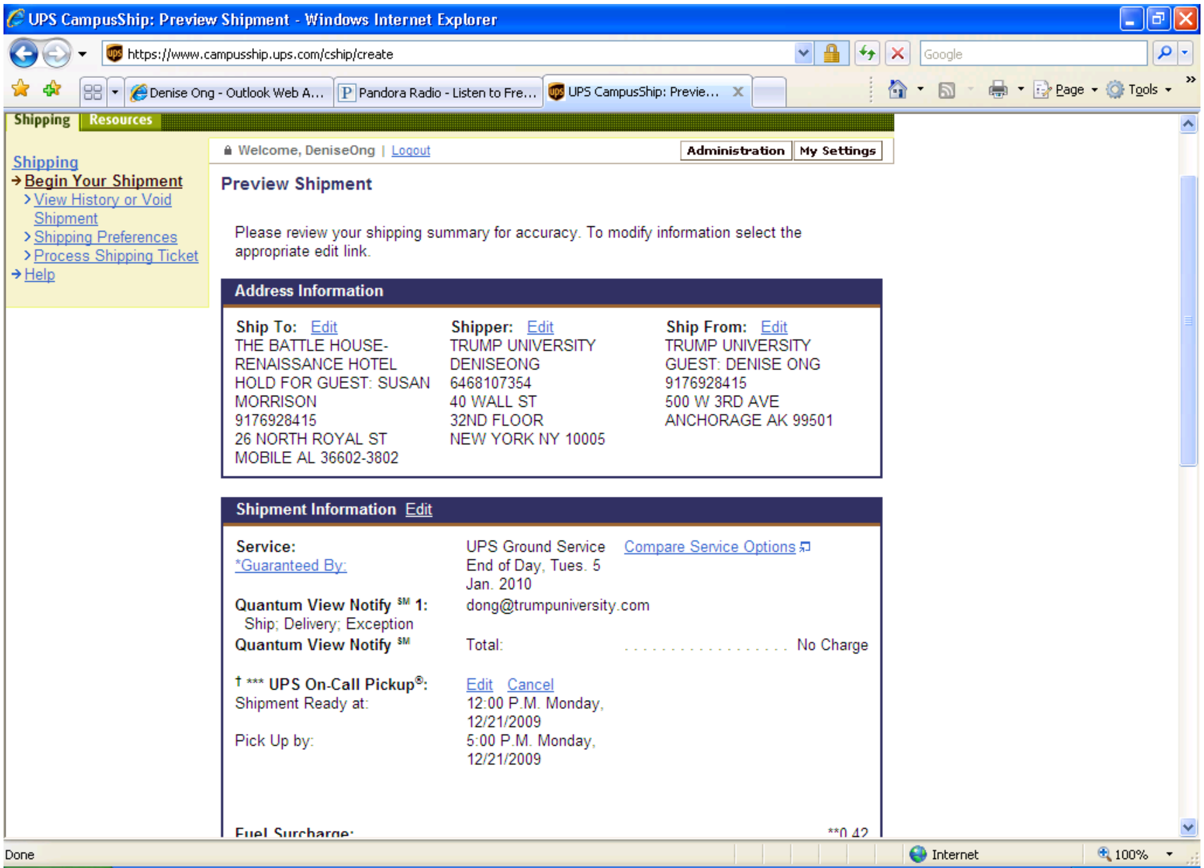
STEP 4.1.



It's always a good idea to get the name and phone number of the person you are leaving your packages with – just in case anything should go wrong….

Click "Continue."

STEP 5 Preview your shipment one last time before hitting the Print button.



UPS CampusShip: Preview Shipment - Windows Internet Explorer

https://www.campusship.ups.com/cship/create

Denise Ong - Outlook Web A... | Pandora Radio - Listen to Fre... | UPS CampusShip: Previe...

Shipping | Resources

Welcome, DeniseOng | Logout | Administration | My Settings

Shipping
- Begin Your Shipment
  - View History or Void Shipment
  - Shipping Preferences
  - Process Shipping Ticket
- Help

Preview Shipment

Please review your shipping summary for accuracy. To modify information select the appropriate edit link.

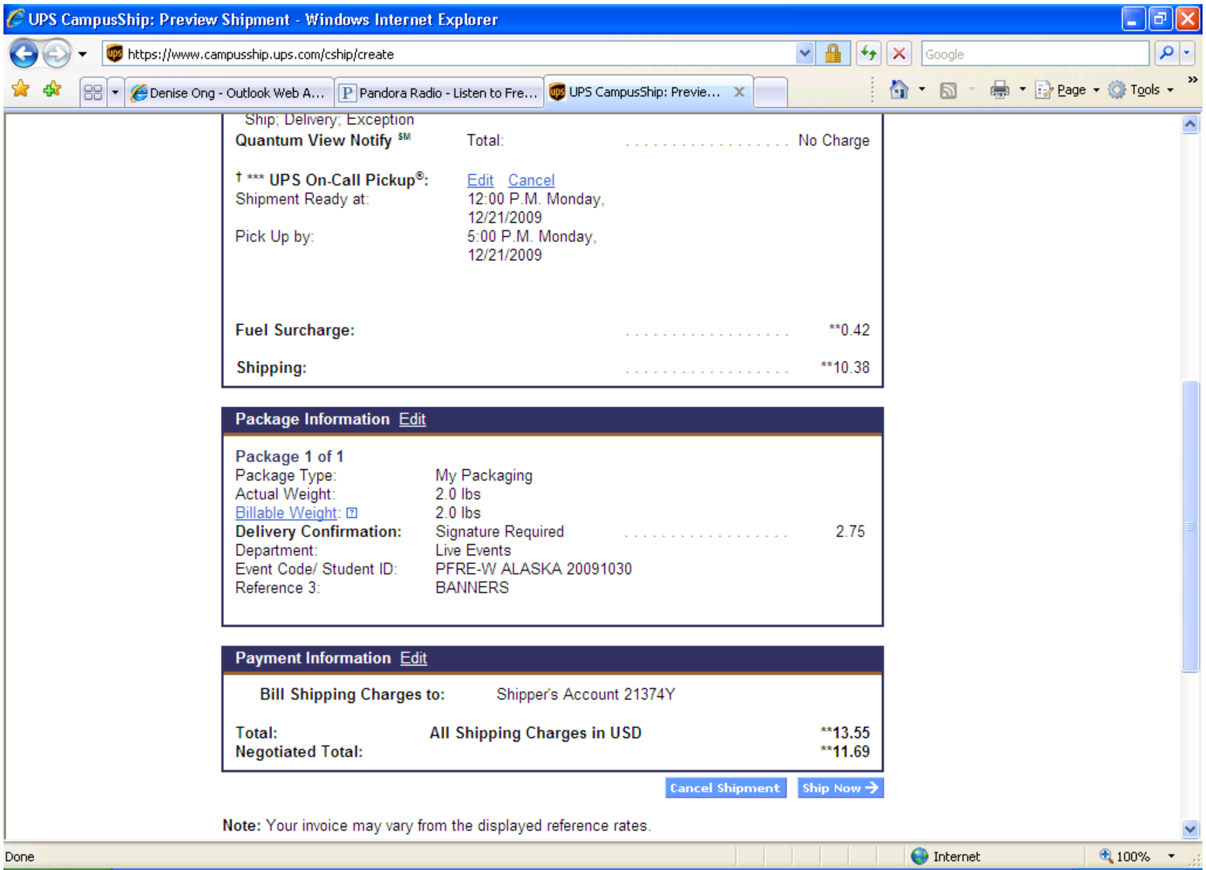
Address Information

Ship To: Edit	Shipper: Edit	Ship From: Edit
THE BATTLE HOUSE-RENAISSANCE HOTEL HOLD FOR GUEST: SUSAN MORRISON 9176928415 26 NORTH ROYAL ST MOBILE AL 36602-3802	TRUMP UNIVERSITY DENISEONG 6468107354 40 WALL ST 32ND FLOOR NEW YORK NY 10005	TRUMP UNIVERSITY GUEST: DENISE ONG 9176928415 500 W 3RD AVE ANCHORAGE AK 99501

Shipment Information Edit

Service: *Guaranteed By:	UPS Ground Service End of Day, Tues. 5 Jan. 2010	Compare Service Options
Quantum View Notify SM 1: Ship; Delivery; Exception	dong@trumpuniversity.com	
Quantum View Notify SM	Total:	No Charge
† *** **UPS On-Call Pickup®:**	Edit Cancel	
Shipment Ready at:	12:00 P.M. Monday, 12/21/2009	
Pick Up by:	5:00 P.M. Monday, 12/21/2009	
Fuel Surcharge:		**0.42

Done | Internet | 100%



STEP 6 Print your label!

UPS CampusShip: Shipment Label - Windows Internet Explorer

https://www.campusship.ups.com/cship/create?ActionOriginPair=print___PrinterPage&POPUP_LEVEL=1&PrinterID=5VMzMzk3OTE4Ng%3D%3D73590&loc=en_US&labelMask=0-&labelType=png&t

UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services℠ (including via Ground) are also accepted at Drop Boxes.

- To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

Customers with a Daily Pickup

- Your driver will pickup your shipment(s) as usual.

FOLD HERE

DENISBOHC
6468107254
TRUMP UNIVERSITY
40 WALL ST
NEW YORK NY 10005

2 LBS

1 OF 1

SHIP TO:
HOLD FOR GUEST: SUSAN MORRISON
9176928415
THE BATTLE HOUSE RENAISSANCE HOTEL
26 NORTH ROYAL ST
MOBILE AL 36602-3802

AL 366 0-30

UPS GROUND
TRACKING #: 1Z 213 74Y 42 9890 0458

BILLING: P/P
SIGNATURE REQUIRED

Department: Live Events
Event Code/ Student ID: PFRE-W ALASKA 20091030

TM

Done

Internet

100%