



## STUDENT ACHIEVEMENT PROGRAM HOW TO MAKE IT WORK!

### CONTACT THE ELEMENTARY SCHOOLS IN YOUR AREA.

Most advantageously done in July through September, but can be done any time during the school year.

- Get a contact person's name (usually the principal), the school's address and phone number. Go over the program with them explaining the benefits to the students. Some of the teachers use the certificates to help modify behavior. Remember this is an "achievement" certificate.

### FIND OUT WHAT CERTIFICATES THE SCHOOL WANTS.

Remember, each certificate is a salesman that costs only 5¢ - 16¢ and is going to bring in 2-4 people per coupon.

- Take or mail Letter and Order Form to the School.  
This can be done at the restaurant during off hours or at the franchisee office. Smith&Jones has a stock letter and order form you can use.
- Or go to the school directly.

### GIVE THE COLLECTED INFORMATION TO SMITH&JONES.

- You can fax or e-mail the order form in.
- Smith&Jones will typeset the coupon on the certificate to your specifications regarding offer, expiration date, etc.

### YOU WILL RECEIVE A PROOF VIA E-MAIL.

- E-mail the proof back with an OK to print.

### SMITH&JONES PRINTS THE CERTIFICATES.

### THE CERTIFICATES ARE SHIPPED.

- Certificates will be delivered to you to take to the school
- Or the certificates can be mailed directly to the contact person at the school, whichever is the easiest for you.

To help get the schools interested in this program ...

- *"Break the Ice" by dropping off some Smith&Jones 4-Color Bookmarks and some Student Achievement Certificates Sample Packs.*

Need help implementing the Student Achievement Program?  
Let us know and we'll be glad to help!

**SMITH&JONES™**  
A Platinum NC, Inc. Company

**P.O. Box 3759 • Crossville, TN 38557**  
**Tel: 931-456-8505 • Fax: 931-456-8507**  
**E-Mail: [customerservice@platinumnc.com](mailto:customerservice@platinumnc.com)**