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16 Class Counsel

17 UNITED STATES DISTRICT COURT
 18 SOUTHERN DISTRICT OF CALIFORNIA

19 ART COHEN, Individually and on
 20 Behalf of All Others Similarly Situated,

21 Plaintiff,

22 vs.

23 DONALD J. TRUMP,

24 Defendant.

No. 3:13-cv-02519-GPC-WVG

CLASS ACTION

PLAINTIFF'S NOTICE OF FILING
UNSEALED VERSIONS OF THE
PLAYBOOKS

1 TO: ALL PARTIES AND THEIR ATTORNEYS OF RECORD

2 PLEASE TAKE NOTICE that, pursuant to the Court's May 27, 2016 Order
3 Granting Motion of Non-Party Press Organization for Limited Purpose Intervention
4 and Order Unsealing Court Records (Dkt. No. 211) (the "Order"), plaintiff Art Cohen
5 hereby files unsealed versions of the Playbooks, Dkt. No. 39-2, Forge Decl., Exs. 6,
6 21, 27, and 28. See Order at 12. The Playbooks are attached to this Notice as Exhibits
7 A through D. As required by the Court's Order, plaintiff has redacted phone numbers
8 and non-corporate e-mail address (*i.e.*, those not ending in "trumpuniversity.com")
9 that appear in the Playbooks.

10 DATED: May 31, 2016

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CERTIFICATE OF SERVICE

I hereby certify that on May 31, 2016, I authorized the electronic filing of the foregoing with the Clerk of the Court using the CM/ECF system which will send notification of such filing to the e-mail addresses denoted on the attached Electronic Mail Notice List, and I hereby certify that I caused to be mailed the foregoing document or paper via the United States Postal Service to the non-CM/ECF participants indicated on the attached Manual Notice List.

I certify under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on May 31, 2016.

s/ Rachel L. Jensen
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Mailing Information for a Case 3:13-cv-02519-GPC-WVG Cohen v. Trump

Electronic Mail Notice List

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Manual Notice List

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- (No manual recipients)

EXHIBIT A



TRUMP
UNIVERSITY

2010 PLAYBOOK

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

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

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Exhibit
Plts' 8 in
 Eileen Mulvenna 8/23/12

TU 52934



COMPANY, CULTURE & GOAL

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

2010 Methodology	3
Branding.....	3
Divisions	3
Historical Partners	3
Mission Statement.....	3

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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		
<p style="text-align: center;"><u>Trump Gold</u> <u>Elite</u></p> <p>Cost: \$34,995</p> <ul style="list-style-type: none"> • 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 	<p style="text-align: center;"><u>Trump Silver</u> <u>Elite</u></p> <p>Cost: \$19,495</p> <ul style="list-style-type: none"> • Creative Financing Retreat • Wealth Preservation Retreat • Quick Start Retreat • Commercial & Multi-Unit Retreat • REIT: Real Estate Investor's Online Training Program • Incorporate Your Business 	<p style="text-align: center;"><u>Trump Bronze</u> <u>Elite</u></p> <p>Cost: \$9,995</p> <ul style="list-style-type: none"> • Wealth Preservation Retreat • Quick Start Retreat • Incorporate Your Business

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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					
<input type="checkbox"/> Trump Gold Elite:	Retail Value	Event Special You Save 29%	Total Due	Paid at Enrollment	Balance
<ul style="list-style-type: none"> • 3 Day In-Field Mentorship • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Creative Financing Retreat • Commercial & Multi-Unit Retreat • Real Estate Investor Training Online Program • Incorporate Your Business (State Licensing fees not included) • Foreclosure DealSource Property Listing Service (One Year Membership) 	\$25,000 \$5,000 \$5,000 \$5,000 \$5,000 \$3,000 \$ 995 \$ 420 \$49,415				
		\$34,995			
<input type="checkbox"/> Trump Silver Elite:	Retail Value				
<ul style="list-style-type: none"> • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Creative Financing Retreat • Commercial & Multi-Unit Retreat • Real Estate Investor Training Online Program • Incorporate Your Business (State Licensing fees not included) 	\$5,000 \$5,000 \$5,000 \$5,000 \$3,000 \$ 995 \$23,995				
		\$19,495			
<input type="checkbox"/> Trump Bronze Elite:	Retail Value				
<ul style="list-style-type: none"> • Wealth Preservation Retreat • Quick Start Real Estate Retreat • Incorporate Your Business (State Licensing fees not included) 	\$5,000 \$5,000 \$10,995 \$10,995				
		\$9,995			

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	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 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 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			
<input type="checkbox"/> Trump Gold Elite:	Retail Value	Event Special You Save 28%	Total Due
<ul style="list-style-type: none"> 3-Day In-Field Mentorship Lease Option Real Estate Retreat Fixer-Upper & Rehab Property Retreat Creative Financing Retreat Commercial & Multi-Unit Retreat Wealth Preservation Retreat Real Estate Investor Training Online Program One-Year Trump Education Premium Membership 	<ul style="list-style-type: none"> \$24,995 \$ 4,995 \$ 4,995 \$ 4,995 \$ 4,995 BONUS \$ 3,000 \$ 599 		+ GST
	\$48,574	\$34,995	Paid at Enrollment
<input type="checkbox"/> Trump Silver Elite:	Retail Value	Event Special You Save 17%	Balance
<ul style="list-style-type: none"> Lease Option Real Estate Retreat Fixer-Upper & Rehab Property Retreat Creative Financing Retreat Commercial & Multi-Unit Retreat Real Estate Investor Training Online Program One-Year Trump Education Premium Membership 	<ul style="list-style-type: none"> \$ 4,995 \$ 4,995 \$ 4,995 \$ 4,995 \$ 3,000 \$ 599 		
	\$23,579	\$19,495	
<input type="checkbox"/> Trump Bronze Elite:	Retail Value		
<ul style="list-style-type: none"> Lease Option Real Estate Retreat Creative Financing Retreat 	<ul style="list-style-type: none"> \$ 4,995 \$ 4,995 		

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



Canadian Advanced Real Estate Training Options

PERSONALIZED TRAINING & GUIDANCE

In-Field Mentorship

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.

Commercial & Multi-Family Retreat



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.

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, an accountant and investor.

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



TRUMP
UNIVERSITY

PREVIEW PLAYBOOK

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

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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 <i>(See Event Booking SOP in Policy & Procedure Section)</i>
4 Weeks Prior	Operations: Schedule is Released & Flights are Booked <i>(See Egencia Corporate Travel Policy in Policy & Procedure Section)</i>
3 Weeks Prior	Marketing: Email Sent to TU Database
2 Weeks Prior	Marketing: Email Sent to TU Database
	Operations: Event Materials Ordered <i>(See Shipping Formula Policy in PC Playbook)</i>
	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

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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



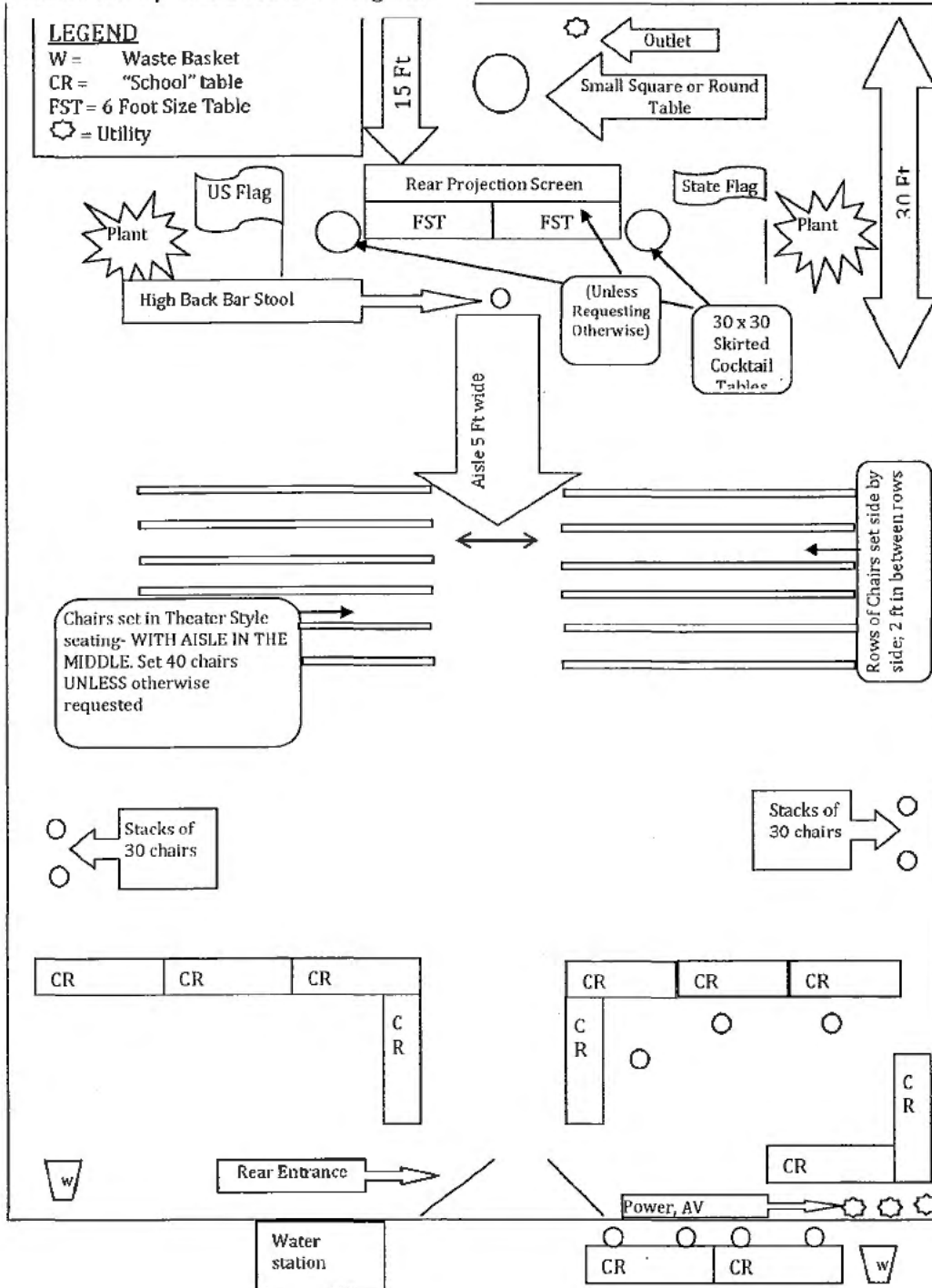
- Setup PC's Laptop Computer:
 - Confirm that Verizon card works within meeting space
 - Confirm power source
 - Connect credit card swiper
- Setup Speaker's Laptop Computer:
 - Confirm power source
 - Confirm laptop sound
 - Confirm projector connection
- Event Materials
 - Retrieve all necessary paperwork 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 lavalier 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
 - Lavalier 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:

	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
Evening Prior:	Event Team Meets, Walks the Event Space, and Discusses Plan of Action: <ul style="list-style-type: none"> •Registration Roles •Speaker Introduction •Trigger Slide to Setup Sales Area •Sales Roles 			
2 Hours 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, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms		
1 ½ Hours Prior:		Registration Area Is Set with Ironed Tablecloth and Visual & Sound Checks Have Been Done to Confirm Connections for <ul style="list-style-type: none"> •Power Point Presentation •Speaker Laptop • Speaker Mic • Handheld Mic for Speaker Intro • iPod Sound •Recorder 		
1 Hour Prior:	Speaker Returns to Meeting Room to Get In "Preview Mindset"	Event Team Begins Registration & "Registration Roles" <ul style="list-style-type: none"> •One Team Member Mans Registration Table •One Team Member Acts as "The Floater" •One Team Member Acts As "The Informant" 		
20 Minutes Prior:	Speaker and "The Informant" <ul style="list-style-type: none"> •Adjust The Room As Necessary Based Upon Current Numbers At Registration •"The Informant" also caters to any last minute speaker 		Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees <i>*See Registration Goals in Sales Playbook</i>	
15 Minutes Prior:	<ul style="list-style-type: none"> •Welcome Announcement Is Made and Doors Open with Apprentice Song Playing <i>*See Team Door Introduction in Sales Playbook</i> •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 			
At Event Time:	<ul style="list-style-type: none"> •Speaker Begins Presentation 	<ul style="list-style-type: none"> •Speaker Introduction Is Made By Team Member <i>*See Speaker Introduction in Sales Playbook</i> •Registration and Seating continues with 2 Team Members 		



10 Minutes Into Event:	•Presentation	<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
1 Hour Into Event:		<ul style="list-style-type: none"> •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.) 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System
1 Hour, 15 Minutes Into Event		<ul style="list-style-type: none"> •Sales Coordinators Put Together Buyer Packages (Preview Kits & Breakthrough 2009 Inside Black Trump Bag) •Write Appropriate Event Codes on Sales Forms 	<ul style="list-style-type: none"> •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:		<ul style="list-style-type: none"> •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:		<ul style="list-style-type: none"> •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! <p><i>*See Making the Sale in the Sales Playbook</i></p>	



During Sales Time:	<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •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 <i>*See Objections & Rebuttals in Sales Playbook</i> <i>• 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.</i> 	<ul style="list-style-type: none"> •Program Coordinator Stays Behind the Table and Collects Payment from People who are Sitting Down <i>*See Preview Close Steps in the Sales Playbook</i>
	<ul style="list-style-type: none"> •Once All Paperwork is Complete, Buyers Are Sent to the Pre-Determined location for "Orientation" 		
Orientation:	<ul style="list-style-type: none"> •One Team Member Conducts Orientation <i>*See Buyer Orientation in Sales Playbook</i> •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) 	<ul style="list-style-type: none"> •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:	<ul style="list-style-type: none"> •All Team Members Congratulate and Shake Hands with Buyers 		
After the Event:	<ul style="list-style-type: none"> •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

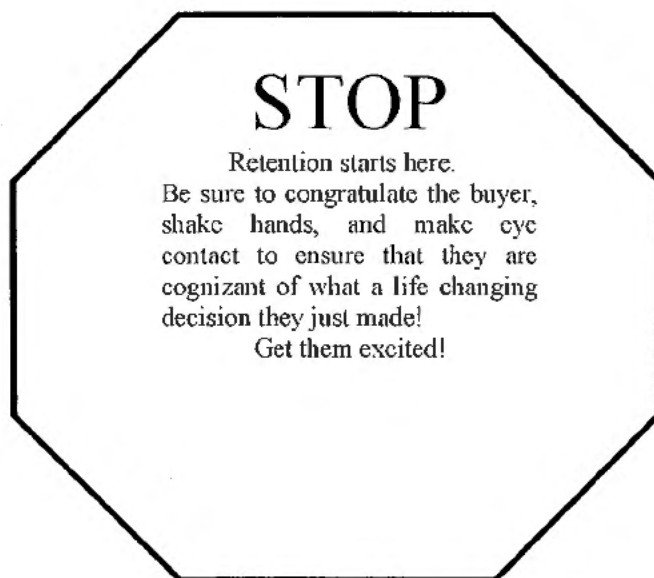
Reminder!!!

- 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



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 Province- check the back of the enrollment form for details within the Province 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



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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 (<i>See Shipping Formula Policy in PC Playbook</i>)
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
1 Week Prior to Fulfillment:	Live Events: Buyer Receives Letter from Speaker (sent from 40 Wall)
5 Days Prior:	Operations: Itinerary Constructed & Sent to Event Team (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
4 Days Prior:	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
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

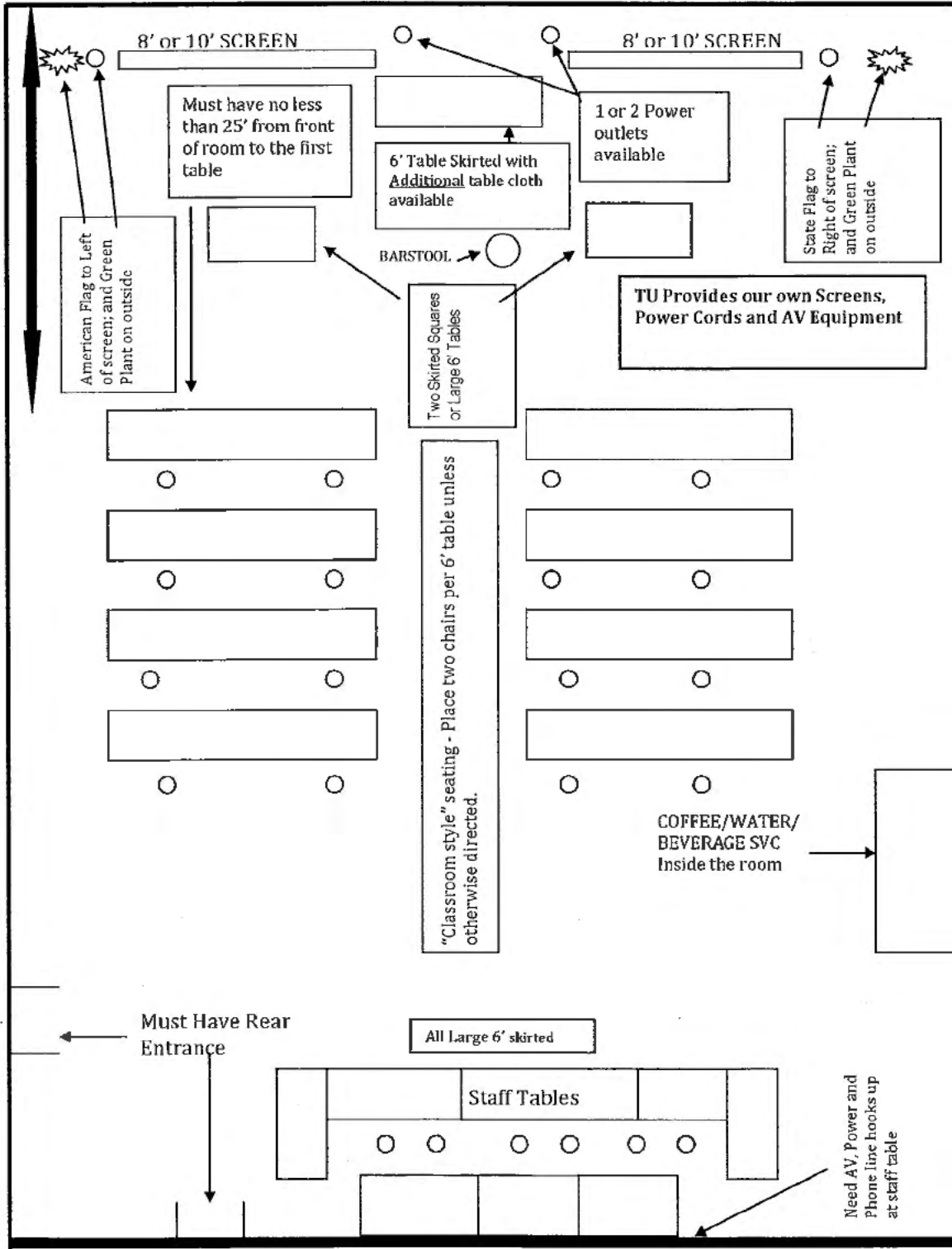
- Remember: No clutter! Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- Setup PC's Laptop Computer:
 - Confirm that Verizon card works within meeting space
 - Confirm power source
- Setup Speaker's Laptop Computer:
 - Confirm power source
 - Confirm laptop 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 lavalier 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



- Lavalier 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:



CONFIDENTIAL



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: <ul style="list-style-type: none"> •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 <ul style="list-style-type: none"> •Power Point Presentation •Overhead Projector •Speaker Laptop • Speaker Mic • Handheld Mic •iPod Sound •Recorder 		



45 Minutes Prior:	Speaker Returns to Meeting Room to Get In "Fulfillment Mindset"	Event Team Begins Registration & "Registration Roles" <i>*See Student Fulfillment Experience Expectations in Sales Playbook</i> 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"	
At Event Time:	•Speaker Begins Presentation	•Registration & Photos Continue Outside with 2 Team Members •One Team Member Seats Latecomers and Watches for Speaker Signals	
15 Minutes Into Event:	•Presentation	•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	•Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
30 Minutes 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
When Speaker Announces Attendee Introductions:		•Sales Coordinators Take Notes with Special Attention to Real Estate History, Current Profession, and Interest Level	•Program Coordinator Prepares Day 1 Report While Listening



When Speaker Announces Team Introductions:		<ul style="list-style-type: none"> •All Team Members Drop What They Are Doing and Walk to Front of the Room for Introduction *See <i>Team Introductions in Sales Playbook</i>
If a Student Comes In to Cancel:		<ul style="list-style-type: none"> •One Team Member Discreetly Works With Them to Fill Out All Appropriate Paperwork and Collect All Necessary Materials
Photos Are Printed	<ul style="list-style-type: none"> •Presentation 	<p>Each Student's Photo Will be Printed Twice:</p> <ul style="list-style-type: none"> •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. <p>Photos Will Also Be Emailed to Corporate:</p> <ul style="list-style-type: none"> •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:		<ul style="list-style-type: none"> •Student Profiles: Team Works Together to Distribute Student Profiles to Class •Break Out Sessions: Team Splits Up and Conducts Separate Break Out Sessions *See <i>Break Out Sessions in Sales Playbook</i>
On Breaks:		<ul style="list-style-type: none"> •Team mingles with students with special attention to relieving the Speaker from needy attendees *See <i>Building Rapport & Planting Seeds in Sales Playbook</i> •Team manages that music is playing on all breaks
Throughout the Day:	<ul style="list-style-type: none"> •Presentation 	<ul style="list-style-type: none"> •Attentive to Speaker Signals and Requests •Assists PC with Photos and Handouts as Necessary •Available to Students for Questions
		<ul style="list-style-type: none"> •Checks to make sure everything is being recorded Section •Completes Day 1 Report



			<ul style="list-style-type: none"> •Works with Hotel to Receive Assistance, Room Refreshing, and Billing •Tends to Student Needs as Necessary
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Evening of Day 1- Event Responsibilities:

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 : <ul style="list-style-type: none"> •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:	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •Entire Team is in Event Room and is Attentive to Presentation •Team Watches for Buyer Signals 		



Throughout the Day:	•Presentation	<ul style="list-style-type: none"> •Attentive to Speaker Signals and Requests •Begin One-On-Ones <i>*Refer to The One-on-One/Making the Sale in the Sales Playbook and Objections & Rebuttals</i> •Available to Students for Questions 	<ul style="list-style-type: none"> •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
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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
<ul style="list-style-type: none"> •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 <ul style="list-style-type: none"> •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"	<ul style="list-style-type: none"> •Doors Open, Music is Playing •Team Members Mingle with Students 		
At Event Time:	•Speaker Begins Presentation	•One-On-Ones Continue		
On Breaks:	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •Attentive to Speaker Signals and Requests •Continue One-On-Ones •Available to Students for Questions 		<ul style="list-style-type: none"> •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

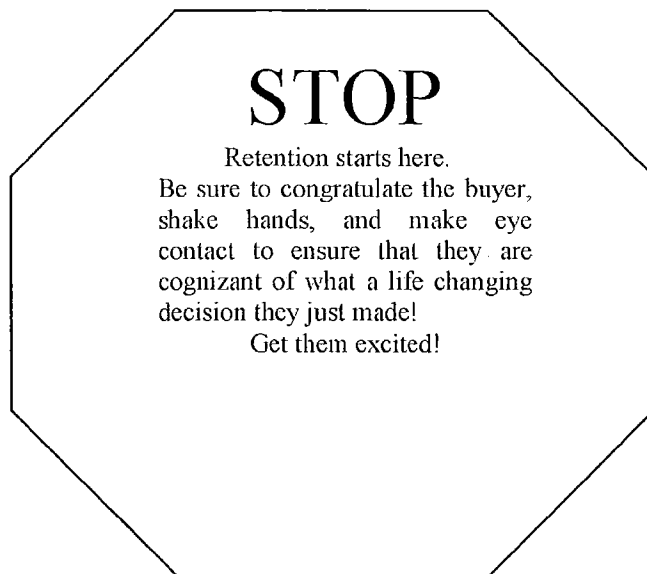
Post-Dated Checks Policy:
Note: In the instance that a check is post-dated, it will be considered as a pending sale until the date of the check comes to fruition.
 Procedure for Documenting a Post-Dated Check:

- 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)





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 Pending 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. <i>*See Phone Save in Sales Playbook</i>
5 Days After Fulfillment:	Operations: Survey Analysis is Compiled and Sent Out to 40 Wall Management Team and Event Team For Review <i>*See Survey Procedure under Policy & Procedure tab.</i>
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 Province- check the back of the enrollment form for details within the Province 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.



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.



TRUMP
UNIVERSITY

POLICIES & PROCEDURES

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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.



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.



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

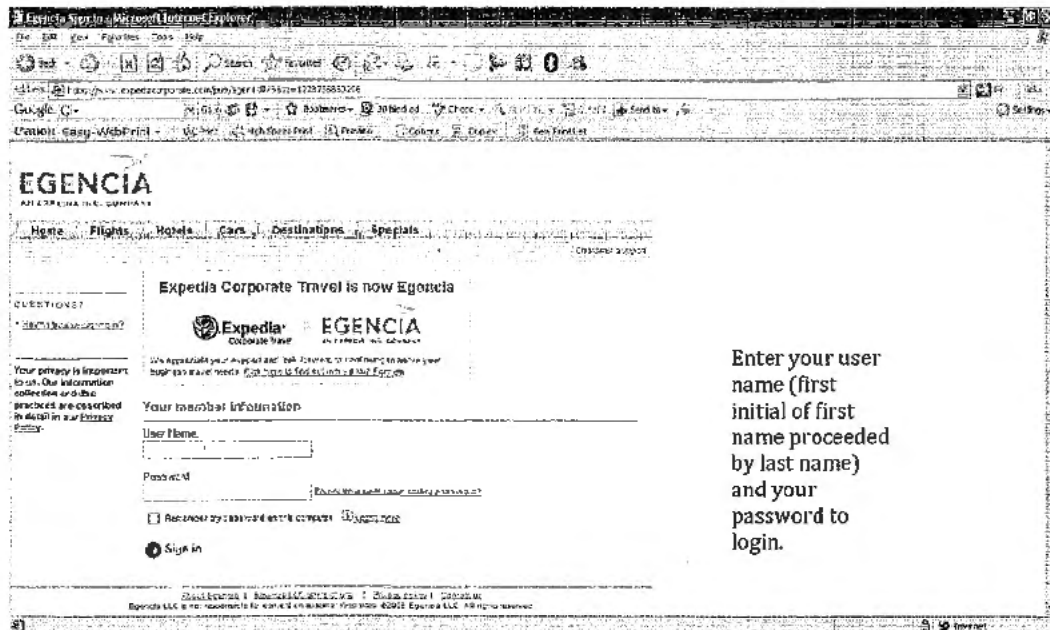


- All flight approvals are to be sent to Eleanor Daniels, with both the appropriate event code and out of policy reason (if applicable) selected. Trump U Team Members are responsible for following up if their flight has not been approved within 24 hours, and may submit to April Neumann for approval in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

Flight Notes
<ul style="list-style-type: none"> •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/>





Flight search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.expedia.com/.../FlightSearch.aspx

Google

Flight search

Flight information from your travel planner

Round trip One way Multi-city

From: New York, NY (NYC - LGA) To: New Orleans, LA (MSY - MSY)

Depart: 12/16/2011 Arrive: 12/17/2011

Class: Economy (ECONOMY) Cabin class: Economy

Search for flights

After selecting your flight specifications, click "Search for Flights"

New York (NYC) to New Orleans (MSY) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.expedia.com/.../FlightSearch.aspx

Google

At a glance Flights Nearby airports New search

Stops	Trains	Airfare		Nearby airports	
		New York (LGA) to New Orleans (MSY)	New York (LGA) to New Orleans (MSY)	New York (LGA) to New Orleans (MSY)	New York (LGA) to New Orleans (MSY)
All results	11	\$212	\$212	\$212	\$212
1 stop	10	\$212	\$212	\$212	\$212
2+ stops	1	\$212	\$212	\$212	\$212

Best value flight: Delta 7:15 AM (DTG) Arrive 9:47 AM (MSY) 1 stop flight \$212

Click details

Policy	Airline	Depart	Arrive	Stops	Price from
JetBlue Airways	JetBlue Airways	7:15 am	9:47 am	1 stop	\$212
Delta	Delta	7:15 am	9:47 am	1 stop	\$212
JetBlue Airways	JetBlue Airways	7:15 am	9:47 am	1 stop	\$212

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



Internet Explorer - New York (NY) to New Orleans (MS) Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.expedia.com/air/flights/.../New-York-to-New-Orleans

Google

Category: Easy-WebPrint

At a glance Filters Nearby airports New search

Airlines

Airline	United	Spirit	Southwest	Delta	JetBlue	US Airways	American	Allegiant
Stops	1	0	0	0	0	0	0	0
Times	1	1	1	1	1	1	1	1
Prices	\$212	\$212	\$212	\$212	\$212	\$212	\$212	\$212

Best value flight

Airline	JetBlue Airways	JetBlue Airways	Delta	US Airways
Class	Y	Y	Y	Y
Depart	7:15 AM (JFK)	7:15 AM (JFK)	8:42 AM (LGA)	8:42 AM (LGA)
Arrive	10:00 AM (MSF)	10:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)
Price	\$212	\$212	\$212	\$212

Go to policy Your search is not of our company's advance purchase policy, which specifies a minimum of 14 days advance purchase.

Flights

Airline	JetBlue Airways	Delta	US Airways	Allegiant	PRKAY
Class	Y	Y	Y	Y	Y
Depart	7:15 AM (JFK)	8:42 AM (LGA)	8:42 AM (LGA)	8:42 AM (LGA)	8:42 AM (LGA)
Arrive	10:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)
Price	\$212	\$212	\$212	\$212	\$212

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

Internet Explorer - New Orleans (MS) to New York (NY) Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.expedia.com/air/flights/.../New-Orleans-to-New-York

Google

Category: Easy-WebPrint

At a glance Filters Nearby airports New search

Airlines

Airline	Delta	US Airways	Allegiant	PRKAY
Stops	0	0	0	0
Times	1	1	1	1
Prices	\$212	\$212	\$212	\$212

Best value flight

Airline	Delta	US Airways	Allegiant
Class	Y	Y	Y
Depart	8:42 AM (LGA)	8:42 AM (LGA)	8:42 AM (LGA)
Arrive	11:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)
Price	\$212	\$212	\$212

Go to policy Your search is not of our company's advance purchase policy, which specifies a minimum of 14 days advance purchase.

Flights

Airline	Delta	US Airways	Allegiant	PRKAY
Class	Y	Y	Y	Y
Depart	8:42 AM (LGA)	8:42 AM (LGA)	8:42 AM (LGA)	8:42 AM (LGA)
Arrive	11:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)	11:00 AM (MSF)
Price	\$212	\$212	\$212	\$212

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



Flight Details - Microsoft Internet Explorer

Back Forward Stop Home Refresh Print

Google

Canon Easy-WebPrint

Total price for this trip: \$257.09

Select a fare option

Fare class	Class of service	Fare
Y	Y	\$257.09

Review the rules and restrictions

- Tickets are non-transferable. A fee of \$150.00 per ticket will be charged for itinerary changes after the tickets are issued, provided that the booking rules were followed.
- Tickets are non-refundable and name changes are not allowed.
- This price includes a non-refundable \$6.00 booking fee.
- Please read important information regarding airline liability limitations.
- Prices do not include baggage fees or other fees charged directly by the airline.
- Read an overview of all the rules and restrictions applicable to this fare.
- Read the complete privacy rules, choices and conclusions applicable to this fare.

Select this flight. I have read and accept the rules and restrictions. (to edit, check this box to continue)

Add another item to your trip?

No thanks, I don't need anything else

Add a hotel

Add a car

Select a booking option

Continue with booking

Proceed: flight is confirmed (see rules)

Save my selection (cancel)

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."



Microsoft Internet Explorer

EGENCIA AN EXPEDIA INC. COMPANY

TRUMP UNIVERSITY

Home | Flights | Hotels | Cars | Meetings | Reporting | Destinations | Specials

Approval is required for this trip

Your company requires an approval to book travel items. After supplying the following information, you may book the items which do not require approval prior to purchase.

These items require approval

- Flight: New York (LGA) to New Orleans (MSY)

Who will approve this booking

ALL FLIGHTS MUST BE APPROVED BY ELEANOR DANIELS. IF YOU DO NOT GET A RESPONSE WITHIN 12 HOURS YOU MAY TRY APRIL HEUMANIL

Select an authorized approver:

- Select an authorized approver
- Eleanor Daniels (e.daniels@trumpuniversity.com)
- April Heumanil (a.heumanil@trumpuniversity.com)

Email notifications

Who should receive notification when this approval request is sent, approved, or denied?

Email recipient:

- Traveler: [redacted]
- Approver: [redacted]

Enter Trump University information

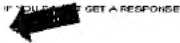
Select the department to associate with this trip:

Business Group: [redacted]

Campaign Code: [redacted]

Select from the list: [redacted]

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



Microsoft Internet Explorer

EGENCIA AN EXPEDIA INC. COMPANY

TRUMP UNIVERSITY

Home | Flights | Hotels | Cars | Meetings | Reporting | Destinations | Specials

Approval is required for this trip

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Who should receive notification when this approval request is sent, approved, or denied?

Email recipient:

- Traveler: [redacted]
- Approver: [redacted]

Enter Trump University information

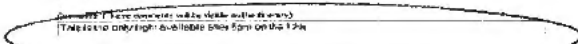
Select the department to associate with this trip:

Business Group: [redacted]

Campaign Code: [redacted]

Select from the list: [redacted]

Write any pertinent information for the approver in the "Comments" section.





Request Approval - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.esanderson.com/portal/RequestApproval.aspx?companyId=1155&flightId=1155&requestId=1155

Google

Enter Trump University information

Select the department to associate with this flight:
 Corporate Travel - 40 Wall Street

Campaign Code:
 2006-12-16 New Orleans Annual Training

Flight: New York (LGA) to New Orleans (MSY)
 This flight does not comply with your company's travel policy because:
 • This flight does not comply with your company's advance purchase policy

Please enter the reason that best describes why you are purchasing this out of policy flight:
 Select a reason code:
 AF - Work not provided to member in timely manner
 AF - Selected on a flight for routing or connection reasons
 AI - Selected on a flight for time of day constraints - Personal
 BF - Baggage fees with lower fare are more expensive than this flight
 CC - I wanted to buy Open Flyer
 DA - Missed Flight
 DD - Selected to travel during Last Minute
 Price and availability are not guaranteed until the booking is complete

Space and view options

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



Request Approval - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.esanderson.com/portal/RequestApproval.aspx?companyId=1155&flightId=1155&requestId=1155

Google

Enter Trump University information

Select the department to associate with this flight:
 Corporate Travel - 40 Wall Street

Campaign Code:
 2006-12-16 New Orleans Annual Training

Flight: New York (LGA) to New Orleans (MSY)
 This flight does not comply with your company's travel policy because:
 • This flight does not comply with your company's advance purchase policy

Please enter the reason that best describes why you are purchasing this out of policy flight:
 AI - Selected on a flight for time of day constraints - Personal

Select an option
 Send approval request
 Price and availability are not guaranteed until the booking is complete

Space and view options

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



TRUMP UNIVERSITY logo

Home | Flights | Hotels | Cars | Reporting | Destinations | Specials

TRUMP AIRLINES

Your approval request was sent to April Neumann

- The approval request was sent to the following e-mail address: apneumann@trumpuniversity.com
- The following recipients will be sent an e-mail notification when the request is approved or denied: apneumann@trumpuniversity.com

Reserve flight

Would you like to temporarily hold a seat on the flight if the hold expires before approval is granted, so you can guarantee availability on this flight?

Yes, I'd like to reserve this flight

Select the options

Reserve flight

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

Then click "Reserve Flight."

TRUMP AIRLINES logo

Tip Preferences

Review the traveler information, travel preferences and company settings for this trip.

Traveler Information for April Neumann

Phone numbers: Home: (212) 442-9529, Mobile: (201) 443-6155

Seating preferences: Window, Forward of Wing

Seat Assignment: I want to select my own seats on my flight

Other profile: I want to select my own seats on my flight

Emergency Contact: I have an emergency contact

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.



Here specified
Primary phone:
Alternate phone:

We will prepare your confirmation and invoice to the above. All our clients (domestic and international) receive a confirmation 7-10 business days before the departure date.

Flight information for your company (TRUMP UNIVERSITY)

Select the type of flight to purchase with this flight:
Corporate Travel - 40/Wait Staff

Company Code:
COB-12-16 New Orleans Annual Training

Flight: New York (LGA) to New Orleans (MSY)
This flight does not comply with your company's travel policy because:
• This flight does not comply with your company's advance purchase policy

Please enter the reason that best describes why you are purchasing this rate of policy flight:
NT - Selected this flight due to terms of stay conditions - Personal

Continue

Cancel/Book on a different date

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

Choose your seats for your flight

Choose an available seat by clicking on it. You must meet additional requirements to qualify for preferred seats. Use seats

Flight 1 Flight 2

Available seat	Preferred seat	Occupied seat	Nearest seat	Exit row
----------------	----------------	---------------	--------------	----------

NEW ORLEANS are the approach of flight 1 and are provided on this flight. Seats are provided on this flight. Seats are provided on this flight. Seats are provided on this flight.

New York (LGA) to New Orleans (MSY) Date: 11/01 ECENE (ECONOMY) VC-002 Seat number: 7

Select an option

Select seats for next flight

Ship the Seat 7-10/11 and continue booking. Book will be needed also for the return.

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



Seat Pinpointer

Choose your seats for your second flight

Click on an available seat by clicking on it. You must meet additional requirements to qualify for preferred seats. (1) How to

Flight 1 Flight 2

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79
80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99

New Orleans, MSY to New York LGA Date: 12/14 ICEEG 400DLAS 40:00 Seat number: 7

Select an option

Request seats and continue

We will forward your seating request to the airlines, but we cannot guarantee that your request will be honored. Be sure to confirm your seat assignment with the airline before you depart.

Click "Request Seats and Continue."

Final review and booking

Traveler name: Auif Hourani

Flight	Class	Time	Date	Cost breakdown
New York (LGA) to New Orleans (MSY)	12Y	11:15 am - 9:49 am	12/14/16	Total ticket cost: 302.99
New Orleans (MSY) to New York (LGA)	12Y	11:19 am - 10:01 am	12/14/16	Taxes & fees: 170.91
				Airfare total: 473.90

Payment information

Card: [redacted]

CVV: [redacted]

Exp: [redacted]

Cardholder name: [redacted]

Cardholder address: [redacted]

City: [redacted] State: [redacted] Zip: [redacted]

Country: [redacted]

Phone: [redacted]

E-mail: [redacted]

Specify notification settings

Please specify an address to which an e-mail confirmation etc. will be sent.

E-mail: [redacted]

Phone: [redacted]

Address: [redacted]

City: [redacted] State: [redacted] Zip: [redacted]

Country: [redacted]

Select an option

Complete this reservation. No tickets will be issued.

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



Subject: Travel Request Flight request approved - New Orleans, LA - Dec 15, 2008

Aprill Hausmann has approved your travel request. However, the following travel item has not yet been booked. Price and availability are not guaranteed until travel is booked.

Comments: None

Complete booking now at http://www.expeditcorpnet.com/pub/agent_0117qscr-opens116-79208925up01-1.

Traveler: Aprill Hausmann
 Itinerary: New Orleans, LA
 Item: Flight
 Start date: Monday 15-Dec-2008
 Status: Approved

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.

Subject: Flight booking confirmation for Aprill Hausmann - New Orleans, LA - Dec 15, 2008

Travel Confirmation

Thank you for booking your trip with Egencia. Visit us if you need the most up-to-date information.

Flight Summary

Itinerary number: 22265824

Ticketing for your flight is now complete. Ticket numbers are displayed in the flight section of this itinerary.

Flight (E-Ticket Confirmed)	Class	Fare Basis	Yield	Delta Confirmation Code
APRIL HAUSMANN	Y	Y	875.00	CHOT4
Delta Recordator: 827542508				007542508

Origin: Code: 2008-10-15 New Orleans Airfare Training

Carrier	Class	Flight	Origin	Destination	Class	Fare Basis	Yield	Delta Confirmation Code
DL	Y	1161	New Orleans	New Orleans	Y	Y	875.00	CHOT4

Flight (E-Ticket Confirmed)

Carrier	Class	Flight	Origin	Destination	Class	Fare Basis	Yield	Delta Confirmation Code
DL	Y	1161	New Orleans	New Orleans	Y	Y	875.00	CHOT4

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.



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.



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 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 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 may 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.

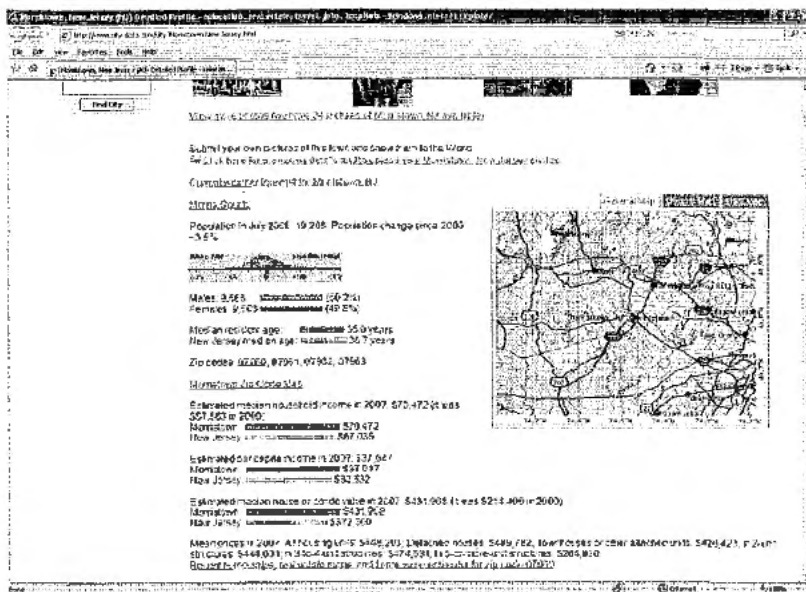


EVENT BOOKING SOP

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 AHJ 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	[REDACTED]	[REDACTED]
Program Coordinator	Page Sadlier	[REDACTED]	psadlier@trumpuniversity.com
Sales Coordinator	Noah Harris	[REDACTED]	[REDACTED]
Sales Coordinator	Damian Pell	[REDACTED]	[REDACTED]

Event Locations

Chicago Marriott Oak Brook
1401 West 22nd Street
Oak Brook, IL 60523

Sunday, Sep 27, 2009

2:00 PM



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	██████████
Page Sadlier	██████████
Noah Harris	██████████
Damian Pell	██████████



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	[REDACTED]
Page Sadlier	[REDACTED]
Noah Harris	[REDACTED]
Damian Pell	[REDACTED]

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	[REDACTED]	[REDACTED]
Program Coordinator	Christy Duckett	[REDACTED]	[REDACTED]
Sales Coordinator	Damian Pell	[REDACTED]	[REDACTED]
Sales Coordinator	Scott Leitzell	[REDACTED]	[REDACTED]

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	[REDACTED]
Christy Duckett	[REDACTED] (CHECK OUT SUN – LATE C/O)
Damian Pell	[REDACTED]
Scott Leitzell	[REDACTED]

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)

The screenshot shows an Excel spreadsheet with the following data:

PREI - O Chicago		
John Jamieson		
September 27-30, 2009		
Chicago Marriott Oak Brook	Venue 2 Address:	Renaissance Schaumburg Hotel & Convention Center
1401 West 22nd Street		1551 N. Thoreau Drive
Oak Brook, IL 60523		Schaumburg IL 60173
630-573-8555	Phone:	847-303-4100
2 PM - 4 PM	Event Times:	1 PM - 3 PM / 7 PM - 9 PM
Sunday, September 27, 2009	Event Date:	Monday, September 28, 2009
Dawn McElroy	Contact at Venue:	Shannon Braniff
[Redacted]	Contact email:	[Redacted]
[Redacted]	Direct Phone:	[Redacted]
[Redacted]	Direct Fax:	[Redacted]
Marquis	Meeting Space:	First Floor
\$500.00	Room Rental:	\$500.00
10 ft	Sq Footage:	2,244
Main Floor	Ceiling Height:	22 ft
200 (theater)	Location:	Schaumburg AB
NONE	Max Capacity:	200 (theater)
YES	Obstructions?:	NONE
\$100.00	Sleeping Room Needs:	NONE
9/27-30	Sleeping Room Rate:	N/A
	Sleeping Room Dates:	N/A
	Deposit:	
CC	Direct Bill / CC:	CC
Complimentary Parking for all	Staff Parking:	Complimentary Parking for all
Complimentary Parking for all	Attendee Parking:	Complimentary Parking for all
Rear Screen @ \$75	AV Purchased:	Rear Screen @ \$325
Audio House Patch @ \$50		House Patch @ \$135
	Miscellaneous:	



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	[REDACTED]	[REDACTED]



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. Immediately 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.



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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.



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 [REDACTED] 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.



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.



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."

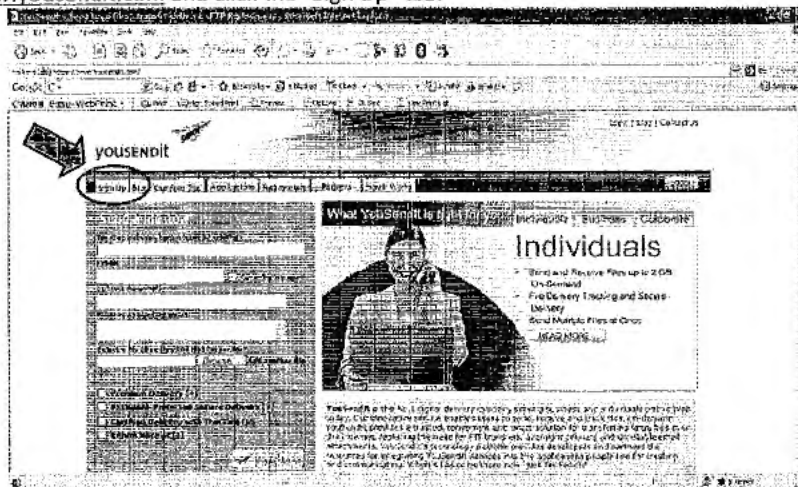


YOU SEND IT

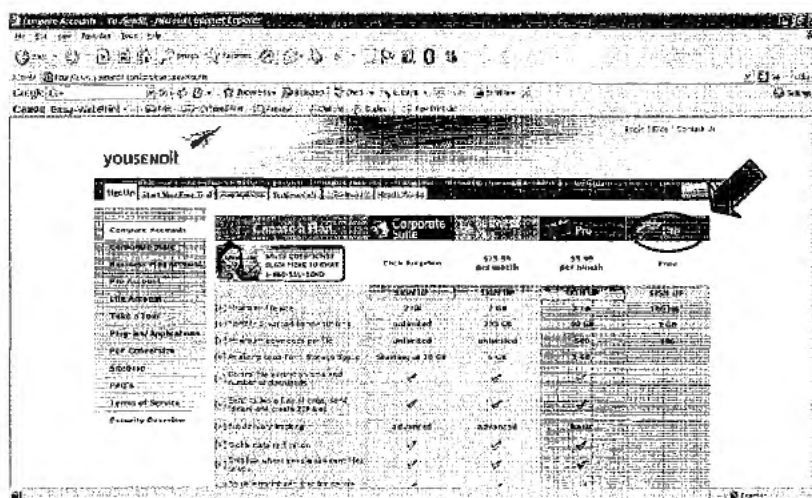
ALL TRUMP UNIVERSITY SEMINARS, FULFILLMENTS, WORKSHOPS, AND RETREATS WILL BE RECORDED FOR COMPLIANCE AND TRAINING PURPOSES. ALL SESSIONS WILL BE RECORDED DIRECTLY THROUGH THE MIXER TO ENSURE THE HIGHEST FEASIBLE SOUND QUALITY FOR TRANSCRIPTION AND AUDIBILITY PURPOSES. ALL RECORDINGS THAT ARE IN NEED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

TO CREATE AN ACCOUNT

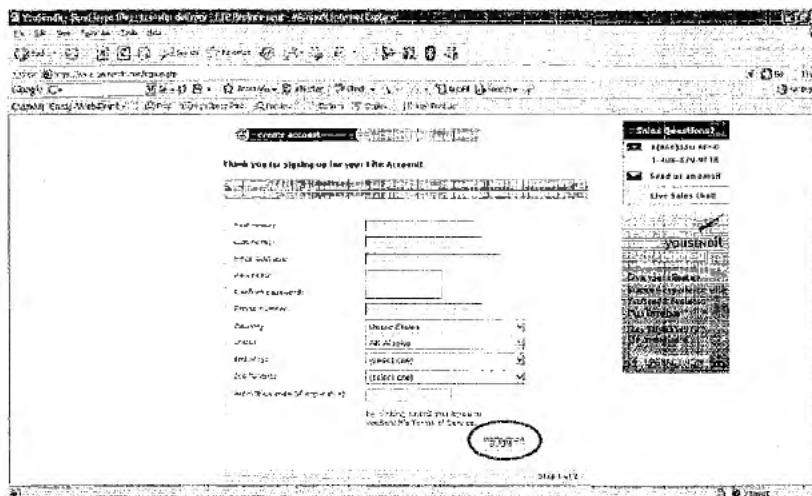
- Go to www.yousendit.com and click the "Sign Up" tab.



- 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.

EXHIBIT B



TRUMP
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PLAYBOOK 2009

A GUIDE TO THE THREE PILLARS OF SUCCESS
Quality • Standardization • Customer Service

CONFIDENTIAL

TU 130419



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I. TRUMP UNIVERSITY OVERVIEW

Trump University Mission Statement & Methodology for 2009

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.

Three Pillars of Success

- i. Quality
- ii. Standardization
- iii. Customer Experience

II. Trump University Divisions

- i. Corporate Office at 40 Wall
- ii. Sales Office in Salt Lake City
- iii. Independent Contractors Nationwide

III. Trump University Partners

- i. Trump Institute
 - a. Lead generation
 - b. Wealth Building Weekend
 - c. Retreats
 - d. Coaching
- ii. Prosper Learning
 - a. Lead generation
 - b. Coaching
 - c. Sales of Trump U products



II. LIVE EVENTS PROGRAMS & SERVICES FOR 2009

Fast Track to Foreclosure: Free Orientation
 Alias: "The Preview"
 Cost: Free (Open to Public, Advertised via Newspaper, Internet, and Mailings)
 Duration: 90 minute preview



Fast Track to Foreclosure Investing: Three Day Training
 Alias: "The Fulfillment"
 Cost: \$1995+ Free Guest
 Duration: 3 Day Training



Trump Elite Packages

- Trump Gold Elite
- Trump Silver Elite
- Trump Bronze Elite

<u>Trump Gold Elite</u>	<u>Trump Silver Elite</u>	<u>Trump Bronze Elite</u>
Cost: \$34,995	Cost: \$19,495	Cost: \$9,995
<ul style="list-style-type: none"> •3 Day In- Person Field Coaching •Creative Financing Retreat •Wealth Preservation Retreat •Quick Turn Retreat •Commercial & Multi-Unit Retreat •Incorporate Your Business 	<ul style="list-style-type: none"> •Creative Financing Retreat •Wealth Preservation Retreat •Quick Turn Retreat •Commercial & Multi-Unit Retreat •Incorporate Your Business 	<ul style="list-style-type: none"> •Wealth Preservation Retreat •Quick Turn Retreat •Incorporate Your Business

Private & Confidential • Page 2

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TU 130422



	EVENT PRICE	LIST	SAVINGS
Trump Gold Elite:	\$34,995	\$48,490	\$13,495
• 3 Day In-Person Field Coaching		\$25,000	
• Creative Real Estate Financing Retreat		\$ 5,000	
• Wealth Preservation Retreat		\$ 5,000	
• Quick Turn Real Estate Profits Retreat		\$ 5,000	
• Commercial/ Multi-Unit Retreat		\$ 5,000	
• Investor's Edge Real Estate Software		\$ 2,495	
• Incorporate Your Business		\$ 995	
Trump Silver Elite:	\$19,495	\$23,490	\$3,995
• Creative Real Estate Financing Retreat		\$ 5,000	
• Wealth Preservation Retreat		\$ 5,000	
• Quick Turn Real Estate Profits Retreat		\$ 5,000	
• Commercial/ Multi-Unit Retreat		\$ 5,000	
• Investor's Edge Real Estate Software		\$ 2,495	
• Incorporate Your Business		\$ 995	
Trump Bronze Elite:	\$9,995	\$10,995	\$1,000
• Wealth Preservation Retreat		\$ 5,000	
• Quick Turn Real Estate Profits Retreat		\$ 5,000	
• Incorporate Your Business		\$ 995	

Advanced Real Estate Training Options

PERSONALIZED TRAINING & GUIDANCE

In-Field Mentorship

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 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.

Executive Coaching

Every great performer has a great coach to provide them with support, knowledge and guidance. Trump coaches are experienced real estate investors that work one-on-one with students to create customized training programs. The coach focuses exclusively on your financial objectives and provides the structure and accountability to ensure that your goals are achieved.

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 Turn 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.

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.

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Advanced Real Estate Training Options

TOOLS AND RESOURCES

Investor's Edge Real Estate Software

Successful investors have the edge—the ability to access current property and industry information and a proven, structured method of analysis. *The Investor's Edge Software* is designed to deliver vital property information in an organized fashion for analysis—all in one easy-to-use software package.

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.

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The Wealth Builder's Network Premium

After three days of intensive training, we know that our clients are prepared to achieve their goals. As valued members of the Trump University community, we want to make sure that our clients receive our continued support in their endeavors. With this in mind, we have decided to offer each client a free Wealth Builder's Network Premium. Customers not eligible for complementary membership will be able to purchase membership for an introductory rate of \$49.95/mo (valued at \$100/mo). The new features include:

- **Weekly Online Classes** hosted by financial, entrepreneurial, and real estate experts. View and interact live and ask your most pressing questions. Or watch them at your leisure starting the following day.
- **Empire City:** Go anywhere, buy anything, test your limits in a virtual metropolis. Empire City is an interactive resource to help you learn how to invest profitably in real estate in a safe, risk-free environment.
- **Wealth Builder's Magazine** is now exclusively online, providing fresh information and viewpoints from Trump U experts and guest authors, student success stories, and wealth-building news.
- **Your Client Advisor** is there to help match your goals with the wealth of learning resources available to you as a premium member.
- **Comprehensive Resource Library** provides invaluable tools such as sample contracts and legal documents, insightful articles and an archive of "how-to" teleseminars.
- **And much more**, including exclusive members-only invitations to special events around the country.



III. THE PREVIEW

Fast Track to Foreclosure: Free Orientation

This free, 90 minute presentation is open to the public, and covers the current trends of the real estate market, ways to still make money, as well as the following:

- How to find foreclosure opportunities in your geographic area and take advantage of hot real estate investing opportunities
- Credit and credit card repair: Use good credit standing to make money at every stage of the investing process
- Financing: How to benefit from specific sources of seed capital and put together creative financial deals
- The phases of foreclosure: When to make a move and how to capitalize at every stage of the process
- Capitalize without harm: Finding ways for sellers to move on without shame
- What to do once you have the property: Rent, renovate, or sell immediately? Learn what's best for your specific situation
- Goal setting: How to set realistic goals and attain them every time

BEHIND THE SCENES OF THE PREVIEW

Pre-Event Timeline:

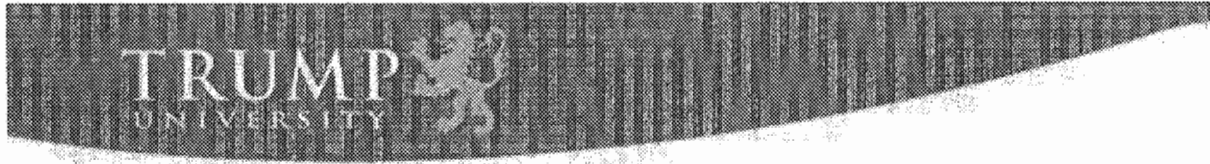
4 Weeks Prior	Operations: Team Books Flights to Event Location
3 Weeks Prior	Marketing: Email to TU Database
2 Weeks Prior	Marketing: Email to TU Database
	Operations: Event Materials Ordered
	Marketing: Direct Mail (7-10 Days Prior to Event)
	Marketing: Newspaper Ad (7-10 Days Prior to Event)
1 Week Prior	Marketing: Email to TU Database
5 Days Prior	Operations: Itinerary Constructed & Sent to Event Team with Marketing Ads
4 Days Prior	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details
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



Behind the Scenes of The Preview: Email Sent 3 Weeks Prior: (continued on next page)

To ensure that you continue to receive emails from us, add email@info.trumpuniversity.com to your address book today.

You are receiving this email from Trump U because you subscribed on our website, made a purchase, or were otherwise in contact with us. Thank you for your patronage. If you would rather not receive these emails, you can [edit your email preferences](#).



December 09, 2008



"The secret of success in life is for a man to be ready for his opportunity when it comes."

Are you ready?

Dear Azza,

Right now - today - as I am writing you this letter, there are hundreds of thousands of foreclosures all across the United States; **thousands of properties are available for pennies on the dollar...** thousands of dollars below market level. And when the market turns around - and it will, believe me - you'll be mighty glad you were ready, and ahead of the game.

On December 8th - 10th in the Phoenix Area, Trump U is offering a **FREE** class: **Fast Track to Foreclosure Investing**. This one class, on **how to profit from foreclosures**, will get you started on the clearest, sure-fire, money-making opportunity available in a long, long time. The best part? Everything you need to get started, you already have. Meaning, the opportunity to make the kind of money that can allow you to live the life you want, and retire in a style you deserve, is here today.

There is only one success - to be able to spend your life in your own way.

Why should you attend our free class? That's easy. I wouldn't be sending out this letter unless I thought you were ready - truly ready - to make some real money and live the kind of life you may have thought was only for "rich" people... **to spend your life living it your way.**

What's so special about Foreclosures?

1. Properties are often sold below market value.
2. Lower down-payments, smaller mortgages, and lower monthly payments are required.
3. Equity can be increased faster!

Register for your free class and learn:

- **How to Find Foreclosure Opportunities in Your Geographic Area:** Take advantage of the hot investing opportunities in your neighborhood before anyone else does
- **Credit and Credit Card Repair:** Be in good financial standing so you can make money at every stage of the investing process
- **Financing:** How to benefit from some specific sources of seed capital and put together your own creatively financed deals
- **The Phases of Foreclosure Following the Foreclosure Clock:** When to make a move and how to capitalize at every stage of the process
- **How to Capitalize without Harm:** Part of the Foreclosure investment process includes finding ways for sellers to move on without shame
- **What to Do Once You Have the Property:** Do you rent, renovate, or sell



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immediately? Learn what's best for your specific situation

- **Goal Setting:** How to set realistic goals and attain them every time

As president and co-founder of Trump U, I see a lot of opportunities. I believe Fast Track to Foreclosure Investing is one of those special classes that are going to make a lot of people wealthy. And the best part? Your dreams are all you need, and all that is required to sign up for this **FREE** class. Register today and you'll be on your way: Fast Track to Foreclosure Investing, December 8th - 10th in the Phoenix Area.

Register for a FREE Class

To your success,

A handwritten signature in black ink that reads "Michael Sexton".

Michael Sexton
President
Trump University

P.S. If you're having doubts, if I really haven't convinced you that this is the time to act and take advantage of Trump U's **FREE** class on foreclosure investing, read what **Jonathan Barton** of Reading, PA, said just two months after attending Fast Track to Foreclosure Investing:

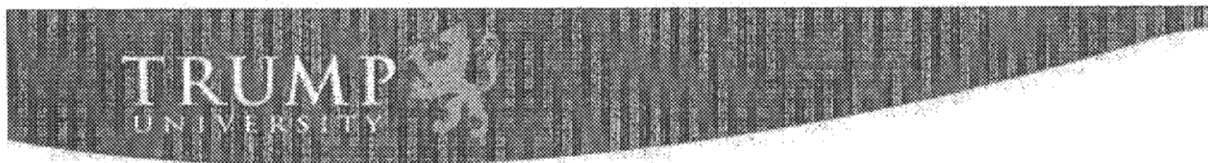
"Fast Track to Foreclosure Investing was incredible. I have purchased 6 properties at trustees' sales (3 in the last two months). The first 3, I made \$75,000 after taxes and was able to match that on the last three. I can't thank Trump U enough for this great class, and my introduction to the foreclosure market."



Behind the Scenes of The Preview: Email Sent 2 Weeks Prior:

To ensure that you continue to receive emails from us, add email@info.trumpuniversity.com to your address book today.

You are receiving this email from Trump U because you subscribed on our website, made a purchase, or were otherwise in contact with us. Thank you for your patronage. If you would rather not receive these emails, you can [edit your email preferences](#).



December 09, 2008

What's the difference between success and failure? Knowing when to act.

Dear Azza,

A couple of weeks ago I contacted you about Trump University's **FREE** class Fast Track to Foreclosure Investing. I told you **thousands of properties are available for pennies on the dollar**. Since that time many wealth-savvy folks signed up for this invaluable class. What did these entrepreneurs know that you don't? Not much, actually. What's the one small difference between you and them? They acted. The wise man that said, "He who has begun is half done," was not only clever, he was exactly right.

Choose the Foreclosure class to the right that is most convenient.

Why should you act--today--and sign up for Trump University's FREE class Fast Track to Foreclosure Investing?

Coming To Your Area!
Phoenix, AZ Area

Dec 8, 2008

Mesa, AZ

[Register for this day](#)

Dec 9, 2008

Scottsdale, AZ

[Register for this day](#)

Dec 10, 2008

Phoenix, AZ

[Register for this day](#)





Because...

- Properties are often sold below market value...
- Lower down-payments, smaller mortgages, and lower monthly payments are required...
- Equity can be increased faster!

An ounce of action is worth more than a ton of theory. If you've been putting off learning more about foreclosed properties, concerned perhaps, that they were too complicated, or you needed real estate experience, or even a college degree ... it's simply not true. Forget economic theories. Forget a lot of money down. Think action...a simple ounce of action. Fast Track to Foreclosure Investing will change your life. But, class size is limited, so you must act now!

Take the First Step!

There are still valuable, available properties—many in your area—yet...without action on your part, I can assure you, they will go to someone else. When the market returns—and it will—and prices start to rise, you're going to be glad you made the right decision to attend Fast Track to Foreclosure Investing. If you want to know where to find foreclosures ... how and when to buy them ... how to research a title ... which foreclosure stage is best for investment, and much more, Trump University's got your answers. To your success,

Michael Sexton
President



"Our coach taught us how to do walk-through home inspections, take notes, and calculate exactly what to offer using the All Cash Offer Sheet. Going through so many properties in such a short time really helped us to get the 'find deals, make offers' system down. I no longer feel uncomfortable making very low offers on properties. We are currently closing on a rehab purchase that will net us about \$35,000. We are also working six homes on a short sale program that will earn us at least \$100,000. Short sales take a while, but they will payoff! We are looking to partner with more investors to close some more deals - when we do, we can close at least 5 more immediately!"

-Kristine and John Quintero
Yuma, Arizona



Behind the Scenes of The Preview: Shipping Formula For Materials Ordered 7 Business Days Prior:

All marketing, collateral, and supportive materials shall be shipped ground for all events. This will be taken into account when ordering from vendors, when shipping from the office, or from one event to the next. The Live Events Coordinator & Program Coordinators are responsible for following up two and three days before the event to ensure that an adequate amount of materials will be arriving at the event in a timely fashion.

•The shipping formulas for necessary preview materials is as follows:

Preview Event:

•**Expected Attendees:** Adequate materials for 100% of total registered on the 7th business day before the event will be ordered and sent.*

•**Expected Buyers:** Adequate materials for 20% of total registered on the 7th business day before the event will be ordered and sent.*

*All numbers are cross-referenced with marketing statistics from that location to ensure accuracy.



Behind the Scenes of The Preview: Mailer Is Sent 7-10 Days Prior:

Dear Friends,

I am personally inviting you and a guest to a powerful wealth-building event that can literally change your life, and get you out of the rat race forever. When I speak, people listen. And, when I send out invitations, people attend because they know that my invitation means one thing – there is money to be made.

When the real estate bubble was building I told people not to buy, but many of them didn't listen to me and now they're paying the price. In today's down market I'm telling people to buy, buy, buy. In all my years investing in real estate, I think this is **one of the most lucrative investment opportunities ever**. Banks are selling foreclosed properties at pennies on the dollar. The trick is knowing how to invest profitably. And that's where I want to help you.

I am sending one of my world-class instructors from Trump University to your area to teach a class on how to **profit from today's real estate market**. You will learn how to:

- Find income producing properties right in your area, at up to 50% below market value
- Close deals in 30 days
- Fund your investments using other people's money
- Negotiate with banks the "Trump Way"
- Conquer your fear of getting started, by simply following my Real Estate System.

My team at Trump University has developed a proven system for profitable real estate investing that anyone can use, right away, to score big profits in today's market. If you want to know the best ways – my ways – to buy low, sell high, and walk away rich, then clear your schedule and do whatever it takes to get to this exclusive, invitation-only event.

I have enclosed two complimentary VIP tickets to give you and a guest the chance to learn how to create wealth the "Trump Way" and I encourage you to attend. To confirm your reservation you must call 888-878-6709 or log onto www.TrumpULive.com. Seating is limited so RSVP today.

Donald J. Trump

P.S. As a special gift I am giving every attendee a free copy of my blockbuster *Catch the Wave* CD-ROM (a \$50 value).



Event Locations, Dates, and Times



Monday, December 8, 2008
1:00 PM and 6:30 PM
Phoenix Marriott Mesa
200 North Centennial Way
Mesa, AZ 85201

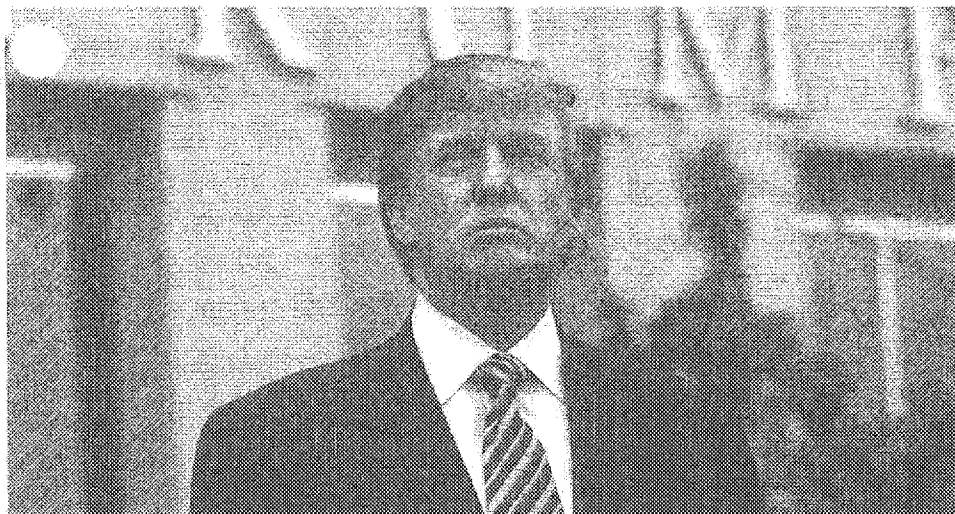
Tuesday, December 9, 2008
1:00 PM and 6:30 PM
Doubletree Paradise Valley Resort
5401 North Scottsdale Road
Scottsdale, AZ 85250

Wednesday, December 10, 2008
1:00 PM and 6:30 PM
Embassy Suites Phoenix - North
2577 West Greenway Road
Phoenix, AZ 85023

Doors open 30 minutes prior to scheduled start time.

Call or go online to accept your complimentary invitation.
Seating is limited. To guarantee a place call or log on today!

888-878-6709 • TrumpULive.com



A billionaire is offering you 90 minutes of free advice. No, this isn't a misprint.

Be Donald Trump's guest at a FREE investor workshop and learn how you can profit from the largest real estate liquidation in history!

He's the most celebrated entrepreneur on earth. He's earned more in a day than most people do in a lifetime. He's living a life many men and women only dream about. And now he's ready to share—with Americans like you—his best advice on investing in today's "once-in-a-lifetime" real estate market.

Come to this **FREE** workshop and you'll learn from Donald Trump's handpicked instructor a systematic method for investing in real estate that anyone can use effectively. You'll learn foreclosure investing from the inside out. You'll learn how to finance your deals using other people's money. You'll learn how to overcome your fear of getting started.

"I can turn anyone into a successful real estate investor, including you."

— Donald Trump

Today's financial crisis and credit crunch has politicians and bankers scrambling for answers. They've got bailouts and rescue packages **but who's helping you?** We'll help you by teaching you how to **profit from the \$700 billion bailout** that has opened the door for unprecedented investment opportunities.

With home prices dropping through the floor, historically low interest rates, and record high inventories, **2008 is the "perfect storm" for real estate investors** of every income and experience level. But you need to approach this with the kind of expertise that only an experienced (and successful) investor, like Donald Trump, can teach you.

Cash in on the Greatest Property Liquidation in History!

Discover how to ...

- ✓ Buy real estate from banks—at up to 70% below market value!
- ✓ Finance your deals creatively in today's tight credit market!
- ✓ Buy the right properties at the right time—and know when to sell!
- ✓ Secure your retirement by generating passive income!
- ✓ Invest in real estate through your IRA—tax free!
- ✓ Find pre-foreclosures in your area!

"The training and coaching I received from Trump U is priceless. I closed on my first investment property (and) earned \$50,000."

— Robert (Bob) Mulack, Ormond Beach, Florida
*Personal Results Results are not typical



Get this \$50 gift absolutely **FREE** for attending:
Catch the Wave: How Timing Can Make You a Fortune in Real Estate Today

Four Days ONLY!
Seating is Limited.
Register Now at
TrumpuNY.com
or call 888-TRUMP-14
(888-878-6714)

MONDAY
November, 3rd

Doubletree JFK Airport
135-30 140th Street • Jamaica, NY
1:00 PM & 6:30 PM

New York Marriott Downtown
85 West Street • New York, NY
1:00 PM & 6:30 PM

TUESDAY
November, 4th

Melville Marriott-Long Island
1350 Old Walt Whitman Road • Melville, NY
1:00 PM & 6:30 PM

The Roosevelt Hotel New York
45 E 45th Street • New York, NY
1:00 PM & 6:30 PM

WEDNESDAY
November, 5th

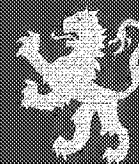
Park Ridge Marriott
300 Brae Boulevard • Park Ridge, NJ
1:00 PM & 6:30 PM

Westchester Marriott Tarrytown
670 White Plains Road • Tarrytown, NY
1:00 PM & 6:30 PM

THURSDAY
November, 6th

Radisson Hotel
21 Kingsbridge Rd • Piscataway, NJ
1:00 PM & 6:30 PM

Teaneck Marriott at Glenpointe
100 Frank W Burr Boulevard • Teaneck, NJ
1:00 PM & 6:30 PM



TRUMP

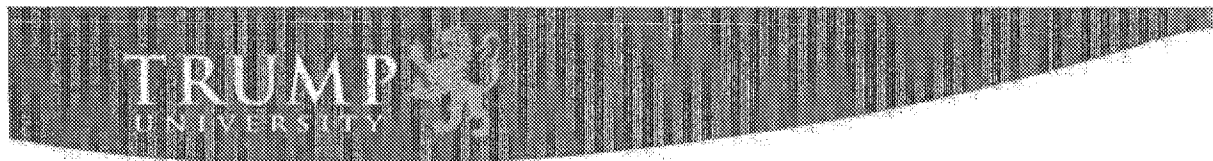
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Behind the Scenes of The Preview: Email Sent To TU Database 1 Week Prior:

To ensure that you continue to receive emails from us, add noreply@trumpuniversity.com to your address book today.



December 9, 2008

Trump University's street-smart instructors will show you step-by-step, precisely how to follow Donald Trump's lead and get rich!

Dear Azza,

There are just a few days left so I'll keep this short. I've emailed you twice about Trump University's **FREE** class **Fast Track to Foreclosure Investing**. I truly believe that this is a class you must attend, and frankly would like to attend. But you've put it off. So, let's start fresh. It doesn't matter what you did last year; it doesn't matter what you did a month ago or even last week. What matters is today. Today is the opportunity you've been waiting for.

Choose the Foreclosure class below that is most convenient.

Upcoming Events in Your Area

Phoenix Marriott Mesa
200 North Centennial Way
Mesa, AZ 85201

Dec 08, 2008
1:00 PM [Register](#)

Dec 08, 2008
6:30 PM [Register](#)

Doubletree Paradise Valley Resorts
6401 North Scottsdale Road
Scottsdale, AZ 85250

Dec 09, 2008
1:00 PM [Register](#)

Dec 09, 2008
6:30 PM [Register](#)

Embassy Suites Phoenix North
2577 West Greenway Road
Phoenix, AZ 85023

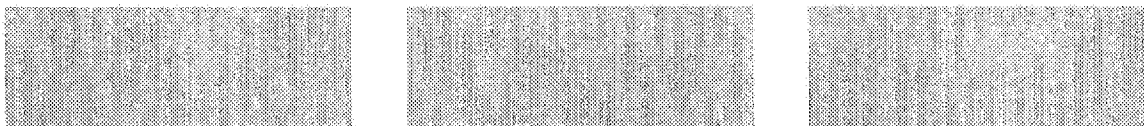
Dec 10, 2008
1:00PM [Register](#)

Dec 10, 2008
6:30 PM [Register](#)

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Foreclosures are the smartest, quickest way to get rich. And not years from now--but months. The current market is made for investors who are looking to make some real money. In fact, listen to Robin and David Little of Orland, Maine who realized they simply couldn't afford not to act.

"Trump U gave us the confidence and knowledge to actually purchase our first piece of investment property. We successfully bought, rehabbed, and leased our first property, and we are preparing to sell it for a \$44,000 profit! Thanks to the Trump U team for helping us to set our future in motion."

Choose the Foreclosure class above that is most convenient.

Robin and David are real people who used their dreams as a guide to success. With street-smart instruction that Donald Trump has perfected, you too can turn your dreams into a life of your choosing. Get started today!

Take the First Step!

To Your Success,

Gary Eldred, Ph.D.

Faculty Member
Trump University

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Behind the Scenes of The Preview: Itinerary Sent to Event Team 5 Days Prior:

PFF-Phoenix 8-10 December, 2008
 Monday, December 8, 2008
 Tuesday, December 9, 2008
 Wednesday, December 10, 2008

Event Staffing:
 Speaker – James Harris [REDACTED]
 Sales Coordinator- Ryan Lotman [REDACTED]
 Sales Coordinator- Cory Lignell [REDACTED]
 Program Coordinator- Tiffany Brinkman [REDACTED] tbrinkman@trumpuniversity.com

Expected Attendees: 184(45% of registered attendees in Dev)

Sales Goals: \$54,000 (20% of expected attendees(36) x \$1495 = \$54,000)

Location	Session Date	Time
Phoenix Marriott Mesa 200 North Centennial Way Mesa, AZ 85201	<input type="radio"/> Dec 08 2008	1:00 PM
	<input type="radio"/> Dec 08 2008	6:30 PM
Doubletree Paradise Valley Resorts 5401 North Scottsdale Road Scottsdale, AZ 85250	<input type="radio"/> Dec 09 2008	1:00 PM
	<input type="radio"/> Dec 09 2008	6:30 PM
Embassy Suites Phoenix North 2577 West Greenway Road Phoenix, AZ 85023	<input type="radio"/> Dec 10 2008	1:00 PM
	<input type="radio"/> Dec 10 2008	6:30 PM

HOTEL RESERVATIONS FOR PHOENIX:
 Check In: Sunday, December 7, 2008
 Check Out: Tuesday, December 9, 2008
Phoenix Marriott Mesa
 200 North Centennial Way
 Mesa, AZ 85201
 (480) 898-8300

James Harris #80926190
 Tiffany Brinkman #80922987
 Ryan Lotman #80924037
 Cory Lignell #180923543

Check In: Tuesday, December 9, 2008
 Check Out: Thursday, December 11, 2008
Embassy Suites Phoenix North
 2577 West Greenway Road
 Phoenix, AZ 85201
 (602) 375-1777
 James Harris #84870083
 Tiffany Brinkman #88014787
 Ryan Lotman #85394051
 Cory Lignell #86180067

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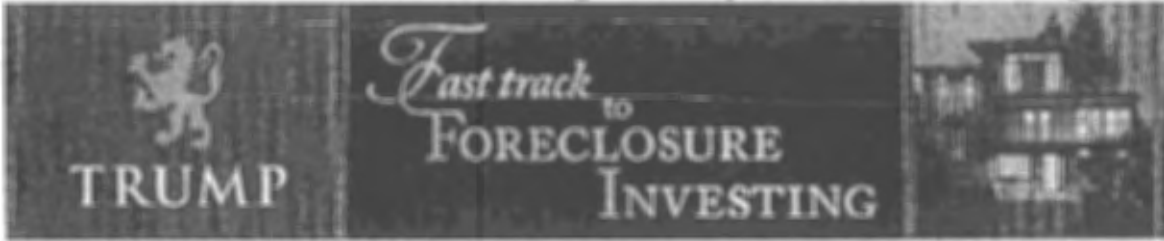
Behind the Scenes of The Preview: Spec Sheet Sent to Program Coordinator 4 Days Prior:

Our Live Events Coordinator, Trisha McCarthy, is responsible for doing a pre-con call with the hotel in order to collect and confirm all of the specs for the Preview Team. Example below:

Venue	Phoenix Marriott Mesa	Doubletree Paradise Valley Resort	Embassy Suites Phoenix-North
Event Date	Monday, December 8	Tuesday, December 9	Wednesday, December 10
Event Time(s)	1pm & 6:30pm	1pm & 6:30pm	1pm & 6:30pm
Meeting Room Name	Arizona Ballroom	Southeast Forum	Salon ABC
Square Footage of Meeting Room	3024 Square Feet	3016 Square Feet	2886 Square Feet
Ceiling Height	16'	28'	14'
Obstructions (Pillars, etc.)	No	No	No
Onsite Contact for the day	Banquet Captain-TBD	Janice Roberts/Todd Richardson	Tami Spencer
Audio Visual Onsite for Event Day	talk to Banquet Captain	Mark Olsen or Peter	Mike or Ricardo
Received Diagram	Yes	Yes	Yes
Parking Fee	Free	Free	Free
Parking Fee Waived for Staff	Free	Free	Free
Notified of Boxes Enroute	Yes	n/a	n/a
Notified of Boxes To Ship Out	n/a	n/a	Yes
Projection Type	Front	Rear	Front
State Flag, US Flag & Plants Available	Yes	Yes	Yes
Pens & Pads In Room Confirmed	Yes	Yes	Yes
Water Station Set Outside Confirmed	Yes	Yes	Yes
Meeting Room To Be Completely Set By	9am	10am	8am
Asked for Zero Out Balance	Beth was notified	talk to Janice or Todd	Talk to Tami
Full & Final Status	Beth was notified	talk to Janice or Todd	Talk to Tami
Sleeping Rooms Confirmed (Room & Tax to Master)	Yes	n/a	Yes
Final Number/ Room To Be Set For	50	40	30
Booking Contact	Beth Parnell	Shilo Lusson	Tami Spencer



Behind the Scenes of The Preview: Email Sent To Registrants 3 Days Prior (Continued on Next Page):



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REMINDER

We have reserved a seat for you at the following free foreclosure investing introductory class:

Event Date:
December 02, 2013 - 6:30 PM - 8:00 PM

Doors open 30 minutes prior to scheduled start time.

Event Location:
San Diego Marriott La Jolla
6060 La Jolla Village Drive, La Jolla CA, 92037 • (619) 597-3314

Your Ticket:
#625077710

Print Ticket:



If you have any questions or would like to register a guest, visit us online or give us a call at: (800) 828-5933.

Dear Josef,

You have only **3 days** left until your **Fast Track to Foreclosure Investing** - an introductory class on how to profit from investing in foreclosures, and we're going to use this time to show you what a historic moment it is to begin your Real Estate Investing.

A "Perfect Storm" of three measurable events has come together to make Foreclosure Investing easier and more profitable than ever. You need to know what's going on in the market - and how each of these events is going to increase your chances for success.

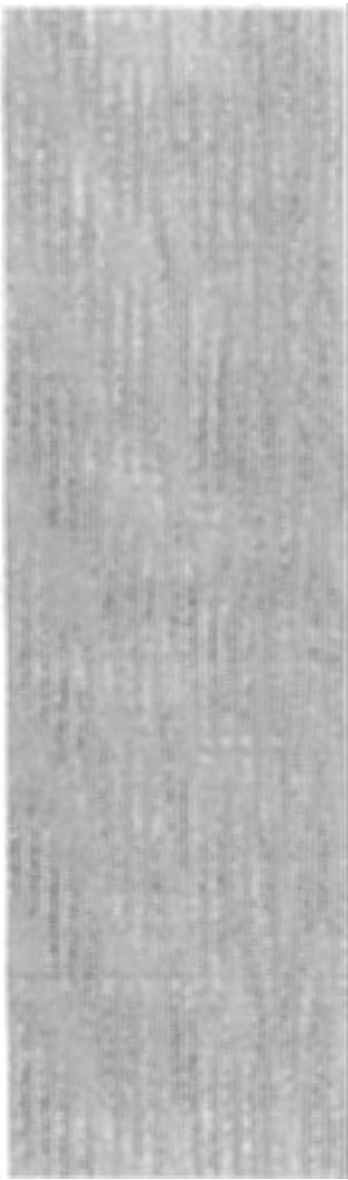
Today's topic: Interest Rates

Here's the simple way to make money in real estate: sell properties for more than you pay for them. But one of the factors that must always be considered when investing in real estate is the money you pay to others on top of the money paid to property owners. In the past, the most costly expense for real estate investors has often been interest paid to banks or lenders.

Thanks to the Federal response to the subprime lending crisis, interest rates are falling to new lows. The money you need to invest now costs less, and the interest you would have paid on your investments has decreased substantially.

Of course, to make this "Perfect Storm" event work for you, you're going to want to learn the best ways to obtain funding (no matter what your personal financial situation may be). You'll discover the best strategies to use in the current market at your **Fast Track to Foreclosure Investing** - a free introductory class, and you'll see the best choices for investing in any type of foreclosure property.

Lowering interest rates are just the first wave of the "Perfect Storm" that is generating so many success stories for Trump U students. Tomorrow we'll look at the next big event that will make your decision to attend our **Fast Track to Foreclosure Investing** - a free introductory class the right move at the right



time.

We look forward to telling you more about the "Perfect Storm", and how you'll use it to generate big profits in Foreclosure Investing. Watch for our e-mails and get ready to ride out the storm to a better future for yourself and your family!

To your success,



Michael Sexton

President

P.S. If the time and locations listed here no longer fit your schedule, please feel free to register for another training event. Time matters!

You can view a [full listing of our training events here](#), or call (888) 826-5953.



Behind the Scenes of The Preview: Email Sent to Event Team Announcing Phone Conference Details Sent 4 Days Prior:

Good Morning Team Hartford,

I am sending this meeting request out on behalf of our newest edition to the Program Coordinator Team, Susan Morrison. The phone conference for the Hartford preview is officially scheduled for today (Wednesday) at 3:00 pm EST, at which time staffing will be discussed, as well as event setup, buyer packages, and any other questions or suggestions for our event. Please be sure to have your flight/travel details accessible at the time of the conference. The agenda for the phone conference is as follows:

1. Team Introductions
2. Event Review
 - a. # Registered for event
 - b. Room and AV Set Up
 - c. Free Giveaway
 - d. Event Expectations (flow of presentation and sales)
 - e. Buyer package to be given out after sale
3. Hotel and Flight Information (Arrival and Departure times)
4. Open Items (Suggestions/Comments, PPT copies for back up, Items to be given out etc)

**Conference
Details**

Scheduled Conference Date:	Wednesday, July 2, 2008
Scheduled Start Time:	3:00 PM Eastern Standard Time
Scheduled End Time:	3:40 PM Eastern Standard Time
Scheduled # of Participants:	8
Type of Conference:	Web-Scheduled Standard
Dial-in Number:	1-785-685-2400 (Kansas)
Participant Access Code:	824698
Conference Controls:	<ul style="list-style-type: none"> • Conversation Mode (all Participants can be heard) • Entry Chimes - Disabled • Exit Chimes - Disabled

Break a leg! I know it will be a great event!

Best Regards,

April Neumann

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Behind the Scenes of The Preview: Email Sent To Registrants 2 Days Prior:



REMINDER


We have reserved a seat for you at the following free foreclosure investing introductory class:

Event Date:
December 03, 2010 - 5:00 PM - 6:30 PM

Class starts 30 minutes prior to scheduled start time.

Event Location:
San Diego Marriott La Jolla
4016 La Jolla Village Drive, La Jolla, CA 92037 • (619) 451-7444

Your Ticket:
6029770
[Print Ticket](#)



If you have any questions or would like to register a guest, visit us online or give us a call at (619) 425-0152

Dear Josef,

What is the next big event in the real estate market making your attendance at your **Fast Track to Foreclosure Investing** - an introductory class on how to profit from investing in foreclosures absolutely essential?

Prices

This might seem obvious, but have you looked at some of the prices homeowners who aren't facing foreclosure are willing to accept for their properties?

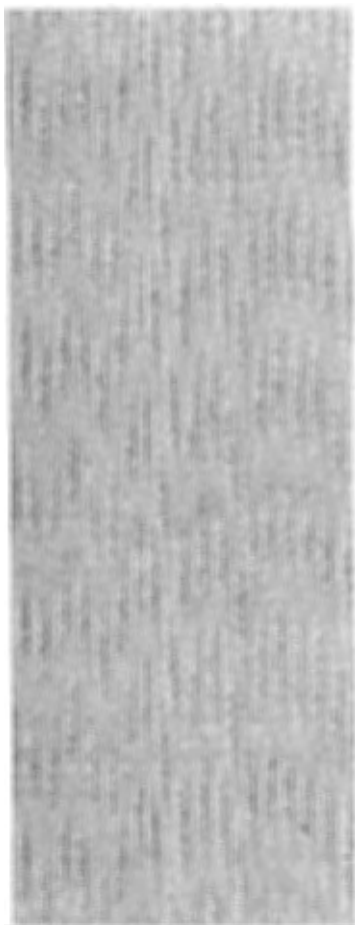
Prices are falling fast, and there are many reasons for this effect. The law of supply and demand is one of the hardest to break, and as demand for properties rose, prices followed suit. But then, as fewer people had the resources to continue to invest at such high prices, demand decreased. We all know what happened at this point, and the rise in foreclosure properties has been directly proportional to the decline in price.

Prices for foreclosure investments are lower than ever. This means that now is the absolute best time for you to learn as much as you can about investing in foreclosure properties, because while there is no guarantee that prices will remain low, it is certain they are low right now.

And just in case you're wondering, there are still many buyers looking to pay fair market value (otherwise known as a price higher than what you paid for your foreclosure investment!). At

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the prices you'll get when you invest, and the sales prices you'll be able to offer, your buyers will still feel they walked away from the table with a great deal!

Pricing is event #2 in the "Perfect Storm" of factors making today's foreclosure investing market more profitable than ever. We'll see you in 2 days, but not before we reveal the third powerful event that is churning the waters of the real estate market and making successes out of those who stay the course. Watch for tomorrow's e-mail for your next heads-up!

To your success,

A handwritten signature in black ink that reads "Michael Sexton".

Michael Sexton

President

P.S. If the time and locations listed here no longer fit your schedule, don't delay - register for another event as soon as possible!

You can view a [full listing of our training events here](#), or call (888) 826-5953

To ensure that you continue to receive emails from us, add noreply@trumpuniversity.com to your address book today.

You are receiving this email from Trump U because you subscribed on our website, made a purchase, or were otherwise in contact with us. Thank you for your patronage.

Trump U, 160 Greentree Drive, Suite 101, Dover, Delaware 19904

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Behind the Scenes of The Preview: Reminder Call Placed to Registrants 1 Day Prior:

Reminder Call Script

Fast Track to Foreclosure

Is [NAME] available?

Hello, this is _____ from Trump University. I'm calling with a courtesy reminder that you have reserved a seat at our Fast Track to Foreclosure Introduction Seminar **December 11th**. The class is being held at The Hilton Ontario Airport in Ontario, CA 91764 and is being taught by one of Mr. Trump's top instructors, Mr. **Steve Goff**

We recommend that you bring a pen and paper to take notes during the class. You may also want to bring a sweater as the hotel facility can be quite cold. Finally, we encourage you to bring a guest. There is no charge for guests and many successful real estate investors find it easier to work with a partner.

This may be a once-in-a-lifetime opportunity to create massive profits from real estate investing if you know what you are doing. And our goal is to make sure that you do!

If you have any questions please contact our customer support team at 877-508-7867 extension 0.

Have a great day.

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REMINDER

We have reserved a seat for you at the following free foreclosure investing introductory class:

Event Date:
December 07, 2010 - 9:00 PM - 11:00 PM

Event Location:
San Diego, Westside Mission Valley
12774 San Diego Drive, San Diego, CA 92126 - (619) 582-3000

Your Ticket:
\$0.00000
Print Ticket



If you have any questions or would like to register a friend, visit our [website](#) or give us a call at (619) 582-3000.

Dear Josef,

We hope you're beginning to see what an unusual (and unusually lucrative) time it is to become a foreclosure investor. The "Perfect Storm" of factors in the real estate market is creating a perfect opportunity to acquire properties well below market value without even having to pay high interest rates. We've shown you how lowered rates and lowered prices are making today's market better than ever, but there's still one event you need to know about ...

Today's topic: Supply.

As more and more people jumped on the real estate bandwagon a short time ago, many of them were unprepared for what happened next. Hindsight is 20/20, and now we see the signs that should have been apparent to people who agreed to **pay more money for their homes than they ever should have.**

In a time when selling seemed so easy, no one predicted that the bottom could fall out. But the factor that ensured that end was supply. New homes continued to be built, and eventually supply shot past demand, leaving too many people holding mortgages they couldn't afford. This has caused hard times, as we see the increase in homeowners entering both pre-foreclosure and actual foreclosure. The situation is bad enough that the U.S. government is debating what it can do to help the victims of the crisis, but in the meantime **there is certainly something that smart foreclosure investors can do.**

For people who depend on selling their homes to get a second chance, foreclosure investors can be the best answer to a difficult problem. At your **Fast Track to Foreclosure Investing** - a free introductory class, we'll show you how to ease others' financial pain while insuring your own success.



And you'll be able to take advantage of a huge supply of properties - more than ever before - to stake your claim to a better life.

You have the elements now of the current "Perfect Storm":

- LOWERED INTEREST RATES
- LOWERED PRICES
- HIGH SUPPLY OF PROPERTIES

These three events are making money for today's foreclosure investors, and you can learn all you need to profit today just by attending your Fast Track to Foreclosure Investing - free introductory class.

Don't let this unique opportunity slip past you. Don't delay and find yourself on the wrong side of real estate negotiations. This is the time - this is your time - and Trump U is ready to show you how to make your life better.

See you soon at your **Fast Track to Foreclosure Investing** - free introductory class!

To your success,

A handwritten signature in black ink that reads "Michael Sexton".

Michael Sexton

President

P.S. If the time and locations listed in this e-mail no longer fit your schedule, you must select your alternative time and location now.

You can view a [full listing of our training events here](#), or call

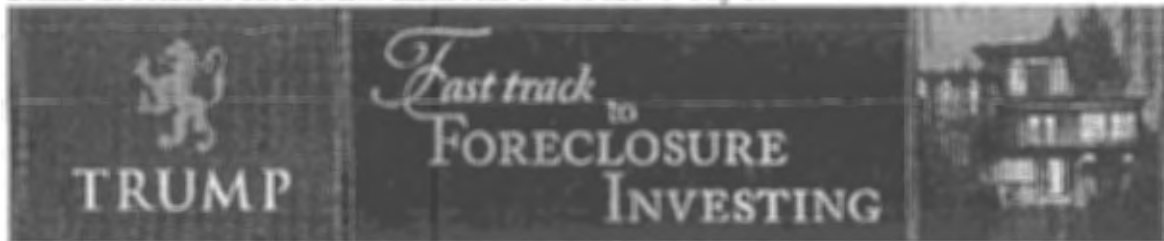
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Behind the Scenes of The Preview: Email Sent To "No Shows" Day Of:



December 8, 2008

Dear Azza,

We understand that like most people you've got a busy life. But we want to encourage you to spend your time wisely... don't be too busy to invest in your financial future. You registered for our foreclosure investing training because you understand that there are huge profits to be made during this once-in-a-lifetime market. We missed you at the workshop but don't let this opportunity pass you by.

Pick up any newspaper and you'll read about the surge in foreclosures... troubling for homeowners but a potential fire sale for real estate investors. Perhaps more importantly than teaching you how to profit from this foreclosure market, we show you how you can actually help the homeowner avoid potentially crippling credit problems. You can do something that will not only help your own financial future, but will also help a family in crisis:

Our instructor is in the [regionName] area sharing Trump University's straightforward process for foreclosure investing. It is not too late to attend our training, you can view the remaining sessions below:

[groupRegistrationUrlHtml]

Don't forget that when you attend this FREE Event and you'll receive a FREE copy of *Catch the Wave* on CD-ROM

YOU CAN DO THIS--all you need is the desire.

To your success,

Michael Sexton
President
Trump University

To ensure that you continue to receive emails from us, add noreply@trumpuniversity.com to your address book today.

You are receiving this email from Trump University because you subscribed on our website, made a purchase, or were otherwise in contact with us. Thank you for your patronage. If you would rather not receive these emails, you can [edit your email preferences](#).

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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 hotel 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.
- Name badges must be worn.
- 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.
- 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.

Recording for Compliance During a Preview

All Trump University previews, 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 Trump University preview events shall be recorded in the following manner:

*All preview sessions are to be recorded separately and labeled appropriately inclusive of the event code and Speaker name.

*All orientation sessions given at the culmination of preview events, are to be recorded separately and labeled appropriately, inclusive of event code and orientation session speaker. Orientation sessions must be recorded through the mixer in order to ensure audibility for compliance purposes. Orientation speakers must use the microphone, regardless of the number of students at orientation. Should there only be a small number of buyers in the room, adjust volume on the mixer accordingly so that volume is not overwhelming, yet the recording will still be routed through the mixer.

*At the culmination of the preview campaign, Program Coordinators are responsible for emailing all preview and orientation to tmccarthy@trumpuniversity.com and aneumann@trumpuniversity.com within



48 hours of the culmination of the event. All recordings will live on the shared server so that they may be accessed by the management staff at 40 Wall.

• Program Coordinators are responsible for immediately emailing any sessions containing questionable material with an explanation to aneumann@trumpuniversity.com and tmccarthy@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

For 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

For example: "If you attend this training, you will be able to make \$10k within the next 60 days."

- Price drops that are reflected incorrectly

For example: "After you walk out that door today, the price on this program is going to jump from \$1995 to \$2495. This is an event price only."

- Shortage closes

For 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."



Preview Registration Setup

I. Registration Area Guidelines

- i. This area should always be completed first to alleviate distractions and confusion for early preview attendee arrivals.
- ii. First impressions are critical! Make sure the registration area is neat and organized.

II. Registration Area Setup

- i. Signage must be prominent and presentable
 - a. Strategically place directional signs at point of entry
 - b. Place standup banner at registration table for additional effect
- ii. Iron and place table banner on registration table
- iii. Place registration cards, guest registration cards, sharpies, and sticky name tags under the table until you are ready to start welcoming guests
- iv. Setup music to run in event room during registration for easy transition to room when doors open

Preview Event Space Setup

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

II. Setup PC's Laptop Computer:

- i. Confirm that Verizon card works within meeting space
- ii. Confirm power source
- iii. Connect credit card swiper

III. Setup Speaker's Laptop Computer:

- i. Confirm power source
- ii. Confirm laptop sound
- iii. Confirm projector connection

IV. Event Materials

- i. Retrieve all necessary paperwork for preview from shipped boxes
- ii. Locate and organize materials needed
- iii. Stow boxes out of sight of the preview attendees
- iv. Display materials as indicated by Trump University
- v. Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency

V. Setup AV Equipment

- i. Visual
 - a. Connect projector to power source and speaker laptop
 - b. Confirm projector power source and that projection is clear and straight on screen
 - c. Presentation check



1. Check that wireless presenter is working
2. Test testimonial loop and video to eliminate any issues before presentation

ii. Audio

- a. Connect mixer on back sales table to house sound and confirm power source
- b. Put new batteries in lavalier microphone, connect to mixer and confirm receiver power source
- c. Connect iPod to mixer and confirm that it has been charged sufficiently
- d. Connect Speaker laptop sound to mixer
- e. Put new batteries in recorder and connect to mixer
- f. Sound check
 1. Lavalier microphone and adjust volume as necessary
 2. iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
 3. Recorder through doing a "test" recording to ensure audibility
 4. Speaker laptop sound and adjust volume as necessary

VI. Setup Front of Room

- i. Display banners on cocktail rounds on either side of screen
- ii. Ensure that table banner is ironed and straight
- iii. Display incentive product as indicated by Trump University
- iv. Check that the hotel has provided a bar stool for speaker
- v. Check that the hotel has provided three bottles of water for speaker

VII. Chair Setup

- i. Room to be set theatre style
- ii. Confirm that there are extra chairs available in neat stacks towards the back of the room. (As per diagram)
- iii. Chairs should be close enough together to give attendees sufficient space, while still maximizing the room and bringing attendees out of their comfort zone.
- iv. 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.

VIII. Overall Atmosphere

- i. Confirm that room temperature is no more than 68 degrees
- ii. Check to see if bulbs need to be removed from overhead lighting to avoid screen washout
- iii. Walk speaker space to ensure adequate spacing from screen to first row of chairs



Registration Goal & Procedure:

I. Registration Goal

- i. Welcome attendees
- ii. Find common ground
- iii. Disarm any uncertainty
- iv. Peak interest and/or "set the hook."

II. Registration Cards v. Email Tickets

- i. 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:
 - a. Name, email, and phone number are required fields.
 - b. Each card should be reviewed for legibility and completion. If something is missing, ask for it once.

III. Name Tags for Attendees

- i. Once an attendee has returned a completed registration card, they will be provided with a name tag written by a Trump University Team Member.
- ii. Clarify spelling preferences on attendee names – details count!
- iii. Ensure that names are written large and legibly on name tags

IV. Inform each attendee when you will open the doors to begin the Preview

- i. Inform the attendees of the water station
- ii. Know where the restrooms are located so that you are able to direct attendees as necessary
- iii. 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:

	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 •Speaker Introduction •Trigger Slide to Setup Sales Area •Sales Roles			
2 Hours 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, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms		
1 ½ Hours Prior:		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 • iPod Sound •Recorder		
1 Hour Prior:	Speaker Returns to Meeting Room to Get In "Preview Mindset"	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"		
20 Minutes Prior:	Speaker and "The Informant" •Adjust The Room As Necessary Based Upon Current Numbers At Registration •"The Informant" also caters to any last minute speaker	Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees		



15 Minutes Prior:	<ul style="list-style-type: none"> •Welcome Announcement Is Made and Doors Open with Apprentice Song Playing •All Attendees are Directed and Seated By Trump U Team Members •Apprentice Song Transitions Into Testimonial Loop and Trump Video •Registration is Continued Throughout by at least 1 Trump U Team Member 		
At Event Time:	<ul style="list-style-type: none"> •Speaker Begins Presentation 	<ul style="list-style-type: none"> •Speaker Introduction Is Made By Team Member (If Warranted by Speaker Preference) •Registration and Seating continues with 2 Team Members 	
10 Minutes Into Event:		<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System •Sends "Take 90 Minutes" Email to No Shows •Assists Sales Coordinator #1 with Registration & Seating If Necessary
1 Hour Into Event:	<ul style="list-style-type: none"> •Presentation 	<ul style="list-style-type: none"> •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.) 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System
1 Hour, 15 Minutes Into Event		<ul style="list-style-type: none"> •Sales Coordinators Put Together Buyer Packages (Goldmine & Preview Kits Inside Black Trump Bag) •Write Appropriate Event Codes on Sales Forms •Write Postcards to Buyers From Previous Sessions of The Existing Campaign 	<ul style="list-style-type: none"> •Program Coordinator Finishes Entering All Registration Information Into the System •Prepares The Session's Report •Assists Sales Coordinators if Time Permits



1 Hour, 20 Minutes Into Event:		<ul style="list-style-type: none"> •Team Sets Up Sales Area with Enrollment Forms, Product & Chairs After Seeing "Trigger" Slide •Display Catch the Wave CDs 	
At The Close:		<ul style="list-style-type: none"> •Team Mans The Sales Area, Stands Up, Is Attentive to Speaker and Attendee Movement and Ready to Sell, Sell, Sell! 	
During Sales Time:	<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •Sales Coordinator #1 Stays At Sales Table and Facilitates Enrollment •Sales Coordinator #2 Floats and Gets More Attendees Seated at Sales Table 	<ul style="list-style-type: none"> •Program Coordinator Works the Room with Special Attention To Team Members In Possession of a Credit Card that Needs to Be Run
	<ul style="list-style-type: none"> •Once All Paperwork is Complete, Buyers Are Sent to The Front of The Room for "Orientation" 		
Orientation:	<ul style="list-style-type: none"> •One Staff Member Conducts Orientation •One Staff Member Walks to Retrieve Signage with Special Attention to Solicitors (See Procedure in Compliance Section) •One Staff Member Starts Striking the Set 		<ul style="list-style-type: none"> •Program Coordinator checks to make sure Orientation Session is Being Recorded •Program Coordinator Completes Entry of Sales, Paperwork, and Session Report
At the Close of Orientation:	<ul style="list-style-type: none"> •All Staff Members Congratulate and Shake Hands with Buyers 		
After the Event:	<ul style="list-style-type: none"> •All Staff Members Strike the Set and Pack Up as a Team 		

Paperwork Procedure:

I. The Enrollment Form

i. The Buyers Role

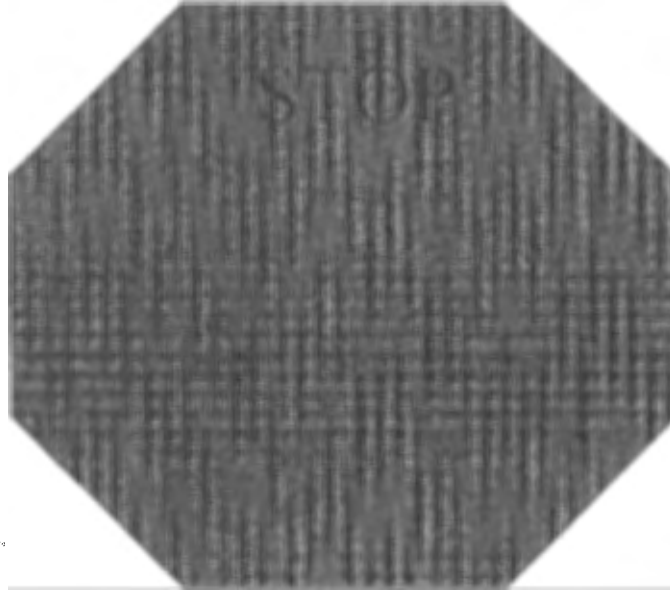
- a. Enrollment forms must contain all buyer information: full name, address, email, and phone number
- b. Buyers will be encouraged to list a guest and all pertinent guest contact information
- c. The buyer must circle the form of payment that he/she wishes to pay with- ALL PAYMENTS MUST BE RECEIVED IN FULL



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.

- d. The bottom of the enrollment form must be signed by the buyer
- ii. The Trump U Team Member Role
 - a. Verify that all buyer information is present
 - b. Encourage the buyer to list a guest if the field is blank
 - c. Write the last four digits of the credit card number or the check number dependant on form of payment circled
 - d. Verify that the bottom of the enrollment form is signed
 - e. Verify that the top of the enrollment form indicates the team present and accurate event code
 - f. 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.
- II. The Terms & Conditions Form
 - i. The Buyers Role
 - a. Print, sign, and date where indicated
 - ii. The Trump U Team Member Role
 - a. Verify that the buyer has printed, signed, and dated appropriately
- III. The Buyer Package
 - i. Once payment has been run through and confirmed, the buyer should be presented with the following:
 - a. 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
 - b. The buyer incentive (currently: Goldmine)
 - c. The above should be bundled together and placed in a black and gold Trump bag
 - d. Direct them to a seat near the other buyers for orientation



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TU 130462

Advisor: _____



Event Code: _____

Client ID #: _____

CONTACT INFORMATION					
NAME			GUEST NAME		
ADDRESS			ADDRESS		
CITY	STATE	ZIP CODE	CITY	STATE	ZIP CODE
EMAIL			EMAIL		
HOME PHONE		WORK PHONE	HOME PHONE		WORK PHONE
CELL PHONE		FAX	CELL PHONE		FAX

ENROLLMENT			
Fast Track to Foreclosure 3-Day Training: (12 Month Audit Privileges)	\$1,995	Paid	\$1,995.00 (includes one FREE guest)
Premium Membership (12 months)	FREE	Notes	
<ul style="list-style-type: none"> * Weekly Webinars * Client Advisor * Continuing Education Events * Forms Vault * Resource Library * Empire City 			
Real Estate Goldmine Audio Course (Special Edition)	FREE		
Foreclosure DealFinder	First Month FREE*		

*Data Subscription Fees: I hereby authorize Trump University to charge my bank account or credit card account, noted below, in the sum of \$34.95 per month, payable monthly as if I had personally signed a check or sales draft slip to Trump University. This authorization shall remain in effect unless and until I notify Trump University in writing that I wish to cancel this subscription, which I may do at any time whatsoever. A record of my payment will be included in my bank or credit card statement and will serve as my receipt. This subscription can be cancelled at the first day of training.

PAYMENT					
<input type="checkbox"/> Credit Card				NAME EXACTLY AS IT APPEARS ON THE CARD (Please Print)	
CREDIT CARD NO			BILLING ADDRESS (if different from above)		
EXP DATE	SECURITY CODE	CITY	STATE	ZIP	
<input type="checkbox"/> Check		ACCOUNT NO		CHECK NO	

You may cancel this agreement without any penalty, at any time prior to midnight of the third business day after the date of this transaction. See cancellation notice on reverse side for explanation of this right.

You, the Buyer, may withdraw without penalty from the training class scheduled above by the end of the first day of the next regularly scheduled training class as specified above, or within (14) days from the enrollment date, whichever occurs first. If you attend at a subsequent time, the cancellation option will not apply.

This Program is provided for information only and no guarantees, promises, representations or warranties of any kind regarding specific or general benefits, monetary or otherwise, have been or will be made by the Program, Program instructors, Trump University, their affiliates or their officers, principals, representatives, agents or employees (collectively, "Principals"). I acknowledge that none of the Principals is engaged in rendering financial, investment, legal, accounting, or other professional services or advice. If such professional advice or other expert services are required, I acknowledge that I should seek the services of a competent professional who can consider my particular circumstances. I acknowledge that none of the Principals is responsible for, and they shall have no liability for, my business success or failure, my acts and omissions, the appropriateness of my business decisions, or my use of or reliance on Program information.

By signing below, I ("Participant") acknowledge that I have read and agree to the provisions on the front and back of this Enrollment Form.

SIGNATURE	DATE	GUEST SIGNATURE	DATE
-----------	------	-----------------	------

White Copy: TRUMP U

Pink Copy: CUSTOMER



IV. THE FULFILLMENT

Behind the Scenes between the Preview & the Fulfillment:

Pre-Fulfillment Timeline:

During Preview:	Operations: Live Events Coordinator Orders Materials for Fulfillment Training
Immediately Following the Preview:	Service: Buyer Receives 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 Client Advisor
1 Week Prior to Fulfillment:	Live Events: Buyer Receives Post Card from Preview Team
5 Days Prior:	Operations: Itinerary Constructed & Sent to Event Team
4 Days Prior:	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details
3 Days Prior:	Operations: PC Orchestrates & Facilitates Phone Conference for Event Team
2 Days Prior:	Service: Reminder Call
Day Of:	Operations: Event Team Personally Calls No Shows In Attempt to Get Them to Training

Behind the Scenes between the Preview & Fulfillment: Shipping Formula for Materials Ordered For Fulfillment During Preview:

Fulfillment Event: The Live Events Coordinator will order based on a 45% show rate on the dev for those registered for the preview and a 20% conversion. The Live Events Coordinator 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

The LEC will order fulfillment kits for 20% of those expected:

58 x .2 = 12 (Total Buyers at Fulfillment)



Behind the Scenes between the Preview & Fulfillment: Premium Membership Email Automatically Sent to Buyer:

**TRUMP
Premium
Membership**



Dear Azza,

Congratulations! When you enrolled at Trump University you took a giant step toward achieving your financial goals. Our job is to do everything that we can to help you along the way. We understand that successful real estate investors and entrepreneurs aren't created overnight, so at Trump University all of our programs offer one full year of ongoing support. That is our commitment to your success.

Your one year of support begins today. As a Trump Premium Member you now have access to exclusive resources, support and events that have been designed with the active investor in mind. Specifically, your learning plan now includes:

- 1) Weekly Expert Webinars - Keep your knowledge up to date with powerful webinars hosted by experts in real estate investing, asset protection, wealth creation, personal development and entrepreneurship. Each webinar is conducted online and includes the opportunity to ask personal questions.
- 2) Comprehensive Online Resources - Access your member-only resource library to read relevant articles and download legal forms. Every month we will be adding new articles and forms to keep you current with emerging industry trends.
- 3) Exclusive Member Forums - Connect with your peers; ask and answer questions; provide insight; get advice. Nothing is more powerful than being a part of a community of like-minded doers.
- 4) Dedicated Client Advisors - Consult with your Client Advisor on what courses to take and how to get the most out of the courses in which you are currently enrolled. Client Advisors are there to guide you through your learning plan.

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5) Continuing Education Events - Attend one of our monthly regional continuing education events; network with other success-oriented individuals; brush-up on your fundamental skills.

Ready to go? [Get started now.](#) Once you log-in, you will be immediately directed to your new Premium site. Enjoy your membership!



To your success,

A handwritten signature in black ink that reads "Michael Sexton".

Michael Sexton

President

Trump University



Behind the Scenes between the Preview & Fulfillment: Welcome Email Sent After Culmination of Preview Campaign:



Dear Valued Member,

Congratulations you have been accepted to the Trump University's School of Real Estate.

We are excited that you have chosen to join us for a weekend filled with valuable information that will last a lifetime. The Fast Track to Foreclosure Real Estate Retreat in San Diego will be your first steps towards achieving financial independence.

In Appreciation of Your Enrollment, You Will Also Receive a Complimentary 12-Month Premium Membership to The Trump University!

Membership to this exclusive club includes:

- Regular access to your personal Member Advisor
- Weekly expert webinars
- Free continuing education programs
- Exclusive Graduate Days
- Full access to crucial legal forms
- Comprehensive resource library
- Special Member pricing on select products and programs

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Be sure to watch for an email with all of your membership details!

One more thing: Also included in this packet is information about the location of the event and travel arrangements. Many of your questions will be answered with this information, so please review it carefully. Please do not hesitate to call with any additional questions you may have concerning the retreat.

We look forward to seeing you there!

Best regards,
Jason Schauer
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.810.2119
Fax: 212.248.0782
www.TrumpUniversity.com

HOTEL and Travel Information

Manchester Grand Hyatt San Diego

One Market Place
San Diego, CA 92101
United States
619-232-1234

The seminar will be held in the Hotel's Conference Center.

Students are responsible for making their own hotel and travel arrangements. It is not mandatory to stay at the hotel listed above. If you would like additional information about other hotels in the area, please contact a retreat coordinator at (646) 810-2119.

Flight Information:



If you are flying, we suggest that you use an on-line travel search engine such as www.expedia.com or www.orbitz.com. They are an excellent resource when looking for the cheapest available flights and are extremely user-friendly.

Fri. December 12th: 8:15 a.m. – Registration Begins

9:00 a.m. – Class Begins

12:00-1:00- Lunch at the Hotel

Class Ends at Approximately 6:00 p.m.

Sat. December 13th: 9:00 a.m. – Classroom

12:00-1:00 Lunch at Hotel

Class Ends at Approximately 6:00 p.m.

Sun. December 14th: 9:00 a.m. – Classroom

12:00-1:00 Lunch at Hotel

Class Ends at Approximately 6:00 p.m.

Frequently Asked Questions

What should I bring? You are not required to bring any Trump University materials that you have already received thus far. A new workbook will be provided at the retreat. The hotel provides pens and small notepads. However, you may want to bring extra note-taking materials with you.

What should I wear? Dress comfortably, as you will be in class for the majority of the time.

Are meals included? We will not be providing meals at your retreat.

Do I have to stay at the hotel where the retreat is being held? No, however we do expect that you allow adequate travel time in order to be on time for class.

How do I get to the hotel once I arrive? The most common form of transportation is either by taxi or rental car. The hotel does not offer a shuttle service.

May I bring a guest? Due to limited space you are only eligible to bring one guest. Please contact your Retreat Coordinator to register your guest

Jason Schauer
Trump University
40 Wall Street, 32nd Floor

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Behind the Scenes between the Preview & Fulfillment: Email Sent Introducing Webinar Day After Culmination of Preview Campaign:



December 4, 2008

Dear Valued Member,

We want to make sure you have all the information you need to log-in to your Fast Track to Foreclosure Investing introductory webinar. This webinar will help you get started and be ready for the 3 day Fast Track to Foreclosure Retreat. You will be able to access this webinar at your convenience.

To participate in this webinar:

- 1) Go to trumpu.acrobat.com/p93352523/
- 2) You will be able to listen to the webinar through your computer's speakers or by connecting your headphones to the headphone jack in your computer.

We hope you can join us for this informative session!

To your success,

Michael Sexton

President
Trump University

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Welcome Call from Client Advisor Day After Culmination of Preview Campaign:

Hi may I speak with (students name), this is (your name) calling from Trump University, how are you today?

Student will answer

Great! Welcome and Congratulations on enrolling in the Fast Track to Foreclosure Training program, coming the (give dates i.e. 6th, 7th and 8th).

(Speaker's Name) asked me to give you a call and make sure you have everything you needed. Also, I have recently sent over a few e-mails, were you able to check yet if you received those?

(Usually they have not checked)

Ok, not a problem whenever you have a chance, there are two emails in particular. One is just a basic itinerary of the three days; the times, dates and location. The other email contains an Orientation Webinar; the webinar runs about 25min and brings you through the Jump Start Guide, which is a great resource for you to have, it is a resource that allows you to write down your goals and what you are hoping to achieve through Real Estate.

You were also given some homework to complete, do you have any questions on how to get started with that or where to find the homes?

Great, also I wanted to double check you enrolled a guest, I can't emphasis the importance of a team environment; and how important it is to have a great support system in place.

(check to make sure you have the correct email and get new information if needed)

If you have any more questions before the training, all my contact information is at the bottom of my emails, and please do not hesitate to contact me.

Have a great day!



Behind the Scenes between the Preview & Fulfillment: Itinerary Sent to Event Team 5 Days Prior to Event:

FTF- NEW YORK 14-16 NOVEMBER, 2008

Event Code: RTRFTF-20081114x

Attendee Registration: 132

Expected Attendee with Guests: 203 (Registered attendees exceed formula - Add 50% to Attendee registration to allow for free guest)

Minimum Sales Goal: \$507,500 (\$2500 per head: 75% cash collected)

Friday, November 14, 2008

Saturday, November 15, 2008

Sunday, November 16, 2008

Event Staffing:

Speaker -	James Harris	[REDACTED]	[REDACTED]
Sales Coordinator-	Ryan Lotman	[REDACTED]	[REDACTED]
Sales Coordinator-	Scott Leitzell	[REDACTED]	[REDACTED]
Sales Coordinator-	Cory Lignell	[REDACTED]	[REDACTED]
Sales Coordinator-	Mike Dubin	[REDACTED]	[REDACTED]
PC/Sales Coordinator-	Tiffany Brinkman	[REDACTED]	tbrinkman@trumpuniversity.com
Program Coordinator-	Jason Schauer	[REDACTED]	jschauer@trumpuniversity.com
Speaker Observing-	Steve Goff	[REDACTED]	sgoff@trumpuniversity.com

Venue:

New Yorker Hotel
481 8th Avenue & 34th Street
New York, NY 10001
917.267.2666
Contact: Patricia Wong

Hotel Accommodations:

Same as above
Check In: Friday, November 14
Check Out: Monday, November 17
James Harris Confirmation Number: 304908
Steve Goff Confirmation Number: 307180 (check in Thursday)
Tiffany Brinkman Confirmation Number: 304916



Ryan Lotman Confirmation Number: 304914
Scott Leitzell Confirmation Number: 304910 (check in Thursday)
Cory Lignell Confirmation Number: 304911
Mike Dubin Confirmation Number: 304918

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Behind the Scenes between the Preview & Fulfillment: Spec Sheet Sent to PC 4 Days Prior to Event:

Venue	WESTIN SEATTLE
Event Date	OCTOBER 24-26, 2008
Event Time(s)	9:00 am-5:00pm
Event Name	FAST TRACK TO FORECLOSURE
Meeting Room Name	University/Island (2/3 of ballroom)
Square Footage of Meeting Room	3234 Square Feet
Ceiling Height	12'
Any Obstructions (Pillars, etc.)	No
Onsite for Event Day	Banquet Captain Donna or Solonge
Audio Visual Onsite for Event Day	Joshua Collins
Confirm: Event to Be Posted as: "Trump University: Fast Track To Foreclosure"	Yes
Received Diagram	Yes
Parking Fee	Free
Parking Fee Waived for Staff	Free
Notified of Boxes Enroute	Yes
Notified of Boxes To Ship Out	Yes talk to Donna or Solonge
Projection Type (Rear or Front?)	Front
Overhead Projector Ordered? (Set on speaker right)	Yes
State Flag, US Flag & Plants Available	Yes
Pens & Pads In Room Confirmed	Yes
Water Pitchers on Tables Confirmed	Yes
Confirm Coffee (Reg/ Decaf/ Tea) to be Set By 9am Each Morning Inside Room	set by 7:30 am
Confirm- Banquets MUST check with [Susan Morrison] To Get Permission to Refill Coffee!!!	Yes
Time Meeting Room To Be Completely Set By	set by 6:00am
Internet Ordered if Necessary	Ordered for Saturday only
Sound Patch to Speaker's Computer if Necessary	Patch to House sound only
Speaker Phone Wired through House Sound if Necessary	Saturday only
Send Full & Final via Email or Fax	talk to Donna
Full & Final Status	talk to Donna
Sleeping Rooms Confirmed (Room & Tax to Master)	Yes

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Final Number/ Room To Be Set For (Classroom Style with Center Aisle)	60
Name of Onsite Contact that Reviewed all of Above Details	Lynne Davis-Domme

Behind the Scenes between the Preview & Fulfillment: Email Sent to Event Team Announcing Phone Conference Details Sent 4 Days Prior:

Good Evening Team Denver,

Please dial in for a brief meeting during which we will touch on the following

1. Team Introductions
2. Event Review
 - a. # Registered for event
 - b. Room and AV Set Up
 - c. Free Giveaways
 - d. Event Expectations (flow of presentation and sales)
 - e. Buyer package to be given out after sale
3. Hotel and Flight Information (Arrival and Departure times)
4. Open Items (Suggestions/Comments, PPT copies for back up, Items to be given out etc)

**Conference
Details**

Scheduled Conference Date:	Wednesday, June 11, 2008
Scheduled Start Time:	1:00 PM Eastern Standard Time
Scheduled End Time:	1:40 PM Eastern Standard Time
Scheduled # of Participants:	7
Type of Conference:	Web-Scheduled Standard
Dial-in Number:	1-785-686-2400 (Kansas)
Participant Access Code:	824698



Looking forward to a fabulous event!

Best regards,

April Neumann

Behind the Scenes between the Preview & Fulfillment: Reminder Call from Customer Service 2-3 Days Prior:

Is [NAME] available?

Hello, this is _____ from Trump University. I'm calling with a courtesy reminder that you have reserved a seat at our Fast Track to Foreclosure Seminar **August 22nd -24th**. The class is being held at The San Diego Marriott Hotel and Marina in San Diego, CA 92101 and is being taught by one of Mr. Trump's top instructors, Mr. Steve Goff.

We recommend that you bring a pen and paper to take notes during the class. You may also want to bring a sweater as the hotel facility can be quite cold. Finally, we encourage you to bring a guest. There is no charge for guests and many successful real estate investors find it easier to work with a partner.

This may be a once-in-a-lifetime opportunity to create massive profits from real estate investing if you know what you are doing. And our goal is to make sure that you do!

If you have any questions please contact our customer support team at 877-508-7867 extension 0.

Have a great day.



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 at the Fulfillment hotel 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 the first two hours of each day of the event.
- Name badges must be worn.
- 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.
- 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 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 in which this image was sent to you, 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.

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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.

Recording for Compliance During the Fulfillment

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 Trump University three day training events shall be recorded in the following manner:

• 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, indicating event code, speaker last name, and numbered sequentially.

• All staff lecturers shall be recorded separately and sessions labeled appropriately. All parts will be numbered so that all recordings are in order of the actual daily line-up. *Note: This is inclusive of any time Program Coordinators and Sales 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 appropriately.

• All closes are to be labeled appropriately and emailed to tmccarthy@trumpuniversity.com; aneumann@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) both recordings will be sent and labeled accordingly.

• At the culmination of the three day training event, Program Coordinators are responsible for emailing all sessions to tmccarthy@trumpuniversity.com and aneumann@trumpuniversity.com within 48 hours. All recordings will live on the shared server so that they may be accessed by the management staff at 40 Wall.

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

- Testimonials associated with any other courses or programs



For 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

For 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

For example: "After you walk out that door today, the price on this program is going to jump from \$35,995 to \$48,490. This is an event price only."

- Shortage closes

For 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."

Fulfillment Registration Setup

I. 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.

II. 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, extra name tags, and Photo & Testimonial Consent Forms under the table until you are ready to start welcoming guests
- Ensure that all name tags of previous "Elite Buyers" have been tagged with the black and gold "Trump Elite" ribbons
- Setup music to run in event room during registration for easy transition to room when doors open



Fulfillment Event Space Setup

- I. Remember: No clutter! Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- II. Setup PC's Laptop Computer:
 - i. Confirm that Verizon card works within meeting space
 - ii. Confirm power source
- III. Setup Speaker's Laptop Computer:
 - i. Confirm power source
 - ii. Confirm laptop sound
 - iii. Confirm projector connection
- IV. Event Materials
 - i. Retrieve all necessary paperwork for preview from shipped boxes
 - ii. Locate and organize materials needed
 - iii. Stow boxes out of sight of the attendees
 - iv. Display materials as indicated by Trump University
 - v. Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- V. Setup AV Equipment
 - i. Visual
 - a. Connect projector to power source and speaker laptop
 - b. Confirm projector power source and that projection is clear and straight on screen
 - c. Confirm overhead projector power source and that projection is straight on screen
 - d. Place adequate transparencies and overhead markers next to the overhead projector
 - e. Presentation check
 - 1. Check that wireless presenter is working
 - 2. Test testimonial loop and video to eliminate any issues before presentation
 - ii. Audio
 - a. Connect mixer on back sales table to house sound and confirm power source
 - b. Put new batteries in lavalier microphone, connect to mixer and confirm receiver power source
 - c. Put new batteries in handheld microphone, connect to mixer and confirm receiver power source
 - d. Connect iPod to mixer and confirm that it has been charged sufficiently
 - e. Connect Speaker laptop sound to mixer
 - f. Put new batteries in recorder and connect to mixer



g. Sound check

1. Lavalier microphone and adjust volume as necessary
2. Handheld microphone and adjust volume as necessary
3. iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
4. Recorder through doing a "test" recording to ensure audibility
5. Speaker laptop sound and adjust volume as necessary

VI. Setup Front of Room

- i. Display banner on 6 ft. table between two screens
- ii. Ensure that table banner is ironed and straight on 6 ft. table that is between two screens
- iii. Display incentive product as indicated by Trump University
- iv. Check that the hotel has provided a bar stool for speaker
- v. Check that the hotel has provided three bottles of water for speaker

VII. Chair Setup

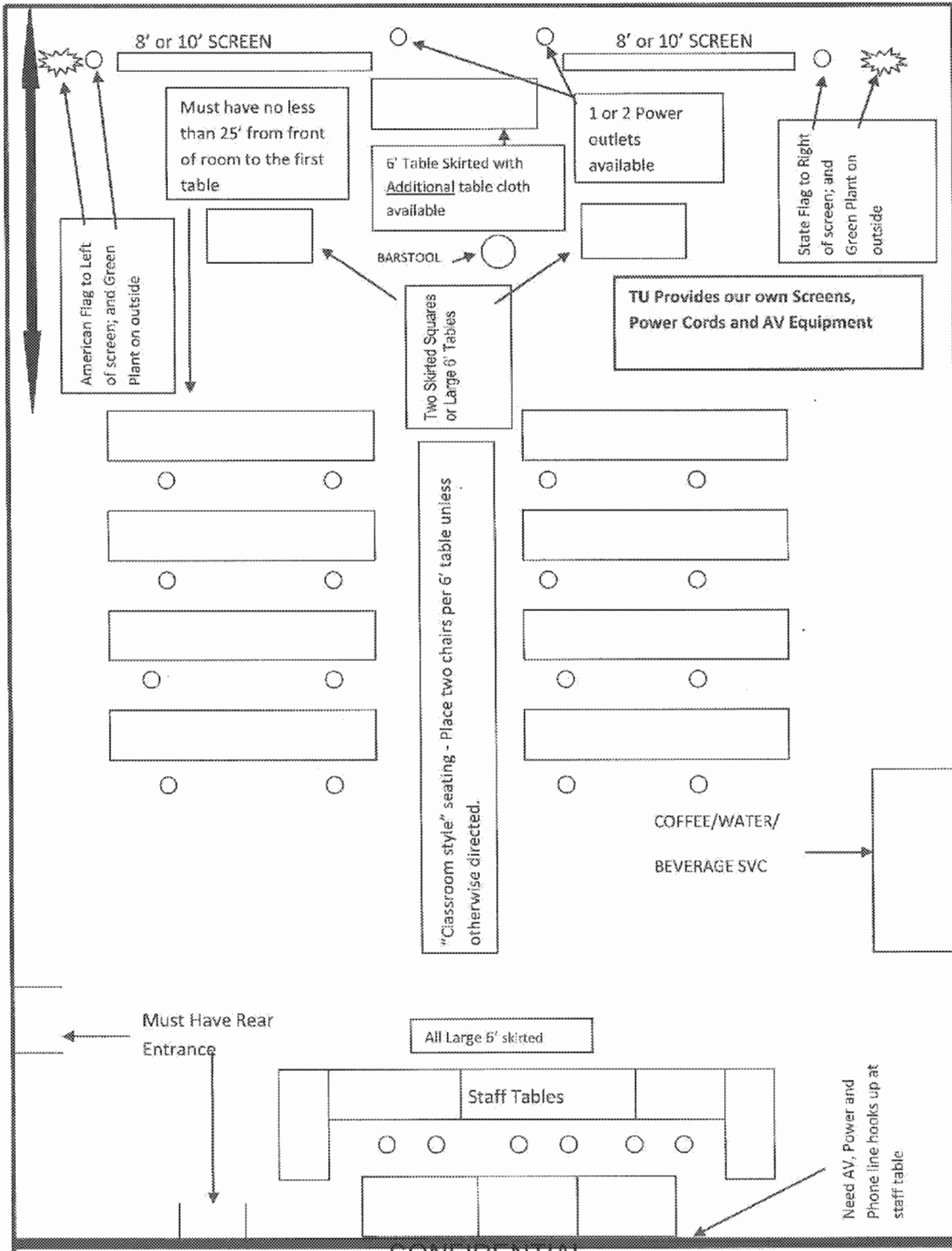
- i. Room to be set classroom style
 - a. Pens and pads should be placed at each place setting. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup.
 - b. A water glass should be at each place setting, and pitchers of water should be within reach for each attendee
 - c. No candy should ever be on tables!

VIII. Overall Atmosphere

- i. Confirm that room temperature is no more than 68 degrees
- ii. Check to see if bulbs need to be removed from overhead lighting to avoid washing out of screens
- iii. Walk speaker space to ensure adequate spacing from screens to first table



Fulfillment Set Up Will Be As Per Diagram:



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Fulfillment Registration Procedure:

I. Welcome Attendees

II. Check Each Attendee Off on the Roster

- i. 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
- ii. Ask if he/she has brought a guest
 - a. If a guest is present they must fill out a blue guest card in order to complete the registration process
 - b. Each card should be reviewed for legibility and completion. If something is missing, ask for it.
- iii. 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

III. Photo & Testimonial Consent Forms

- i. Once an attendee has been checked off on the roster and guests have filled out their guest cards, each attendee will be given a Photo & Testimonial Consent Form to complete
- ii. In the event that an attendee is not comfortable completing the consent form, do not pressure them, just remember to not use the consent forms as a method of calculating attendance

IV. Name Tags

- i. After each attendee has completed all of his/her paperwork, they may receive a name tag
- ii. Remind the attendee that name tags must be worn at all times, and set an example by wearing yours
- iii. 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.
- iv. 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.

V. Photos

- I. Student photos will be taken at all Trump University fulfillments, workshops, and retreats to be used for one-on-one and compliance purposes. Photos should be taken at all Trump University events and posted as follows:

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.

- ii. All photos will be taken in the following manner



- a. 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.

VI. Entering the Event Room

- i. 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: <ul style="list-style-type: none"> •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		

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		<ul style="list-style-type: none"> •Power Point Presentation •Overhead Projector •Speaker Laptop • Speaker Mic • Handheld Mic • iPod Sound •Recorder 	
45 Minutes Prior:	Speaker Returns to Meeting Room to Get In "Fulfillment Mindset"	<p>Event Team Begins Registration & "Registration Roles" Doors Open, Music is Playing</p> <ul style="list-style-type: none"> •One Team Member Mans Registration Table •One Team Member Acts as "The Photographer" •One Team Member Acts As "The Welcomer" 	
At Event Time:	•Speaker Begins Presentation	<ul style="list-style-type: none"> •Registration & Photos Continue Outside with 2 Team Members •One Team Member Seats Latecomers and Watches for Speaker Signals 	
15 Minutes Into Event:	•Presentation	<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
30 Minutes Into Event:		<ul style="list-style-type: none"> •Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the



		<ul style="list-style-type: none"> •Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.) 	System
When Speaker Announces Attendee Introductions:		<ul style="list-style-type: none"> •Sales Coordinators Take Notes with Special Attention to Real Estate History, Current Profession, and Interest Level 	<ul style="list-style-type: none"> •Program Coordinator Prepares Day 1 Report While Listening
When Speaker Announces Team Introductions:		<ul style="list-style-type: none"> •All Team Members Drop What They Are Doing and Walk to Front of the Room for Introduction •Directly Following Introductions, Team Calls "No-Shows" 	
If a Student Comes In to Cancel:		<ul style="list-style-type: none"> •One Team Member Works With Them to Fill Out All Appropriate Paperwork and Collect All Necessary Materials 	
Photos Are Printed	•Presentation	<p>Each Student's Photo Will be Printed Twice:</p> <ul style="list-style-type: none"> •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. <p>Photos Will Also Be Emailed to Corporate:</p> <ul style="list-style-type: none"> •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:		<ul style="list-style-type: none"> •Team Works Together to Distribute Student Profiles to Class 	



On Breaks:	<ul style="list-style-type: none"> •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:	<ul style="list-style-type: none"> •Presentation 	<ul style="list-style-type: none"> •Attentive to Speaker Signals and Requests •Assists PC with Photos and Handouts as Necessary •Available to Students for Questions 	<ul style="list-style-type: none"> •Checks to make sure everything is being recorded •Completes Day 1 Report •Tends to Student Needs as Necessary •Works with Hotel to Receive Assistance, Room Refreshing, and Billing

Evening of Day 1- Event Responsibilities:

Day 1 After Event Responsibilities	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
<ul style="list-style-type: none"> •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 \$50,000 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.

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 <ul style="list-style-type: none"> •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	• PC Works on Day 2 Report	
		•One Team Member Seats Latecomers and Watches for Speaker Signals		
On Breaks:	<ul style="list-style-type: none"> •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 •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

The One-On-One

The importance of a one-on-one with every student cannot be emphasized enough. The one on one session is the time for the sales coordinator to sit down and determine the status of the student's goals, current investments, and current financial situation. Each Trump U Team Member should remind each student to be truthful when completing the profiles since, without an accurate profile, the path to success cannot be charted.

Once you sit down with a student or couple, make sure that you maintain control of the conversation. You may begin with some small-talk to establish rapport with the students but do not let them take control the conversation. More importantly, avoid allowing them to take time to tell you about their past real estate and investment experiences. (The past is the past and their future starts now with TU.) Make sure to utilize open-ended questions in order to get a read for how the student is feeling about the process. Some examples are:

- What brought you here this weekend?
- Tell me what you plan on doing first thing Monday after this weekend is over.
- Do you see the value of a mentor and continuing your education with TU?



You must be very aggressive during these conversations in order to push them out of their comfort zone. If they see themselves as an experienced investor, ask them what brought them to the seminar. Also, mention that TU programs will only give them the opportunity to become a more educated investor. If they complain about the price, remind them that Trump is the BEST!! This is the last real estate investment they will ever need to make!! Remind them that TU teams are only looking for those students who qualify and have a positive attitude. We are the best of the best. At the end of the session, use positive reinforcement in order to calm their fears.

Remember!
<ul style="list-style-type: none"> • 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! 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		
45 Mins Prior:				



		<ul style="list-style-type: none"> •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"	<ul style="list-style-type: none"> •Doors Open, Music is Playing •Team Members Mingle with Students 	
At Event Time:	•Speaker Begins Presentation	•One-On-Ones Continue	
On Breaks:	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •Attentive to Speaker Signals and Requests •Continue One-On-Ones •Available to Students for Questions 	<ul style="list-style-type: none"> •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		
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 Procedure:

I. The Enrollment Form

i. The Buyers Role

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

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.

- e. The bottom of the enrollment form must be signed by the buyer

ii. The Trump U Team Member Role

- a. Verify that all buyer information is present
- b. Encourage the buyer to list a guest if the field is blank
- c. Write the last four digits of the credit card number or the check number dependant on form of payment circled
- d. Verify that the bottom of the enrollment form is signed
- e. Verify that the top of the enrollment form indicates the team present and accurate event code

II. The Terms & Conditions Form

i. The Buyers Role

- a. Print, sign, and date where indicated

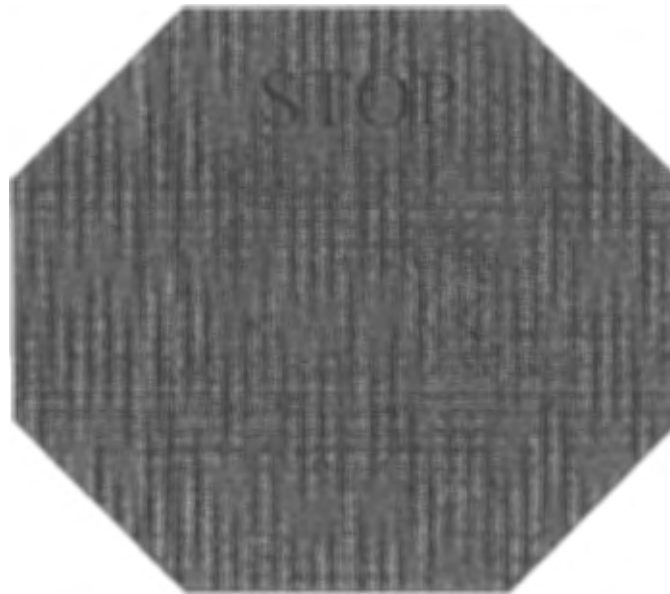
ii. The Trump U Team Member Role



- a. Verify that the buyer has printed, signed, and dated appropriately

III. The Buyer Package

- i. Once payment has been run through and confirmed, the buyer should be presented with the following:
 - a. The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump Padfolio containing all of the necessary event information
 - b. Any buyer incentives (Giveaways)





Day 3-Post Event Responsibilities

Post Event Responsibilities	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
	<ul style="list-style-type: none"> •Works together to strike the room and pack up boxes •Helps PC compile list of components in boxes and label boxes to be sent out accordingly 			<ul style="list-style-type: none"> •Compiles Final Event Synopsis Report

Post Fulfillment Procedure

Day After Fulfillment:	Service: Welcome Call From Brad Schneider to Schedule Mentorship and Retreats for All Trump Elite Package Buyers
	Event Team: Calls Buyers That Needed Extra Reassurance
	Event Team: Calls Pending To Follow Up
5 Days After Fulfillment:	Operations: Survey Analysis is Compiled and Sent Out to 40 Wall Management Team and Event Team For Review
Ongoing:	Service: Students Receive Weekly Webinar Invitations and Updates From Wealth Builder's Network Premium

Survey Procedure:

All surveys must be received by corporate on the second business day following an event. The following procedure will take place once the surveys are received. Survey analyses are not to be completed by the Program Coordinator. Program Coordinators may attach a note to the stack of surveys when sending it to corporate in the case that any issues need to be addressed.

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. Lily (Accounting) will pass all surveys onto April Neumann (Operations Manager). April will review and address any pertinent issues with the Program/Sales Coordinators.
2. April Neumann will pass all surveys onto Trisha McCarthy (Live Events Coordinator) for survey analysis. Trisha 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.
3. Trisha will email the completed survey analysis to the Event Report Distribution List and the team reviewed on the surveys.



4. Trisha 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.

6. Brad Schneider will pass surveys onto David Highbloom (COO) for review. David Highbloom will review and address any pertinent issues during his Monday/Wednesday call with David Early and Nicole Dickinson (Compliance), and his Tuesday call with 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.

7. David Highbloom will return surveys to Trisha McCarthy (Live Events Coordinator) to be filed accordingly.



V. THE SALES PLAYBOOK

Trump University's Sales Play Book is designed to offer strategies for **Orientation Selling** – 90 minute Selling and **Fulfillment Selling** – Collaborative Selling. In any Orientation 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.

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.
- **Interest:** 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 **Orientation Selling** and **Fulfillment Selling**, you must **KNOW** your product, **BELIEVE** in your product, **COMMUNICATE** value and **PRESUME** the sale.

Orientation 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 2 hour period. And, it must start as soon as the future student walks into the registration area in an Orientation 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 3 days to build a relationship where a student accepts you will always keep their best interests at heart. During a 3-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.



Orientation Selling

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 seminar 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 Orientation because they want something. Attendees want to be a part of Trump University and go to the 3-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.

Never ever assume they don't 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 \$1995 on training and because it is new to me, I'm scared."

Experience is on our side.

Because we decide what happens in the seminar, 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.



SETTING THE STAGE

- Have an attack plan.
- Build positive rapport with potential students during the registration and establish your credibility and their need.
- Know and believe your brand and products are the best in the market...
- Discover and understanding the attendee's needs.
- Remember to ask yourself: Why did they come?
- Pay attention to the presentation; pick up on key phrases and relevant economic issues.
- Help attendees achieve their business objectives through the use of our product or service. Become a resource.
- Believe that your products and services are the best in the market

Have a plan

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 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

Team Pre-Event Meeting

1. Speaker, Sales Coordinator and Program Coordinator meet to communicate:
2. Expectations/Strategies
 - a. Special needs
 - b. Speaker Introduction – who will introduce?
 - c. What power point slide is the trigger for the team to set up the sales table in back of room?
 - d. Speaker Strategies
 - e. Role of Sales Team
 - i. All sales team members will participate in registration
 - ii. Positioning of team at the sales area at the conclusion of the Orientation.



- iii. Speaker will hold orientation after the sales
- 3. Confirm needs for front of the room
- 4. All team members will help with breakdown of room after last event

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 seminar. The person who says, "You are welcome" has the posture. We want them thanking us.

Examples:

Less Effective

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

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!

Example:

Less effective

"On behalf of Trump University, we want to thank each of you for being here tonight/today..."



More effective

"On behalf of Trump University, we want to *congratulate* each of you on your decision to take action to learn more about foreclosures and real estate investing..."

Get to know the people attending the Orientation. Remember that they showed up because of some deficiencies in their life. If you can find out what that need is and say a couple of words to them regarding a solution to their problem, you can build some rapport with them. You can also gather clues that can help you qualify them. Here are some tips.

IDENTIFYING STUDENTS

Registration Table- All Program Coordinators and Sales Representatives are at the registration. 2 colleagues are registering while the 3rd is mingling with the crowd.

Examples:

You: Smile and Shake hands of attendees. "On behalf of Trump University, I want to congratulate you for coming today. What brought you to our Fast Track to Foreclosure Orientation today?"

Attendee: "Thank you. I want to learn about the strategies advertised."

You: "Great, you have come to the right place. The market has never been better, it's the perfect storm, with the record number of foreclosures on the market. In today's orientation, our phenomenal speaker, (insert speaker's name), will discuss strategies you can use right away to take advantage of today's foreclosure market and make money. Make sure you have a notepad to write down any questions that may come up during the orientation..."

Do not judge on appearance:

While dress and jewelry can be an indicator of affluence it is not always a foolproof one. Conversely, some people dress very nicely but don't have a spare dime. However, while looking at a person's appearance can't always help you with judging wealth or net worth, it can help you learn about the person's personality and self-concept. If a person is making an effort to dress nicely that is a great way to build rapport. Give them a sincere complement and they will say "Thank you," which will give you an opening to continue talking to them.

Occupation:

When talking to attendees before the seminar, find out what they do and how much they like what they do. This also shows genuine interest in them. Occupation can also give us a clue on a potential student's ability to purchase the program. Always tip the speaker about who's who in the crowd.

Hot Buttons:

Find out why they are here beyond money. Find clues that will tell you why they want more money – e.g., retire early, I hate my job, kids, education, lost my money, I'm having margin calls, need more education on real estate. Any clues you find will often give you a way to initiate



dialogue after the seminar. Money alone can be ambiguous and less emotional. What money can do specifically gives a much more powerful mental picture and can stir emotion and get them in a better mindset for the seminar. Ideally an attendee needs to feel that **“this is perfect for me and it could not have come in to my life at a better time”**. Identifying their needs can help this happen more often.

DURING THE PRESENTATION

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.

Examples:

Speaker Presentation Examples:

“Ladies and gentlemen, are you willing to take some risk?”

“When you use this technique in a real estate transaction, how many of you think you will make more money this year?”

“Folks, when should you get started in this program...Later on, or right now?”

“If you can quadruple your investment here today this year on only one deal, would getting started today be worth it to you?”

Always target the people who respond well and note their response. This also gives you a way to start a conversation after the presentation.

Back Table Selling

BACK TABLE SELLING

- Get them sitting down at the back table.
- Move promptly...not hurried or nervous, but with urgency.
- Think about what to do if you get stuck with a talker.
- Make every effort to enhance the appearance of a table of students. Set out their packages early.
- Deal with paperwork issues promptly and efficiently.

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- **Make the registration form their friend and help fill it out.**

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.

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.

What if I get stuck with a talker?

Sometimes you will get with someone who needs some personal attention and needs to be "buttoned up" or just wants to go on and on and on talking after you have closed the deal. You can set up an appointment with them that takes place after you are finished with people who are ready to buy. This shows you care even more than if you take time with them upfront.

Example:

You: "Bob I don't know how badly you need to get home, but if you have some time I'd like to give you a little advice on what you should do between now and the workshop. How does that sound to you?"

Attendee: "Great."

Salesperson: "Wonderful. Let me finish getting some of these other people enrolled and then let's take a few minutes together one-on-one when I'm finished."

Attendee: "OK, that would be great!"

Enhance the appearance of a table full of students

Make every effort to enhance the appearance of a table full of students. Set out their packages early. However, do NOT put down more than 7% of the number in the room, it will always look better to add than to take away...Create scarcity!!

Get the packages out in front of potential buyers ASAP so even if they have a problem or question later on – or even if they do not buy at all – it looks to everyone else in the room that people are buying packages and filling out registration forms. When a package is sitting next to someone, a bystander assumes it is sold. Remember in the presentation that we make a big deal out of this week's special pricing. This helps us create urgency to buy today.

Use the package to answer question. For example, if they ask a question about the workbook we can say: "here, let's look at it." Let them see and touch the materials and get them more



comfortable. This is a great way to get them looking at the package and give them a sense of possession. This can help us later if we decide to do a take away because they will now lose something if the deal does not go through.

People also watch to see if others are buying. Speakers can see this from the front of the room; everybody wants to keep up with the Jones's...what most people do not realize is that THEY ARE THE JONES'S! If others are doing it, then bystanders feel more comfortable doing it too.

Less is More

It goes without saying that we will most often be running credit cards while people fill out their paperwork. However, if someone gets out their microscope and starts getting nervous over the fine print or has some type of concern there are a few tips that will help you deal with it: Once someone starts reading and writing it is important to avoid interrupting him or her and doing anything that will stop the customer from continuing. If you see someone furrow their brow when they are reading fine print and feel a red flag go up and think "uh oh, they are nervous about the fine print – better say something to prevent having a problem here." If we give in to this fear, it gives away our offensive position and puts us on the defensive. Always let the attendee ask their question. If they are reading or filling out the registration form, they are going in the right direction. It will do more harm than good if you keep trying to sell it. It appears as if you do not have faith in the product being sold. Always show conviction in what you are selling. Remember, less is more!

Make the registration form their friend and helper.

One of the good phrases you can learn when dealing with objections linked to the registration form is "What this will do for you and your family starting today is..." This benefit-flavored language that makes the registration form a good thing.

Examples:

"Now what this does for you is shows that you have secured one of the seats at the training/workshop."

"What this does for you is shows in writing that you are receiving the benefits of the entire program and securing all the bonuses shown to you today at no additional cost."

"Down here at the bottom, they allow you to use any of these credit cards. Just check which one you are using today and I will run that for you, while you finish filling out the top."



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."

Some salespeople feel anxiety in every single seminar at the point when the speaker makes the call to action because it is the "moment of truth" so to speak. If we do a good job early, before the speaker starts the seminar, it drastically increases the speaker's ability to get people to the back table without other team members employing a lot of technique here. At the same time it does not hurt to prepare and plan for events with small crowds, where it can often appear as if less people are moving, and we have to play "pied piper" a little bit. At the end of the seminar, time is essential. We want people to sign up fast, capture that sense of urgency to do it now.

The important thing here is speed so don't get bogged down with too much advice from me. Here are just a few ideas for you to pick and choose from if you feel you could use some help developing your game plan at the back table.

Substitute questions with commands

Do not ask, "Can I help you?" By asking that question you are ALLOWING them to say NO to you.

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A simple rule in sales is NEVER ASK WITH AN OPEN ENDED QUESTION that requires a yes or no answer.

Always start your question with:

WHO? WHAT? WHERE? WHEN? WHY? HOW?

Examples:

Less effective

Salesperson: "Bob, are you ready to get signed up?"

Attendee: "No".

More effective

Salesperson: "Bob, what questions do you have left before we get you signed up today?"

Attendee: "Well, I just wanted to know....."

Listening and Asking the Right Questions

The single most effective thing you can do to be a better salesperson is to become expert at Listening and asking Questions because then you are allowing people to draw their own picture and conclusion. Creating a void lets the person use their own logic to fill the void with their own idea and you can simply agree with them when set up the right way.

Example:

Less effective:

Salesperson: "The biggest problem with the news today is that they focus only on the "fear" associated with today's foreclosure market. There needs to be a way we can get information on what we need specifically to get a jump on our real estate business and that's what your Premium Membership does.

More effective:

Salesperson: "The biggest problem with the news today is that they focus only on the "fear" associated with today's foreclosure market. There needs to be way to streamline how we can specifically get what we need pertaining to the real estate market. So what did you see here today that might help you do that?"

Bob: "The weekly teleconference and forums"

Salesperson: "I think you're right, so let's get you started...here is your form...."



Conjunctions:

You can use conjunctions in questions to tie down two ideas together for a desired answer to both. As long as you know they will agree with one of them, you should know that you can get them to agree with both. Be confident. These are fun. Let's say that "time" is the issue they will agree with. Tie in what you want them to agree with, in the same sentence with a conjunction and an all-inclusive "is that right?"

Example:

Less effective: *Two statements separately*

Salesperson: "It sounds like you are going to love our program – is that right?" (Could get yes or no)

Salesperson: "It sounds like your only real issue is that you're just a little busy right now with the kids and new house and all - is that right?" (They will say yes)

More effective: *Two statements tied with a conjunction*

Salesperson: "It sounds like you're in love with our program AND that your only real issue is that you're just a bit busy right now with the kids and new house and all – is that right?" (They should say yes to both)

Now they are saying they agree with both, being busy and loving the program.

Truths:

You can appeal to a person's sense of ethics or logic with UNDENIABLE TRUTHS. People will often commit in spite of discomfort if they know it is the right thing to do. Some people try to cram their point of view down the other person's throat instead of asking questions that the other person must agree with or they look stupid – and nobody likes to look stupid.

Examples:

Less effective: Trying to state the truth using a statement to force agreement with someone.

"I can promise you this...the more involved you are in something, the more you can make a positive impact on it."

"If you procrastinate your chances of actually doing it and being successful go down to almost nothing."

More effective: *Using a question and letting them agree with the truth.*

"Do you believe that the more involved a person is in something the more they can make a positive impact on it?"

"Do you think if you put this off you will be more likely to get involved and be successful or less likely?"

Examples:



"The education you will receive helps manage risk AND there is always risk involved when you invest – wouldn't you agree?"

"The undeniable truth is that there is always risk when you invest" (this must get a YES – it is undeniable).

YES questions that will lead to SALES:

These questions should identify needs or wants that are tied to the benefits offered by our product.

YES questions:

- Could you use an extra \$1000 a month?
- Would you like to retire early?
- Would you like to quit your job?
- Would you like to be your own boss?
- Would you like to control your financial destiny?
- Are you interested in getting better returns on your money?
- Is financial independence important to you and your family?

Example:

You: "Bob, I am going to guess that you came here tonight because you are interested in Real Estate AND you want better returns on your money – is that right?" (Conjunction and YES question)

Attendee: "Yes, of course I do, everyone wants to make more money."

You: "Would you agree that the more you learn about something the better you are at it?" (Undeniable truth)

Attendee: "Yes."

Deliberate Action

DELIBERATE ACTION

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."

- Use time wisely
- Sales sequence – your one game plan.

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Utilizing time wisely

How do I keep from having someone corner me and keep me from helping legitimate students?

You need to end the conversation without being rude. Wait for them to finish their current sentence, extend your hand for the handshake, make a short comment about their story and wish them the best of luck and move on to the next person.

Example:

You: "That must have been a fascinating experience. You know what; I need to go help some other people right now – let me wish you the best of luck and it was a pleasure meeting you."

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 OBJECTIONS**

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.

Potential Student Questions

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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.

Examples:

You: "It sounds like you're in love with our program and that your only real issue is that you're just a bit busy right now with the kids and new house and all – is that correct?"

Attendee: "Yes, it's been very busy."

You: "Based on what you have said it seems you're convinced that our program is something that has the potential to put big money in your pocket – it seems like your only concern is convincing your wife, is that right?"

Attendee: "I'm totally convinced, but I'm not sure I can explain it to her."

It's important to constantly reaffirm or bring to their conscious mind the fact that they "already know" that this program is great and that they love it. That way you are always helping them get what they want instead of forcing them to do what we want.

Step two: QUALIFY STUDENTS



After isolating the concern, test the concern against money by affirming that money is NOT the issue. Use a drop off question that encourages more than a yes or no response.

Examples:

You: "It sounds like you're in love with our program and that your only real issue is that you're just a bit busy right now with the kids and new house and all – is that correct?"

Attendee: "Yes, it's been very busy."

You: "So the money is not really an issue at all then...?"

You: "Based on what you have said it seems you're convinced that our program is something that has the potential to for big financial awards – it seems like your only concern is convincing your wife. Is that right?"

Attendee: "I'm totally convinced, but I'm not sure I can explain it to her."

You: "Sure, so obviously then for you money is not really an issue at all then, right?"

Do not use a yes or no tie down at the end because people can more easily lie with a "yes" or a "no". It's one word. If you drop off the end of the question it requires them to spend more time thinking of a response if they are going to manufacture a lie and if you pay attention you will know if they are lying to you. You will find most people come clean and say... "well actually the money is an issue" while a few will agree with you that the money is not an issue. Either way you can now move on much more efficiently and make progress toward the sale.

If the attendee says the issue actually is the "money" then find out if the issue is that they have no money, or are just concerned about spending it.

Example:

You: "So the money is not really an issue then?"

Attendee: "Well, actually, the money is an issue."

You: "I understand. When you say that money is an issue, do you mean that you don't have that balance available on your credit cards, or that you have the money, but you want to make sure that you are investing it wisely?"

Attendee: "Oh no, I have the money, It is just a lot to spend without thinking it over for a little while." Or ...



Attendee: "To be honest my cards are maxed."

If they do have the money, half the battle is over because all other issues will disappear...now it is strictly about the money. Now you can start building value in the package and make them feel comfortable about spending it.

It leads back to money often. Here is a classic example:

You: So based on what you're telling me, risking \$1995 (never say dollars -- sounds too big) is really not the issue...?"

Attendee: "Not at all. I mean \$1995 is nothing to me. I've lost a lot more than that in the stock market. What concerns me is that I will get involved with this and that you will go out of business six months from now."

You: "Ok, let me make a worst case scenario for you. Say in the extremely unlikely event a bomb falls on our building and we go out of business, what have you lost?"

Attendee: "I'm out \$1995."

Attendee: "From what I can tell from talking with you, you already know that the TU system will work for you, and it is highly likely that you will be able to do at least one real estate deal that is more than likely to cover this initial investment -- as long as no bombs drop on our building, which do you think is more likely to happen?"

Stage three: GET A PRE-COMMITMENT.

Using scenarios is a great way to close one-on-one. But there are some subtleties to doing this that can make you more effective. After isolating a concern like money, time, or spouse support, give your buyer a scenario.

Again, the first key is to set it up by constantly affirming and tying them down over and over again to the fact that they want to take home the package, or that they know it works, or anything positive for that matter. You are helping them get what they want with the scenario, rather than what we want.

Examples:

"Based on what you have said it seems you're convinced that the Fast Track to Foreclosure is for you and can put big money in your pocket -- it sounds like you want to get started. I mean I've had other people who have bought the program say that same thing, but I can tell just by listening to you that this is something you think you can do, would I be safe in saying that?"



Almost any positive statement will do. Just make sure they have acknowledged the value of the program.

Tell them that you are going to give them a scenario. Elements we might include in introducing the scenario could go like this... "This is how I have helped other people out in your similar situation" and use the word "help" a lot.

It is critical that you use a pre-commitment. This means that we make them agree to take action if it makes sense, before they even hear the scenario.

Example:

You: "From what you have said, I can tell that you know you have the potential to make a lot more money with these tools – so let me suggest a scenario that I have given others in your exact situation that has helped them take advantage of the program. If it makes sense to you then we will fill out your registration form and set you up to talk with one of our advisors and if it does not make sense then we will look at something else – fair enough?"

Or...

You: "I understand that, in fact I have a lot of people bring up that same concern. At the same time, I can tell that you agree there is no question this program is clearly the best way for you to see bigger and better returns on your hard earned dollars – is that true?"

Attendee: "Yes."

You: "Then let me give you a scenario that always helps people feel comfortable in getting started. If it makes sense to you then we will go ahead and finish the registration form and if it does not makes sense to you then we will look at something else – sound good?"

Attendee: "Ok."

Our job as sales professionals is to always have a scenario that makes sense for each situation. If they have the money, there are usually only six or seven scenarios we need in our whole playbook...

- Worried about investing the money
- Cannot make a move without spouse approval
- I am not great on computers
- Timing is not right – date issues
- Skeptical about their own abilities
- And so forth...



Make sure your scenarios make sense and use logic. At the end they should feel a little bit stupid if they do not agree with you – or you need to work on better scenarios. Remember that we have already committed them to take action if the scenario makes sense. Using logic will help them feel emotion of comfort rather than of fear.

Start your scenario with a very detailed description of how they get the package. Do not just say, “First we will get your package.” You need to give them a very clear and detailed mental picture of each part of the sale so they create the purchase mentally before physically. If you can get them to picture it in their minds you will be much better off.

Build value and state benefits. Again we are trying to build a mental picture of what will happen to give them confidence in spending the money.

Control the conversation and approach it from a standpoint where logic is effective. It is not just the scenario itself that is important, but the fact that you are giving them one that is important. If given with a pre-commitment, the scenario brings structure and closure to the conversation rather than allowing the conversation to run wild with no premeditation. It helps you “close” the sale in the truest sense of the word.

Stage Four: CALL TO ACTION

You can work on all kinds of scenarios. The important thing is getting the pre-commitment and then making an action statement after they affirm that it makes sense. Your action statement is simply what starts the physical realization of the scenario they already have created mentally. A great way to start that is to agree with them. Notice in the pre-commitment you did not commit them to a general acceptance of the program. You pre-committed them to specific act. In this case it was “filling out the registration form, makes sense” and making the call to action specific to the action of getting the ball rolling by filling out the registration form at the back table.

Sometimes salespeople will guide a customer through the four stages less effectively because they are communicating with generalities rather than specific actions.

Finally, do not ask for permission to start filling out the form; like Nike says – **Just Do It!**

Example:

Less Effective:

You: “Does that make sense?” (Nodding head)

Attendee: “Yes it does”

You: “I agree with you and I think for you it’s a real winner. Now that you see that this will work for you are you comfortable with filling out the registration form?”

More effective:



You: "Doesn't that make sense" (nodding head)
Attendee: "Yes it does"

You: "Great...I agree with you and I think for you it's a real winner. Now this is how the registration form goes and it is so simple let me show you again everything you're getting here tonight....."

This is also a perfect time to do a pass off to another team member to finish it up because it assumes the sales is final and done and they are less likely to ask more questions.

All four stages should be practiced so that you can go through all four in under two minutes.



Fulfillment Selling

POSITIONING

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.

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

Day One Registration

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.

One-On-One Sessions

Sessions help Coordinators learn student's needs and match our products to the student's needs. Sessions are positioned by the Instructor on Day One. "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. Sign up sheets will be at the back table for your convenience. One-on-ones will be



15-20 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 can begin on Friday afternoon or Saturday morning. Utilize the SMART model to guide students. The student profile sheet can be utilized to give the sales consultant a snapshot of the student.

Specific - Goals must be specific in their detail

Measurable - Goals must be measurable in quantity, time, cost

Achievable - Goals must be achievable within a timescale

Relevant - Goals must be relevant

Timescale - Goals must have a timescale

Break-Out Group

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 break out sessions is twofold. 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. 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.

Day One Situations: (will get direction from instructors)

You have found a deal you cannot pass up. How can you purchase the house without going into your savings account?

Break Two Situations:

Day Three Situation:

KNOW STUDENT NEEDS

- Find and understanding the student's needs.
- Partner with the student and make the transition from being the staff 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.



All of this can be accomplished by talking with students.

ESSTABLISH BUYING MOTIVES

- 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).

Type of Question	Definition	When Used	Examples
Information-gathering questions	General questions designed to get the prospect to disclose certain types of basic information. 1. Fact-finding (factual motives/needs) and 2. Feel-finding (emotional motives/needs)	Usually at the beginning of the sale and during the need discovery stage.	What brought you to the training? (fact-finding) What are your objectives/objectives? What is your measure of success for this training? (feel-finding)
Probing questions	More specific questions designed to uncover and clarify the student's perceptions and opinions.	When you feel the need to obtain more specific information that is needed to fully understand the problem. Usually used when the student has not fully answered a previous question.	What do you mean by your statement that, "you want this training to provide you with resources to find money to purchase foreclosures?" (open-ended question) So you are saying that you don't want to work the business full-time, only part-time? (closed-ended question – yes or no answer)
Confirmation questions	Designed to find whether or not your message is understood by the prospect.	After each important item of information is presented. Especially during the presentation of	Is that what you had in mind? What do you think about the product? You want to work full time or part time?

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		matching product benefits with needs.	
Summary confirmation questions	Designed to clarify your understanding of the student's needs.	Helps you confirm that you have all of the needs correctly identified. Also, used periodically to summarize if a lot of information is being discussed.	I would like to summarize what you have told me so far: You feel like this product is a great marketing tool. You need...(until all needs are summarized). NOTE: summarize benefits offered at the end of a presentation.

FULFILL CUSTOMER NEEDS WITH PRODUCT/SERVICES

- (a) Summarize the student's needs,
- (b) Address one need/benefit at a time, and match product benefits with each of the prospect/customer's needs. Use a sequence such as this: "You indicated a need for...; here is my product feature (need solution) and demonstration (*proof*) of that feature; which means to you... (*translates the feature into a benefit*); is this what you had in mind?" (*Confirmation question*)
- (c) Summarize all of the benefits that satisfy the student's needs (to handle any objections see comments on objections below)
- (d) Make a closing statement or question (ask for the order), and
- (e) Explain after-sale service. After the customer has made a purchase, you must explain after-sale services and expectations.

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.

NEGOTIATE STUDENT RESISTANCE

We most often use the term, "Handling Objections," when students have objections. This term connotes a "win/lose" type of negotiation. It also connotes that somehow you plan to manipulate the prospect/customer to make the purchase using whatever techniques or means possible. A student, who later discovers that the purchased product does not fully satisfy their needs or that he or she has been manipulated will refund. Consultative Selling relies on "win/win" negotiations. These are open, two-way problem solving dialogues, and conducted in an



atmosphere of trust. Thus, the term, "Negotiating Student Resistance" connotes the right for the customer to resist if the product does not satisfy his needs and/or if the customer doesn't fully understand the product. It's imperative that you assume a problem-solving consultative stance, and fully listen to and understand the customer.

Resistance can occur at any time during the presentation. It may occur at the conclusion of a Benefit/Need statement when you ask a Confirmation question, at the Close statement, and/or anywhere else. There are common types of customer resistance and you must know these and be skilled in various methods to address this resistance.

EXAMPLES: *Price* is the most common type of resistance. Other types of resistance include: (a) resistance to the *source* (student has loyalty to a another source), (b) resistance related to *time* (student doesn't want to make a decision at the time of the presentation closing statement), (c) resistance to the *product* itself (student has preconceived misconceptions), and (d) resistance to the *need* for the product (student truly doesn't need or doesn't know that they need).

Methods to answer customer resistance include but are not limited to:

- (a) Direct Denial, which clarifies facts
- (b) Indirect Denial, which acknowledges partial validity of the student's objection but offsets with a superior benefit
- (c) Superior Benefit, which outweighs any competitor's offering
- (d) Third Party Endorsement, which adds credibility.
- (e) Question Format, which restates the benefit and suggests an obviously rational choice to be made by the customer
- (f) Demonstration, which is a tangible supporting "proof" device that usually is combined with any of the methods above. This is your strongest tool.

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.

Closing General Guidelines. These should be accomplished during the presentation:

1. Focus on dominant buying motives
2. Negotiate the tough points before attempting the close
3. Avoid surprises [new information] at the close



4. Do not isolate the prospect/customer during the sale
5. Display a high degree of self-confidence at the close
6. 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]
7. 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.

Sales Wisdoms

Start with rapport

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 himself.

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 causal conversation into an art, persuading by subtle inference and influence rather than more overt presentation and persuasive talk.

Love thy customer!

Love is a funny word that is much misunderstood. Loving the customer doesn't mean hugs and kisses, but it does mean caring about them both before *and* after the sale.

When sales people truly care about the success of their customers, it shows all over their faces and all over their actions, too. A loving sales person will never dupe customers and will always give them a fair deal. Note the emphasis on fair. That means the sales person gets something out of it too.

It's difficult not to trust someone who loves you. In fact it's difficult not to love them back, and loved customers often love their sales people. Now there's a relationship to kill for...

You said

"You told me you wanted a widget? Well here's a great one." Frequently use their words, needs, and so on. Use "You said," "You mentioned," etc. to make undeniable connections.

ABC



Always Be Closing is a common wisdom, but it isn't always wise. If the customer is not ready, trying to close them will result in more objections, often false ones, put up as a defense.

ABT is better: **Always be Testing**. Always test that they are with you and that you are with them. Test for outstanding objections and misunderstandings. Test for commitment. And, yes, test for readiness to close. But only at the right time.



VI. EVENT TRAVEL

I. Expedia Corporate Travel Policy

All airline travel will be booked via Expedia 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 pattern out of policy and reasoning. The following options are currently available on the Expedia Corporate Travel website to communicate any reasonable difference in fare:

Rate code	Description
AA	Was not on the schedule in timely manner
AB	Selected this flight for routing/connection reasons
AC	Selected this flight due to time of day constraints - Personal
BE	Baggage fees with over fare are more expensive than this ticket
CC	Travelled too long - Been busy
DA	Miscellaneous Flight
DD	Schedule was changed Last Minute

Expedia 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 give 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 April Neumann, 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.
- 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 [REDACTED]

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<i>Flight Notes</i>
<p>•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.</p> <p>•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.</p>

Expedia 101

To book travel, go to:
<https://www.expedia.com/pub/agent.dll?&&zz=1228736830296>

The screenshot shows a web browser window displaying the login page for Expedia Corporate Travel, which has been rebranded as Egencia. The page features a navigation bar with links for Home, Flights, Hotels, Cars, Best Vacation, and Services. A central banner announces the rebranding. Below this, there is a section for 'Your member information' with input fields for 'Local Name' and 'Password'. A checkbox for 'Remember password on this computer' is present, along with a 'Sign In' button. To the right of the login form, a text instruction reads: 'Enter your user name (first initial of first name preceded by last name) and your password to login.'



Flight search

Origin: New York, NY (LGA, LHW, LOR, JFK, RW, etc.)

Destination: New Orleans, LA (MSY, AAT, etc.)

Search for flights

After selecting your flight specifications, click "Search for Flights"

Origin	Destination	Class	Price
New York, NY (LGA)	New Orleans, LA (MSY)	Economy	\$212
New York, NY (LGA)	New Orleans, LA (MSY)	Business	\$412
New York, NY (LGA)	New Orleans, LA (MSY)	First Class	\$612

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



Flight Search Results: New York to London

Airline	Class	Price	Duration
Delta	Delta One	\$212	7h 45m
American	American	\$246	7h 30m
British Airways	British Airways	\$252	7h 30m

Destination Flight: Delta 8212 (New York to London)

Out of pocket: \$212

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

Flight Search Results: New York to London (Round-trip)

Airline	Class	Price	Duration
Delta	Delta One	\$212	7h 45m
American	American	\$246	7h 30m
British Airways	British Airways	\$252	7h 30m

Destination Flight: Delta 8212 (New York to London)

Out of pocket: \$212

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



Total price for this trip: \$257.00

Select a fare option

Fare option	Class of service	Fares
Basic Economy	Yield	\$257.00

Build your own custom fare

Mon 10 Dec 06
 New York (LGA) to New Orleans (MSY) 1,171 mi DELTA Flight 1491
 Depart 7:00 am Arrive 9:40 am Duration: 2h 40m
 Economy Coach Class (Y) Fuel Fee (Domestic) \$10.00
 Taxes \$1.00 Total \$11.00 (1,059 mi) Total \$11.00 (1,059 mi)

Wed 17 Dec 06
 New Orleans (MSY) to New York (LGA) 1,171 mi DELTA Flight 1490
 Depart 6:00 pm Arrive 8:00 am Duration: 2h 00m
 Economy Coach Class (Y) Fuel Fee (Domestic) \$10.00
 Taxes \$1.00 Total \$11.00 (1,059 mi) Total \$11.00 (1,059 mi)

Review the rules and restrictions

- Tickets are non-refundable. A fee of \$150.00 per ticket will be charged for itinerary changes after the tickets are issued, provided that the booking rules were followed.
- Tickets are non-transferable and name changes are not allowed.
- Third party tickets are non-refundable. \$5.00 booking fee.
- Please read important information regarding [baggage, checked baggage, and carry-on baggage](#).
- Please be sure to check baggage fees or other fees charged directly by the airline.
- Read on overview of the airline's rules and restrictions, applicable to this fare.
- Read the complete penalty rules for changes and cancellations applicable to this fare.

Double-check flight details before committing to the flight.

Review the rules and restrictions

- Tickets are non-refundable. A fee of \$150.00 per ticket will be charged for itinerary changes after the tickets are issued, provided that the booking rules were followed.
- Tickets are non-transferable and name changes are not allowed.
- Third party tickets are non-refundable. \$5.00 booking fee.
- Please read important information regarding [baggage, checked baggage, and carry-on baggage](#).
- Please be sure to check baggage fees or other fees charged directly by the airline.
- Read on overview of the airline's rules and restrictions, applicable to this fare.
- Read the complete penalty rules for changes and cancellations applicable to this fare.

Select this flight. I have read and accept the rules and restrictions. (Please check the box to continue)

Add another item to your trip?

- No thanks, I don't need anything else
- Add a hotel
- Add a car

Select a booking option

- Continue with booking
- Review flight and make all corrections
- Select the other flight

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

Then click "Continue with Booking."



Approval is required for this trip

Your company reserves an approval to view these items. After supplying the following information, you may have the items which do not require approval prior to purchase.

These items require approval

Flight: New York (LGA) to New Orleans (MSY)

Who will approve this booking

ALL FLIGHTS MUST BE APPROVED BY APRIL NEUMANN. IF YOU DO NOT GET A RESPONSE WITHIN 48 HOURS YOU MAY TRY BARBARA CHEN CHEN

Select an authorized approver...

Select an authorized approver

April Neumann (April, IL) - 210 Congress Ave, Ste 1000
Barbara Chen (Barbara, IL) - 210 Congress Ave, Ste 1000

E-mail notifications

You should receive notification when the approval request is sent, approved, or denied?

Send Notifications

Yes
 No

Enter Trump University information

Select the appropriate information for this form

Select "April Neumann" from the list of authorized approvers to approve the flight.



Approval is required for this trip

Your category requires an approver to authorize this travel. After submitting the following information, you may be required to wait for an approver to authorize your booking.

These items require approval

- ✦ Flight: New York (LGA) to New Orleans (MSY)

Who will approve this booking

ALL FLIGHTS MUST BE APPROVED BY AN APPROVED APPROVER IF YOU DO NOT GET A RESPONSE WITHIN 17 HOURS YOUR CANCELLATION POLICY WILL APPLY.

Add Remarks in Comments section (Optional)

Personal (This comment will only be visible to you)

This is the only flight available after 5pm on Wednesday the 17th

Select notification

Who should receive notification when this approval request is sent, approved, or denied?

Send Request

Requester

Approver

Approver's manager

Enter Trump University Information

Select the department to associate with this trip

unassigned

Programs & Events

Programs & Events - IT

Programs & Events - IT

Program Coordinator - Program Coordinator

Sales Coordinator - Sales Coordinator

Spencer - Spencer

Training - Other Training

Send Request

Please enter the reason that best describes why you are requesting this out of policy flight.

Select a reason

Send approval request

Price and availability are not guaranteed until the booking is complete.

Cancel and view Receipt

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Select the appropriate category for the traveler.

Write any pertinent information for the approver in the "Comments" section.



Enter Trump University Information

Select the document to associate with this trip:
Corporate Travel - 40 Wall Staff

Campaign Code:
Select a reason code:
 2008-11-10 Boston, MA PFF
 2008-11-11 Richmond, VA PFF
 2008-11-14 Aspen, CO PFF
 2008-11-18 New York, NY 11
 2008-11-17 Fort Lauderdale, FL PFF
 2008-11-17 Orlando, FL PFF
 2008-11-21 Dallas, MA 11
 2008-11-21 Richmond, VA PFF
 2008-11-20 Nashville, TN Rental Trucking
 2008-11-13 New York, NY PFF - Laredo
 2008-11-13 New York, NY PFF - Laredo
 2008-11-07 San Diego, CA PFF
 2008-12-04 Ft. Lauderdale, FL 11
 2008-11-08 New York, NY, Turn Account
 2008-12-18 Atlanta, GA PFF
 2008-12-08 Phoenix, AZ PFF
 2008-12-08 Phoenix, AZ PFF
 2008-12-19 New York, NY Health Association
 2008-12-12 San Diego, CA 11
 2008-12-13 New York, NY Health Building
 2008-12-13 New York, NY Health 11
 2008-12-13 New Orleans, LA 11
 2008-12-13 Phoenix, AZ PFF
 2008-12-19 Orlando, FL 11
 External Booking
 Internal Staff Ticket

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.

Enter Trump University Information

Select the document to associate with this trip:
Corporate Travel - 40 Wall Staff

Campaign Code:
2008-12-19 New Orleans Annual Training

Flight New York (LGA) to New Orleans (MSY)
 *This flight does not comply with your company's travel policy because:
 x This flight does not comply with your company's alternate purchase policy.

Please enter the reason that local charges why you are purchasing this out of policy flight.
 Select a reason code:
 Select a reason code:
 AA - Was not provided adequate itinerary reasons
 AT - Selected the flight/travel for medical reasons
 BB - The agent has not done for a previous reservation a similar ticket
 CC - Was not booking Round-trip
 LG - Missed flight
 CD - Side sale was changed Last Minute
 *For more information, see the global travel website policy to compare

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



Enter Trump University information

Select the department to associate with. [View this Corporate Travel - 40 Wall Staff](#)

Campaign Code: [2009-10-16 New Orleans Annual Training](#)

Flight: New York (LGA) to New Orleans (MSY)
 This flight does not comply with your company's travel policy because:
 * This flight does not comply with your company's advance purchase policy.

Please enter the reason that best describes why you are requesting this type of policy flight.
[I'm requesting this flight due to the low cost of my reservation - I'm unsure](#)

Select an option

Send approval request
 More and available are not available until the booking is complete.

Cancel and view itinerary

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

EGENCIA AN EXPERIA INC. COMPANY

TRUMP UNIVERSITY

Home | Flights | Hotels | Cars | Reporting | Destinations | Specials

Account Area | My Profile | Corporate Travel | My Itineraries | Corporate Agency

Your approval request was sent to April Neumann

- The approval request was sent to the following e-mail address: april@trumpuniversity.com
- The following recipients will receive an e-mail notification when the request is approved or denied: april@trumpuniversity.com

Reserve flight

Would you like to temporarily hold a seat on this flight? If the bid expires before approval is granted, we cannot guarantee availability on this flight.

Yes, I'd like to reserve this flight

Select an option

Reserve flight

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

Then click "Reserve Flight."



Trip Preferences
Review the traveler information, travel preferences and company settings for this trip.

Please identify us:
Name: [Name] Title: [Title] Email: [Email]

Seating preferences:
Aisle: [Aisle] Front of Wing: [Front of Wing]

Frequent flyer programs (optional):
Delta: [Delta] Program number: [Program number]

Special requests: [Special requests]

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.

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

Flight: New York (LGA) to New Orleans (MSY)
The flight does not comply with your company's travel policy because:
This flight does not comply with your company's advance purchase policy.

Please enter the reason that best describes why you are purchasing this out of policy flight:
[Reason]

Continue



Choose your seats for your flight

Choose an available seat by clicking on it. You must meet additional requirements to qualify for preferred seats. [View info](#)

Flight 1 Flight 2

New York LAX via New Orleans (NYO) Delta 1181 SUSSUN (BOUCLAND) 10:00 Seat number: 7

Select an option

Select seats for next flight

Select seats for current flight

Click on the seat of choice and confirm selection (based on the number of seats you are booking)

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

Choose your seats for your selected flight

Choose an available seat by clicking on it. You must meet additional requirements to qualify for preferred seats. [View info](#)

Flight 1 Flight 2

New Orleans (NYO) to New York (LAX) Delta 1181 SUSSUN (BOUCLAND) 10:00 Seat number: 7

Select an option

Request seats and continue

We will attempt your seating request to the fullest, but we cannot guarantee that your request will be honored. Be sure to confirm your seat assignment with the agent before you depart.

Click "Request Seats and Continue."



Traveler name: April Neumann

Class	Fare Basis	Yield	Rate	Amount	Amount
Yield	1279608	770479	240.00	1400.00	1400.00
Rate	1279608	770479	240.00	1400.00	1400.00
Fare	1279608	770479	240.00	1400.00	1400.00
Taxes					128.00
Total					1528.00

Complete this reservation now, no tickets will be issued

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

Subject: Travel Request - New Orleans, LA

Comments: None

Complete booking now at <http://www.expedia.com/paris/complete-booking.html?source=11167622882&source=1>

Traveler: April Neumann
 Itinerary: New Orleans, LA
 Dates: 1 flight
 Start date: Monday 15 Dec 2008
 Status: Approved

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.



II. Corporate Avis Account

Program Coordinators are responsible for renting one of the following categories of vehicles for all previews. The category of vehicle will be dependent upon the number of staff scheduled on the event and the amount of materials in need of being transported to the event.

Mini Van	Chevrolet Uplander or similar
Full Size SUV	GMC Yukon or similar
Premium SUV	Chevrolet Suburban or similar

Avis Rules & Regulations

- Rented vehicles may only be operated by Trump University employees (Program Coordinators) with valid driver's licenses.
- All vehicles must be returned to Avis with a full tank of gas, which Trump U Team Members are able to expense with a receipt in their possession.
- Any Trump U Team Member that returns a rental car without a full tank of gas will be responsible for all charges incurred for refilling the gas on-site.
- The renter is responsible for looking over the bill at the time of drop-off and submitting the initialed copy of the Avis receipt to corporate with their paperwork within 5 business days of the event.
- Any vehicle rented for any other purpose than a preview event will need prior approval from the Operations Manager (April Neumann).

Note: In the event that a Program Coordinator is unable to rent a vehicle, another member of the Trump U Team may be asked to call Avis and rent a vehicle in his or her stead. The reservation can be made by calling: 800-557-6689. That Trump U Team Member will then email the reservation number to aneumann@trumpuniversity.com in order to facilitate billing.



VII. EXPENSES

EXPENSES FOR LIVE EVENT TEAM	
DEADLINE	<ul style="list-style-type: none"> • In order to be reimbursed, all expense reports MUST be received within 30 days of the corresponding event.
TIMELINE	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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
	<ul style="list-style-type: none"> • 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 (currently: \$0.585/mile).
	RENTAL CARS
	<ul style="list-style-type: none"> • Rental cars may not be expensed unless prior approval has been granted.
	HOTEL CHARGES
	<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Tip monies are not given in advance. • Tip monies dispensed may be submitted with an itemized description on the Expense Report Form. 	
TRAVEL DAY PER DIEM	
<ul style="list-style-type: none"> • 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. 	



INQUIRIES	•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.
	•Expense inquiries should be directed to payables@trumpuniversity.com , phone: [REDACTED] or fax [REDACTED]

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: [REDACTED], or fax [REDACTED]



VIII. COMPLIANCE

I. Media Guidelines

If you are approached by a reporter:

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 (preview only) and write "Media Contact" on the top.
 - b. Immediately email Michael Sexton, David Highbloom and April Neumann media information including name, media affiliation and phone number.
2. Refer the reporter to one of our authorized media spokesperson by giving them the appropriate media contact information and forward the reporter's information to the appropriate media agency via email as soon as possible. In addition copy Michael Sexton (msexton@trumpuniversity.com).
3. If they persist, say "I'm sorry all of your questions can be addressed by our authorized spokesperson."
4. Mail the reporter's registration card to the office with their business card stapled to it, if possible.

ALL MEDIA INQUIRIES SHOULD BE REFERRED TO:

Jim Dowd
The Dowd Agency
444 Park Avenue South
New York, NY 10016

Ph: [REDACTED]

Ex: [REDACTED]

<http://www.dowdagency.com/>
[REDACTED]

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.

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CONFIDENTIAL

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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.

DISTRICT ATTORNEY:

- If a district attorney arrives on the scene, contact the appropriate media spokesperson and David Highbloom/ 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.

II. 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.



III. Event Guidelines

Corporate should be notified immediately in the case that any one or a combination of the below occurs at an event. Please note in detail and send an email immediately to aneumann@trumpuniversity.com and dhighbloom@trumpuniversity.com:

- A personal story is used by a speaker that appears to be misconstrued or false.
- A speaker uses a testimonial from another course or program that implies the success or value of the TU Fast Track to Foreclosure course. This is an obvious violation of the FTC Act.
- A testimonial is used that is not a Trump University testimonial.
- Pricing of courses are not accurately stated or an un-approved price drops is advertised.
- A shortage close is used, for example: one cannot say that there are only 17 spots left or the like.
- An express or implied earnings claim is given or a guarantee.
- Use a shortage and be fined, fired or both. No exceptions

IV. Trump University Compliance Process

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 Trump University events are recorded in the following manner:

90 MINUTE PREVIEW: FAST TRACK TO FORECLOSURE: FREE ORIENTATION

*All preview sessions are recorded separately and labeled appropriately.

*All orientation sessions given at the culmination of preview events, are to be recorded separately and labeled appropriately. Orientation sessions must be recorded through the mixer in order to ensure audibility for compliance purposes. Orientation speakers must use the microphone, regardless of the number of students at orientation. Should there only be a small number of buyers in the room, adjust volume on the mixer accordingly so that volume is not overwhelming, yet the recording will still be routed through the mixer.

*Any 90 minute preview that is being presented by a LIT (Lecturer in Training) is to be immediately emailed to dhighbloom@trumpuniversity.com, [REDACTED] and aneumann@trumpuniversity.com, tmccarthy@trumpuniversity.com via "yousendit.com" and labeled appropriately. (See above for standard preview recording format.) In conjunction with the recording being emailed via "yousendit.com," please also email the four email addresses above with a subject line of the speaker name followed by the event, date, and conversion confirming that the recording has been sent, and can be resent in the case that it was not properly received.



•All preview and orientation sessions will be sent to corporate via www.yousendit.com within 48 hours of the culmination of the event. A session and its corresponding orientation will be chosen at random and sent through the compliance process;

Recording→ Transcription→ Legal→ Operations→ Speakers

•All preview and orientation sessions are posted on the shared server within 48 hours of the culmination of the event so that the internal management staff at 40 Wall Street can access as necessary.

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

•Testimonials associated with any other courses or programs

For 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.

For example: "If you attend this training, you will be able to make \$10k within the next 60 days."

• Price drops that are reflected incorrectly

For 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

For 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
TO INCLUDE FAST TRACK TO FORECLOSURE TRAININGS, PROFIT FROM REAL ESTATE
WORKSHOPS, AND ALL ADVANCED TRAINING RETREATS

•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.

•All staff lecturers shall be recorded separately and sessions labeled appropriately. Parts are numbered by the Program Coordinator so that all recordings are in order of the actual daily line-up. *Note: This is inclusive of any time Sales Coordinators and 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 appropriately.

•All recordings are to be labeled appropriately and emailed to tmccarthy@trumpuniversity.com; aneumann@trumpuniversity.com, at the culmination of that particular day. Recordings will be chosen at random and sent through the compliance process:

Recording→ Transcription→ Legal→ Operations→ Speakers

•All sessions are sent to corporate via www.yousendit.com and posted on the shared server within 48 hours of the culmination of the event so that the internal management staff at 40 Wall Street can access as necessary.

•Program Coordinators are responsible for immediately sending any sessions containing questionable material with notes to tmccarthy@trumpuniversity.com ; aneumann@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

For 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

For 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

For example: "After you walk out that door today, the price on this program is going to jump from \$35,995 to \$48,490. This is an event price only."

• Shortage closes

For 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."

Recording In the Absence of a Program Coordinator:

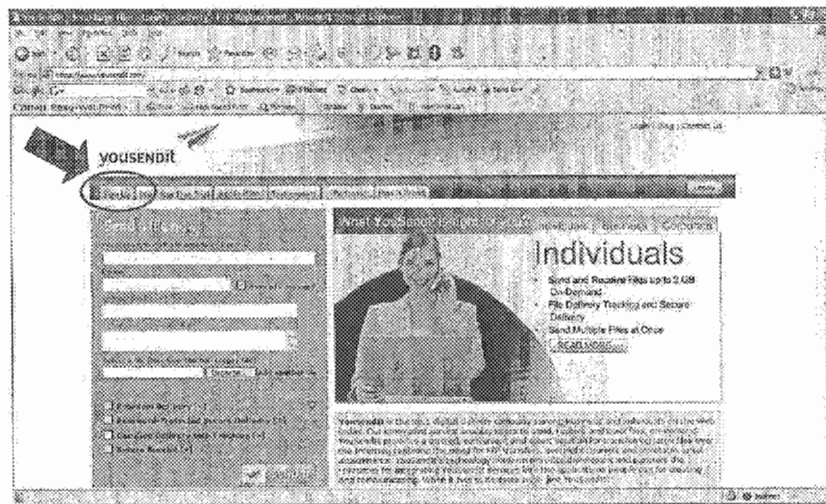


On occasion, a scheduling issue may present itself where a Program Coordinator needs to leave an event before it is complete. In this case, a Sales Coordinator may be asked to complete the recording process and send to corporate. The following are instructions to send a recording via www.yousendit.com:

All Trump University previews, 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 feasibly 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:

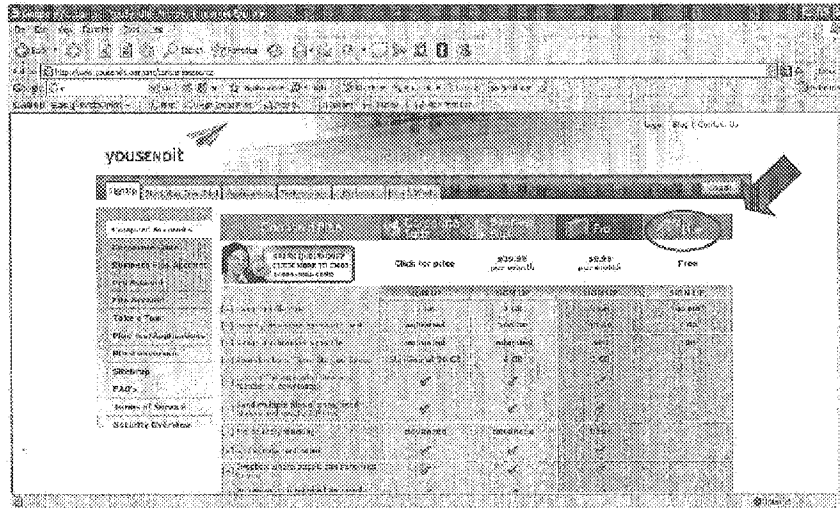
TO CREATE AN ACCOUNT

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

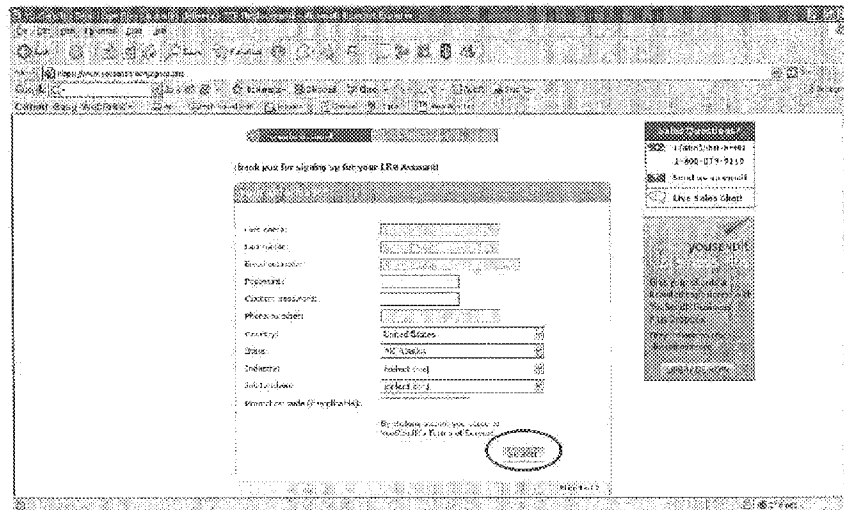




•Select the free account labeled “Lite” that is in the column all the way to the right of the browser.

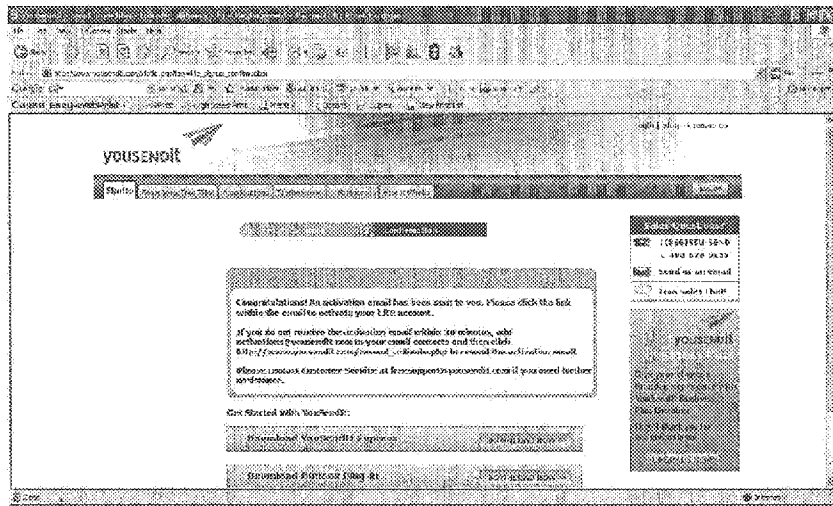


•The below screen will populate. Enter all personal information and be sure to record your user name and password so that you can reference it each time you log in to your You Send It account. Click “Submit.”



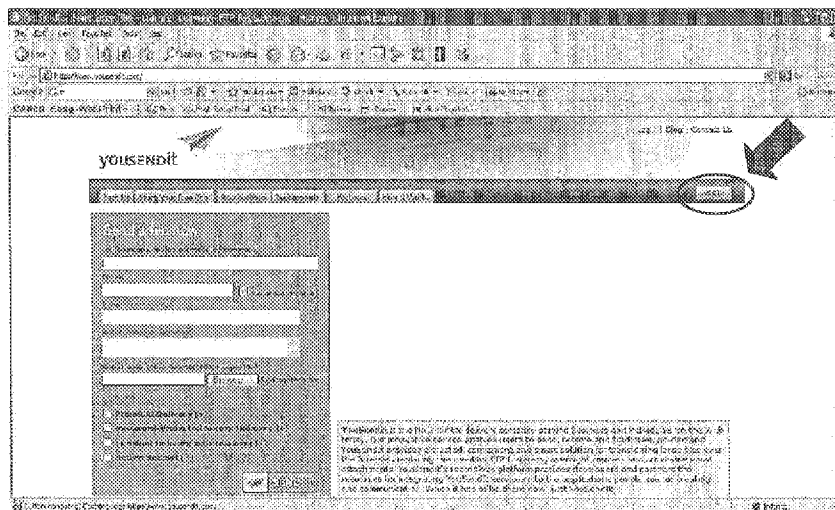


•You will get the following message, once your account has been created. Look for an email to be sent to the email address that you listed with further details.



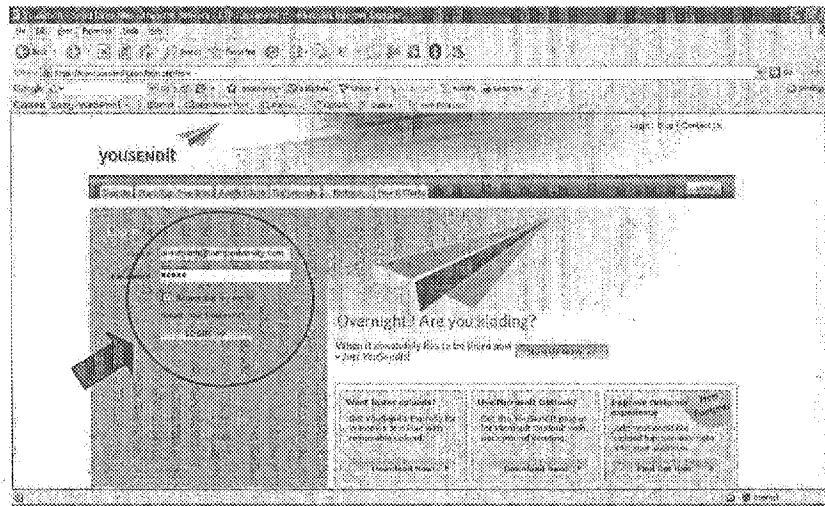
TO LOG IN AND SEND FILES

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

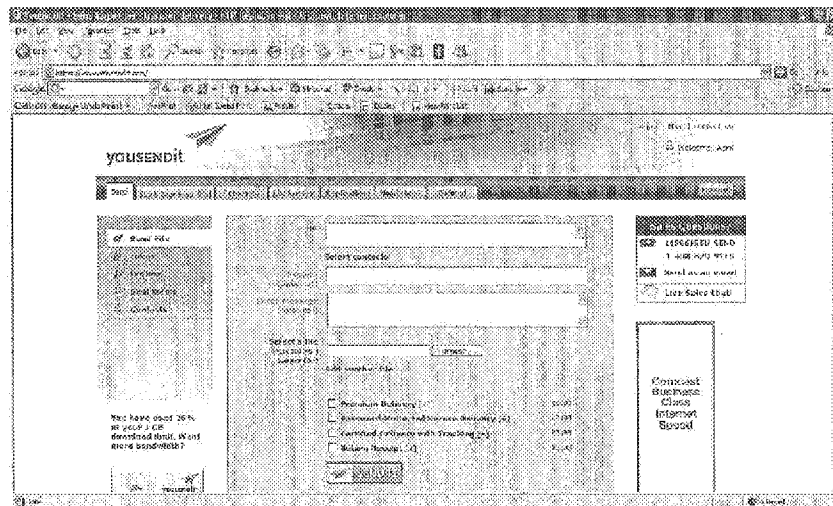




•Enter your email address and password from when you created your account. Click the “Remember my email” button, and then click “Log In.”

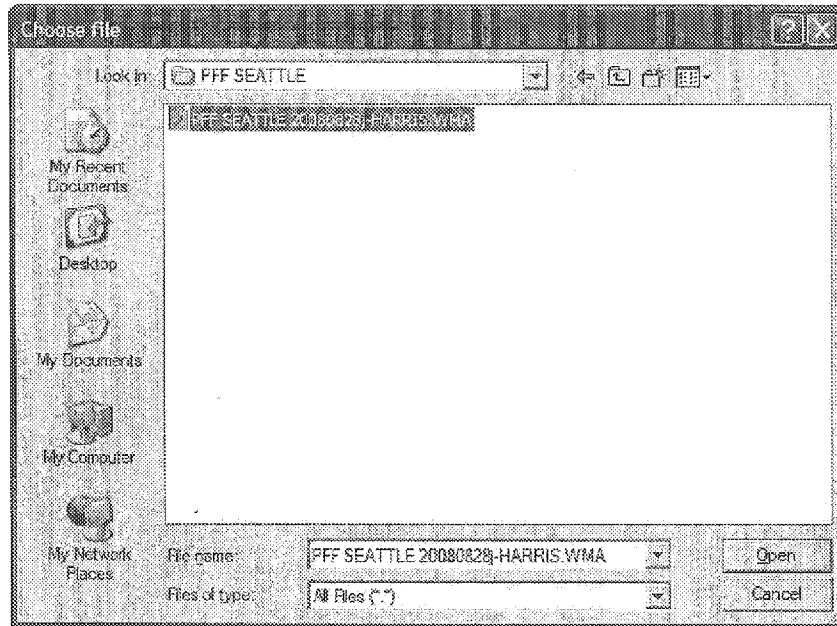


•Enter the email address of the person that you are sending the recording to. The subject line will be the same name that you named the recording, as per the TU Recording Procedure. To attach the file, click “Browse.”

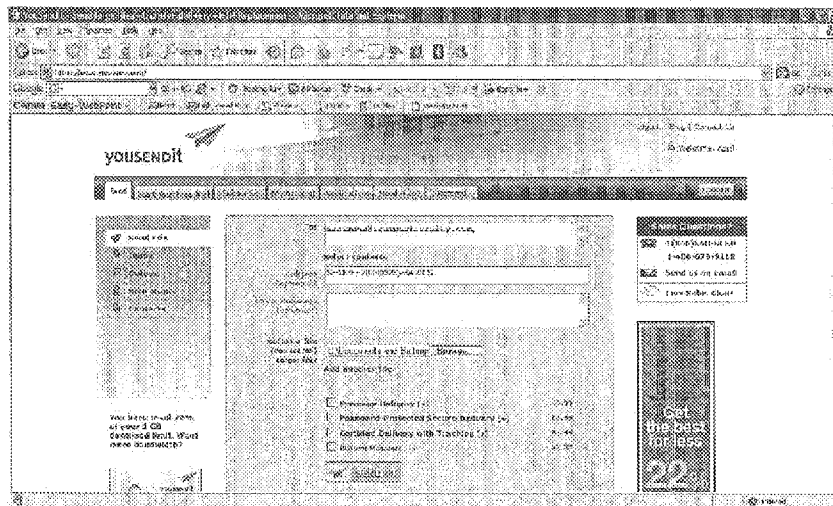




•Locate the recording that you are looking to send and double click.



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





V. 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: [REDACTED] or David Highbloom: [REDACTED] and present the ongoing 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.
2. 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.
3. 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 either David Highbloom or April Neumann.
4. The staff member that dealt with the disruptive student must email a detailed report of the occurrence to aneumann@trumpuniversity.com and dhighbloom@trumpuniversity.com as soon as possible.

VI. Road Etiquette

As a Trump U Team Member, you are expected to be the "crème de la crème" or simply "the best of the best." All of your actions should always support your professionalism, and that you are the best of the best. You never know who is watching. All Trump University employees, mentors, coaches, speakers, and contractors having contact with Trump University customers (attendees and buyers) 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:

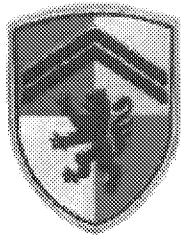
- Prohibited from using illegal drugs at any time
- Prohibited from buying alcohol for students/clients at any time
- Prohibited from fraternizing with other employees
- Prohibited from fraternizing with clients
- Required to dress appropriately in concordance with the Trump University mandate
- Required to take care of your own incidentals and any additional personal charges incurred when staying in a hotel with Trump University
- 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
- Required to comply with pricing established by Trump University and you may not change or modify pricing without prior approval
- Required to utilize TU presentations that are approved in advance, presentations/slides are not to be changed or modified without prior approval
- Specifically prohibited from speaking with any journalist, reporter, author, blogger, newspaper, or media outlet with regards to Trump University, the Trump Organization or Mr. Trump
- Specifically prohibited from compiling customer lists or data for any purpose, as client/customer information is confidential and proprietary



- Prohibited from directly or indirectly advising any client/customer of any likelihood of success, as Trump University makes no earning claims.
- Required to accurately present product/service offerings
- Prohibited from sharing 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
- Prohibited directly or indirectly implying that you have purchased and/or used TU products/services unless that statement is true
- Prohibited from directly or indirectly implying that TU or Mr. Trump endorses any third-party offer, investment opportunity, etc
- 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.

EXHIBIT C



TRUMP
UNIVERSITY

Field Team Play Book

CONFIDENTIAL

TU 130393

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Trump University Mission

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.

Partners

Trump Institute

- a. Lead generation (preview seminar)
- b. Wealth Building Weekend
- c. Retreats
- d. Coaching
- e. Think Big seminars (one-day pilot)

Prosper Learning

- a. Lead generation (direct response)
- b. Coaching
- c. Sales of Trump U products

Live Event Product Description and Pricing

PREVIEW AND FULFILLMENT

FAST TRACK TO FORECLOSURE INVESTING: FREE ORIENTATION SEMINAR

(FREE: 90 min presentation open to the public to sell)

<http://www.trumpuniversity.com/seminars/profit-from-foreclosure.cfm>

This 90 minute presentation discusses the current trends of the real estate market and ways to still make money. Take advantage of the hot investing opportunities in your neighborhood before anyone else does. What to Do Once You Have the Property: Do you rent, renovate, or sell immediately? Learn what's best for your specific situation

FAST TRACK TO FORECLOSURE RETREAT

(\$1495, guest FREE: 3-day fulfillment) Tools are sold at the 3-day Training to assist students in accelerating their growth and financial success. (See appendix A for Package Description and Pricing)

This 3 day fulfillment goes in depth into a variety of foreclosure techniques including:

- How to Find Foreclosure Opportunities in Your Geographic Area: Take advantage of the hot investing opportunities in your neighborhood before anyone else does
- Credit and Credit Card Repair: Be in good financial standing so you can make money at every stage of the investing process
- Financing: How to benefit from specific sources of seed capital and put together your own creative financing deals
- The Phases of Foreclosure Following the Foreclosure Clock: When to make a move and how to capitalize at every stage of the process
- What to Do Once You Have the Property: Do you rent, renovate, or sell immediately? Learn what's best for your specific situation

WORKSHOP

PROFIT FROM REAL ESTATE

(FREE: 3-day seminar open to buyers only) Tools are sold at the 3-day Training to assist students in accelerating their growth and financial success. (See appendix B for Package Description and Pricing)

This seminar helps TU customers expand their knowledge of Real Estate by teaching different styles and methods for making money and keeping it, regardless of your financial situation. Investing on the web, profiting from foreclosures, and myths surrounding the current real estate market revealed are just a few of the topics covered.

RETREATS

COMMERCIAL & MULTI-FAMILY MASTER TRAINING RETREAT (\$5,000: 3 day retreats)

<http://www.trumpuniversity.com/products/product.cfm?productcode=RTRCOMMME>

Learn how to 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. Navigate the maze of commercial 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. Understand the laws and regulations regarding commercial and multi-family properties so that you can protect your investments and much more.

WEALTH PRESERVATION: ASSET PROTECTION RETREAT(\$5,000: 3 day retreats)
<http://www.trumpuniversity.com/products/product.cfm?productcode=RTRASTPRT>

<http://www.trumpuniversity.com/products/product.cfm?productcode=RTRASTPRT> Structure your personal financial affairs in a manner that will ensure maximum protection. Learn how to reduce your overall tax bill through operation of your own small business and save big money in the process. Identify different types of legal entities to protect your wealth. 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.

QUICK TURN REAL ESTATE PROFITS: WHOLESALERS/ LEASE OPTION RETREAT (\$5,000: 3 day retreats)
<http://www.trumpuniversity.com/products/product.cfm?productcode=RTRQCKTRN>

This action packed retreat has been designed to 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 money or credit.

ADVANCED FORECLOSURE AND REHAB (\$5,000: 3 DAY RETREATS -- TRUMP INSTITUTE TRAINING)

Even with the steady stream of foreclosures coming on the market, jumping into foreclosures is dangerous, especially if you are not experienced in this area. This retreat is for anyone who wants to make money quickly and with little to no money down by investing in foreclosures. Even though there are some deals out there with small or non-existent price tags, you really need to take the right precaution because make no mistake: foreclosures come with significant risks. The precaution is knowledge and real-world experience. This unique learning experience offers both.

INVESTOR'S EDGE SOFTWARE (\$2,500 on Website: \$2,000 at live events)

Although there are some lucky investors who manage to achieve overnight success, those investors are few and far between. Most successful investors have to build their wealth by making one profitable investment decision at a time. But what tools do they use to determine whether they should buy, sell, or walk away? Successful investors have the edge--the ability to access current property and industry information and a proven, structured method for analyzing it. The Investor's Edge Software is designed to deliver vital property information and an organized method for analysis in one easy-to-use program.

- Make smarter, more profitable investment decisions
- Get the latest pre-foreclosure & foreclosure listings in one convenient location
- Access detailed property information and mapping:
 - Up to 125 property-related fields
 - Search virtually ANY property by address (property information/sales/recordings)
- Use 6-step analysis wizard – so you don't overlook crucial information
- Receive weekly update on government-owned properties

TRUMP PREMIUM MEMBERSHIP

After three days of intensive training, we know that our clients are prepared to achieve their goals. As valued members of the Trump University community, we want to make sure that our clients receive our continued support in their endeavors. With this in mind, we have decided to offer each client a free Trump Premium Membership. The Trump Premium Membership is an exclusive program for members who spend at least \$1495 on a program. The membership is for twelve months, and it is valued at \$99/mo. It has several components:

- Weekly Teleseminars – Each week, a live, one-hour teleseminar will be presented by an expert. Callers will be able to listen and participate. The topics will vary, but will be centered on real estate, investments, business development, marketing, and financial planning. The day after the call, members will be able to access the recording on the website. The recorded calls will be stored in the archives section, where members will be able to listen at any time.
- Ask the Expert – This is an online question and answer forum. The Expert will answer three questions per week from the forum. The Expert will be a member of the Trump U staff.
- Forms Vault – A collection of legal forms available online
- Resource Library – A collection of real estate and general business articles
- Client Advisor – This is someone who takes calls from members and acts as the business equivalent of an academic advisor. They may give advice on which courses clients should take and how to get the most out of the courses in which they are currently enrolled. The number for the Client Advisor is 877-508-7867. An e-mail address for the advisor will follow and will be sent to them with their website log-in information.
- Continuing Education – We currently offer our members a free 3-day continuing education course, Profit From Real Estate.
- Special Discounts/Special Events – As they arise, members may be offered special pricing on some programs and products.

The archived teleseminars, Ask the Expert function, the forms vault, and the resource library will be housed on a special member webpage.

Event Process and Procedures

MARKETING AND RETENTION

(FREE PREMIUM GIFT for attendees: Currently **Catch the Wave** CD is currently offered. (Offer is subject to change)

Pre-Event Marketing

Media will begin 3 weeks prior to event.

- 3 Week** prior to event – Direct Mail Drop and /or Newspaper
- 2 Weeks** prior to event – Direct Mail Drop and/or Newspaper Drop and/or Radio
- 1 Week** prior to event – Newspaper Drop and/ or Radio

During Preview Event Marketing to Increase Show Rate and Retention

Post-Event Marketing – 4 Steps

1. **Beginning on Monday** following preview, outbound Welcome Call. Congratulating Member for Signing up for training and confirming contact info.
2. **Within 24 Hours of outbound call**, email sent welcoming and talking about TU and Training.
3. **Post Card Arrives** (Event Coordinator hand writes at event and mails from city)

Dear (),

It is a pleasure to welcome you to Trump University! We look forward to seeing you at the upcoming Fast Track to Foreclosure training!

2008 is going to be an exciting year at Trump University! Welcome aboard!

Best regards,

PREVIEW ITINERARIES

Itineraries to be sent to team 1 week prior to event. Cc: Director and VP. (Dee Colwell and David Highbloom) (See Appendix C)

PREVIEW LOGISTICS AND EQUIPMENT

Preview Team Logistics:

- Program Coordinator will meet with hotel contact the night prior to the event to review contract and room set up and adjust as necessary.
- Plan to meet with all Team Members the night prior to the Preview.
- Arrive at the Preview hotel 2 hours prior to the event.
- Hotel responsible for the basic set up. The TU Liaison will communicate any additional needs to the hotel staff via checklist and room diagram.
- All team members must be in professionally dressed at least one-hour prior to the beginning of the Preview. Attire must always be neat, ironed and professional. Name badges must be worn.
- No cell phones during the Preview.
- Team Members are responsible for learning all parts of the Preview set up process.

Preview Equipment:

Microphone
LCD Projector
Mixer
Laptops
MP3 Recorder
Remote control pointer

- **Weekly Packing**
 - Individual Event Coordinators are responsible for packing materials and equipment for weekly event..
- **MP3 Recording**
 - Must be emailed to Dee Colwell and David Highbloom directly following each event.
 - Must be downloaded on shared server day after event.
 - **IMPORTANT:** All events must be recorded for compliance. Our legal department will periodically review.

PREVIEW EVENT PROCEDURES

1. **Preview Set Up:** Preparing the room and registration area prior to the Preview.
2. **Registration:** Greeting and registering Preview attendees as they arrive.
3. **During the Preview:** Add names to DEV as the speaker is presenting.
4. **Payment Guidelines**
5. **Preview Close and Orientation:** Signing them up and closing the sale!
6. **Post Preview:** Breakdown, packing and preparing for the next preview.
7. **Refunds**

Part 1: Preview Set Up

Four Parts to the Set up Process:

1. Registration Area.
 2. Back of Room.
 3. Front of Room.
 4. Seating and Atmosphere.
1. **Registration Area** – should always be completed first to alleviate distractions and confusion for early Preview attendee arrivals.
 - a. Post all signage, as appropriate.
 - b. Iron and place table banner on registration table.
 - c. Place registration cards, Sharpies, and sticky name tags under the table until you are ready to start welcoming guests.
 - d. Strategically place directional signs at points of entry.
 - e. Place standup banners for additional effect.
 - f. Set up music to run in event room during registration.
2. **Back of Room**
 - a. Retrieve all necessary paperwork for Preview from shipped boxes.
 - b. Set up computer:
 - i. Test wireless connection
 - ii. Open and stow boxes out of sight of the Preview attendees.
 - iii. Display materials as indicated by Trump University.
 - iv. Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency.
 - v. Place sound in back of room at table. Test house sound

3. Front of Room

- a. Set up all A/V equipment.
- b. Test hotel provided A/V, high-speed Internet (Only at FTF and PFR).
- c. Test computer: software, presentation, sound files.
- d. Confirm projector/screen set up.
- e. Confirm MP3 set up and test for recording.
- f. Set up banners and product display (if applicable).
- g. Adhere to any Speaker preferences and needs.

4. Seating and Atmosphere – The buying environment is key to our success! (Use TU preview diagram.)

Seating

Theater style. - Comfortable distance from Speaker and other attendees.

Check for Speaker preference.

Lighting – On Speaker screen washout, varying lighting for introduction.

Sound

Test microphones.

Test any videos in PowerPoint presentation – sounds should be clear but not overpowering.

No clutter! Main goal is to not let anything be a potential turnoff to a buyer or distract from the presentation.

Water for Speaker (confirm speaker preference)

Part 2: Registration (All team member participate as needed. Roles consist of registering, directing attendees to seating, building relationship with students.

- 1. Registration Area:** First impressions are critical! Make sure the registration area is neat and organized.
- 2. Signage:** Must be prominent and presentable.
- 3. Greeting Preview Attendees:**
 - a. Goal: Welcome, find common ground, disarm any uncertainty, peak interest and/or “set the hook.”
 - b. Shake hands and focus on the attendee.
 - c. Introduce yourself and make friendly conversation, for example: *“Hello. Thank you for coming! Can you tell me what brought you here today?”*
 - i. Begin to profile who might be your most likely buyers.
 - ii. Ask ““Can you give me two minutes after the preview?””
 - d. Ask each attendee to complete a registration card.
 - i. At minimum a name and phone number is required.
 - ii. Review each card for legibility and completion. If something is missing, ask for it once.
 - iii. Ensure each attendee checks how they heard about us.
 - e. Provide each attendee with a name tag.
 - i. Clarify their preference on how to write their name – details count!
 - ii. Write first names large and clear for easy reading.

- f. Inform each attendee when you will open the doors to begin the Preview. (check with Speaker for preference)
- g. Accommodate any special requests.
- h. If there are beverages available while they wait, let them know where to locate them.

Part 3: During the Preview. All team members must be in room unless registering students.

Activities to take place before the Speaker's presentation:

1. **Last song played before video should be the Apprentice Theme Song: For the Love of Money by the O'Jays.**
2. **Play Trump Video as introduction to speaker.**

Activities to take place during the Speaker's presentation:

3. **Event Coordinator prepared Event Synopsis (See Appendix D)**
4. **Paperwork Preparation**
 - a. Enrollment Forms.
 - b. Term & Conditions Form.
5. **Prepare Welcome Folders**
 - a. Trump Folder.
 - b. Welcome and Logistics Letter.
6. **Inputting attendees in DEV**
 - a. Input all registration cards before end of preview.
 - b. Be efficient and accurate!
7. **Observe the Audience**
 - a. Watch for body language and reactions during presentation.
 - b. Determine responsiveness to Speaker's discussion.
 - c. Look for those attendees you identified during registration as "most likely to buy" and determine their level of interest.

Part 4 Enrollment and Payment Guideline

Full payment of \$1495 must be collected before paperwork is submitted to Trump U office after the Preview Event. Do not accept down payments for enrollment to 3-Day Training. If full payment is not received during preview event, the contract will be transferred to the inside sales department. No exceptions.

Part 5: Preview Close and Orientation

After the Speaker completes the presentation and invites attendees to enroll, Team Members will each take one of three positions. Each position is equally important to the success of the team and a Coordinator needs to be proficient at all three.

Team Positions:

1. Behind the Table
2. Working the Floor
3. Working the Door

1. Behind the Table - Processing payments and paperwork.

- a. Welcome attendees to back table and say *"For those of you ready to get started, please fill out the highlighted areas on the form. For those of you paying by credit card, please get your cards out now and I'll begin to process them while you complete your paperwork."*
- b. When people are filling out the enrollment forms, do not initiate conversation – be silent and don't hover!
- c. If there are attendees with questions, move them away from the table to assist them or locate another Team Member to help. You do not want them to distract the purchasing attendees.
- d. Review all Enrollment Forms for complete, legible information, including email addressed
- e. Process payment.
- f. Review 3-Day Notice to Cancel (briefly)
- g. Review the Term & Conditions Form.
- h. When paperwork is complete, shake hands with the attendee (who is now a student), make eye contact, and congratulate them on their purchase.
- i. Direct them to a seat to participate in the Orientation.

2. Working the Floor: Getting out among the Preview attendees immediately after the Speaker closes the presentation to handle any questions and/or objections and move people to the back of the room to enroll.

- a. Greeting:
 - i. *"How can I help you get started today?"*
 - ii. *"Are you in a position financially to move forward today?"*
 - iii. *"If I can handle that issue for you, are we ready to get started today?"*
- b. For those attendees with multiple questions or objections, say *"Let me take a minute to assist others who are ready to move forward right now, and then I'll take as much time as necessary to answer all your questions. Please have a seat right over here."*
- c. When things get busy, make eye contact and ask for a moment, and get another Team Member to assist you.

3. Working the Door - "Slow the flow" of exiting attendees, attempt to qualify and close.

Orientation:

1. Begins when all enrollees are taken care of and paperwork is completed.
2. Will be conducted by Speaker.
3. Purpose:
 - a. Sense of community – "You're not alone!"
 - b. Build credibility (available support, training, company resources).
4. Includes following information:
 - a. Training Preparation.
 - b. Support and training review.

- c. Review 3-day right to cancel.
- d. Answer any lingering questions.

Part 6: Post Preview

1. **Complete Paperwork** - Takes place while orientation is being presented.
 - a. Double check all Enrollment Forms for complete and legible information
 - b. Confirm any missing information with attendees prior to leaving Orientation and Preview.
2. **Complete DEV Data Input (Event Coordinator with assistance from team)**
 - a. Are all buyers in system paid in full
 - b. Have guest been added?
 - c. Do your manual numbers match the DEV numbers?
 - d. Download non-attendees and email to [REDACTED]
[REDACTED] Brad Schneider, David Highbloom and Dee Colwell
 - e. Email non-attendees "Take 90 minutes" email.

3. **Event Coordinator completes Event Synopsis Report and sends emails. A Final Report will be sent out after last event with totals.**

Michael Sexton, David Highbloom, Dee Colwell, Steve Matejek, Brad Schneider, Josef Katz, Paul Quintal and team members.

4. **Event Coordinator will schedule Post Conference calls to be scheduled by Wednesday following event. (see Appendix)**

Part 7: Refunds

Team has 5 Days to Save the Sale. Event Coordinator is responsible for communicating status to TU.

1. Cancellation request are sent to Event Coordinator.
2. Event Coordinator will set up a meeting time in outlook on day 5 to include team members, Dee, Brad, Lilly H and Steve Matejek. A meeting will not take place. This will be a reminder the student needs to be refunded if TU has not received other instructions from team.
3. Event Coordinator will send to appropriate Team Member who sold student and cc: all team members, Dee Colwell, Brad Schneider

FULFILLMENT ITINERARIES

Itineraries be set up and sent to team 1 week prior to event. Cc: Director and VP. (Dee Colwell and David Highbloom) (See Appendix C)

FULFILLMENT LOGISTICS AND EQUIPMENT

Fulfillment Team Logistics:

- Program Coordinator will meet with hotel contact the night prior to the event to review contract and room set up and adjust accordingly.
- Plan to meet with all Team Members the night prior to the Preview.
- Arrive at your meeting room min 2 hours prior to training.
- Hotel responsible for the basic set up. The TU Program Coordinator will communicate any additional needs to the hotel staff via checklist and room diagram.
- All team members must be professionally dressed. Attire must always be neat, ironed and professional. Name badges must be worn.
- No cell phones during the Training. Event and Sales Coordinators must be in room or conducting consultations during training.
- Team Members are responsible for learning all parts of the Fulfillment set up process.

Fulfillment Equipment:

Audio Visual:

Microphone
LCD Projector
Mixer
Laptops
MP3 Recorder
Remote control pointer

Event Paperwork:

Premium Enrollment Forms
Terms and Conditions Forms
Fulfillment Kit:

- i. Folder
- ii. Welcome Letter
- iii. Q&A Sheet
- iv. Quick Turn Sheet
- v. Wealth Management Sheet (Asset Protection)
- vi. Commercial Real Estate Sheet
- vii. Advanced Trainings Sheet

Event Supplies:

Table Banners
Standing Banners
Directional Signs
Transparencies and Markers
Registration Items

- i. Pens
- ii. Sharpies
- iii. Registration Cards
- iv. Name Badges and Plastic Holders

- v. Roster
- vi. Camera

- **Weekly Packing**
 - Individual Event Coordinators are responsible for packing materials and equipment for weekly event.
- **MP3 Recording**
 - Each recording must be emailed to Dee Colwell and David Highbloom directly following event.
 - Must be downloaded on shared server day after event.
 - **IMPORTANT:** All events must be recorded for compliance. Our legal department will periodically review.

FULFILLMENT EVENT PROCEDURE

1. **Fulfillment Set Up:** Preparing the room and registration area prior to the Training. Utilize diagram.
2. **Registration:** Greeting, handing out materials, namebadges and registering students.
3. **During the Fulfillment:** PC adds names to DEV as the speaker is presenting.
4. **Enrollment and Payment Guidelines**
5. **Fulfillment Close.** Signing them up and closing the sale!
6. **Post Fulfillment:** Breakdown, packing and preparing for the next preview.
7. **Refunds**

Part 1: Fulfillment Set Up

Four Parts to the Set up Process:

- Registration Area.
 - Back of Room.
 - Front of Room.
 - Seating and Atmosphere.
3. **Registration Area** – should always be completed first to alleviate distractions and confusion for early Preview attendee arrivals.
 - a. Post all signage, as appropriate.
 - b. Iron and place table banner on registration table.
 - c. Place registration cards, Roster, Sharpies, and Printed Name badges (alphabetize) on table. Have extra name badges for walk-ins and guests not on roster.
 - d. Strategically place directional signs at points of entry.
 - e. Place standup banners for additional effect.
 - f. Set up music to run in event room during registration.

- g. Strategically place handouts if applicable.

4. Back of Room

- a. Retrieve all necessary paperwork for Fulfillment from shipped boxes.
- b. Set up computer:
 - i. Test wireless connection
 - ii. Open and stow boxes out of sight of the students.
 - iii. Display materials as indicated by Trump University.
 - iv. Be neat! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency.
 - v. Place sound in back of room at table. Test house sound

4. Front of Room

- a. Set up all A/V equipment.
- b. Test hotel provided A/V, high speed Internet for Speaker.
- c. Test computer: software, presentation, sound files.
- d. Confirm projector/screen set up.
- e. Confirm MP3 set up and test for recording.
- f. Set up banners and product display (if applicable).
- g. Adhere to any Speaker preferences and needs.

4. Seating and Atmosphere – The buying environment is key to our success! (Confirm diagram)

- a. Seating
 - i. Classroom style.
 - ii. Comfortable distance from Speaker and other attendees.
 - iii. Check for Speaker preference.
- b. Lighting – On Speaker screen washout, varying lighting for introduction.
- c. Sound
 - i. Test microphones.
 - ii. Test any videos in PowerPoint presentation – sounds should be clear but not overpowering.
- d. No clutter! Main goal is to not let anything be a potential turnoff to a buyer or distract from the presentation.
- e. Water for Speaker (confirm speaker preference)

Part 2: Registration (All team member participate as needed. Roles consist of registering, handing out materials and name badges, directing attendees to seating, building relationship with students.

Registration Area: Building rapport with students. Identifying buyers. Make sure the registration area is neat and organized.

Signage: Must be prominent and presentable.

Greeting Students:

Welcome students, find common ground, disarm any uncertainties, start relationship building (People buy from whom they trust and respect). Shake hands and focus on the student. *Hello. Thank you for coming! It is so nice to see you again!* Begin to profile – who will most likely be our buyers.

- Ask each student to complete a registration card. At minimum a name and phone number is required.
- Review each card for legibility and completion. If something is missing, ask for it once. Ensure each attendee checks how they heard about us.
- Ask each student to complete a testimonial consent form.
- Confirm student is on roster and paid in full.
- Provide each attendee with a name badge.
- Direct student to get their picture taken a couple of steps away with a TU coordinator.
- Invite students to grab a cup of coffee and confirm start time.
- Accommodate any special requests.

Part 3: During the Fulfillment. All team members must be in room unless meeting with students.

Activities to take place during the Speakers presentation:

Event Coordinator Prepares Event Synopsis for Day One. (See Appendix E)

Event Coordinator must email Brad Schneider with no shows by noon on Day One.

One-on-One Consultations

- Set up round tables outside for Sales Coordinators to conduct consultations during training. Consultations take place on Day Two and Three. A speaker may ask for Day One consultation. Check for preference.

Paperwork Preparation

- Enrollment Forms and Term & Conditions Form for sale.
- Any handout that is applicable for training.
- Prepare packages for sale.

Inputting attendees in DEV

- PC will Input all registration cards and confirm accuracy of information in system. (team member will assist when needed)
- Do you have email, phone etc. If items are missing, get with student during break and ask for correct information.

Observe the Audience

- Watch for body language and reactions during presentation.
- Determine responsiveness to Speaker's discussion.
- Look for those students you identified during registration and conversations as "most likely to buy" and determine their level of interest.

Mingling with Students

- Do not stay behind table before and after training. Get to know the students. This is the time to build relationships and find out about your students goals and expectations. This is

the time you will gather information in order to strategically plan your action steps with your team members to reach buyers.

Surveys

- Distribute surveys on Day 3 to all attendees and direct them to return the completed survey to TU Program Coordinator on break.

Part 4 Enrollment and Payment Guideline (Goal is to a minimum of 75% collection of monies due.

Down payments

You must collect 25% - 50% down payment from buyers. Clearly write down when payment will be collected on the enrollment form and who will be calling/collecting. Your Event Coordinator will distribute list at end of training to all team members. The Coordinator who sold the student is responsible for collecting payments.

Pendings

A pending is Contact completed at the training event but zero dollars have been collected.

Contract must be completed and returned to TU office. Team has **10 working days** to collect payment. Once payment is collected, the coordinator will call their TU event coordinator with payment information. After 10 days, the contract will be distributed to our inside sales team.

Part 5: Fulfillment Close (make sure laptop is set up to run sales)

ASSUME THE SALE!!! After the Speaker completes the sales presentation and invites attendees to purchase package, Team Members will each take speak to students to enroll students and close the sale.

Part 6: Post Fulfillment

1. Complete Paperwork - Takes place during training.

- a. Double check all Enrollment Forms for complete and legible information
- b. Confirm any missing information with attendees prior to leaving.

2. Complete DEV Data Input

- a. Are all buyers in system paid in full
- b. Do your manual numbers match the DEV numbers?

3. Complete Event Synopsis Report (Appendix E) Workbook and send emails. A Final Report will be sent out after event with totals.

- a. Michael Sexton, David Highbloom, Dee Colwell, Steve Matejek, Brad Schneider, Josef Katz, Paul Quintal, Speaker and Team Members.

4. Pendings

- a. Pending Enrollment Forms must be complete.
- b. Confirm who will follow up.
- c. Original copy must be turned into Folder in Event Office on day after event.

5. Pack Materials for Shipping

Day One and Two of Training:

Pack laptops, projector and MP3 at end of day and take to room.

Ensure room is locked by security and wait to confirm at end of day.

Last Day: FedEx to next event or Global.

Pack all materials the way you found them, or neater.

Team Members are responsible for any equipment left at hotel.

6. Surveys

Program coordinator will compile survey analysis from completed surveys and distribute via email to: Michael Sexton, David Highbloom, Dee Colwell, Steven Matejek, Paul Quintal, Brad Schneider, Josef Katz, and speaker and sales coordinators for that particular event.

Part 7: Refunds

Team has 5 Days to Save the Sale. Event Coordinator is responsible for communicating status to TU.

1. Cancellation request are sent to Event Coordinator.
2. Event Coordinator will set up a meeting time in outlook on day 5 to include team members, Dee, Brad, Lilly H and Steve Matejek. A meeting will not take place. This will be a reminder the student needs to be refunded if TU has not received other instructions from team.
3. Event Coordinator will send to appropriate Team Member who sold student and cc: all team members, Dee Colwell, Brad Schneider

Paperwork and Warrantees

ENROLLMENT FORM

Enrollment Form – Individual completing enrollment form will attend the fulfillment you are selling at that Preview. (See Appendix F)

COLLECT 50% DOWN PAYMENT. MUST COLLECT MINIMUM 25% DOWNPAYMENT

WARRANTEES

1. 3-Day Right to Cancel (Appendix F – located on the back of enrollment form)

Required by government for all products and gives the buyer, regardless of product warranty, 3 business days to change their mind and request a refund. We provide an “extended warranty,” which varies by product. Holidays occurring during the week are not considered business days.

- a. 3 Business Days Parameters:
 - i. Monday = Thursday
 - ii. Tuesday = Friday
 - iii. Wednesday = the following Monday
- b. 3-Day Right to Cancel form **MUST** be completed and attached to the enrollment form, and the terms of the warranty verbalized to each buyer. (the Speaker might also do so from the front of the room)
 - i. Buyer’s name must be printed in the space provided.

TERMS & CONDITIONS

Terms and Conditions – Individual completing terms and conditions acknowledge programs are provided for training and educational purposes only. All buyers must complete. (See Appendix G)

Types of Payments:

1. Credit Card

- a. Visa, Amex, Discover and MasterCard.
- b. Processed online at time of purchase.
- c. Following information must be documented on the enrollment form where indicated:
 - i. Name on credit card.
 - ii. First 6 digits and last 4 digits of account number (do not document entire number)
 - iii. Credit Card expiration date.
 - iv. V Code” (last three digits on back of credit card, for Amex will appear on front of card above account number).

2. Check

- a. Acceptable checks: personal, business, credit card, brokerage, money market, Canadian, cashier’s.
- b. Process for accepting checks:
 - i. Must document payer’s driver’s license number on check.
 - ii. Check must be payable to TU
 - iii. Ensure check date is today’s and is signed.

3. Cash

- a. Count cash in front of enrollee and another team member.
- b. Provide a completed cash receipt copy to the enrollee and attach a copy to the Enrollment Form.
- c. Immediately place cash in an envelope with the following:
 - i. Inside: copy of cash receipt.
 - ii. On the envelope: Event code and buyer’s name.
- b. Cash is **NEVER** sent FedEx! It must be hand delivered to Accounting.

4. Can accept multiple forms of payment for a single purchase – for example, multiple credit cards or credit card and check.

Expenses and Travel

Travel to Previews and Fulfillment Events

All corporate travel will be scheduled by Trump University Travel Coordinator, Brian Hedenberg (bhedenberg@trumpuniversity.com.) Each traveler will be provided a travel itinerary via email. The itinerary contains all airfare information. This itinerary is to be printed and carried with the traveler at all times.

Booking Airline Travel

All Travel request must be sent via email to Brian Hedenberg (travel@trumpuniversity.com). Brian will begin booking flights upon receiving schedule; therefore, if you have special request, please let Brian know immediately. Travelers are encouraged to send flight specifications and Trump University will book your designated flight following Trump travel cost guidelines. Ideally all travel should be booked no later than 21 days in advance to secure the best possible pricing for airfare and availability of flights. Since there is little flexibility with regards to departure and return dates and times, the more advance purchases will allow for the purchase of flights that fit everyone's needs and the company's budget. Please complete the attached Trump Travel Request Form and submit to Brian.

Trump University will email flight information to the Event Coordinator so that he or she is aware of travel details. Each traveler is responsible to confirm travel arrangements have been scheduled if he or she has not received flight information 2 weeks prior to their event. Email Brian Hedenberg for confirmation.

Current company policy is that any airfare that is under \$400 does not require approval. When airfare costs are over \$400, the available options and pricing will be submitted via email to the Director of Operations for review and final approval of cost. Company policy does not permit the use of "preferred" airlines carriers unless they fall under the \$400 set budget and are no more expensive than the most affordable carrier for that particular trip. Employees and independent contractors may pay for the difference in order to fly on a preferred carrier in certain, limited instances. However, since airfares are good only on the day they are quoted according to airline policies, anyone traveling is responsible to make immediate arrangements for payments in those limited instances.

Booking Hotel Accommodations

Hotel Sleeping rooms will be booked by Trump University. Confirmation numbers will be sent to the Program Coordinator and included on the weekly itinerary. All hotel rooms will be paid for via "Authorization for Payment" form that will be provided to the front desk and the sales department of each hotel. The hotel will be instructed to pay for hotel overnight room and tax and parking charges ONLY for all company staff and speakers. Any special circumstances that would require the authorization of additional items to be placed on the corporate card must have Director's approval.

Fulfillment event hotel accommodations will be booked at the event location for the entire stay. Preview events will be booked according to the following parameters. The staff and speaker will stay two nights in the first event location and the final nights at the last hotel.

Booking Rental Cars

Rental cars will be reserved by the designated Trump University Representative. Rental cars cannot be paid for with an "Authorization for Payment" due to car rental company policies. Program Coordinators will book the car rental through the use of a corporate direct bill account. All rental cars must be returned full of gas. The car driver is responsible to requesting any special needs upon pick up of the vehicle.

Travel Profiles

Travel Profiles are required for all company staff and independent contractors that must travel as part of their attendance at company events or company meetings. Trump University will use this profile to book travel. We will not include hotel membership accounts in the travel itinerary nor will credit be given for overnight accommodations when onsite according to company policy.

Company policy does not permit speakers and/or road crew to make changes to travel that has already been purchased and approved without the prior permission of the Travel coordinator.

The Program Coordinator is responsible for securing copies of all overnight accommodation invoices and rental car receipts. The Program Coordinator is also responsible for obtaining a copy of each day's BEO's and signing off on the daily charges.

Contact Information

Trump University : Monday thru Friday 9pm to 6pm (EST)
 Travel Coordinator: Brian Hedenberg travel@trumpuniversity.com
 Brian's Direct Number: [REDACTED]
 After Hour Emergency Number: [REDACTED]

Airline Information

		<u>Web check-in</u>	
AirTran	www.airtran.com	Y	800-247-8726
A Plus Rewards			888-327-5878
Alaskan Airlines	www.alaskaair.com	Y	800-252-7522
Mileage Plan			800-622-2680
America West	www.americawest.com	Y	800-327-7810
Flight Fund			800-247-5691
American Airlines	www.aa.com	Y	800-433-7300
AAAdvantage			800-882-8880
ATA	www.ata.com	Y	800-435-9282
British Airways	www.british-airways.com	Y	800-247-9297
Continental Airlines	www.continental.com	Y	800-523-3273
One Pass			713-952-1630
Delta Airlines	www.delta.com	Y	800-221-1212
Sky Miles			800-323-2323
Medallion			800-325-6330
Frontier Airlines	www.frontierairlines.com	Y	800-432-1359
Early Returns			800-263-2759
JetBlue	www.jetblue.com	Y	800-538-2583
TrueBlue	www.jetblue.com/trueblue		
Northwest Airlines	www.nwa.com	Y	800-225-2525
World Perks			800-447-3757

Song	www.flysong.com	Y	800-359-7664
Southwest Airlines	www.southwest.com	Y	800-435-9792
Rapid Rewards			800-445-5764
Spirit Airlines	www.spiritair.com	Y	800-772-7117
Spirit Plus			888-435-9722
Thomas Cook	www.thomascook.us	N	800-524-6975
Miles & More			800-581-6400
United Airlines	www.ual.com	Y	800-864-8331
Mileage Plus			800-421-4655
Ted	www.flyted.com	Y	800-225-5833
TedClub			800-421-4655
US Airways	www.usairways.com		800-428-4322
Dividend Miles			336-661-8390
Virgin Atlantic Airways	www.virgin-atlantic.com	Y	800-862-8621
Flying Club			800-365-9500



QUICK TIPS FOR AIRLINE PASSENGERS/PACKING REQUIREMENTS

Passengers may bring to the checkpoint:

- Travel-size toiletries (3 ounces or less) that fit comfortably in ONE quart-size, clear plastic, zip-top bag.
- Prescription liquid medications, baby formula and diabetic glucose treatments in excess of 3 ounces if these items are declared to Transportation Security Officers at the security checkpoint.

And beyond the checkpoint:

- Beverages and other items purchased in the secure boarding area may be brought onto the aircraft.

Media Inquiry Guidelines

OBJECTIVE: To provide specific guidelines and processes to handle media inquiries.

If you are approached by a reporter (at a preview):

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 (preview only) and write "Media Contact" on the top.
 - b. Immediately email Michael Sexton, David Highbloom and Dee Colwell media information including name, media affiliation and number.
2. Give Registration Card to Michael Sexton upon arrival to the office.
3. Refer the reporter to one of our authorized media spokesperson by giving them the appropriate media contact information and forward the reporter's information to the appropriate media agency via email as soon as possible. In addition copy Michael Sexton (msexton@trumpuniversity.com) and your manager.
4. If they persist, say "I'm sorry all of your questions can be addressed by our authorized spokesperson."
5. Immediately pull the related preview card and identify with notes if already entered into the database.

ALL MEDIA INQUIRIES SHOULD BE REFERRED TO:

Jim Dowd

The Dowd Agency
444 Park Avenue South
New York, NY 10016

Ph: [REDACTED]

Fx: [REDACTED]

<http://www.dowdagency.com/>
[REDACTED]

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.

DISTRICT ATTORNEY:

- If a district attorney arrives on the scene, contact the appropriate media spokesperson and Michael Sexton 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.

PHONE CALLS:

- If you are unsure if the caller is a reporter, make sure to ask specific questions regarding the location of the preview or fulfillment, the trainer's name and the names of the Event Coordinators and Sales Coordinators.
- If it becomes difficult to end the phone conversation, say you are late for a meeting and take down the reporter's information. Immediately pass the information on to the appropriate media spokesperson.

Compliance Rules

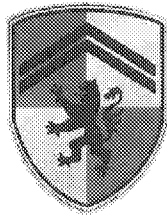
TRUMP UNIVERSITY SPEAKER AND ROAD CREW COMPLIANCE RULES

Revised December 19, 2007

- All personal stories used by Speakers must be documented with closing statements or other proof in advance of use.
- Testimonials from other courses or programs are not interchangeable and cannot be used to imply the success or value of the TU foreclosure course. This is an obvious violation of the FTC Act.
- All testimonials must be from TU and have documentary proof
- All testimonials must be accurately portrayed and not misstated
- Pricing of courses must be accurately stated and price drops must be approved in advance.
- Shortage closes are prohibited. You cannot say that there are only 17 spots left or the like. Use a shortage and be fined, fired or both.
- No express or implied earnings claims or guarantees. No exceptions

EXHIBIT D

SALES PLAYBOOK



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COMPANY OVERVIEW

Trump University was founded in 2005 to redefine the market for business education. Our focus is on developing and delivering world-class education to success-oriented individuals around the world. Since our launch we have achieved remarkable success:

- Nearly 700,000 members have joined TrumpU
- TrumpU members come from over 50 countries
- Over 50,000 clients have taken a course
- Clients report a 95% satisfaction rating with their experience

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.

Strategic Values

1. Communicate: Teamwork is driven by communication. Pass the baton with care.
2. Listen, Learn, Innovate: Learning organizations become innovators
3. Focus on the Customer - Put the needs of our customers before everything
4. Take Risks: Only those who dare to fail greatly can ever achieve greatly.
5. Take Action: The secret to getting ahead is getting started.
6. Care about Quality: Deliver exceptional quality in every aspect
7. Keep it Simple: Get the basics right...The rest will follow
8. Make a Difference: We all contribute to the success of TrumpU in hundreds of ways, both large and small



Subject Areas of Focus

- Real estate investing
- Entrepreneurship
- Small business marketing
- Personal finance (in development)
- Financial investing (under consideration)

Learning Formats

- E-learning courses
- Books (John Wiley & Sons)
- Audio Business Courses (Barnes & Noble)
- Continuity Club
- Home Study Products
- Software
- Workshops (free buyer-only seminars)
- Retreats (live 3-day seminars)
- Coaching (phone and field)

Key Partners

- Trump Institute
 - Lead generation (preview seminar)
 - Wealth Building Weekend
 - Retreats
 - Coaching
 - Think Big seminars (one-day pilot)
- Prosper Learning
 - Lead generation (direct response)
 - Coaching
 - Sales of TrumpU products



PRODUCTS AND SERVICE OFFERINGS

Commercial & Multi Family Retreat Training Summary of Services:

Three Day Intensive Real Estate Retreat: You will have the opportunity to attend three days of classroom training with a Certified Instructor.

Materials: Upon arrival you will receive the Real Estate Retreat Training Workbook which will be instrumental throughout the entire course.

The Retreat Curriculum:

- 1031 Exchanges
Tax Advantages and other Shelter
- Land Development
Identifying land properly
Preparing vacant land for re-sale and/or sub-division
- Discount Paper
What is it?
How to find it
Financial Profitability
- Multi-Family/Commercial Real Estate
Importance in today's marketplace
Who should consider this?
Owning and operating for fun and profit
- Property management
Importance (for absentee owners)
Owner expectations of his agent
- Options
Why do we use them?
Their function in the acquisition/divestment process
- Rehabilitation
Selecting properties for complete makeovers
Differences between remodeling and rehabilitation
- Condominium Conversions
Property Selection
Criteria for work
Marketing
Soft costs and the work associated with these costs
- Pre-construction Investments
Development selection
When to sell
When to lease/option



Asset Protection Retreat:

Day One

- Introduction and Overview of Wealth Structuring Concept
- Estate Planning
- Avoiding Probate
- Living Trusts vs. Wills
- Homework: Naming Legal Entities
- Limited Partnerships
- Limited Liability Companies
- Corporations
- Blending the Entities Together
- Homework Assignment

Day Two

- An Introduction to Taxes
- Comparing Tax Scenarios
- Personal vs. Business Tax Systems
- Defining Types of Income
- Taxpayers defined by the Internal Revenue Code
- Overcoming Potential Tax Pitfalls
- The Dirty Dozen Tax Strategies Every Small Business Owner Must Know

Day Three

- Introduction and Overview of Retirement Plan Options
- Self-Directed IRA Investing
- Advanced Retirement Power Strategies Utilized by the Wealthy
- Wealth Structuring Class Exercise
- Group Exercises for Education Implementation
- Final Review and 30 Day Action Plan



Foreclosure & Rehab Real Estate Retreat Training Summary of Services:

Three Day Intensive Real Estate Retreat: You will have the opportunity to attend three days of classroom training with a Certified Instructor.

Materials: Upon arrival you will receive the Real Estate Retreat Training Workbook which will be instrumental throughout the entire course.

The Retreat Curriculum:

- Finding Properties
- Financing
- Property Inspections
- Courthouse Foreclosure Auction
- Analyzing Properties – TIES Software
- Contracts and Lease Options
- Foreclosures
- Pre-Foreclosures
- Flips
- REO's
- Forms of Business Ownership
- Tax Liens
- Rehabbing
- Ad Grading
- Helpful Websites
- HUD's
- Deal Structuring
- Power Team Members
- Taxation
- Assignments

Day 1: All day classroom training

Day 2: Tour of properties half day and classroom training

Day 3: Live courthouse auction and classroom training



SALES OVERVIEW

Dress code:

- Trump University has a business casual dress code - no sneakers, jeans, collarless shirts, athletic apparel.

Sales hours of operation:

- Sales floor must have coverage from 9:00am to 9:00pm Monday through Friday
- Sales team will be assigned shifts on a weekly basis; these shifts will rotate
- Saturday coverage will be expected on a periodic basis

Commissions:

- Payroll is paid semi-monthly on the 15th and last day of month.
- Commissionable amounts are computed on a calendar month's basis.
- Commissionable amounts are paid in the month immediately following the commissionable event.
- Spiffs are occasionally given to reward exceptional performance.
- Monetary spiffs are paid in the month immediately following the month it was earned.



SALES PROMISES

Promise #1: To serve as stewards of the Trump brand and to never say or do anything that might negatively impact the brand.

Promise #2: To ensure that customer service and satisfaction is always our first priority.

Promise #3: To provide our students with valuable information on profitable growth opportunities in real estate, entrepreneurship, marketing and personal finance.

Promise #4: To strive to conduct our business in a professional manner, in compliance with our corporate legal and regulatory standards but also mindful of the ethical and moral impact of our actions.

Promise #5: To attract and retain the most qualified team of speakers, trainers, coaches, instructors and support staff. We provide them with the best support systems, ongoing education, enrichment and growth opportunities.

Promise #6: To update and constantly improve the content, quality and overall value of our company products and services.

Promise #7: To expand the scope of our course curricula so that we can introduce the technical, strategic and practical aspects of financial advancement to as wide a segment of the general public as possible.

Promise #8: To empower our students in setting realistic goals and achieving success through the use of our training and education.

The Role of Marketing

Lead Generation and Qualification:

“On the Savanna, every morning a gazelle wakes up and knows it must run faster than the fastest lion or it will be lunch; the lion awakes and knows it must run faster than the slowest gazelle or it will go hungry. Therefore, when the sun comes up, start running.”

The World is Flat: A Short History Of the 21st Century
Thomas Friedman

Who are our Customers?

- Household Income \$90,000+ per Year
- Net Worth Over \$200,000+
- More Likely to Make Investments
- Live in Single Family Homes
- Home Value Over \$200,000
- College and Graduate school educated
- Male Head of Household
- Head of Household 40 - 54 Years Old
- Four or More Household Members
- Have Made a Donation to a Charitable Cause
- Were Early Adopters of the Internet and are Currently Heavy Users

Performance Based Marketing:

- Direct Response metrics
- Every action measured
- CPA/CPL/CPC/CPM

Marketing Channels:

- RSS
- Blogs
- Podcasts
- Email marketing
- Online behavioral targeting
- Contextual
- Search marketing
- Webcasting
- WOM marketing
- Print
- Direct Mail

Leads:

- Think Small – Feel Hungry
- The most important person in your world
- Sell from point of strength

CONFIDENTIAL

TU 130302

Qualifications:

- Personal Information
- Previous Experience
- Financial Goals
- Real Estate Investment Goals
- Learning Style
- Success Drive and Motivation

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TU 130303



DO'S AND DONT'S

- Get in the mindset of scarcity....clients must apply and be accepted to our program.
- Think like a consultant...you are here to meet the needs of your clients, not to push product.
- Never email any marketing material to a client unless it has been approved by Marketing.
- Do not send out any mass e-mails unless Marketing has reviewed and approved.
- Do not leave the Sales Floor unless there is ample coverage.
- Never disparage a competitor or competitive products...focus on the benefits of our programs and how they meet the needs of the client.
- Always be aware of upcoming start dates for programs and retreats
- We are the gold standard in Real Estate Education. Never use a competitors name because we have none. Speak to our program and how it will benefit the client's needs.
- There should always be phone coverage for in bound calls. Even though there are 9 of us be aware and considerate of when a colleague leaves for lunch or a meeting.
- When an in bound call comes in query that person by last name, as well as email address soon as not to have duplicate leads in the system.
- First things first, always get an inbound calls name phone number and email address.
- If a client is adamant about knowing the price, simply say " Our course range anywhere from \$29 to \$35,000 that's why we have this interview/ screening process to make sure you will be receive the most appropriate level of support to help you achieve your goals."
- Never end a conversation without having a set follow up action, even if that next action is to change that person's status to dead or cold in DEV.
- Always follow up a conversation with a thank you email, and use that as an opportunity to confirm the next action you just set.



- If there is something you don't know about a particular course or support tell the client you will check rather than promise them something we can't deliver.
- If asked about our affiliates (ex. Trump Institute or Prosper) they are under the Trump University Umbrella and any support you were looking to receive from them you can receive from us and the switch the focus back to making sure your fulfilling the client's needs.
- If you set a phone appointment DO NOT MISS IT! ALWAYS follow through.
- You are part of a team, when speaking to anyone treat them with the utmost care and respect. Always enter detailed note into DEV so that anyone in the organization can reference them and be up to speed with the situation.
- Being part of a team means that you are surround by people willing to help, remember to ask for it. At some point everyone here was the new person.
- Actively listen to client objections. Catalog these objections and build the team's rebuttal dictionary. Capturing the best practices of the entire team will make everybody a stronger salesperson.
- Each week you will receive a hot-sheet that summarizes key facts from the real estate industry. Study this hot sheet...it will enhance your credibility with prospects and build your knowledge of the industry.



CUSTOMER-ORIENTATION

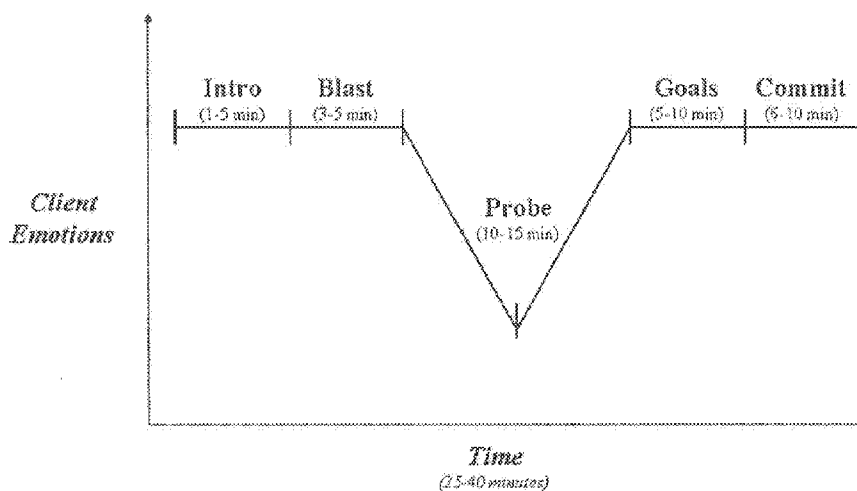
- It means meeting or exceeding most if not all customers' expectations.
- It's listening to what each customer wants and then doing everything you can to deliver it in a fair and timely fashion.
- It's providing the emotional support necessary to sustain and grow a relationship.
- It's putting the customer's needs and long-term relationship before personal short-term gain.
- It's openness, honesty, and integrity provided without compromise.
- It's respect.
- It's providing fair value at a fair price.
- It's a knowledgeable and trained staff that understands that the customer is their priority.
- It's taking a personal interest and the time to get to know each customer.
- It's no hassles or roadblocks.
- It's quick, easy, and convenient access designed to meet a cross section of needs.
- It's every employee being accountable to the customer regardless of title or responsibility.
- It's staying in touch with customers even when they don't have an immediate need for your products or service.
- It's having a good tools, procedures and systems to help support the above disciplines.



THE ART OF THE SET

We use a two part sales process to set and close a client. The first conversation between a Consultant (setter) and the client is designed to qualify the client, build a relationship of trust and set-up the Program Director to close the sale. This sales process is based on managing the emotions of the client by focusing on the psychology of the sale. The metaphor we use for this process is *the Roller Coaster of emotions*:

The Roller Coaster of Emotions



Introduction:

You are at ground zero and according to the professionalism that you show you will start the momentum of the conversation either up or down. Through the next few steps you are trying to gently guide the client down to the time they were looking at investing in real estate or starting a business while trying to establish a relationship with them.

Psychology: Bring them back to the place they were when they first filled out our student application. You want to get them excited about their dreams again but also realize they still haven't taken any steps to accomplishing them.

Blast:

Why you are calling? Giving your clients hope again about getting their real estate investment career going or launching their business. *Psychology*: The blast is the first sign of relief these people have seen since they were motivated to complete our application. The motivation that they experienced can die quickly as the realities of their daily lives take over. It is our job to rekindle that motivation...to make them once again



see the potential of achieving their dreams. When you are done with the blast, they should be at the top of the roller coaster getting ready for the dip ahead.

Probe:

The probe is the actual qualification process of the call. Identify the client's available resources & goals/dreams. *Psychology:* Slowly bring the client back down to reality. They don't want to hear how their financial situation is.

Most people will not have a problem giving you personal information such as how they connect to the internet, if they are married, how many kids they have. But, when you get to the financial section, you might run into a few walls. Most people are NOT comfortable talking about their personal finances. Why? Because very few have done anything with their finances worth bragging about. If you have done your job correctly in the beginning, they will share with you openly because of your relationship. A relationship where they trust you because they know you are not a salesperson, but rather a Consultant. A Consultant is here to help! The better the relationship you have built with them, the easier it will be to go through this section. If you have not built a relationship you will find barriers and walls throughout. Because of the harshness of reality, you should always stroke their ego when they have done anything right (like established good credit).

If someone does not want to give you any financial information you can bet that two things have happened:

1. You failed to establish a good relationship with the client.
2. The client is on the defensive because he or she feels you are trying to sell them something.

How Much Money Is This Going To Cost?

This is a very common question that you will hear. Sometimes it will come at the beginning of the conversation sometimes not till the end. No matter when it comes, it carries with it a sense of despair. The client thinks she or he has figured you out. A lowly telemarketer trying to sell me something AGAIN! After you have heard this question you will start to get a little uneasy. You are nervous because you know this will cost money, and lots of it at that.

"Well Bob, I am glad you asked that question. It shows me that you obviously understand that in business, it takes money to make money. After all, how do you make money in the stock market? You have to invest in it first. Right? Well, let me have you write that question down, because it is one that you will need to discuss with my Director. Yes, there is a tuition involved with this Program. However, this is an invitation only program and you still have to go through a second interview to qualify. Our goal is to teach you how to acquire property using creative financing with little to no money down also know as OPM. You may have heard of that strategy? Most students who are invited into this program use established lines of credit, like a credit card, utilizing the bank's money, OPM, to handle their tuition. I'm not talking about tens of thousands of dollars, but on



the other hand not a couple of hundred dollars either. But, keep in mind you'll be working with our experts to become profitable in the shortest amount of time. That makes sense doesn't it? It is impossible for you to make any decision right now because you don't have any of the information. What my Director will explain in full detail is how to leverage your tuition using OPM, and limit the amount of out-of-pocket expenses."

Dreams / Goals:

This is where you help your client start to develop the dream of what is possible while working with a coach or mentor. The more vivid and real you can make those dreams, the more your client will see they need help and they need it now! Here is the purpose for this section:

1. Help your client visualize their goals
2. Have them write their goals down so they are no longer just "dreams"
3. **For every Goal get 4-5 details!**

Psychology: Most people think that the client is now on the "high" of the roller coaster. That is partially true. While talking about their Goals/Dreams, they will again see the light, remember why they got involved in the first place and build hope. This should be peaks and valleys! "You want a new house?" (You can see how they will be up after you detail the kind of house, etc) "How much will that cost?" (Bring them back to reality!) If this is done right, they will be at the lowest point of the rollercoaster." They need help to accomplish the goals they have set. Who will help them?

Commitments:

Psychology: This should take the client back to the top of the roller coaster. You have built the Dreams; they have seen the pain in their financial situation and have committed to make a change. As you build up the Director, the client starts to see him as the answer to all that has been wrong in the past. As they realize the Director can help make them successful, they will reach the peak of their emotional roller coaster. At this point, they should be feeling an emotional high and sense relief. If they start to sell themselves on why they would be a fit for the program, you did a good job up to this point.

Takeaways:

The takeaway is there simply to remind the client that it is not their decision to join this program. We know they need our program. They will begin to sell themselves to us; they will be climbing ever closer to the peak of the emotional roller coaster.

OPM: "When it comes to major lines of credit cards like Visa, MasterCard, and those guys, who is it that you work with now?"

"Now, if I could write you a check to pay off ALL of your credit card debt how much would I need to make that check for?"

"Is all of that on one card, or is it spread out between all?"



"This is where I need you to be specific. I feel that it is very difficult to expect a client to be successful in Real Estate if they can't even manage their own finances. On the Visa/MasterCard/Amex/Discover, what limits have the banks extended to you? At what interest rate? And how much do you have on that card? Now, how about the



SUCCESS FORMULA

There is a specific formula that will lead to your success. This formula is driven by a key set of performance metrics:

1. Phone Time: 3.5 Hours per Day (Minimum)
2. Dials: 80-100 per day (Minimum)
3. Sets: (5) sets per day (Minimum)
4. Set Goals
5. BE POSITIVE!
6. Make (15) appointments on Monday (Get ahead for the week)
7. Make (15) appointments on Friday to end the week on a Positive (Build the Pipeline)
8. Always be learning something new
9. Make commitments to yourself! "I will not leave until I have made (5) appointments for the end of week."



SALES TOOLS

Phones

Always highlight the phone number(s) you want the Program Dir. to call. Don't make your Director have to guess which number to call. Find out what the phone situation at the prospect's location is like. For example, are they going to be on a speakerphone together? Are they going to be on 2 different extensions? Are they going to be in the same room (cordless phones?)

Cell Phones

It's not easy to make a presentation to prospects that are on a cell phone. It's too easy to become disconnected or have troublesome interruptions at critical times during the call. If someone **MUST** be on a cell, make sure of where they are going to be during the appointment. The Program Director does not want to speak with people driving down the road. They need to be in a stationary, quiet, location free from distractions. They also need to be able to take written notes.

Think vs. FEEL

Don't ask people what they **THINK** about something you've said. Instead, always ask them how they **FEEL** about it. People buy emotionally and justify it logically. "How do you feel about that?"

People's Names

Find out what people like to be called. Ask if they have a nickname. If you call someone by a name they don't use or care for, you will break rapport with them rather than building it. For example, if the lead sheet says the prospect's name is 'Matthew', 'Michael', 'Robert' ... ask if they like to be called 'Matt' or 'Mike' or 'Bob'.

Foreign Names

Make **SURE** of the correct pronunciation of a person's name. Saying their name incorrectly hurts you. Spell the name phonetically on the lead sheet for your Program Director. Explain unusual names to your Director beforehand.

NEVER give your prospects:

- a specific period of time that it will take them to be successful
- details about what they will be learning in this advanced training
- examples of the types of deals they will be doing
- examples of success stories
- percentages of clients who become successful
- any information that is not completely true and accurate



THE CONSULTANT (SETTER) SCRIPT

Introduction:

Hello (Name), my name is _____ from Trump University and I've been assigned to your account. I have some questions and some important information for you.

Do you have a few minutes to speak with me? Great!

I have your file in front of me and it doesn't show a partner or spouse, are you married or do you have a partner?

(If yes,) when is a good time that I could spend 15 minutes on the phone with the both of you?

Did you attend the two day workshop? (If **NO**, why not? If **YES**, how did it go?)

What were you hoping to accomplish by attending?

Do you have any experience investing in Real Estate besides your own home of course?

***If NO**, what's prevented you from getting involved in Real Estate?

If you knew how the experts were able to get around that challenge, would that be of interest to you?

Blast:

Well (Name), there is something that I believe will interest you in your situation. How would you like to work with Donald Trump's Real Estate Experts? This is not something we offer to just anyone. We don't want to work with just anyone. You know who my boss is right? Mr. Trump is on a mission to create the next wave of independently wealthy entrepreneurs in America. Is that YOU?

Obviously (Name), if we're going to create these wealthy entrepreneurs, we only want to work with people who have certain qualities. So, we're actually going through an interviewing process, **looking to select a few people** that we might be able to work with **one-on-one**. We're only looking for highly motivated individuals that really want to be



aggressive with their Real Estate projects and want to become profitable right away. IS THAT YOU? Great!

A lot of people have asked if Mr. Trump can meet with them in person and show them how he finds properties; how Mr. Trump evaluates properties and how he uses creative financing to acquire properties with little or “preferably” No-Money-Down. *Obviously*, Mr. Trump can’t meet w/ everyone, nor does he want to. So, he has also created a (insert program name based on lead information) where we only invite a select group of people that have been hand-picked by his Program Director. In this (course/retreat) we offer live, hands-on training with Donald Trump’s professional Real Estate instructors. These instructors will be holding your hand, physically showing you the way. You will learn how to succeed, “The Trump Way!” These instructors are experts in today’s Real Estate world and teach all of the non-traditional or unconventional ways of (buying and selling real estate). I’m talking about the latest strategies and techniques in Real Estate. Let me ask you (Name), is everything Donald Trump does, the BEST? He wouldn’t put his name on this, if it wasn’t, right? Do you feel that working with Mr. Trump’s experts is something you would like to be considered for?

Great! Let me share with you how this works. (Name), my job is to conduct the initial interview. This interview will gives us an understanding of where you are today—what your goals are and we will also be looking at your current financial situation—so that if we decide to work with you, we can come up with a successful game plan to help you become profitable in Real Estate in the shortest possible time. If I feel you’re a good candidate for this advanced training, I’ll be referring you to the program director. “**If we decide to work with you**,” he’s going to tell you what we’re going to expect from you and also what you should expect from us. Now, I want you to understand that “**if you are extended an invitation to Team up with the Trump Organization**,” we’ll be making a very serious commitment to each other. However, if for any reason (Name), during the course of our conversation if we don’t feel this will be beneficial to both of us we’ll just part as friends. Fair Enough?

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Probe:

Occupation: _____ How Long? _____ Happy There: Y N Income\$ _____ Age: _____

Married: Y N *If yes, Spouse Name _____ If yes, get them on the phone

Occupation: _____ How Long? _____ Happy There: Y N Income \$ _____ Age: _____

Do you have kids? Y N What Ages? _____ Established any College Funds? Y N

No, why not? _____

How do you feel about your current Financial Situation? _____

In Real Estate, your current Financial Situation will tell us a lot about what direction we need to go.

Let's Talk a little about your situation.

Card	Balance	Limit	Available	Consumer Debt	Amount
				Mortgage	
				2 nd Mortgage/REFI	
				Auto	
				Credit Card	
				Other	
Total Available:				Total Debt:	

Any Savings or Seed Capital set aside other than retirement? Y N

Do you have a Retirement Fund? Y N Yes, how much? _____ No, why not? _____

TOP THREE GOALS:	
1)	_____
2)	_____
3)	_____

MOTIVATION 1-10: _____ TIME: Y N

INVESTMENT: Y N OPEN-MINDED: Y N

DECISION MAKER: Y N

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Are you willing to make a Decision **TODAY?** Y N

Commitments

Goals/Dreams:

I talk with a lot of people from all over the country and they all share their goals with me. And frankly, most of their goals are dreams. Are yours GOALS or are they Dreams? Let me ask you, currently doing what you're doing, do you really see yourself accomplishing these GOALS? So, what you're telling me is that you need to make a CHANGE! **Are you willing to make that Change TODAY? (Don't say a word till they respond!) Great!**

Motivation:

On a scale of 1-10, 10 being the highest, how motivated are you to accomplishing these goals?

Time:

In order for us to work w/ you at this level, can you dedicate a minimum of 5-10 hours per week to your business?

Tuition:

Yes, there is a tuition involved with this Program. However, this is an invitation only program and you still have to go thru a second interview to qualify. Our goal is to teach you how to acquire property using creative financing with little to no money down also know as OPM. You may have heard that strategy? Most students who are invited aboard this program use established lines of credit, like a credit card, utilizing the banks money, OPM, to handle their tuition. I'm not talking about tens of thousands of dollars, but on the other hand not a couple thousand dollars either. But, keep in mind you'll be working



with our experts to become profitable in the shortest amount of time. That makes sense doesn't it? OK. The question I have for you is, if I set up a 2nd Interview with the Program Director, he's going to answer all of your questions, explain this program in detail so you will have all the facts. And, if we see the value in you and you see the value of working with us, are you prepared to invest into your Tuition at that time and get started right away?

Open-Minded:

There are a lot of people that have the time and the money to invest into their tuition, but may not be Open-Minded and Teachable, and we can't work with those people. For all this to work, you have to be Open-Minded and Teachable. Understand, we are going to be teaching you unconventional and non-traditional ways of Buying and Selling Real Estate. Is that something you're Open-Minded to learning?

Decision Maker:

We feel what separates the successful from the rest is their ability to make swift, educated decisions, and NOT look back! Wouldn't you agree? We feel this is the most important commitment when interviewing potential students. Do you consider yourself a Decision Maker or perhaps a Procrastinator? So, what you're saying is based on the conversation you have with the Director, you're willing to make a YES or NO Decision at that time?

Schedule Appointment

So far, you sound like the type of person my Director is looking for. But, remember, it's not my decision who we bring aboard the program. My Director makes that decision. So, _____ let me put you on hold for just one second while I take a look at my Director's schedule. I know he is on the phone right now so let me see when he is available. OK?



_____, are you there? OK, thanks for holding. It looks like he is finishing up with another client, but I was able to get a word in with him on your behalf. He is going to be another 5 to 10 minutes and said he would be willing to talk to you when he is done. He will be giving you a call in about 10 minutes. **OR schedule for future date and time. Keep in mind, they will be scheduled when the Director has time available (on our time not theirs).**

First off, let me have you write down this gentleman's name down. His name is Mr. _____ (spell it for them) He is going to give you a lot of information so be sure to have a pen and paper handy. I am sure you will be a great success story, but he is the one that makes the final decision on who does and does not come aboard our program. Like I said earlier, it's up to him. OK? Don't be afraid to let him know how committed you are to seeing your real estate projects succeed. Good Luck!



POWER PHRASES

Phrases that should become part of your everyday vocabulary:

- "Help me understand that better."
- "I'm listening."
- "Go on."
- "Why?"
- "OH!"

When the client's credit card availability is \$5,000 or less have them pull statements.

"We have a saying around here. If you want to be terrific you've got to be specific. Why don't you pull your credit card statements so we can see exactly what interest rates you are being charged. Maybe our Program Director can give you some ideas about how to save some money there. "

How long will it take me to be successful?

(Always answer that question with a question of your own)

"Well, of course that depends on how aggressive you're going to be 'with this project. How quickly do you need to accomplish this?"

What guarantee do you have that I'll be successful?

"That's a great question. I wish I could answer it. You see, we have no control over whether we have a client who is going to show up for all their phone appointments with their coach, or if they're going to get off the couch and get out there, and do the assignments they're given. Actually, it's YOU who need to assure us that if you're selected for this advanced training that you're actually going to get out there and do this. Does that make sense?"

What are you trying to sell me?

"Just to be clear about my role here (name), my role is that of a screener. I'm an interviewer. I have no authority to enroll people into any of our advanced training programs. The Program Director does that. My job is to find the serious from the curious. Which would you say you are?"

When setting an appointment without one spouse being involved:

A common excuse at the end of a 'one-legged' presentation is to have the prospect tell the Program Director that he/she needs to check with their spouse. This may happen even after your prospect has told you that they can make a decision on their own. Say this at the very end of setting the appointment. "(name) I just want to make sure I did my job here. My Program Director is really counting on me to find those that are serious from the curious. I know you've already told me that you are able to make the decision about



this advanced training on your own and that your spouse won't be involved with this. I just want to make sure that once you've got all the facts and have had all your questions answered, that you'll be able to give him a simple yes or no answer. Yes is O.K. And No is O.K. It would make me look like I don't know my job if you were to say to my Director, 'Sounds great. I just need to check with my spouse.' I just want to make sure that there's no chance of that happening, right?"

Why are YOU asking me all these personal questions about my credit cards?

"(name) you mentioned that one of your goals is to become debt free. We need to see what sort of debt you need to take care of to determine if this is something we can help you with. That makes sense, doesn't it? We also need to determine your Debt to Income ratio. That helps us guide you as to what sort of real estate projects it would be best for you to start with. Are you with me? Now how much do you have on the first card ... "

I've been through other Real Estate Training programs with another company. How is this different?

Ask things like: "What other company? What are your results? What didn't you get that you wanted? If you failed with that program, what makes you think you'd be successful with ours? What do you want to learn how to do that you don't know how to do now?"

People with no credit cards or who have used up their limits

"(name) there is a tuition for this advanced training. Most people don't take that money out of their pocket. We teach the technique of using OPM... Other People's Money. What most people do is handle the tuition by putting it on their credit cards because it gives them the ability to make very small monthly payments and maintain a low overhead to run their real estate project. Then we teach them to use their success in real estate to pay off the banks in a couple of months or so. However, you don't seem to have the advantage of having that kind of leveraging power. Do you have any other seed capital or savings set aside to further invest into your real estate projects?"

For people who have Real Estate experience:

Ask things like: "What would you like to learn that you don't know how to do now? Since our methods are unconventional, do you honestly feel that you'll be open-minded and teachable to these advanced techniques?"

The 3 Choices Turnaround:

As I see it you've got 3 choices here.

- Choice One. "You can choose to do nothing more. You can be content with what you've got in your life right now. If that's where you're at it's OK. That's what most people do."
- Choice Two. "If Real Estate is really going to be your focus, you can do what the majority of investors do ... and that's to figure out all the 'tricks of the trade' on your own through trial and error. Most people usually make some common



mistakes along the way. And, there's nothing wrong with that approach, as long as you know what you're getting into.

- And Choice Three. "You can choose to hire someone to teach you how to do things the right way. You can learn from someone else's mistakes. That's what I'm talking about here; having a bona-fide Real Estate expert teach you how to be profitable quickly, and how to avoid the common mistakes that can hurt you. This way, you are kind of 'stacking the deck' in your favor. People want this kind of help because they see it as a way to I make their goals become a reality"

"I'm curious ... which of these choices seems best for you and your family?"

I'm Afraid to Invest Thousands of Dollars:

"I understand how you feel. Many of my clients have felt the same way at one time or another. However, what we've found is that if someone is hesitant to invest a few thousand into their education ... what are we supposed to expect from them when their Real Estate Coach is talking with them about investing TENS of Thousands or even HUNDREDS of Thousands of dollars in a piece of property? Would having a professional coach guide you through this be something that would benefit you? Why? "

Refinancing

People who are in the process of refinancing their homes cannot use their credit cards until the re-finance is completed. If you suspect that they may be refinancing their home, schedule another appointment to re-set them in the future. Do NOT set them with your Director.



SUCCESS STORIES

David Harrison – Northern California -- Real Estate

Throughout my education at Trump University, I have had several successes. The Focus Seminar taught me areas in my life that are disorganized and need improvement. Areas where I waste valuable time, I have hired an assistant and check my email less than half as many times prior to attending the course(s), freeing up time to spend on profit making tasks and obligations. In regards to real estate, Exit Strategy Course has given me the confidence to position myself more in control when evaluating and negotiating property. I have purchased a 4-plex in a resort community in the West that is worth almost double what I paid for it at the beginning of the last year! I have also sold one of my first investment properties and with the easy calculation projections and due diligence requirements through this course, I have sold this for 8 times my initial \$8,000 down payment with little improvements! However, instead of 1031 exchanging the money, I am starting 2007 off DEBT FREE. Paid off my BMW, no credit cards, and paid off my second on my primary home and still has some play money left. The Trump philosophy not only motivated me to succeed, but has allowed me to achieve what others promised and under delivered. Cheers! David

JB Olsen – Minneapolis – Real Estate

To Whom It May Concern: I am more than enthusiastic in reporting the success that I have received from my involvement in the Trump University Real Estate Mastery Course. I was a new investor in real estate, and I now own 11 properties, with 5 more set to close (including one commercial property). I have currently put \$2.1 million into my portfolio and I am on track to cash flow \$300,000 for the year. OUTSTANDING! I could not have done this if it were not for the help that I received in my coaching and curriculum. Thank you so much, Trump U. ps -- I want to meet the Donald. He's the best, and I am so happy to be involved with his program. See what you can arrange. pps -- Make sure you forward this email to Mr. Trump. He would be happy to know that he is helping people become wealthy through real estate. ppps -- I am serious...let him know about my success. I will help him brand his name even more as an educator for Middle America.

Greg Aitken – Kamloops BC – Real Estate

Mr. Trump encouraged us to "Think Big" and if the deal was good and the monthly payments could be made, then to go ahead with it. He said that most people shy away from things the larger they become. As a conservative accountant I truly did hesitate with the \$2,400,000 price tag, however I did a 1031 real estate tax exchange, made the payments and recently signed a deal for sale of 200 of the 227 acres of land for \$20,900,000 with the first closing August 17, 2007 and the second one a year later on August 17, 2008. We retain 27 acres and the 48,000 square foot buildings for our offices. I will now be looking for refinancing of \$4,117,112 and/or Venture Capitalist/Private



Equity group for expansion of the business and also a potential developer for a 17 acre "Active Adult" community. Mr. Trump is "Right on the Money". Thanks Greig Aitken

Tadej Brdnik – NY NY – Real Estate

Trump University courses are giving me tools for something I have always dreamed of - financial freedom. I purchased my first property and looking for my second now ... Thank you for giving me tools for making this happen.

Michael Jones – Baltimore MD – Real Estate

Since starting the Real Estate Course I have gained confidence to take steps to buying property. Right now I have several people wanting to work with me to purchase their property. I used what I have learned so far from the course (working numbers & negotiating) and people are coming to me to sell their property. I am days away from my first deal and I know I wouldn't have gone this far without TU. Thanks for everything. Michael Jones

Dr. Dale Allen – Australia – Real Estate

Hello, I am a doctor practicing as a family physician in Australia. For much of the time prior to commencing the Real Estate Investor Coaching Program I was solely focused on my income. I now know wealth is created from the balance sheet and not the profit and loss statement. The greatest gift I received from Trump University was the need to do; no one became wealthy just thinking or talking about it. I have become very active in developing my portfolio and have realized that I enjoy doing developments. I am currently building a new residential property and also doing my due diligence into constructing two more new facilities targeting retirees and their specific needs. Moreover Trump University has given me a blue print that will keep me busy for the next 30 years. With the knowledge and skills I have acquired my financial goals and freedom do not seem so far away. I wish you well on your journey. Yours, Dr. Dale Allen.

Rami Al-Karmi – Anman – Real Estate

Trump University gave me the required background to pursue my interests in real estate investments and start my property management business. The e-learning curricula, Books, material, and instructors were of huge help to me in order to achieve my goals! Thank you Trump University! Chief Executive Officer Concrete Management Total Real Estate Life Cycle Management Solutions! www.concretemgm.com

Tim Rill – Manchester MD – Real Estate

Just purchased two duplexes in Pa after expenses including management it will cash flow around \$500 a property for \$1000 of positive cash flow every month even if I never get out of bed. Not to mention I gained about \$25000 per property in equity to add \$50K to my net worth. If I put about \$5k into each house my net worth will increase by an additional \$40K The course has helped me evaluate the property, area and financing to give me the courage to check all aspects and move forward. My goal is to have \$20K passive income a month by the time I'm 45. I turn 42 on Monday. I need to get busy, busy busy. I have taken many courses in the past and have always fallen short of my goals.

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Trump University has taught me how to turn coal into diamonds with properties and ideas no one else would think of.

Justin Hayes – Orlando FL – Real Estate

I have purchased 3 rental properties in the last year. I have one appraised at 76K with a note on it for 60K. it has rental income of 900 a month coming in. I am cash flowing 438 a month. I have another property appraised at 72K that i have a note on it for 35K with 800 a month coming in and cash flow of 412 a month. the last property was my first purchase and it is appraised at 66K with a note for 58K and I have rental income of 525 with only 26 a month in cash flow. I have taken 9200 of equity out of the houses and have a cash flow of 876 per month from my properties. I am going to do one more deal right now and then I will be moving on to larger deals. I have also had my own life and health insurance brokerage for 2 years but I have added a mortgage brokerage as well in the last 6 months. I have already made in 6 months more then what I have made in the last 1 1/2. My motivation to help others and to create wealth has had a huge impact on my life. I also realized that while I am doing business I am making others in my community money. that is very important as well.

Mathieu Hebert – Quebec – Wealth Building

Before the TrumpU I was only surviving in the financial world. No real plan, no real money... Trump gives me the guts and the knowledge to take control of my career. The TrumpU is surely THE best investment of my life. I change my attitude and apply the "Trump way" into my financial advisor business and EVERYTHING and change! The way that people see me, the way my clients see me, and of course, my wealth!!! I can tell that TrumpU give you more than a edge, it give you a vision and tools to make it happen!

Krystyna Mazur – Chicago IL – Real Estate

Became to America not knowing English 17 years ago, I'm thankful for many things: - opportunity for being who I'm; well educated, professional, normal. America is great country especially for people who really know what they want, where they want to be. Having goals is good things, because means, that we are not poor with mind. Positive thinking is very helpful but everything together need us keep going; take decision, go forward. Best things follow right people who are successful. One of the special spirit for my mind is Trump U - with many subjects I'm thankful for. I have had the opportunity to learn; how to be successful in my own business (I was worry to open long time ago). After Trump U programs I'm much smarter, think quicker, have confidence. Trump U teach not only business but also think positive, be good to ourselves, family, others; how to create, work and personal life. Being with greatest teachers (mentors, masters) like Trump U has, I got so much positive energy and keep going forward. Thank You Trump U for getting in my life. Krystyna Mazur Chicago, IL

Frank Cook – Washington DC – Real Estate

THANX MR.TRUMP.I AM A AUTO REPAIR SHOP OWNER.MY FAMILY AND I LIVE FAIRLY OK,BUT THERE WAS A VOID.I PICKED UP TRUMPS BOOK ON REAL ESTATE.THE BOOK BLEW MY MIND.I PROCEEDED TO GET THE ON

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LINE COURSE,STUDIED IT AND PUT IT INTO EFFECT.EVERY DEAL I CHECKED OUT,IT IS AS IF I HAVE MR. TRUMP IN MY HEAD GUIDING ME TO MAKE THE BEST DECISION.IT'S AMAZING HOW MUCH STUFF HE COVERS.SINCE THEN I HAVE PUCHASED MY FIRST HOME,A DUPLEX IN THE HEART OF DOWN TOWN D.C.,A DUPLEX BY CATHOLIC UNIVERSITY D.C,WORKING ON A CONSTRUCTION TO PERM IN MARYLAND(WATERFRONT),ALSO I AM CURRENTLY SERCHING FOR A GAS STATION TO PURCHASE.I NORMALLY NOW EASILY KEEP SIX FIGURES IN THE BANK,SPEND MORE TIME W/ THE FAMILY AND HAVE TAKEN MY FIRST REAL VACATION IN ALL OF MY LIFE.I ALSO HAVE BEEN ABLE TO PERSUIT MY PASSION WICH IS BOATING.I NEVER WOULD HAVE BEN ABLE TO DO THESE THINGS WITHOUT REAL ESTATE INVESTING.GOD BLESS YOU AND YOUR TEAM OR PROFFESIONALS.AS A MATTER OF FACT,I NEED TO GO OVER PART OF A LESSON(THERE IS SOME INFO ON LAND ACUASITION I NEED)GOTTA GO MAKE SOME MONEY-TAKE CARE AND GOD BLESS--
FRANK COOK

Michelle Townson – Guatemala -- EMP

Well it has been almost 3 months since I started my coaching at Trump University and I have already not only made one real estate deal, I have created the first chain of realtors in central America that specializes in the region, offering any type of services needed for international investors from around the world. I have obtained from Trump University the knowledge to market my company in such a way that my concept has become unique an specific to meet the needs of clients that need special personal attention , which has become one of my most important services in the company. I felt privileged to have been selected to obtain this type of coaching from such a prestigious corporation that tiers came from eyes the day I received the news, because I knew it was the last chance to make my dream come true, at 40 the new 30's, not to many times this opportunity knocks at your door, so I do motivate anyone who has the chance to take opportunity of the courses they offer to take them , apply them not only in the business sense but in the way they peruse their lives, it is important to have a sense of achievement in anything you do in your day, it could be the last , we never know. Thank you, is not the right word to express all that I have accomplished through Trumps University', because not to many people in the world like to share how they accomplished their success and this men had the desire to help others obtain their dreams also. So, Yes.. I am a success story from Trump's University. Michelle Townson-Guatemala There's only thing left for me to obtain from Trump's University, it will be the privilege to meet him in person some day, hopefully not to far away. Thank you.

Marty Coleman – New Jersey -- EMP

Mr. Trump and Trump University have inspired me and given me the courage to make my entrepreneurial dreams come true. When the company I worked for went out of business last month, I quickly started my own business and serviced my existing client base without interruption. I have learned from my last company's mistakes and have



turned my knowledge into profit. Thank you Mr. Trump and Trump University! Marty Coleman President & CEO Coleman Global Telecommunications,

Jeremy Anderson – Clayton NJ -- EMP

As a poor humble young man half Irish and half American Indian who from discerning the strategies of such great life changers as Sun Tzu and applying them to the Boardroom to harnessing the power in the lessons of Norman Vincent Peale for self empowerment and honoring the teachings in The Word Of God for clarity of mind and so many other self discoveries which have defined me to this point - all past experiences have led me to this following solid conclusion: It is because of the efforts of so many at The Trump University and the vision of 'The Donald' himself that have empowered an unmatched public platform for the incubation of the future Masterminds of American Entrepreneurial success. It is in this enriched environment at TrumpU that has provided me hard to find resources which I could not find anywhere else. Their experience and knowledge about business approach is truly unparalleled! I have grown from the teachings in one year's time and immediately applied it each week to my everyday business tactics and have found 300% growth in my hourly wage in 11 months time! I was billing only 11.50/hr in Texas providing SaaS custom medical billing software development to 11 months later leading Brand management and Engagement Marketing strategies for an incredible Brand I never thought I'd be honored to assist as a critical decision maker billing 36/hr now. I believe it is many things I have discovered through my stimulation and practice of being involved as an active participant of the Trump University resources online that I must be grateful to in propelling me to my latest successes now here in New Jersey, Delaware and New York. I believe a secret key where we all can begin in Trump University's programs (no matter what specific program or perspective you are coming from) can be found in what Madam C.J. Walker said in the late 1800s and it is still true today; "I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them! " Thank you again TrumpU for the indescribable experiences - onward and upward as a friend of mine says - I look forward to my own ongoing successes to continue as I continue to grow professionally by my ongoing participation and endless discoveries in all your materials which have a part in sculpting me to be my best. I believe Trump University provides the proper type of Business launch pad engagement-rich programs that will sculpt tomorrows success leaders today. Thank you for the opportunity to share my personal successes, Sincerely JeremyAnderson.com

Vinil Ramdev – India -- EMP

I have taken a lot of entrepreneurship courses, but Trump Universities courses are the very best. It changed my life drastically. If you are serious about entrepreneurship you don't have a choice, you have to take these courses. They will change your life.



John Meiden – NY NY -- Marketing

I've taken a few courses with Trump University. I like the access to the site and classes from my computer, this is one aspect of online learning that is beneficial to a busy schedule. I'm a broker in New York and the courses have given me the insight to stay with my plan. I'm currently working on bringing money to the table for a Restaurant in New York for expansion. The marketing course showed a different view as to how to define the markets and target them to get what you want. I never really looked at markets as I do now. I have been doing more in depth research than ever before since the class. My participation was the very first class which was over a 7 day period I believe. I remember sitting there and thinking about all the information I was getting from the instructors via computer in the comfort of my home office at that time. Well moved my office to Rockefeller Center and the deals haven't closed yet but they are worth the efforts I've put in and the motivation came from Trump University. Look at the University, Listen and learn but do not give in and the success will be yours. I believe in the University and the benefits you will acquire if you put the effort in. The site has blogging and a ask a question and get the answer, so this adds to the value of the site. Take a chance you might like it and make a few bucks John P Meiden Meiden Enterprises Real Estate Brokerage

Anthony Gugel – Australia – Wealth Builder Software

The Wealth Builders Blueprint has helped me really focus on what my goals are, the plan needed to achieve them, who I need around me to help achieve them and what my measures of success will be. This has given me the knowledge, impetus and confidence to put together five business plans for new products and services, and undertake negotiations for potential business acquisitions. Trump, together with Robert Kiyosaki, have had and will continue to have a profound positive effect on me and my family. Thank you. Regards, Anthony Gugel



Weekly Updates

To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Notable Marketing Techniques

How to Prepare Your Property for the Market

Situation: With the recent market slightly favoring buyers and renters, property owners must think of not only providing prospective "clients" with the best value proposition, but must also provoke an overwhelming sense of love at first sight.

Complication: Many property owners, especially "first-timers," get too emotionally attached to their investments. After devoting a lot of hard earned money and sweat equity into a property, investors forget that they are marketing a product, subject to market conditions, and have unreasonable expectations.

Resolution: Investors who wish to successfully sell or rent their properties must realize that they are doing so in a competitive market where customers have a lot of choices. In order to facilitate the selling/renting process, owners must disassociate themselves from the property and set reasonable prices. While conventional techniques of improving property appeal, such as rearranging closets and cabinets, making repairs, and checking curb appeal, are still necessary, owners/sellers may want to consider more aggressive and unconventional techniques. Staging properties has become evermore popular and helps promote an "I-want-that" kind of fervor. Including furniture in the package helps draw even more market attention. Direct mail and E-Flyers are also becoming more popular.

Attachments:

"I'll Take It! (and the Sofa, Too)"

http://www.nytimes.com/2007/05/06/realestate/06njzo.html?_r=1&ref=realestate&oref=slogin



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Choosing the Best Mortgage

With the recent market conditions, picking the right one is all the more important.

Situation: If you are in the market for a new property, you may figure that you may as well get the cheapest mortgage possible, with property values all over the place recently. But finding the best type of mortgage for your situation can feel a bit daunting with all this talk of the declining sub prime market.

Complication: Many people overlook clauses and “catches” when shopping for a mortgage and fail to accurately project future expenses. It doesn’t have to be that way, though.

Resolution: Investors need to ask themselves the right questions in order to narrow their search to the best category of mortgage for which they need to comparison shop. The most important question should be: “How much can I afford to pay on a monthly basis?” Keep in mind that your mortgage payment is only part of what you will pay to own your property. One should budget for general expenses and costs that may not immediately be covered by collected cash flow.

15-Year versus 30-Year: A 30-year mortgage will have a lower monthly payment and a higher interest rate than a 15-year mortgage. So you will have a lower monthly obligation, but you will have to pay more for the property over time because you are paying it off with interest for a longer period.

Fixed versus Adjustable: In order to answers this question, one should ask: “How long do I plan on owning the property?” A fixed-rate mortgage locks in a rate for the length of your loan. ARMs, meanwhile, are short-term fixed-rate loans: After the fixed rate term is up, the rate adjusts at regular intervals in accordance with current interest rate conditions. Generally, if you are planning on owning long term it may be better to utilize a fixed-rate mortgage and avoid an unexpected interest spikes. If you are planning on short-term investment, ARMs may be of interest.

Attachments:

Trump Mortgage

<http://trumpmortgage.com/resources/loantypes.php>



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Commercial Properties

Good News:

- All of the other major factors affecting the commercial market – the state of the U.S. economy, the level of interest rates, the amount of funds that are seeking investment, and the persistent rise in construction costs – all of these factors seem to support a continuation of the very strong real estate market and the historically low level of capitalization rates that exist today.
- The ageing of the population and the retirement of the Baby Boomers means that there is a large chunk of retirement money looking for alternate income opportunities ... think “income property.”
- “A” quality commercial properties are becoming “commoditized,” meaning that there are real opportunities in “B” and “C” product, which is great for the new investor.
- The big players are getting out of condominium product at significant discounts to original asking price (which means you might get a nice home for cheap). This was in evidence in San Diego and South Florida. Residential projects are taking a back seat to commercial in the minds of the big investors.
- My conclusions are that there will be some opportunities to make money in smaller commercial properties in outlying areas and smaller urban markets.
- The chill in the housing market won’t pass through commercial property. Odds are against a slump anytime soon in the markets for office, industrial and retail space, despite pockets of weakness in some regions and some property segments—notably in retail outside of malls and other shopping centers. Overall, growth in demand for commercial real estate is more than keeping pace with gains in supply, buoying property values and rents.

Bad News (Not that bad though!):

- The fat price gains for commercial investors are largely over. The average return this year on investments in the sector—known as the capitalization rate—will be about 6% to 7%, down from 8% to 9% last year, and a whopping 20% or so in the previous two years, when the commercial market began reviving.



To: Enrollment Counselors
 From: Mark Sawczuk
 Date: 8/14/2007
 Re: Declining Markets

The slump in home prices was both deeper and more widespread than ever before in the fourth quarter (2006). –CNN Money

Situation: Market performance will be more modest in 2007 do to negative speculation and economic conditions. The National Association of Realtors reported a 2.7 percent decline in prices in the fourth quarter (2006) compared to the fourth quarter of a year earlier. That's the biggest year-over-year drop on record.

Complication: Investors need to realize that there is a threat of oversupply and lack of appreciation. Builders are being forced to drop prices even faster than owners. They overbuilt and have huge excess inventory that they cannot sell at current prices. If you don't do your research, potential for investing in a declining market is certain.

Resolution: Realize that prices are far beyond any historically known relationship to rents or salaries. Rents are sometimes less than mortgage payments. Salaries cannot cover mortgages except in the very short term, by using adjustable interest-only loans. In order to prevent such an investment catastrophe learn to look for markets with a housing shortage, emerging industries, and major access points where an increase in rent is in the foreseeable future.

Top 10 Declining US Markets

Akron	<u>OH</u>	-6.5%
Toledo	<u>OH</u>	-7.0%
Youngstown-Warren-Boardman	<u>OH-PA</u>	-7.7%
Barnstable Town	<u>MA</u>	-7.8%
Reno-Sparks	<u>NV</u>	-8.9%
New Orleans-Metairie-Kenner	<u>LA</u>	-9.3%
Springfield	<u>IL</u>	-10.4%
Cape Coral-Fort Myers	<u>FL</u>	-11.7%
Palm Bay-Melbourne-Titusville	<u>FL</u>	-17.0%
Sarasota-Bradenton-Venice	<u>FL</u>	-18.0%



Top 10 Markets where Price are Expected to Drop in the Coming Year:

Stockton, CA	- 9.7%
Merced, CA	- 8.9%
Reno/Sparks, NV	- 8.9%
Fresno, CA	- 7.9%
Vallejo/Fairfield, CA	- 7.8%
Las Vegas, NV	- 7.1%
Bakersfield, CA	- 6.6%
Sacramento, CA	- 6.4%
Washington, D.C.	- 6.3%
Tucson, AZ	- 6.2%

Sources: CNN Money, US NEWS, Pricewaterhouse Coopers

Attachments:

"6 Strategies to Survive the Real Estate Bust."

http://money.cnn.com/magazines/fortune/fortune_archive/2006/12/25/8396764/index.htm



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Emerging Markets

The global gateway metropolitan areas of New York, Washington, Los Angeles, Seattle and San Francisco and Seattle rank as the top major U.S. markets for real estate investment prospects this year. -- Urban Land Institute (ULI) and PricewaterhouseCoopers LLP

Situation: Although we don't expect any major downturn in the marketplace, it's likely that real estate's overall performance will be more modest in 2007.

Complication: Investors need to realize location is becoming ever more important in real estate investing as the transforming global economy increasingly determines where companies and people need and want to be.

Resolution: Understand that the top markets are distinguished by several characteristics, including: locations along pathways with major international airports and harbor ports; 24-hour features; attractive settings in reasonably comfortable climates; geographic barriers limiting sprawl; and jobs attracting an affluent, highly educated workforce.

Apartment Sector: Ranked highest for investment return potential. Apartment market's strength attributed to rising mortgage rates and high housing costs, which have shut some entry-level buyers out of the home buying market. As the for-sale market softens, conversions of condominiums into apartments could cause some unwanted competition, the report cautions.

Top 10 US Markets that Will Rise in 2007: McAllen-Mission, Texas, El Paso, Albuquerque, Salt Lake City, Syracuse, San Antonio, Rochester, NY, Baton Rouge, Fort Worth, and Birmingham, Ala.

Top 5 US Markets that Will See Continued Appreciation in 2007: San Francisco, Los Angeles, Seattle, Boston, and New York City

Top 10 International Markets: The top ten investment markets worldwide include five from the Asia Pacific region, three from the United States and two from Europe. In addition to Osaka, New York and Washington, rounding out the top ten are Shanghai, Tokyo, Paris, Los Angeles, Singapore, Taipei, and London.

Sources: The Urban Land Institute, *Emerging Trends Forecast*, PricewaterhouseCoopers

Attachments: "Osaka, New York and Washington are Top Real Estate Investment Markets Worldwide: ULI Analysis Shows Global Gateways as "Best Buys"

<http://www.uli.org/AM/Template.cfm?Section=News&CONTENTID=87075&TEMPLATE=/CM/ContentDisplay.cfm>



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Foreclosures

About 1.5 million U.S. homeowners will be foreclosed on this year.

Situation: Investors will now have tremendous opportunity to purchase properties at major discounts and rent them to the emerging rental market.

Talking point: Buy properties for discounts of 20% - 90%. Hot markets include California, Missouri, Arizona, Florida, Maryland, and Texas.

Complication: Most people don't realize hidden risks when investing in foreclosures and get burned. Includes: unpaid liens, miscalculated costs, tenant rights, and sold "as is."

Resolution: Develop knowledge, skills, and confidence to make deals that minimize risk and maximize profits.

Foreclosure: legal proceeding in which a bank sells or repossesses real estate due to the owner's failure to comply with a mortgage or deed of trust.

Types: Pre foreclosure, foreclosure, and Real Estate Owned (REO)

Pre foreclosure: When the owner of a property is behind on payment and the banks haven't sold the property yet. **Best type** because the sooner that you contact a homeowner in pre foreclosure, the more time one has to structure a deal and purchase the property

Foreclosure: Open bidding on property sold "as is"

REO: Bank has already completed the foreclosure process with the state and holds the title for the property

Necessary Skills: Foundation in real estate, market cycles, foreclosure sources, and risk analysis

Sources: Fannie Mae, FDIC, IRS, HUD, SBA, US Treasury, Veterans Administration

Attachments: "Foreclosures May Hit 1.5 Million in U.S. Housing Bust"

<http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aoxvdkPVfUNo>



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Notable Marketing Techniques

How to Prepare Your Property for the Market

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Attachments:

“I’ll Take It! (and the Sofa, Too)”

http://www.nytimes.com/2007/05/06/realestate/06njzo.html?_r=1&ref=realestate&oref=slogin



To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Rethinking Real Estate

Though many flee, strength in some segments makes case for REITs and other vehicles. –Wall Street Journal

Situation: With housing prices softening and sub prime lenders tanking, investors have been running from anything that relates to real estate. But, they may be bailing too quickly, as some parts of real estate investing are still doing well.

Complication: So where to invest, given the meltdown in some parts of the real estate sector?

Resolution: Real Estate Mutual Funds! The easiest means for creating instant diversity across regions and property styles is to buy a real estate index mutual fund or an exchange traded fund. Office properties, in urban locations, currently offer the best opportunities. Apartment REITs also offer potential as former homeowners slip back into the rental market after the explosion of foreclosures.

REITs of Interest: Vanguard's REIT Index, iShares Dow Jones US Real Estate Index, Vornado Realty Trust, Home Properties INC, and Boston Properties INC.

Attachments:

"How to Find the Best REITS"

http://www.dividenddetective.com/screen_for_reits.htm



To: Enrollment Counselors
 From: Mark Sawczuk
 Date: 8/14/2007
 Re: The Good & The Bad

- **Market Overview:**
 - Ben Bernake
 - Beleaguered housing market might finally have stabilized
 - A lot of good news is already priced in for a spring recovery
- **Mortgages**
 - Bad News: Mortgage lenders are tightening their credit standards
 - Limiting use of loans requiring less documentation of the borrowers status than conventional mortgages
 - Most affected: ARMs on sub prime market
 - Risk → teaser rates
 - Foreclosures numerous in Northeast, Midwest, and Southwest
- **Rental Market**
 - (Rising mortgage rates + mortgage document requirements) + shortage of affordable housing + high cost of construction = POSITIVE outlook for 2007 rental market
 - Multifamily: The apartment market is strengthening as potential home buyers remain in rental housing and echo boomers enter the rental market. New supply is matching absorption, keeping vacancy rates flat.

	Vacancy rate	Rental rate change	Net absorption
Multifamily			
2005	6.2%	2.9%	350,975 (units)
2006*	5.2%	4.8%	262,762 (units)
2007**	5.3%	5.0%	203,050 (units)



Weekly Updates

To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Subprime Loans Get New Standards

Principles issued by bank regulators include new consumer protections; lenders should only offer loans to those who have proof they can repay—cnmmoney.com

Situation: US banks regulators tightened standards for mortgage lending in a bid to curtail risky practices that have been blamed for a record level of foreclosures. Borrowers should not be penalized for refinancing a mortgage before a low introductory rate resets to a higher level and lenders must have evidence a borrower can repay, according to a statement of principles issued by the regulators.

Complication: Many lenders relaxed underwriting standards for subprime borrowers with shaky credit during the recent housing boom. As the housing market soured, many of those borrowers fell behind in their payments and a record portion of borrowers faced foreclosure.

Resolution: Besides protecting borrowers from costly refinancing, the updated guidance discourages loans that have let borrowers inflate their income to qualify for a loan. "Low doc" mortgages were once offered to borrowers; even if they could not document that they had the resources to make payments. Lenders will now only offer such loans to borrowers if there is sufficient evidence that they can repay, according to the recent regulation.

Attachments:

"Regulators Issue New Subprime Lending Standards"

<http://www.cnbc.com/id/19503995/site/14081545/>



Weekly Updates

To: Enrollment Counselors
From: Mark Sawczuk
Date: 8/14/2007
Re: Tax Savvy Investing - 1031 Tax-Deferred Exchanges

Over the past 20 years, tax-deferred exchanges have become an increasingly important part of real estate transactions; helping many increase their wealth.

Situation: If you eventually sell the new piece of property, you would owe taxes at that time. Generally, all gains and losses on sales of real estate are taxable, but an exception lies where the property sold is traded or exchanged for "like-kind" property.

Complication: Many people view tax deferred exchanges as being for huge corporations, or only for professional investors. However everyone should take advantage of these where they can. Strategy -- purchase a property below market value, rent it for a year, sell it, and buy two rental properties with your gain. Note that if you do this too many times, the IRS may take the view that you are not a long term investor, and disallow such exchanges. When you get ready to do a tax-deferred exchange, you will need the services of a qualified CPA and Attorney, though.

Resolution: The tax-deferred exchange is a great way to maximize your wealth. By keeping your investments growing without immediately paying taxes, you can do wonders for your net-worth.

Attachments:

"Five Misconceptions of 1031 Exchanges"

http://nreionline.com/mag/real_estate_five_misconceptions_exchanges/index.html



TRUMP UNIVERSITY FAQ'S

Who is Donald Trump?

Overview:

Donald Trump is an American business icon. He is the very definition of the American success story, continually setting the standards of excellence in every industry he touches. He is an internationally renowned real estate developer and entrepreneur who manages over 100 operating companies.

Key Facts:

- Graduated from the Wharton Business School at the University of Pennsylvania, considered one of the best business schools in the world.
- Forbes magazine estimates Donald Trump's fortune at \$2.9 Billion
- The Interbrand Agency identified the Trump brand as being the 7th most valuable in the United States
- In August of 2006, Mr. Trump was voted by *BusinessWeek* magazine as "the world's most competitive businessperson."
- Mr. Trump has authored seven books, including *The Art of the Deal*, *The Art of Survival*, and *How to get Rich*, all of which became bestsellers
- His portfolio of prestigious properties includes:
 - Trump Tower
 - Trump International Hotel & Tower, voted the best U.S. Hotel by Conde Nast Traveler
 - Trump World Tower at the United Nations Plaza
 - 40 Wall Street
 - Trump Park Avenue
 - Trump Palace (the tallest building on the East Side of Manhattan)
- Current projects under development include:
 - Trump International Hotel and Tower, **Las Vegas** (Anticipated completion of Tower I is 2007)
 - Trump International Hotel and Tower, **Fort Lauderdale** (Anticipated completion is 2007)
 - Trump International Hotel and Tower, **Chicago** (Anticipated completion is 2009)
 - Trump International Hotel and Tower, **Toronto** (Anticipated completion is 2010)
 - Trump International Hotel and Tower, **SoHo** (New York City)
 - Trump International Hotel and Tower, **Honolulu** (Anticipated completion is 2009)
 - The Palm Trump International Hotel and Tower, **Dubai**, United Arab Emirates