

7/26/2026 Sunday Meeting

Leadership Phase week 3: Redemption Mom/Dad

Intention: each has the belief/desire/plan to make this an awesome chapter, however the story has gone 2 tangible goals for everyone:

- 1) Do the work to earn Sizzler
- 2) Do the work to earn a spot of the Leadership Team

OL box/Bring: Sizzler “plane tickets”, index cards

Optional: Do another “Sizzler Themed” meeting - latin music, towels, sunscreen, beach balls, etc.

TeamHub: [sizzler 3 week mom & dad redemption](#), IWW Promotion - [EB/Dy Click Here](#) / [JYD Click Here](#)

[Advanced Sales Shorts](#), [PC Podcast Episodes](#); [Pacesetter](#),  Sunday re-set time to yourself & 36 boxes.pptx

[Sizzler 3-wk contest](#)  Bounced payments/ Yellow Alerts - SWA ;

 [LINKS TO FY DA, PSL AND EDA 2027.docx](#) ,

OL Checklist:

OL Saturday night:

- **Stats COO total team units, customers;** average teams’ work stats; rank with % growth over their collective best week to determine going into Sunday which team was 1st place and gets their mtg paid by the other team(s). E-mail Sales Support if there’s a team that won the Sizzler \$ for collective best week.
- Plan Sunday Mtg (read everything below):
 - If you are one of the EagleBlitz or TT3 orgs that has people starting IWW, I put your IWW close right after the regular close below. EB: use the “Get Ready for Deliveries” to organize deliveries from Week 11 outline. Still use THIS outline for team recognition & some content.
 - For all the other orgs: review this outline. What does your org need? Prep Team Captains for personalized recognition. Make this a quick Sunday mtg; send people home early. NO talk about “finishing” yet. Stay present in the Leadership Phase!!
 - Optional: Prep a SL to set up the Sizzler-themed Sunday...for example...everyone gets sunscreen smeared on their nose as they arrive, latin music playing, chairs gone and everyone sits on beach towels for the meeting...(still ideally hold your meeting inside for focus, then outside for PCs/fun)
- Stat call schedule: later stat call times so everyone can work late!! Bs and/or capable FYs get a new role to “live into;” you can continue to have a SL that’s in charge of a team and helping that group produce results.

OL Sunday

- Keep promoting Everyone gets on Sizzler!! You were sent Sizzler “plane tickets.” Write an org member’s name on each of them and use today in your close. Other ideas: get a volleyball or dodgeball, have each person sign it as they hit Sizzler; every Sunday have some sizzler element (eg everyone dances to latin music, play a sizzler video)
- ASK BACK/COMMIT the SLs you want to work with next year. Always have them fill out **2027 EDA** with you there that day so it actually gets done. Recognize in the close.
- Look at your org trends; see what stat you can ask them to focus on this week (probably demos or sits!!).
- If you have **people that think they need to order books**, check this chart FIRST for which SLs likely have way more on hand than what they’ve sold:  [Book Statuses 2025-2026](#)

Quick SL Mtg

(FYs can watch [Josh Heuchan Video](#) On the teamhub...start it 5 minutes in, so 30 min. OR they can watch a couple "Advanced Sales Shorts" [PC Podcast Episodes](#) and tell you what their favorite it)

- Technical/sales coaching.
 - o Ideas applied from last week's zoom? You may want your SLs to listen together to [DC's Dissatisfaction points](#) (13 minutes) \
 - o OR pick an "Advanced Sales Shorts" [PC Podcast Episodes](#) - in the Top Rookie Tools Teamhub and Aisha sends out in WhatsApp. Here are some "shorts" options from the past few weeks:
 - [The Never Ending Hustle](#)
 - [Nobody Cares About Your Summer](#)
 - [Finding Purpose Beyond Sales](#)
 - [The Power of Self Talk - Taite Wilson](#)
 - [Consistent Attitude - Maxwell Paulin](#)
 - [Embrace Challenges - Martine Cao](#)
- How can we help the org/roommates?  Breakfast Coaching --2026 resuming this week.

Org Mtg.

- **Team Captains lead Recognition & Execs**, can do specialized recognition for each person on their team. Recognize big Saturdays—we always finish strong! Any TOC winners for your org that made it to 8, final 4 and on to the championship round? New Sizzler winners this week?
- **We ALL do the work to get on Sizzler!!!** (hint that there's more sizzler \$ contest coming...). Have everyone calculate what they need to hit this week in logs and units to make the contest. If they've already gotten on Sizzler, how quickly can you get to the next level? Fill out with your why and how for the week and your boxes to check
- **Best weeks share how they're staying checked in**; The story's not over...write a great chapter!
 - o Cover ONE of the Dissatisfaction Points - Encourage them to get out of the comfort zone and show SWAD at every house or to every house after 5PM.
- Teaching: teach whatever your org needs. Look back at previous outlines for ideas missed or use past Breakfast Coachings for how to work late, get FB posts in neighborhood pages etc.
 - o We sell systems when we work hard and have a lot of FUN!!
 - Share Ideas from Josh Huechen's video (3-legged stool)
 - Ideas to have fun on the field
 - Ideas to make HQ/breakfast mornings fun
 - o Play a video from Coop Tunes on SkWids...talk about how to sell Coop & Friends (and whole kids system) WITH logs. Other best practices for serving families with the system
- Mention this week will be Redemption for mom or dad!

Quick Lunch/PCs

(general PC outline is on the Teamhub) Everyone call your yellows!

Close the meeting early, get people home to recharge and go to bed earrrrrly

- Any SLs/FYs added to the 2027 Leadership team to recognize?
- Promote 3rd week of the Sizzler Sprint!
- Promote [mom & dad redemption](#)! Two ½ week chances to earn Moms or Dads awards or both!
- Give [Sizzler plane tickets](#). RIGHT NOW have each person write whatever action/helpful message you need on it and tape it to your dash!: "It's worth it, stay focused" or "8:59-9:31, 33 demos & laugh all day" or "The pain of discipline is way less than the pain of regret" or "get out of your

car and get on sizzler” or whatever. Give your org a minute NOW to complete it.

- [Breakfast Coaching](#) is resuming this week
- Encourage everyone to do some version of the steps to [Sunday re-set slides](#)
 - Meditate/decompress/breath
 - Victories of the week
 - Areas of growth/Funky thoughts (and the truth about those thoughts)
 - Clarity/focus for the week
 - Summarize on a Clipboard/notecard: character trait each day of the person you’re working for... Yessi puts: focus, technical, keep doing, looking forward to...

Close for orgs starting IWW weeks:

- **Simple, fun promotion for IWW!!**
 - Let people share what finishing strong means to their school year, etc. Give your org time to write a paragraph RIGHT NOW on an **index card** about how they DO want to feel and want said about them at the Awards Banquet. Then on the backside (or a separate note card) with how they do NOT want to feel at the Awards Banquet. Read the positive of what you wrote every morning at breakfast! And if you’re tempted to slack off, read the negative side to yank yourself back into going the right direction. Additionally, have each person write whatever action/helpful message you need on it and tape it to your dash!: “It’s worth it, stay focused” or “8:59-9:31, 33 demos & laugh all day” or “The pain of discipline is way less than the pain of regret” or “get out of your car and get on sizzler” or whatever.
 - IWW Promotion - [EB/Dy Click Here](#) / [JYD Click Here](#) dinner at Dave Causer’s house at Check-in (no minimum)!! Flier explains that to win the personalized bat, minimum of 150u for FY 250 for SLs BOTH weeks. They’ll have a chance to get their 150/250 during deliveries too but must have hit IWW at least one week during SELLING for the bat). All IWW winners get medals at awards banquet, regardless of units.
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DIDN'T USE IN OUTLINE

Optional: Sunday morning early text your org asking them to listen to the [Josh Huechen video](#) on their way to the meeting.

Mort Utley bio:

In 1956, Mr. Fred Landers – for whom Landers Plaza was named – invited his lifelong friend, Mort Utley, to speak to Southwestern's Sales School. It proved to be the first of what was to become thirty-five years of speaking to Southwestern groups like this one. During that time, he made more than 1,000 speeches to students, talking always about how to get more out of their summer...and their lives.

More than 100,000 Southwestern students heard his words over the years, and by following his advice, became successes not only in selling books, but throughout their lives. In fact, this summer, you will meet Southwestern alumni, and one of the questions they will ask you is, "Does Mort Utley still speak in Sales School?"

The answer is no. On Christmas eve, 1990, Mort Utley passed away. But we had professionally video-taped one of his last speeches. And throughout this week, we will show you excerpts from Mort's Keynote Address, a speech which has become forever a part of the Southwestern philosophy. You will hear these excerpts each day, and they will help and inspire you out on the bookfield, as they did for the 100,000 people who came before you.

Didn't use this year:

Spencer Hays affirmation cards

Man in the Glass poem sent last week

Habits checklist

Last week of daily **Breakfast coaching** to do with roommates

I (& Edgar/Jake) will do stats calls with each of you one day this week to support you and your org in finishing strong. Will text to you Sunday night. VOICE TEXT ME ALL OTHER NIGHTS that we don't talk with 1) Your stats/wins/plan for tomorrow 2) how your org is 3) any follows/stuff to address tomorrow and who you'll bring up with you in the morning. We're gonna finish stroooooonnggg. 😊

Orgs that have 2 weeks of selling (A&M)

-Still Organize deliveries today! You may want to wait to do the 1st part of this Sunday's outline and FYs run NEXT Sunday's meeting, end of week 11, with the SL appreciation etc. Can also have a talent show or "field day" activities that the org EARNs by getting deliveries organized THIS Sunday and working hard all week. The last week, do two 1/2 week redemptions: M-W and TH-Saturday. Earn Mom's, Dad's, T-pen. Don't tell them until Wednesday night that there's another 3-day redemption opportunity. :) Have them earn it with best 1/2 week in customers, units or logs. Or personalize how they earn it (with something controllable).

- o **CFO Talk to low remitters!!!** Make a plan for how they'll get remittances over 65% to get books.
- Optional: Why finish strong!!!!
 - o Options: 212 degrees movie. Who are people we all know who've lived at 212 degrees? Old heros? People in your life? =make the best of their situation in their circumstances!
 - o 212 finish on the bookfield:
 - Why matter? Difference it makes in next 3 weeks, school year, life...
 - Obvious hero: external (e.g. Sam Best, Eric Rubash) heroic amid overwhelming circumstances. Quiet hero: internal circumstances (SM who's heart broken, FY with goal impossibly far off)