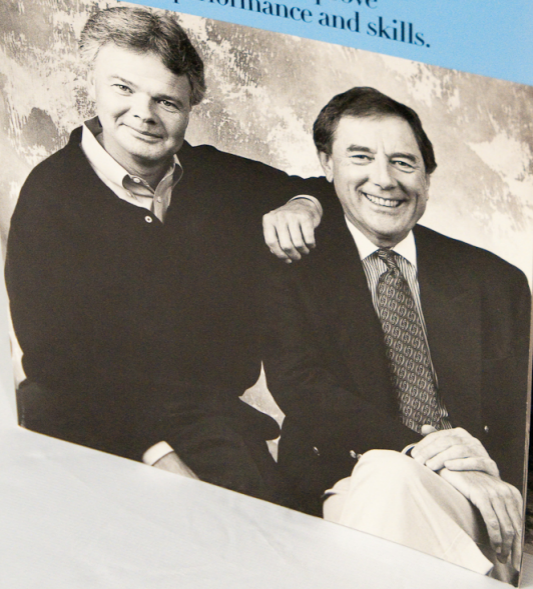


Join us in owning a share of the  
\$14.3 billion that corporations  
are investing to improve  
employee performance and skills.



**“One project  
and you’re off  
and running.**

**That’s what  
can happen  
when you cater  
to a blue-chip  
clientele.”**

**— PATTY DUETTING  
Advantage Associate  
since 1992**



## **FINANCIAL REWARDS**

**“A major corporation had a need, and I was fortunate to be calling on them at the right time... and with the right set of solutions from Advantage.**

The result was a substantial project that got my practice going. And an ongoing business relationship that has paid big dividends every year since.

Maybe things will take a bit longer to materialize for you. If so, you'll appreciate that Advantage doesn't make you commit to anything you don't need—and that you can conserve working capital by doing business out of your home.”

*Patty Duetting*

**Advantage**

## AWARENESS & REPUTATION

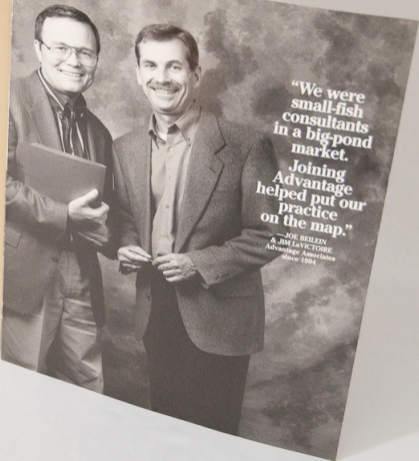
“We had always dreamed of owning our own human resource development business. But it wasn't until we joined Advantage that things really started to take off.

You see, this is a high-trust business. And in affiliating with Advantage we were able to immediately tap into dozens of industry-recognized solutions. Not to mention an impressive list of Fortune 500 referral accounts.

We've also benefited from the Advantage Web site and their customer newsletter. Advantage's market identity has really opened doors for us.”

*John M. Belen*  
*Jim LaVictoire*

**Advantage**



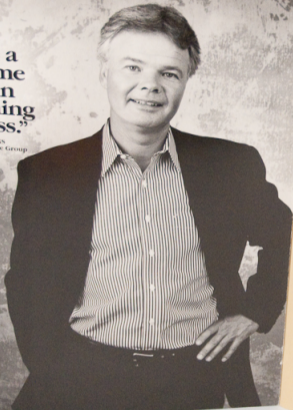
“We were  
small-fish  
consultants  
in a big-pond  
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Joining  
Advantage  
helped put our  
practice  
on the map.”

—JOE BELZEN  
& JIM LAVICTOIRE  
Advantage Associates  
since 1994

**"Now is a  
great time  
to be in  
the training  
business."**

—JOHN HOSKENS  
Advantage Performance Group  
Co-Founder



## MARKET OPPORTUNITY

“According to *Training* magazine, U.S. corporations are currently investing some \$14.3 billion on purchased training products and services, up 52% in just five years. And no wonder.

A recent PricewaterhouseCoopers study of more than 400 CEOs reports that 70% say they face serious problems finding skilled workers, up more than 20% from just a year ago. And 52% say they are ramping up their efforts to retrain their existing workforce. If that sounds like an opportunity, consider this:

According to *Training*, more than 78% of all salespeople, 80% of all supervisors, 60% of all customer service workers and 89% of all professional employees are trained solely or partially through the efforts of outside providers.

Advantage Performance Group is expanding to help meet this rapidly growing need. I'll let Glenn explain why.”

**Advantage**

## MARKET OPPORTUNITY

"As John and I reflected on how to build Advantage, one of our guiding principles was to organize so that all of our colleagues were owners and had an owner's interest in delighting customers and earning a profit.

It's working.

In just seven years, we've attracted a rapidly growing roster of more than 180 blue-chip clients, including:

Anheuser-Busch	General Electric
AT&T	Howlett-Packard
Brusch & Lomb	Levi Strauss
Cellular One	Marriott
Charles Schwab & Co.	Merrill Lynch
Dell Computer	Microsoft Corporation
First Union Bank	Oracle Corporation
Genentech	Sun Microsystems

...and many, many more.

Now, we're adding a few more qualified partners to the Advantage network.

Sound intriguing? Read on to see what our current partners have to say about being part of Advantage. Then contact us to see how your qualifications measure up.

We look forward to hearing from you!"

*Glenn R. Jackson*

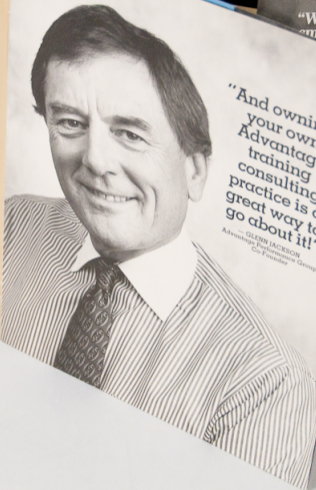
**Advantage**

## FINANCIAL

"We were  
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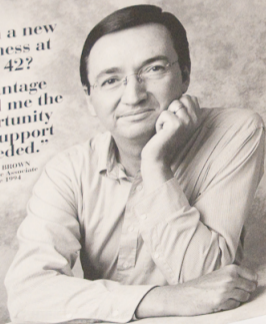
"And owning  
your own  
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great way to  
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—GLENN JACKSON  
Advantage Performance Group  
Co-Founder



“Learn a new  
business at  
age 42?  
Advantage  
offered me the  
opportunity  
and support  
I needed.”

—REN BROWN  
Advantage Associate  
since 1994



**TRAINING  
& SUPPORT**

“I had always wanted to be in a field where I could help people grow and I brought to the table was solid sales and sales management experience and a lot of enthusiasm.

Then I joined Advantage and found the encouragement I needed. The products and services are really first rate...and the periodic national sales meetings provide excellent training on how to apply them.

Most of all, I value the ongoing support I receive from Glenn and John and other members of the Advantage network. They're always available to critique my proposals, advise me on challenging client situations and even team sell.

If you ask me, when it comes to developing its own people, Advantage practices what it preaches.”

*Ren Brown*

**Advantage**

“I wanted to  
be more than  
just a product  
provider.”  
—Ren Brown

In their own words, current associates  
explain what it's like to own  
an Advantage Performance Group  
training consulting and services practice.

*Interested in joining them?*

Contact John or Glenn in confidence  
today for full details and to learn  
whether you may qualify.

(800) 494-6646, ext. 250

[www.advantageperformance.com](http://www.advantageperformance.com)

**Advantage**

*"I wanted to  
be more than  
just a practice  
provider.  
Advantage is  
the answer."*

## PRODUCTS & SERVICES

“Advantage offers me access to leading-edge training content and design sources. What’s more, I can also call upon a pool of qualified resources to help me with program customization and facilitation services. Salespeople, managers, professional staff—thanks to Advantage I have something to offer virtually every training population.

And, should industry-specific customization be required, I can draw upon other Advantage partners with experience in health care, financial services, manufacturing, consumer goods—you name it.

My practice may be relatively small. But Advantage offers me everything I need to enjoy a partnership relationship with a Fortune 500 multinational.”

*Daniel E. Seng*

**Advantage**



“I wanted to be more than just a product provider.

Advantage’s rich solutions options let me be truly consultative.”

— DAN TERRY  
Advantage Associate  
since 1993



“Learn a n  
business  
age

PRODUCTS

COLLABORATION  
OPPORTUNITIES

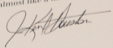
“What did I say  
when a \$4 billion  
high-tech firm  
needed more help  
than I could  
personally provide?  
Help!—that’s what.”

—KENT HOUSTON  
Advantage Associate  
since 1992

“Some of my best friends are members of the Advantage network. We collaboratively business we individually wouldn’t have the know-how or resources to contend for.

So when a high-technology leader needed me to provide training facilitators for 12 groups of employees at the same time, I simply dialed the Advantage 800 number and broadcast a group voice mail to my Advantage colleagues all across the country. Within 24 hours I had all the help I needed.

And the relationship extends to the personal side. When a group of us gets together, it’s almost like a family reunion.”



ADVANTAGE PERFORMANCE GROUP  
88 Main Street (Suite 330), Tisbury, CA 94928  
(800) 491-6610, ext. 279  
[www.advantageperformance.com](http://www.advantageperformance.com)



"One project  
and you're off  
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"That's why  
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## AWARENESS & REPUTATION

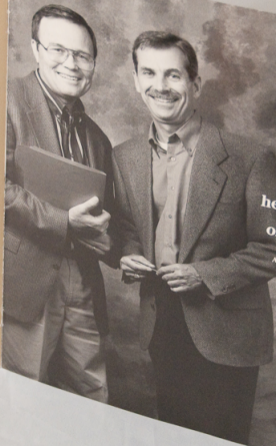
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