

Dear Prospective VIP Interns,

My name is Chris Howard. I sold books for 4 summers, and I can say with confidence that the Varsity Internship Program is one of the hardest summer Jobs/Internships out there! But it gives you a ton of valuable EXPERIENCE!

I graduated in 2002 with a Business-Finance degree from Liberty University, where I received a great education. Varsity gave me a different kind of education through "hands-on experience" learning and practicing the sales process, communication skills, leadership skills, and gaining valuable business experience that made me stand out from other graduates even if they had a better GPA!

Regardless of your major, employers look for several skills...one of the most important is communication skills!! If you want to develop skills and gain experience that will help you become more successful in your future career, as well as in every other area of your life, then you should check into this crazy book selling summer job! Five, ten, twenty years down the road...you will be very thankful that you had the experience!

I currently sell advertising for Yellow Book USA, the largest independent publisher of phone books in the country. We currently have around 5,200 sales reps coast to coast. The experience that I gained through the Varsity Internship Program has helped me to be among the top 1% of sales reps at bringing in new business accounts for the company over the past 2 years. I have exceeded their expectations, and I owe much of my success to my experience on the bookfield!! Yellow Book would also like to interview more "Bookmen"!

If Varsity extends a position to you for the summer, you will be challenged more than you probably have ever been before, and you will learn self-determination, leadership skills, communication skills, how to set and attain goals, how to deal with different personality types, overcoming objections, how to run a business, cash flow, profit and loss, marketing, recruiting, how to train people, how to sell yourself and your ideas, and on top of that you make some great friends during the summer while traveling to a different part of the country!

The Training and Experience one gains from Varsity is priceless!! I definitely recommend to any highly motivated student who wants to do great things with their life to put yourself to the test and take the Varsity challenge!!

Thankfully,



Chris Howard

PS...The money is really good too!

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