

WALK THE BEAT

SALES PLAYBOOK

The field manual for walking the beat.
For Michael and every student affiliate.

“Many times people fail because they are not coached.”

Second Chance Pathways, Inc dba RezConnect.store

WHY WE WIN

The mission in one page.

Slow weeknights are killing local venues. Empty tables, a quiet bar — while great local bands hunt for gigs and neighbors sit home with nowhere to go.

Here's what the industry just told us. In the **2026 Restaurant AI Playbook** (Nation's Restaurant News, ~500 operators), **90% of operators said they want AI with a human touch — not robots**. Only 1 in 10 wants full automation. And 54% said AI's biggest payoff is **saving time**, not just driving sales.

Translation: every software company on earth is racing to sell these owners another tool. **Nobody is walking through their door to teach them how to use it.** That's the gap — and it's ours.

> *"Technology doesn't fail businesses — the lack of coaching does."*

Walk the Beat is how we close it: theme nights that fill slow rooms, a student affiliate program that puts coached young people inside local businesses, and a platform that does the heavy lifting. Software gets cheaper every month. **Trust doesn't.**

WHAT YOU EARN

The money, plain.

$40

every month, for every merchant you bring on the $97 plan — as long as they stay.

$400

up front on every $997 annual signup.

- **6 merchants = $240/month** in walking-around money. That’s real income for a student.
- **$7/month** of every signup goes to the nonprofit **you name** in the agreement.
- **$50** keeps the RezConnect machine running — the platform, the tools, the support.
- **Setup fees $999 / $1,999 / $2,999** — paid to whoever does the work. Do the setup yourself, keep the fee.

THE ENGINE

10 affiliates × 6 merchants = 60 merchants = $3,000/month flowing through this program. That’s the whole game — and every merchant you sign is a venue that could host a theme night.

THE FINAL POINTS

Say exactly this. Nothing more.

- **A different venue. A different area. A different band.** That’s the beat — you walk it, night after night.
- **Pick your night** — Thursday, Friday, Saturday. Usually one night a month.
- **Band already booked?** We get behind them and amplify the show.
- **VIP special for Walk the Beat Club members** — the venue puts out a deal, the club shows up.
- **Sponsored by Walk the Beat** — walkthebeat.org.
- **One peak hour:** 10% of sales funds music education for kids.
- **$97/month platform.** No contracts. Cancel anytime.

If you can’t say it in 60 seconds, you don’t know it yet. Drill these until they’re muscle memory.

THE FINAL STEPS

The door-knock sequence.

1. **Walk in with the one-page deck** — it does the explaining so you can do the listening.

2. **The 30-second hook** — “What do your slowest weeknights look like?” Then wait. Let them answer.

3. **Ask for 15 minutes** — not a sale — a sketch of what their theme night could be.

4. **Sketch it on the spot** — their room, a band style, a VIP special. Make it theirs before you leave.

5. **Close: pick their night + name their VIP special** — a night on the calendar and a special on paper beats a “maybe” every time.

6. **48-hour follow-up** — SMS or email. Unfinished conversations don’t close themselves.

Michael walks the first ones with you. You’re never sent in alone.

WHEN THEY PUSH BACK

Four answers. Keep them short.

- **“We already have bands.”** — “Perfect. We don’t replace your bands, we amplify them — promotion, a VIP crowd, and a sponsored night.”
- **“We’re fine on weeknights.”** — “Then let’s prove it on one themed test night. One night, no risk, and you keep the upside.”
- **“What’s the catch?”** — “$97 a month. No contracts, cancel anytime. The night itself costs you a VIP special and one peak hour.”
- **“Not right now.”** — “Fair. But nights are first-come — want me to hold yours before the route fills?”

YOUR FIRST WEEK

- ■ Complete the training modules.
- ■ Learn the 30-second hook cold.
- ■ Pick up your deck + collateral.
- ■ Name your nonprofit.
- ■ Book your first merchant walk with Michael.
- ■ Land merchant #1. Start earning.

“Many times people fail because they are not coached.”
You’re coached. Now go walk the beat.