

Frequently Asked Questions

Can't find the answer to what you're looking for below? [Reach out to our team.](#)



[Internship](#) [Products](#)

What is Southwestern Advantage?

Established in 1855, Southwestern Advantage is in Nashville, Tennessee. Southwestern Advantage is the oldest entrepreneurial program for college students in the world, with the sales and leadership program beginning in 1868. Utilizing the single-level direct sales business model, college and university students run their own business selling educational resources to families door-to-door through cold-calling and referrals. The students participate to make money to cover school expenses, gain life skills, and can even earn college credit hours.

Each summer, several hundred thousand families make the decision to incorporate the learning resources into their home learning. The products help with homework, make learning fun, contribute to the "whole child," and enhance the texts and programs used in the classroom.

This experience is also a gateway to a life-long career. Upon graduation, many participants in the program choose to become sales leaders with Southwestern Advantage, which serves as a training ground for talented top-producers who stay long-term. Many of these leaders launch and lead other businesses that make up the Family of Companies. Each company operates with the shared goals of building people and positively impacting communities worldwide.

- Do the students work for Southwestern Advantage? +

- What is a day in the life of a student dealer like? +

- Is the program safe? +

- Why do students relocate? +

- Where do students live? +

- What is the duration of the program? +

- How does the money work? +

- What will the student be selling? +

- Who will the students be selling to? +

- Is there training offered to prepare the students? +

- What are the hours like during the summer? +

- What do future career opportunities look like with Southwestern Advantage? +

- Is Southwestern Advantage a pyramid scheme? +

- How do I get in touch with someone in Southwestern Advantage? +

[Login](#) or [learn more](#) about your Global Academy products.

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Students who participate generate their own customer base through cold call and referral selling. Like other small businesses, they receive products at a wholesale rate and offer them to customers at a retail rate. Students use the deposits collected with each order to pay the wholesale cost of the products, therefore they do not use any of their own money upfront for inventory. The student makes a profit on each sale made.

In our program, students run their own businesses. Things like food, gas, rent, and personal items are paid using the sales profit. Because this is often a first-time practice, all students are personally coached in business management and shown how to stay organized and keep their expenses low to maximize their profit.

Visit our [Disclosure](#) page to see the latest year's average profit per student by year running their business.

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