



SUMMER SALES

MANAGER PLAYBOOK

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Welcome up!

You're holding my personal Manager Playbook™ that I developed over a lifetime of leading and mentoring sales leaders. These principles, strategies, and tools helped me personally generate hundreds of millions of dollars with my sales teams, and billions of dollars with teams that I've mentored.

I know the principles, strategies and tools here in the Manager Playbook can make a significant impact on the results you have with your team team if you apply them.

I challenge you to learn and apply what is taught here to help you lead your team to success!

Ben Ward



"I spent 20 years of trial and error and hundreds of thousands of dollars to learn this stuff, so you don't have to."

Table of Contents

Recruiting

Recruiting Tips From the Top 1
 Steps to Recruiting..... 8
 Cold Contact Recruiting Approach / Script11
 New Recruit Hiring Process Overview 13
 4 Secrets for High Retention Workbook 14
 Last team meeting before traveling to sales area 20

Interview Scripts

Pre-interview Questionnaire 22
 First Screening Interview Script 23
 Ben’s \$\$\$ First Interview Script 24
 Ben’s \$\$\$ Closing Interview 26
 Recruiting Approach Script 28
 Outline of Recruiting Script 30
 Online Lead Phone Script 31
 Phone call for 1st script after having met 32
 Phone Script to confirm for Orientation 33
 Weekly interviews 34
 How to Schedule and Conduct Weekly Interviews.....35
 Reprimand Interviews 36
 Warning & Probation Interview script 37
 Quitters Interview script 39
 Firing Interview script 41
 How to Notify the Team after firing someone 42
 Summer Half Way Interview script 45
 Exit Interview + Year End Interview Script 46

Summer Admin

Arrival, Set-up & Start 52
 Items to have team prepared with for summer 52
 Office / Correlation Room Set up 53
 Rules of the Office 55
 Example Elevate Office Details..... 56
 Picture of well set up Office 57
 Goal Board 58
 Goal Tracker Sheet 59
 Correlation Training 60
 Day 1 & 2 Correlation Agenda 60
 Before Correlation Schedule 63
 After Correlation Schedule 64
 Staying Focused in Correlation 63
 Role-Playing in Correlation 65
 Critiquing Others During Correlation 65
 Handling Inappropriate Behavior During 65
 Correlation Topics and Ideas 65
 Office activities and fun correlations 67
 Rep Training Schedule Example 68
 Area Management 69
 Discovering Area Boundaries 69
 Example of an Effective Area Map 70
 Marking Area on map 70
 Dispersing Area to Reps 71

Area Request Sheet 73
 Area Tracker 74
 Picture of effective Area Tracking sheet 75
 Principles of Effective vs Ineffective Area Tracking..... 76
 Teaching Your Reps how to Milk an Area 76
 Stats & Recognition 76
 Using Stats & Board Effectively 77
 Printing Stats 78
 Recognition In front of the Team 78
 Recognition Ideas 78
 Rewards for Recognition 79
 Incentives 79
 Corporate Incentives 80
 Office Incentives 80
 Inner-office Competitions 81
 Suggestions for Office Incentives 81
 Individual Incentives 82
 Rolling Out Any Incentives 82
 Dinner Goal Incentives 83
 Dinner Sign Off Sheet 86
 Vans / Carpooling 87
 Personal Schedule and Sales 87
 Knocking Partners 88
 Late Car 89
 Trainer Responsibilities 90
 Apartment Management 91
 When Shutting Down Apartments 91

Sales

Sales Sequence 93
 Steps of a Security Sale 94
 Door Approach - Walk Thru - Close Outline 95
 Mental Preparation when approaching a door 97
 Ben’s Full Door Approach + Transition into the Home 97
 Money Spanish Door Approach 99
 Same Days 102
 Personal goal Tracker (monthly) 105
 Vision Map Example 1 106
 Vision Map Example 2 107
 BWU Communication Training 108
 BWU Objection Mastery 118
 BWU Closing Training 136
 BWU Success Principles! 141
 Rep Certification 148

Leadership

One Minute Praising 150
 Human Capital 151
 Resolving Common Concerns With Your Team 151
 Financial Duties as a Manager.....157
 Payroll & Handing out paychecks..... 157
 Ben’s Top 10 Books 159
 Dynasty Crest 160
 Dynasty Blood Oath 161



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RECRUITING

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Recruiting Tips from The TOP

7 Tips for Effective Recruiting

- 1) Know your Why!!
- 2) Know what your goals are!! / Review them every day!!
- 3) Contacting is the #1 key to recruiting
- 4) Follow the Recruiting Formula here below
- 5) Build Rapport
- 6) Ask lots of questions / Connect your opportunity to what they want!
- 7) Follow the System outlined here in "Ben's Manager Playbook" / Make your own

Recruiting Formula = 50 + 20 + 10 = 5 new reps

1) 50 personal contacts every week (10 per day)

- Contacting = only write down names + numbers of people that you have had at least a 30 second conversation with.

2) 20 potential employees come to recruiting meetings or interviews!! Don't wait more than 2 - 3 days to meet with new contact.

3) Interview at least 10 reps!! Make the new employee feel they need to qualify for the job. Only hire the best!! (5 closest friends example – Forbes magazine)

4) Hire at least 5+ reps!!

Teach your reps to do the same!! If you use recruit contact list instead of cold calling you can start with 25 personal contacts instead of 50 personal contacts.

How to Teach Recruiting –

Give presentation “Why recruiting is important”

#1 Training = Class room setting - teach how to recruit

#2 Training = Recruit Contact list (steps to recruiting)

#3 Training = Personal examples of how to use the recruit contact/recruit friends training

(Have this within 48 hours on new rep gets hired)

** Most important step to teach others to recruit is to personally recruit yourself – Lead by Example!**

Superman Recruiting = 10 + 12 + 2 + 4 + 6

Presentations = Recruits

10am + 12pm + 2pm + 4pm + 6pm = 5 presentations per day!!

5 possible closing moments – Always ask for a commitment to sign + work!!

5 possible hired reps or techs!!

1st part of the day=New contacts / cold contacting / This will keep you sharp & meeting new people

2nd part of the day= phone / Family / Friends/ contacts / this is the most effective use of your time

Recruits Qualifications:

- Be Selective on who you bring in. Shouldn't talk with people who can't do this job unless they have leads
- Must be able to work 4-6 days a week Looking for 6 days a week for best results.
- Must be Sharp, communicate well, no massive piercing
- Must take out earrings for work, & willing to cut hair
- Must be able to pass a live scan (Background check required for California Licensing)

Information to Record in Recruit Admin: 1st contact

- Name, Phone #, email, interest level (1-10)
 - Grading System 1-10 how good are they, prioritize who to spend most time re-contacting
 - Ask Directly: on a scale of 1-10 how interested are you to come into an interview
- Are they Male / Female (this is not a fun one to mess up when calling back)
- Write brief notes about each contact (you will forget who they are and what they look like)
 - Jot down Something unique about them that you can remember
- "I'm not interested" okay, who do you know that would be interested. (People don't like turning people down, so they will likely give you a name & # of someone who would be good so they don't feel so bad. This is powerful!

Once Committed to work with us / hired.

- Call every single day until they are integrated into the team
- Get each new recruit set up on recruit admin with their recruit contact list.
 - Every recruiter should set up their new recruits with this database.

- This should be done after they are hired and attend orientation.
- Train on the Process for this
- Create reasons to call each rep
 - Info for Name badge, Clarify Paperwork, Orientation, Clarification on email address, Corporate Confirmation call, tell them a cool update from the company, Sales from the team, team activity, etc...
- If a recruit doesn't show up after being committed, call them and find out why – what are the holes keeping from attending.
 - Most of them have a key influencer that doesn't think it's a good idea, sounds like a scam, etc...
 - Prepare for this in their interviews.
 - Realize 25% of the people who say they will be there will not be.
 - Another 25% will fall out after the between coming into the interview and Orientation.
 - Left with 50% core – plan & prepare for this.

How to Recruit (3 simple Rules to Live by from Ben)

1. "Rule of 25" 25+ contacts a day 3 days a week= You will be successful at this job
2. 1st 100 guys you approach you will mess up, but you will become great with the more NO's you hear. This will prepare you to have no fear
3. Be yourself!

What it takes to recruit good people

Self selection (those who want to be there.)

- "Don't start selling until you have decided to buy"
- What we are offering is really good for the right people
- Make Haste, slowly. (shake sphere)
- Go slow when you hire
- The best that a person will look is the 1st time they meet with you.
- The best they will talk " " " " " " " "
- Look for people that have already succeeded. Do not spend time trying to pump up the "un-pump-up-able"
- Only recruit 1 good person at a time.
- "I am looking for 1 good person to bring on to my team.
- Eagles don't flock

Keys to effective selection in hiring

- **Look for people who are**
 - Smart
 - Creativity
 - Best sales reps are those who teach themselves and are problem solvers
 - Curiosity
 - The more questions they ask you about the job, the more likely they are to take the job and succeed
 - Hard Workers
 - Nice = PMA; Likeable
 - People who buy, object twice as much
 - Top people are always asking about opportunity
 - Average people look for security
 - Those who seek for security tend to rarely find it, those who seek for opportunity often find it and security
 - Very Best people are Ambitious= Hungry
 - You cannot instill ambition in someone
 - When someone says "I think I want to take a break, relax this, take time off , **YOU ARE DONE!!!! Do not spend another minute with them**
 - Urgency= Do it NOW
 - If you are talking to the right person, they want to start right away.
 - Wrong people delay as long as possible, have excuses

- Clock test:
 - Mediocrity: clock shows when they have to start, when breaks are, etc....
 - Top: Race. How soon can I start? How much time do I have left?
- Idealize:
 - If I had the perfect candidate, what characteristics would they hold?
 - Think of them in terms of character, personality, background
 - Do not touch a person who is dis-honest (Business is tough enough w/out dishonesty)
 - Decide what you want, write it down, you'll get it
 - Law of attraction
 - Recruit people that you like and who like you
- Hands on Hard Work:
 - Must know this will be hard work right off the bat!
 - If going to start somewhere, **Start Full Blast.**
 - Once hired put your reps to WORK IMMEDIATELY

People are motivated by 3 ways to accomplish:

1. Manager- get results through people
2. Team- By being part of a team
3. Achievement- Accomplish all by self

You never talk about your problems:

1. People do not care
2. Makes you look insecure and ineffective

Harvard Study:

1. Top people are Empathetic
2. Top people are Anxious; Ambitious

What have you done in the past that you are most proud of?

- WHY? Probe (What makes you say that)
 - Pull away:

- No, I don't think this will work out. We are going to take someone else. Reject them: see what they do. Carefully observe how they react. See if you were right. If not, bring them in and hire them.

Law of 3 revisited:

Never make a hiring decision until met w/ 3 people

#1. Interview person you like at least 3 times

#2. Interview in 3 different places

#3. 3 people interview them = Give their input

"Make haste slowly"

" Have to have an answer right away" (Walk away from them)

The voice in you will always lead you right.

Ask your inner voice, is this person right? It will tell you.

If you begin listening to your inner voice, you will probably always make the Right decisions

Steps 2 Recruiting

Where to begin???

Everyone agrees that working with your friends is not only fun but will increase your personal sales dramatically. Recruiting is a great way to make some extra money during the summer...however, the hardest part is...where to begin??? Below is a step-by-step training that will get you started on the right foot.

STEP 1: CREATE A CONTACT LIST

The Contact List:

This list should not just be a “contact list”. This list should include any and all persons you know and associate with. Make sure that there is no hesitation as to who you list. Remember not to pre-qualify or exclude anyone, regardless of how busy they might be...you never know who the next Rep to sell 200 system could be. Whether or not they have a commitment this summer you should contact them. IMPORTANT: People who are not interested in sales STILL know people that will be interested in sales-OPEN YOUR MOUTH and the recruits will follow.

STEP 2: CONTACT AND INFORM

Execute an Informative Call:

When calling your contacts you should not try to sell them over the phone. This should not be a sales call this should be an informative call letting them know why you are calling. Your call should go something like this:

“Hi Dave, this is John, really quickly let tell you why I’m calling: I just got this great new job for this summer. I am going to be doing advertising for Elevate out of state. It’s a great opportunity because the average reps earns about \$28,000 for 4 months work & I’ve even met a few that have earned over \$50,000 their first 4 months working with the company. The reason why I’m calling you is because they asked us to think of a couple of people that we thought would be good at this and your one of the first people I thought of. It’s a great opportunity to make some really good money with opportunities for future growth within the company and I’d love to show you more about the company & the job. Do you think you would have some time this week to come in and meet with my manager about an opportunity to work with us? I would really like to work with you.”

This should be the extent of your phone call and in no way should we try to close them over the phone. If your contact would like to ask you any further questions feel free to answer them and it might lead to a more solid meeting.

STEP 3: SET UP A MEETING

Setting Up The Meeting:

Before ending your phone call with each contact, set a time and location to meet with them and your manager. The phone call should go something like this:

“Dave, before I hang up with you I wanted to see what would be a good time and date for you to come in and meet with my manager. It’s a pretty informal meeting I just want you and a couple of friends to meet my manager to see if you’d be interested in Elevate?”

STEP 4: THE MEETING

The Key Step:

This is the final and most important of all the steps. Before each set meeting you should ALWAYS call to confirm the appointment. This meeting will consist of a quick meeting with you, your manager & your contact. Your manager will go over the job opportunity, pay scale & commitment. You should explain why you decided to work for Elevate & what your goals are. After this meeting your manager will interview your contact and make the hiring decision.

Contact List

Brothers	Church Friends
Sisters	Church Friends
Aunts	Church Friends
Uncles	Church Friends
Cousins	Mission Friends
Brothers-in-law	Mission Friends
Sisters-in-law	Mission Friends
In-law	Mission Friends
Pest Control Reps	Mission Friends
Pest Control Reps	Mission Friends
Pest Control Reps	Mission Friends
Pest Control Reps	Mission Friends
Pest Control Reps	Mission Friends
Satellite Reps	Mission Friends
Satellite Reps	College Friends
Satellite Reps	College Friends
Satellite Reps	College Friends
Satellite Reps	College Friends
Alarm Reps	College Friends
Alarm Reps	College Friends
Alarm Reps	College Friends
Alarm Reps	College Friends
Alarm Reps	College Friends
Church Friends	High School Friends
Church Friends	High School Friends
Church Friends	High School Friends
Church Friends	High School Friends
Church Friends	High School Friends
Church Friends	High School Friends

Contact List

College Classmates	Random people
College Classmates	Random people
College Classmates	Random people
College Classmates	People at your Gym
College Classmates	People at your Gym
Home Teachers	People at your Gym
Home Teachers	People in Sales
Home Teachers	People in Sales
Home Teachers	People in Sales
People in your ward	People in Sales
People in your ward	People in Sales
People in your ward	Past Co-workers
People in your ward	Past Co-workers
People in your ward	Past Co-workers
People in your ward	Past Co-workers
People in your ward	Past Co-workers
People in your ward	Past Co-workers
People in your ward	Room Mates
People in your ward	Room Mates
People in your ward	Room Mates
Sports Teams	Room Mates
Sports Teams	Past Room Mates
Sports Teams	Past Room Mates
Sports Teams	Past Room Mates
Sports Teams	Past Room Mates
Girl Friends Friends	Friends at other Colleges
Girl Friends Friends	Friends at other Colleges
Girl Friends Friends	Friends at other Colleges
Girl Friends Friends	Friends at other Colleges
Girl Friends Friends	Friends at other Colleges

Recruiting Approach – On Campus - Cold Contact

Hey, real quick this is kinda' random, but you go to (_____name of school_____), right?

Yea

You haven't done anything with, like, Marketing advertising or communications have u?

What do you mean, with school or work?

Either?

Well, I work at 24 hour Fitness, selling passes ...

How long have you done that?

Like 8 months or so

Have you done all right with it?

Yea pretty good, why?

Well I'm good buddies with some guys that own a marketing company and there looking to hire one or 2 guys to help'em out. The pay's ok, they average like \$25 or \$ 35 an hour, I don't know if your already getting that or not?

\$35 an hour doing what?

Are you comfortable working with people you don't know?

Yea, for sure.

Well you would be working with new clientele and just orienting them to the companies' services and stuff. It's actually pretty cool, there's a lot a cool guys that work there, they take you on a cruise every 8 months, pay for your car, your school and a bunch of stuff.

What kind of service stuff do they do?

Ton's of stuff, you'll have to just go talk to' em man, they get ton's of applications, they're just not always down with the guys that come in. You look like you'd fit in Ok. It's worth a shot though, they might already be full, I don't know though....here, do you have a pen or anything, oh, here, what's your number...(put it in your phone) it might be a couple weeks

before they'll have time, but I'll talk to'em and see if they have any time to meet with you, it might kind of a random time, just be ready.

Ok.

All right, man, good to meet you we'll be in touch. (Give'em 5 and go)

Follow up with them that afternoon....

- Avoid using "door to door" at this point
- Use hourly wages (\$25 - 35 an hour) / This helps to relate to their world and is believable
- Mimic their body postures

New Recruit Hiring Process Overview

- 1st Contact
 - Get info
 - Commit
 - Follow up
- Attending Recruiting Meeting
 - Sign in
 - Application
 - Presentation
 - Decide if want interview
- 1st Interview (screening)
 - Find out interest level, solidify schedule, grooming, etc...
- 2nd Hiring Interview
 - Solidify all details and commitment level, commit to Orientation
- Call From Recruiter to solidify for Orientation
- Orientation
 - Pumped up about Elevate Opportunity
 - Trained on the day to day job
 - Sales training overview
 - Rep Paperwork filled out / W9
 - Licensing paperwork filled out
 - Email PowerPoint presentation & training manual

- Pass Baton to sales management
 - Corporate Calls the new recruit and must Pass the “Welcome Call”
 - VP Confirmation call from company executive
 - Assigned to Manager & Placed on Team
 - Manager calls new recruit to give plans for sales week & pump them up
- 1st Correlation
 - Introduced and integrated to the team
 - Given all their tools
 - Shirts, Binder, Badge, etc...
 - Shadow an experienced Sales Rep / Manager
- 1st Sale
 - BOOM IN!!

4 Secrets for High Retention

“How I went from losing half my sales team every year to not losing one person,
by applying a duplicatable 4 step system.” -Ben

1. Oceanside Principle
2. 10% bonus
3. Final commitment interview
4. “Sun Block” Video

#1. Oceanside principle

Top 5 reasons salespeople quit

- #1 _____
- #2 _____
- #3 _____
- #4 _____
- #5 _____

Why have people quit on my team? Or why would they potentially quit? (list all the reasons here)

“I remember one of my sales reps Kyle pooped his pants out knocking doors. I picked him up from the area, and he quit later that night. I had another rep put in the back of a cop car. He called me crying, and also called his mom. He quit on the spot. I blamed both for being wusses. But then I had a harsh realization. I was under-leading them. I already knew they would face these types of these hard situations, and I didn't prepare them for it. I committed to step up as a leader and stop underleading my team. The Oceanside Principle was born right there. Since this time, I have met with my team every year to prepare them for opposition

What is your most recent retention rate?

Sign to start: _____

Start to finish: _____

The Oceanside Principle is defined by 4 principles:

1. Beat the news home! No negative surprises.
2. Explode bombs upfront / Kill baby monsters
3. Be willing to talk them out. Tell them the hard upfront
4. Help them anticipate challenges they will face.

“Anticipation is the competitive edge in life” -Tony Robbins

Checklist to apply the Oceanside Principle

1. Tell them all the hard. Be willing to talk them out. Explode any bombs up front (They will respect and trust you for it, especially when they go through the inevitable hard during the summer.)
2. Commit to not under lead. Take responsibility. Take under your wing.
3. Make a list of all the reasons why people have quit or might quit your team?
4. Make sure no one is surprised by the challenges they will face. (Par for the course)
5. Schedule your Oceanside Meeting

Executing the Oceanside principle is one of the best tools to create a culture of hard work and results.

What can I do to prevent people from quitting my team?

#2. 10% bonus *(Invest here. If nobody quits, everybody gets!)*

What are the biggest expenses as a door-to-door summer sales manager?

List a few of your top ideas here:

Biggest time sucker, energy sucker, money suckers are:

***Recruits that quit** (Disgruntled because of unmet expectations. Biggest stress for sales managers, biggest time suckers. Takes good energy, momentum from team)

What else? Why are recruits that quit so expensive:

What can you do to prevent this huge potential expense:

List your ideas here:

10% bonus. Invest here. *If nobody quits, everybody gets!

What will my 10% bonus be:

“10% bonus” whatever you decide to do as your “10% bonus”, will be money well spent!

#3. Final commitment interview

- Meet with each person one-on one to do THIS
- See Ben Ward's 2-page script. (Modify to make your own)
- Do this interview with everyone on your team 2-4 weeks before summer. (Before paying apartment deposits)

#4. Sun Block Videos

- Record them giving their commitment for the summer (Get them on video)
- See Ben's script for this (Make your own)
- Their best advice to themselves when things are hard and they want to quit
- Pull this video out if they ever come to you to quit
- Great mid-summer correlation video
- Highest value use of your time and energy to skyrocket your retention

***Bonus 10 Principles to live by to create high loyalty**

1. Assume Innocence (most of the time you will be right)
2. Catch people doing things right
3. Give them a name to live up to
4. Beat the news home (No negative surprises)
5. Adopt a mentality as a leader that "I work for you"
6. Responsive (it's an eternal principle to know you can be counted on)
7. Take responsible for how they hear you
8. Don't shift blame, take it (allow to save face)
9. Build a T.E.A.M. (Together Everyone Achieves More)
10. Take a bullet (Story of "T" – "My bad, I didn't show him")

Last Team Meeting before traveling to sales area

Review the following topics in their worst case scenario do not over-promise

Introduce the team as their new family

Describe where they will be living, provide directions

Set up car pools and ensure everyone has rides

Review the Office Rules

Review the first 3-days agenda and meeting place

Review items to bring and not to bring with them

Review team goals- To start and end as a team is the goal

Review the pain and loneliness they are going to face

Help them beware of their emotions they will face quitting

Describe what the first 3 weeks will feel like- Hell

The your list of all the reasons people quit and tell them

Describe the endless number of “No’s” they will face

Describe the scarcity of personal time they will face

Describe the endless intangible rewards if they finish

Teach them to disregard the money and to focus on growing (money will come)

Teach them that never giving up is regarded higher than \$\$\$

Review the daily Schedule so they know what to expect



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**INTERVIEW
SCRIPTS**

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Pre-Interview Questionnaire

Name:

1. Had you ever heard of Elevate before today? Yes/No
2. Do you have any experience in advertising, marketing, or sales? Yes/No
3. Have you ever held a position where you have the opportunity to make commission?
Yes/No
4. Does the idea of talking to people you have never met scare you? Yes/No
5. Do you plan on staying local for the summer? Yes/No
 - a. If no, where are you planning on going?
6. Are you open to travel? Yes/No
7. If you were given the proper training do you feel like you could succeed as an advertising director with Elevate? Yes/No
8. Do you think this position and company would be a good fit for you? Yes/ No

What impressed you the most about Elevate?

What contribution would you bring with you to the Elevate family?

What questions would you like to have answered by the manager?

1st Screening interview

Today's Date _____

Name _____

Phone number _____

Email _____

Birthday _____

Job Requirements / hours (6 days a week // M-F 12-9 & Saturday 9am-4pm)

Availability

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Start Date _____

Has:

Cell phone _____

Car _____

Grooming _____

Back Ground Check? _____

Experience

What are you looking for in a job / career...

Who is the Biggest Influencer that would help make your decision to work here?

Interest level (Scale 1-10)

Available for orientation: (DATE _____)

Corporate Recruiter Signature _____

Ben's \$\$\$ First Interview Outline

Best if conducted by someone other than hiring manager/ but doesn't have to be

The following is the outline of questions for interviewing. It's important to not deviate from or skip any of these questions. Ask each question and fill-in each response in the space provided. Interview should be no more than 1/2 hour.

Applicant: _____ Date: _____

Interviewer: _____ Hire/No Hire/maybe/tech

1. Establish rapport. Greet the applicant with a smile, firm handshake, and a statement or two. Outline the objectives of the interview (work experience, goals, etc...)
2. Make sure to meet with the applicant in a private place. Have two comfortable chairs facing one another slightly at an angle. ("Stay off the 180")
3. Review application and make sure all proper information has been filled out.
4. Confirm accuracy of spelling and address, review education and their work experience.
5. What are your impressions of the company so far?
6. How well do you think you'd do at something like this?

Accounts closed _____ Money earned

- a. What would you do with that money?

7. What do you see as being your biggest threat to achieving your goals?

8. What are two things that set you apart from the other 150 applicants we get each week?
 1. _____
 2. _____

9. If the sales rep position weren't available to you, would you be interested in a Technician position?

10. Make reference to their goal: it's very hard work to be successful:
 - a. What is your understanding of the daily work schedule?
 - b. Do you have any problems working these long hours?
 - c. Start/End Dates (pre-set by school) _____ to _____

11. Leave them with a good impression of the company. Some facts to share: Fastest Growing Company in the Nation. In the top 5 in the Nation for most accounts put on in for the last 10 years straight. Have produced over 250 college millionaires, etc...

12. I think you could be a good fit (*Only say this if it's true*) Do you have any questions for me?

13. I can't promise a position on the team, but I can promise to give you a good word with our hiring manger, and get you an interview with him.

14. Schedule follow up interview with hiring manager for _____ date/ time

Ben's \$\$\$ Closing Interview: (Performed by hiring manager)

What are your thoughts so far about the position with us?

How well do you feel you would do at something like this?

(what makes you say that?)

If 75 sales is low and 150 is high in a 4 month period, where do you see yourself at?

Do you remember how much that was on the pay scale?

What would you do with that kind of money?

What separates you from the others we're considering hiring for this position?

We are only looking for the best communicators and the hardest workers; those who see the opportunity in front of them and *want* to be a part of it. We're only interested in working with those who are interested in working with us.

On a scale of 1-10, (1 being low, 10 being high) how interested are you *right now*?

What brings you up to a (5-10)?

(Watch as you see their pattern of thinking interrupted, and listen as he tells you all the reasons that are important to *him* as to why it is in his best interest to come out and work with us)

Are you telling me after meeting with us for only 45 minutes you are saying that you are 50%, 60%, 70%, 80%, 90%, 100% ready to come out and do this? What makes you have that much confidence in yourself that you would succeed at something like this?

What would need to happen to bring you up to a 10?

Is there anything else?

So if XYZ happens, or you found out about XYZ, you would be in 100%? Is that what you are saying?

No question in your mind?

Is there anything else keeping you from a 10? (Make it a final objection)

Are you the one who is able to make this type of decision, or is there someone else who's a major influence in this decision with you? *(Well, I do have my parents/spouse that I council with, but ultimately it is my decision.)* Ya, for sure... You probably know you parents better than anyone, how do you think they will feel about you coming out and doing this?

*How would you explain this to your Parents? (Spouse, other...)

So you are saying that if XYZ was taken care of, you would be in 100%? Is that right? (Let them respond)

No doubt in your mind? (Let them respond) 100%? (Let them respond)

Would I ever have to worry about you during the summer not working hard, or having a negative attitude?

Would there be anything standing in your way from working day 1, all the way to the end of the summer?

Is there any reason in your mind why I should not hire you?

(Resolve XYZ final objection)

Welcome on board! Congratulate them for being accepted in into the team! Show them around, introduce them to the team.

Recruiting Approach / Script

Hey, how's it going! I have a couple questions for you...You go to school here, right? Have you been going here for a little while? You from one of the local towns?

Would you say you are pretty motivated & know how to work pretty hard?

It's not a big deal. I'm just the national recruiting director for Elevate; We're a national bundled service company here in _____. We just opened an office here in _____, just down the street. So I'm just looking for 5 maybe...6 reps to advertise for us! Our average guy makes \$20-\$30 bucks an hour depending upon experience! That's why I approached you. But, first I just need to ask you a few questions to see if you qualify to come in for an interview...

How long have you been going to school @ _____

Where are you currently working...position?

Do you feel that you can talk/communicate with people pretty easily?

What sales experience do you have? Management experience?

Would you be more interested being an advertising rep or a member of our Recruiting team? Explain positions...

Sounds good...I think they may like you. I can't promise you a job but I can for sure secure an interview. Being honest with me, how interested would you say you are... If ABCDF.

A = Extremely Interested, and would really like to come interview with us

B = Pretty dang interested, excited about potential opportunity, want to come check it out

C = Interested

D = Not too interested, probably better to chat with someone else

F = Get out of my face, your wasting my time...

If you don't have any questions...the next step is...I just need to get some information from you...

How do you spell your last Name, ... First name...

What's your Email-

Cell Phone #

Set up an interview to meet with the Hiring Manager. She is in town and I am sure that she can fit you in today while she's here...

Set up interview for today!

Things to remember...

- Offer interview only for that day because Hiring Manager is in town!
- Mention Present reps who are doing it and success stories!
- When they say they have no sales experience...share how most of our best reps don't
- Make them feel special in that only a few people will have the opportunity to get an interview with Manager.

Outline / Recruiting Script

- Do you use the career center on campus?
- What are you currently doing for work? (how long have you been there, are you happy there)
- What are you planning to do when you graduate?
- I work for Elevate. We are the next generation of communications. Remember when cell phone went from analog to digital? A huge boom happened and billions of dollars were exchanged. It's like that, but we are dealing with VOIP (voice over internet protocol, like Skype), IPTV (internet protocol tv), internet, security, and the 3rd quarter of next year we will be launching our fitness line.
- Our guys make \$20-\$30 per hour working part time or full time.
- If an opportunity came your way that you felt good about, Are you open for an opportunity right now in your life?
- What is your schedule like during the week? For Summer?
- Are you available tonight at 6:30pm?
- We're a super employee focused company. I would like to invite you to an informational we hold for potential new hires. This will give you an in depth view of what Elevate is and where we are going. I can't promise we'll hire you but it gives you a chance to learn what our company can do for you and then figure out if we're a good fit. We would sit down with you and figure out what your goals are whether short term or long term.
- This is a great opportunity to work and make great money short term or long term. We are in the process of purchasing an office that is 20,000 sq ft and we plan on building it out over the next 6 months with a fitness center for the employees, etc. That will be our head quarters located in San Clemente. Elevate will have its big launch in April and We will be going nationwide.
- What is the best number to reach you at?
- And what is your email address? (I'll send you a confirmation email when I get back to the office and reserve you a seat)

Online Lead Phone Script (for first phone call inbound)

Elevate, this is _____. How can I help you? You are interested in a job, right...? Great!
What's your first and last name?

Good to meet you _____, what city do you live in? Great!

And are you currently looking for a full time position?

Let me tell you a little bit about our company so you can understand what we do...

We are a communications company selling bundled services that include Phone, TV, Internet, and Security. Our products are the next generation of technology and we are in the process of going nationwide and then we will be going internationally.

We are currently hiring Advertising Directors for our sales and marketing team. Our sales guys do very well making an average of \$20-\$30 bucks an hour. We have a summer program that is 100 days, and our average sales guy will make \$30k. Our top guys have made \$60- 70k within that time, but it takes a hard worker to earn that kind of money.

Do you consider yourself a hard worker?

What makes you say that? (Document notes on what they tell you)

What kind of experience do you have with sales or marketing?

Great! Well this is a great position for the right person. The best thing to do is come in to learn the details about our company and us have the chance to learn more about you. If we feel you are potentially a good fit, we will continue you through the interviewing process.

Are you available on (give 2 options for date and times)?

Great! Let me get some information and I will set the appointment for you. (Get their cell phone # & email address)

I will send you a (email or text message) with our address and directions. When you come, dress business casual and bring your resume. If you have any questions, please feel to contact me at_____.

It was a pleasure speaking with you and I look forward to meeting you (day, date, and time). Thanks and make it a great day!

Phone call for 1st script after having met

Hello, _____?

Hi this is _____, from Elevate. I met you at _____. How are you?

Great! Well, like I told you earlier, we screen over 100 people a week for this position. Having met you, I think you're a really sharp guy and have the potential to fill this position. What I would like to do, is figure out when the best time would be for you to come in and meet with our hiring manager. I can't guarantee you the job, but I can secure you an interview.

Which time works best for you? (Give 2 options).

Great! I will send you a (email or text message) with our address and directions. When you come, dress business casual and bring your resume. If you have any questions, please feel to contact me at_____.

It was a pleasure speaking with you and I look forward to meeting you ... (day, date, and time).

Thanks and make it a great day!

**If they are not sure what their schedule is...

If you're not sure what your schedule is, why don't I call you in a couple hours to give you the chance to figure out which time and date will work best for you. It is ___o'clock now, so when I call you back at ____, you should know, right? (Get a solid yes)

Great, because if I schedule you, I want to be sure you can commit. Ok, I will call you soon.

Thanks!

Phone Script to confirm for Orientation

Hi _____! This is _____ from Elevate.

I am calling to confirm you for orientation tomorrow from 10-3pm.

Great! Be sure to dress sharp and bring a notebook and pen to take notes.

Also remember to bring your social security card and driver license.

You remember how to get here, right?

If you have any questions, please let me know.

We look forward to having you with us tomorrow!

Make it a great day!

Weekly Interviews

People need to talk with their bosses. Make this a regular priority!!

It is important to interview every single rep starting the second week. This allows them to experience one full week of knocking, which will allow their emotional side to become more evident. During the first 3 weeks of the program every single rep will go through doubts, frustration, thoughts of quitting, pains and anger. They will begin to cast blame in every direction for any problem that has aroused. Some wear these emotions on their sleeve while others hide it, regardless of their method for expressing such emotions, everyone will experience it. If you assume they are well you will most likely realize when they have quit, the consequences of assuming such. The biggest mistake of most beginning managers is that they assume a smile from a rep means all is well, even the top salesman, the rep with the most smiles, or the office clown. We assure you this is false and will cost you significantly if overlooked.

How to Schedule a Weekly Interview

Every single rep should be interviewed starting the second week of the program and every other week thereafter or as needed. Do not wait for word to spread that someone is down in the dumps. Take the initiative early and spend adequate time with each individual letting them vent. This is done by asking them to come in early before correlation, asking them to stay after correlation or by calling them in the middle of the day and driving to their area to sit down on the curb or in the car and just chat. Never create a "schedule of times" to interview with the whole office.

Interviews should never be done as a scheduled event or you will never have anyone open up to you. These should be sporadic to them, planned to you, but appear as just a thought you had to get together and chat because you want to know how they are doing. The surprise approach is vital. Never let the office know that this is part of your job, or that you were told to do such, this will appear insincere and that you do not really care about them. As silly as this sounds, if they interpret you as only wanting to talk to them as a means to get them to sell more so you get a bigger paycheck, you might as well have never hired them. Be Careful, this is a managers biggest pitfall!

How to Conduct a Weekly Interview

Most people just need to be listened to and feel understood. The best way to do induce the discussion is to ask appropriate questions directed towards them as a person rather than the job itself. Some may take longer to open up than others; you may have to spend a minute building trust by sharing some personal experiences or recall how you felt during your first 3 weeks and how you didn't feel like talking until your manager pried it out of you so he could find a way to help you out. Remember times past that an interview helped you out and how once you were able to express your thoughts or concerns your whole feeling changed. If after you have shared your personal experiences and you feel they are still not being open with you, tell them that, and encourage them to open up so they don't have to carry the stress alone. Take notes where needed during the interview so you don't forget what you chatted with them about, you will forget.

Take the time to prepare yourself to talk with them, put yourself in the state of mind to truly listen with intent to understand first, then be understood. Remember when you were in the ruts and what you needed at that time. Be empathetic even if what they are saying sounds ridiculous; not everyone carries the same emotions. Never tell others what you talked about without their approval or make them feel distrust in anyway by mocking what they have shared. After they share one thing, continue to talk until you feel it has all been released. After that give them a hug, a handshake and a good luck goodbye!

Reprimanding Interviews

Unlike the weekly interview this one must be taken care of immediately after the wrong is committed. The more

time waited, the less significant the behavior becomes and the more others will see your weakness to observe and correct poor behavior in the office. It is important to keep emotions from over-flowing in these interviews, even though you are very upset.

When you lose your calm, you lose your ability to be listened to and worse than this, that person will most likely share with others in the office the way you treated them, and were poor in your communication. This will lead to spite and distrust from the people you need it most. Even a stern reprimand should be given with love and foresight of the person's potential. If they feel you are reprimanding to truly help them they will appreciate the rebuke and improve. You should allow adequate time when reprimanding to ensure you do not leave on poor terms as a result of rushing to get in the car/ vans to get out to the area.

Warning & Probation Interviews

A Probation Interview is different from a Reprimand interview in that this will usually be the 2nd or 3rd warning for a specific offense. This time it is important, if you have not already done so, to have another person in management the Room with you. This will help prevent false stories from developing.

You will use documentation (like a write up or pink slip) this time including the following:

1. The person's name in print and Today's Date
2. Description of the offense
3. The probationary period end date
4. The penalty described if offense reoccurs
5. Include signatures from both parties agreeing to all the terms.
6. Document this in a safe place in case you need it at a later time to
against false claims

These interviews must be handled very tactfully; remember to have a sincere desire to see them succeed, improve and become better.

After discussing this you will ask them to keep your discussion private. If this person chooses to discuss it with others in the office, it will almost always be blown out

of proportion and cause negative feelings from others towards you. You should let them know that you are willing to forget about it, look past it and help them be respected in the office if they are willing to give the same effort to move on. If they are found discussing it, it will be grounds for immediate termination. This discussion is very embarrassing for most to endure, and is difficult to come away from feeling good, but it is possible with the right amount of time and discussion to walk away from this feeling a mutual respect for one another, and should not be ended until such is felt by both.

Quitters Interview

If approached by someone in the office to quit, you need to take a breath and silently ask yourself the question, “Will this office be better with or without this person?”

Truly answer this with everyone’s welfare in mind.

Many leaders become distracted in making this decision effectively by thinking of the accounts they estimate this person producing if he/she stays. If you make the decision to try and keep them out of fear vs. what is best for the whole, you will almost always end up losing more in the long run.

There are also those few situations the person quitting would be great to have around, but is having an especially hard week, has been tainted by the real source, fed with doubts etc. In this case after real contemplation, it may be wise to contact your Founder for assistance on finding a way to keep this person there long enough to realize their need in the office. You can almost always help keep those exceptions around, if you need help call your Founder to get on the phone with them.

If you have decided it is best for them to leave, draw up some release paperwork.

You should sit down with the rep and ask them the following questions before you invite them to sign it:

1. Knowing how difficult this job is we ask you to not contact any person in this office or answer any phone calls from anyone in this office that may call you for at least two days. Can you do that?

2. One more thing I need you to do with this request is to have your stuff moved out and be gone within hours so that you are not here when the others get home. Can I help you pack up so you can make that happen?

After they have agreed to this, see what is needed to ensure they are gone as soon as possible so the team is not home when they are packing. There is no exception to this rule. It is damaging in so many ways to have others witness their exit.

If they are defiant and do not want to follow your requests, try to work through it patiently through talking or put your Founder on the phone. Most quitters will want to leave as soon as possible anyway and have been contemplating their "escape" for some time.

Firing Interview

If all of the previous steps of disciplining have occurred and this person is still not willing to change, it is appropriate to fire them. Make sure this is done only immediately after correlation when everyone is gone for the day to give you time to let them vacate.

3- 17 Formula

3 Phrases / 17 words to memorize and use to fire them simple and respectfully

"We're concerned about your performance. We need to make a change, we are going to let you go!"

Be sure to stay present with the individual until:

1. Key to apartment has been turned in
2. All sales material, shirts, Clipboard, etc have been turned in.
3. The apartment has been cleared of all personal items.
4. They have vacated the premise.

If the person is defiant and refuses to cooperate, contact your Founder immediately for instructions on what to do to handle the situation further. Good Luck, these are never easy.

Notifying the Team

It is always important to bring to attention a dramatic change in the office such as this. If not done this can leave a very unsettling feeling, spur unnecessary talk and produce hard feelings towards you from their friends within the office. The first thing is to announce in correlation that “___(name) has been having a difficult time here with certain things, and after discussion we mutually decided it would be better that he/she lt. I know this may be sad for some of you and may need some settling in. Because emotions are high for everyone right now, we ask that you don’t contact him for a few days to let him/her as well as each of you move on and find your purpose here. I ask that you all respect that request, he has been asked to do the same thing to help all of us stay focused.”

It is important never to make something up, lie, exaggerate, or slander the person that has left. Whatever you so say will get back to the person and if false could cause more problems than you would want to deal with. Be honest and encourage others to remember the reasons they came out, why it will serve them to work hard, move on and stay focused on their goals and objectives.

How to Communicate With Team After Firing Someone

It's important to communicate with the team in a team setting where everyone is together. This will help clear up any rumors, answer questions and give direction of how to handle the situation. Before meeting with the whole team, it is important to visit the apartment he/she stayed in as soon as his/her roommates return from knocking. It is not good to let roommates who may be close friends with them to wonder why their stuff is missing and he/she did not drive out to the area. Give them the reason you decided to let him/her go and talk until they understand your reasoning for such action. Try and solicit their support when you announce it to the team the next morning and ask for their thoughts to stay focused on being positive and moving on. Ask them to come together as an apartment to support one another and let the person fired move on from the frustrating situation.

After disclosing the news to their roommates/close friends, ask them for their advice on how to announce this in correlation the next day. This will help them feel apart of the decision and will help in damage control. Discover with your wisdom the do's and don'ts of their suggestions

and ask them to support you tomorrow if things get out of control (which they probably won't, but just in case).

When correlation starts let the team know you have a sad announcement to make and that you ask their support as you announce what you are about to.

Briefly share what lead to the decision to fire the person, being vague to avoid personally embarrassing the reputation of the person, but clear enough to make it conclusive as to why the decision was made. Ask for their focus to remain and for their cooperation is not contacting the person for a few days.

You may ask if anyone has questions. If a question is asked that could spur unneeded discussion tell them you would like to answer that in private after correlation. When you feel settled it is wise to start the normal correlation using as many team members for role play as possible to avoid others getting side tracked.

Summer Half Way Interviews

*Spend a few minutes before each interview to pick one or two true strengths that stand out. (when another recognizes a strength that we proudly possess, it helps build a genuine sense to the praise we are given from them)

**Have a Gatorade/ candy bar to give them to eat during this interview

How are you feeling?

Where are you at right now...?

Mentally

Attitude

Goals/ on pace to achieve ??

Acknowledge strengths/ Build up

How do you feel about the office?

What is great about this job?

What would help you feel a greater sense of team unity?

What would help you to achieve your summer goals?

What do you feel is your greatest strength?

What would you say is your biggest weakness with this job?

Play "Sun Block" video tape (of themselves pre-season)

Now is the time to decide if you are going to be content with mediocrity!

If it wasn't for _____ I would be _____

Conclude with appreciation, confidence in them, and trust

Exit Interview – Before anyone leaves the Area (Early or end of Summer)

This manager packet is to be used during the Interview

District Managers,

This is your responsibility to make sure that an exit interview is given to all reps/techs before they leave the area. This is a mandatory interview that will take place for final reconciliation purposes. If you do not do this final interview with your reps **you will be deducted \$1000 per rep that you did not interview.** (This is in your employment agreement!)

Communication and having every rep know where they stand at the end of the summer is key to reps having a positive summer experience! Many companies do not properly reconcile with their reps and the reps leave the summer thinking they have \$14,000 in their hold fund when they actually have only \$8,000 in reality. Then you subtract - \$2,000 in taxes - final rent - customer deductions - points etc...(this will all be viewable by Aug. 22nd online and should not be a surprise to them) this could bring a "\$14,000 back end check in their mind, to an actual \$4,000 paid in total after taxes, deductions etc... These types of experiences, meaning lack of information or communication, cause reps + techs to say things like "they screwed me out of \$10,000 on my back end check". Firstline does not want any employees to feel this way. Do your exit interviews.

All reps/techs need:

1. Fill out Year End Packet (Give them time to fill this out on the spot)
2. Tear off back info page for rep to keep (of the year end packet)
3. Receive Exit Interview (please use attached sheet)
4. Return to District manager ASAP before leaving:
 1. Year End Packet (Survey-Check list-separation agreement-all materials)

Please let all reps know that you will be contacting them after the summer about any remaining open tickets, and year-end party dates & times!!

Year End Interview Script

We want to thank you and congratulate you on finishing the summer! You are in no doubt taking home with you valuable communication skills, increased work ethic, and new friends.

1. What is your best memory about summer 2011?
2. What would you personally change about Firstline that you think would have increased your installs?
3. Did you actually read and study your training manual? What new skill that you learned helped you the most? Did you like having the training DVD's? Did you find them valuable?
4. Describe your District Manager this summer? How did he (or they) personally help you?
5. What could your District manager have done different to increase the attitude and sales in your office?
6. How many times did you watch or listen to someone on the Firstline management team make a sale this summer? (Manager, Trainer, Assistant Manager, Vice President etc...)
7. How many total hours were you trained on the doors with a manager?

8. How many interviews did you have with your manager this summer?

9. What new things did you learn about yourself this summer?

10. What was your favorite correlation training? Why?

11. What can Firstline do on a day-to-day basis to motivate the reps better?

12. If you were the CEO of Firstline what are 5 things that you would change next year?
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Any additional thoughts about the summer?

Year End Interview Check List

1. Have Rep/Tech move all personal things out of the Firstline corporate housing.
2. Fill out and sign total "Year End Packet" (including, survey, separation agreement)
3. Receive an Exit interview by their manager
4. Return to District manager ASAP before leaving:
 1. Training Manual/1 Training DVD/1 Audio CD -must match their assigned number, ID Badges, Any material that they have pertaining to Firstline security or it's employees, All signs/stickers/paperwork/customer welcome packets/customer info/key fob
5. Print off a final report for the reps of all their accounts and year end payroll report

Rep Signature _____ Date _____

Manager Signature _____ Date _____

PLEASE RIP THIS PAGE OFF AND KEEP FOR YOUR RECORDS

- Your September bonus check will be available to pick up on September 30" or you can pick it up at the banquet.
- You need to have a reconciliation appointment completed in order to receive your check.
- These will be held on Sept. 26" through Oct 7" at the corporate office. If you live out of state they can be done over the phone. There will be no direct deposit on backend checks.
- Sign up online for your appointment (under your normal login)
- Your September 2nd paycheck will be available to pick up on the 2nd at 12:00 noon from the front desk. If you do not pick that up, it will be mailed out to your permanent address on the 7" of September.
- Summer program accounts must be sold by Aug. 27" and installed by Sept. 15'
- "to count for summer pay scales and bonuses
- Year-end banquet will be on October 15" from 6:00-12:00 PM at the Boondocks. (75 Southfork Drive Draper, UT. 84020) Those who are married or engaged may bring their fiancé or spouse to the banquet.
- Please remember you still need to pay attention to your open tickets and are responsible to get those taken care of unless they are tech related issues.
- ****Reminder**** any open tickets that are not taken care of by September 15th -those accounts will not show up on your September bonus check. If you want to be paid on these accounts in your January bonus check you will need to have these open tickets fixed by midnight on October 15, 2011 no exceptions**



BEN WARD UNIVERSITY

**SUMMER
ADMIN**

Sales Leadership Success

BENWARD.COM

Arrival, Set-up & Start

Manager should arrive to area at least 3 days before the start date to prepare the office.

What to do before start date:

- Ensure that you are present at the office during the days prior to start date to collect packages, materials etc. from UPS, FEDX, Office depot etc.
- proper set up of office appearance (see office set up below)
- proper set up of material closet for tools needed to sell
- Ensure you have done all personal shopping to sustain you for the next week
- Ensure that you have signed the leases at the apartment
- office and collected keys for each apartment. Make a
- copy of each key + 1 spare for all roommates to every apartment
- Ensure that you have prepared well for your correlation
- the first 2 days and know what you are going to say.
- Order lunch for the First Day's meeting If you are planning on providing lunch
- Ensure that all Internet, Phone, Electricity, Water etc. are active in the office and if they have been installed properly and are functioning.
- Have sufficient copies of:
 - Street Tracker Forms
 - Home Qualification Forms
 - Bundle Rate Description Sheets
 - Basic Door approach
 - Advanced Door Approach
 - Goal tracker Sheets
 - Ensure that every rep has a login to the website to track their accounts.
 - Research before hand who is missing paperwork and what is missing.

Items to have team prepared with for Summer

- Dishes, utensils, toiletries
- Books
- Gym Clothes, swimsuit
- Sports Equipment
- \$500 personal emergency money
- Blankets – Sheets – Pillows, laundry basket
- Containers to hold personal items
- TV – VCR – DVD's
- Not to Bring:
 - Guns – knives – Weaponry
 - Bad Attitude – Complaints - Quitter mentality
- Anything you are aware of that could distract or keep from being focused, irritate roommates or disturb the neighbors are things you should prevent from bringing. Think about this. This list does not contain everything, it is only a few suggestions.

Summary

1. Have a commitment interview with each rep before you start.
2. Set expectations early on and remove any false presumptions.
3. Explain the Rules of the office to Your Team in team meeting.
4. Provide a Detailed Travel Packet for each rep prior to their departure.
5. Make a detailed list of who is arriving when and how.
6. Make sure you've had your "Oceanside" Team Meeting / Dinner before you leave.

Office / Correlation Room Setup

Set Your Rules of the Office: Here's some examples...

- Incentives or dinner goals mean nothing until written on the wall.
- Never be late!!
- Concerns are addressed in Private to management only,
- never in correlation or to others.
- No knocking in unassigned areas - Sale will be taken.
- Must mark your stats
- Team incentives and dinner money are only awarded if present to activity
- Must "knock" a minimum of 7 hours Mon-Sat.
- All return appointments in previous areas are done before or after work hours
- Must give one day advance notice to receive new area.
- No quitting!!

Before kicking off your office, provide your team with:

- A list of every team member's contact info and date of arrival.
 - This will allow guys to car pool if desired.
- Map to the area and directions to their apartment and directions to the office
- List of their housing info (who is where) know their surroundings
- Daily schedule
- First 2 days training outline and work agenda
- Copy of the "Rules of the Office"
- Copy of the First Area they are assigned to and who they will be knocking with
- Copy of the First weeks Training Schedule so they know when they will be trained.
- List of pay, pay dates and how pay is dictated.
- Personal letter from you as their manager, written to your team expressing excitement and confidence in the program to be a success.

Correlation Room

In an apartment? Really!?? Possibly a bit unorthodox, we know! This is the place we recommend you holding your correlations, set goals, motivate, inspire, track stats and meet everyday for the program! Take absolute advantage of this room, but do not abuse the use of it. Remember there are people who live above you and can hear every cheer and scream, be sensitive to their concerns. You may have neighbors that complain daily, to have you evicted, do not egg them on. They will win!

Make this room awesome & inspiring. This room will set the tone for your guys every single day they go out. If it is dark and dull YOU WILL NOTICE IT IN THEIR SALES!!!

Take sufficient time to add quotes, colors, posters, and easy access to replenish their daily supply of materials.

Rules of The Office

1. Never be late to correlation!!! *(More than twice is a missed day)*
2. Concerns are addressed in Private to management only, never in correlation or to others.
3. No Poaching or install will be taken. *(No Debating!)*
4. Incentives or dinner goals mean nothing until written on board.
5. Team incentives and dinner money are awarded only if present to activity.
6. Turn in paperwork every night & mark your stats.
7. Must "knock" a minimum of 7 hours Mon - Sat.
8. All return appts in previous areas are done in morning before correlation or after work hours.
9. Give min 1 day notice to receive new area.
10. No drugs allowed period.
11. No consumption of alcohol during work hours, or coming to work affected by alcohol!!!
12. NO QUITTING!!!

Elevate Office Details

For qualified Sales Locations the Correlation room will be supplied with the following from Elevate

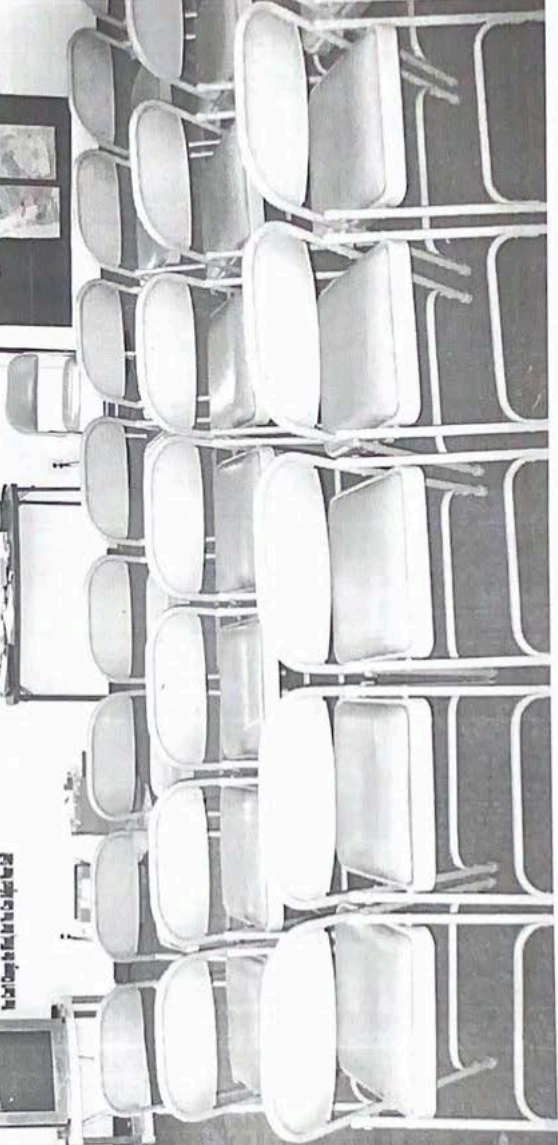
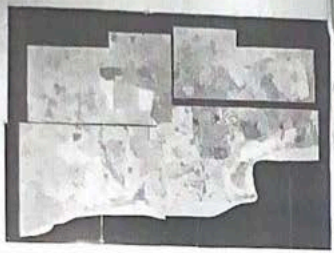
Office Set up	Method Delivered
Stat board	Local Fast Signs
Motivational Posters & quotes (x5)	Elevate ship
I-Pad's	TBA
Customer paperwork (Manual)	Kinko's / Printer
Sales Slicks	i-pad
Customer Brochures	i-pad
Sales Rep Training Manual (1 x rep)	i-pad
Manager Manual	i-pad
Sales Binder	i-pad
Shirts (2 per rep)	Shipping from Elevate
Office Phone	Shipping from Elevate
Folding Chairs, 4/Pack	office depot shipment
MARKER, DRY ERASE, CHSELTIP, 4COL	office depot shipment
CLEANER, BOARD, DRY ERASE, 8 OZ	office depot shipment
BOARD, MARKER, ALUM-FRAME, 3'X4'	office depot shipment
ERASER, DRY ERASE, EXPO	office depot shipment
BAG, TRASH, OD, 10GAL, 160BX	office depot shipment
TABLE, PLASTIC, 30X72, GRAY (2)	office depot shipment
CAN, TRASH, BRUTE, 32 GAL, W/O LID	office depot shipment
LAMP, FLR, TR STYL, W/PLS SHD, STL	office depot shipment
PLUNGER, INDUSTRIAL	office depot shipment
Locks for 1 doors	office depot shipment
Copier / Fax	office depot shipment
Pens	office depot shipment
Stapler	office depot shipment
Tape	office depot shipment
Push Pins	office depot shipment

Never, Never, Never Give Up!!!

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

**Live Now the Way Most Won't
So Later you Can Live the Way Most Can't!**

The Best Change You Can Make Now!



GOAL TRACKING SHEET



GOAL	100	150	200	220	250	300	400	600
MAY	18	29	37	45	47	70	80	115
JUNE	27	39	54	56	68	78	120	150
JULY	28	42	55	59	68	78	120	170
AUGUST	27	40	54	60	67	74	80	165
TOTAL	100	150	200	220	250	300	400	600

WEEKS	INSTALLED	PLUS OR MINUS	YOUR TOTAL
Week 1			
Week 2			
Week 3			
Week 4			
Week 5			
Week 6			
Week 7			
Week 8			
Week 9			
Week 10			
Week 11			
Week 12			
Week 13			
Week 14			
Week 15			
Week 16			
Week 17			
Week 18			

100	150	200	220	250	300	400	600
1	3	4	5	5	8	10	14
2	4	6	6	7	11	14	16
4	6	7	8	9	14	16	21
5	7	9	10	11	16	18	23
5	8	10	11	14	19	20	25
6	9	11	12	15	19	21	25
8	10	12	13	17	21	21	26
7	10	14	13	18	20	21	29
6	11	14	14	16	21	22	33
5	9	12	14	15	17	23	35
8	10	13	14	16	17	23	35
7	9	14	15	17	16	23	41
7	9	13	15	16	19	24	43
6	10	14	15	15	16	26	44
7	10	13	16	16	18	29	46
6	9	12	14	15	17	31	52
5	8	11	13	14	16	30	48
5	8	11	12	14	15	28	44
100	150	200	220	250	300	400	600

Correlation Training

Correlation training is the first 30-60 minutes of the day you have to influence the way your reps will think, work and behave for the rest program.

It can become very monotonous and is important to be an avid student of new sales and motivational material so you can maintain the attention of your reps as the program moves on. Before teaching a principle or topic you should have applied it, internalized and developed questions to engage your audience before teaching it. This will allow greater fluidity though your presentation.

Example 1: If you are training on the close and you have not gotten a deal in two days it is going to be difficult to have an attentive audience, regardless if the reasoning behind your lack of production was because of office work.

Example 2: If you are teaching your reps how to work through rain, and they hear of you sitting in your car with a sandwich it will be difficult for them to respect what you are teaching.

This goes for anyone that teaches in any industry. If you are not constantly applying and demonstrating that which you teach, eventually your audience will stop listening.

Day 1 & 2 Correlation Agendas

***Make this your own, keep it simple**

Day One Agenda

10:00 AM

Welcome/Intro (ensure exciting intros)
Best and worst travel stories.
Who came from farthest? (Give king size snickers & Red Bull)
Guys introduce themselves to each other
If you have hired an office assistant, Introduce them

10:20 AM

Describe Apt. complex and local area
Amenities
Shopping
Things to do after hours etc.

10:30 AM

Review the normal Daily Schedule
Describe habits to form
Remind them of the emotions they will experience
Lay Ground rules / Rules of the Office things to Know
Build Comradery / Talk about working as a team
How to "Milk" and place Request for new area
Hand out street tracking sheets
How to track and divide area with knocking partner
Misc. things you need to cover high level for them to hit
the ground running today (Very soon)

11:00 PM

The Sale - Signup process
Show sign up process online
Give out product pricing sheets
Describe all potential deductions to be aware of
Describe how they get paid – the process from start to finish
Fill out online agreement together

11:30 PM

Describe the Approach
Do a very basic door approach
Hand out a basic door approach to review
Hand out Customer qualification sheet
Help them know how to face the "no's"
Prepare them to not be disappointed
Do a very basic walk through
Teach them to never make things up w/equipment
Do a very basic close
Hand out a customer brochure

12:00 PM

Lunch catered in to not waste any time
Handout: Sales Materials, sales binders, 2 shirts each
sales slicks, their hat, customer brochures, individual maps
and pre-mapped areas, Show them how to organize their binders

1:00 PM

Jump in Cars/Vans & Go Knocking
Explain they will most likely have the police called on
them their first 3 weeks and to be absolutely courteous
and responsive to questions.

Direct them to call you if they have problems.
Be ready for a thousand phone calls and make sure your phone plan can support 5,000 minutes per month. It is important to have patience and never raise your voice. Make sure you are at the office when they return that night with some ice cream and Hi-5's. Congratulate them on making it through the first day!

Day Two Agenda

10:00 AM

Review Day One

Recognize all who:

- Got in a home
- Walk through
- Set up a bundle

Share funny stories from first night knocking

10:15 AM

Review the Day's Agenda

Invite them to hold their questions till the topic to their question comes up.

Write all questions on the white board and answer them where they fit into the agenda

Encourage them to find answers in their training manuals after leaving the customers home

10:30 AM

Review Objections

Let them ask all the questions they want

Do role plays of how to overcome objections they faced

11:00 AM

Review the Door Approach again

11:30 PM

Review the Walk Through Again

12:00 PM

Review the Close Again

12:30 PM

Teach them to be Grateful for all the Rejection
Describe a Definiteness of Purpose
Describe that the thoughts of Quitting will arise
Describe the only sure way of failure is by quitting
Describe the Attributes and Characteristics they will acquire that will shape them forever
Teach them to never get down but to see every thing like weight training; resistance makes us stronger, more defined and healthier.

1:00 PM

Set Goals - Jump in Car/Vans and Go Knocking
Everyone reports at the end of the day and writes their results for the day on the board

Before Correlation Schedule

Arrive 2 hours before Correlation
until you master this stuff and it becomes second nature

Do the Following:

15 minutes

Review Stats and Print them - highlight those to recognize. Review sales and bundles sold.
Take note of who did not fill out the stat board from the night before.

15 minutes

Review Wall Map to ensure team is moving in a sweeping motion and staying together for travel time. Review Requests for New Area and have ready for the reps when they come in.

30 Minutes

Plan an effective correlation. Come up with Topic for the day and see what new things you can teach. Plan who you will use for role plays what they will role play on.

30 minutes

Meet with management and talk about the team problems, needs and successes.

15 minutes

Ask one rep to come in early for interview.

15 minutes

Greet reps as they come in and let them share stories of their previous day.

After Correlation Schedule

Whatever you feel you need to do ask yourself these questions before beginning:

1. Did I drive out with my team to sell today?
2. Have I outlined every task that must get done?
3. Have I prioritized these tasks from urgent to not so urgent?
4. Which of these tasks can be done tonight or in the morning?
5. At the end of the year when all is said and done will I look back at this time and say to my self, "I am sure glad that I completed this task instead of going out selling with my reps?"
6. Am I being Honest with myself?

If you can answer yes to these, than work like crazy to get them done and get out of the office by 2pm on the doors selling. There are those situations where a major problem arises and more time needs to be spent resolving a particular issue, 4pm should be the absolute latest you spend on these issues.

After-Work Schedule

Mark your personal stats on the board, congratulate those that return home and then ask yourself the following questions to close your day:

1. Did I give all I could today?
2. Would my reps respect me if they new how I spent my day?
3. Would my Leaders be proud of how I used my time?
4. Would I be happy if every one of my days were spent like this?

If you did not answer yes to each of these, than spend a minute and right down the regrets of your day and don't repeat them tomorrow.

Staying Focused in Correlation

It is common to have 1 rep especially in need, raise his hand in correlation and ask a question pertaining to a completely different topic. After assessing the general feel, whether it is an isolated question or common among the group, it is important to focus as closely on the needs of the majority rather than of individuals in front of the group. It may be good to have a suggestion box or a voting poll on suggested topics to train on, this way you know

what everyone needs.

If someone asks a question that could cause unnecessary discussion or stir emotions negative to the whole, write the question on the board and ask them if you could answer it in private with them so you can finish the training.

Role-Playing in Correlation

Role-playing is an excellent way to engage the audience when using a member of your audience as the role player. It can be a very embarrassing nerve-racking task for some, but all in all will give tremendous insight to reps that you may not have been getting through to. This should be planned out in advance with the people you would like to use, this will allow them to be better prepared and not be embarrassed if they are uncomfortable. Even those that are not used to being in front of an audience should be encouraged to role play and overcome their fears. This should be done daily, so others see what works for different personalities.

Critiquing Others During Correlation

Before a person role-plays (ask if the person is ok in receiving constructive criticism – let them know we are all a family and we are all here to help each other kill it this program) it is helpful to allow the audience to give their feedback. It is important to put in as much positive as there is negative feedback so that self-esteem remains.

It is common for the same people to want to role-play everyday. Planning will help to mix up who does what and your audience will appreciate a variety of demonstrations vs. the same person each time. You as the manager should direct where the role plays go, for how long, and what the subjects are. This will also be a time to let your reps get a change of scenery from your daily speeches.

Handling Inappropriate Behavior During Correlation

It is never good to leave on a negative note from correlation. If someone says or does something that has offended someone else, ask to finish the discussion after correlation and do your best to continue on a positive note. If someone is behaving so poorly that their presence is no longer needed, you may want to ask them to go back to their apartment until you call them to meet.

Everyone should be taught never to address concerns or personal issues in a team setting but only in private with management. If it is out of control, you may want to step out immediately with that person and have a manager take over with training and role playing.

Correlation Topics and Ideas

There are 100 - 108 days in the normal program. Since there are no formal training scheduled on Saturdays you are left with 85 - 93 training days. The most critical time for this training is in the first 45 days. This is the time you will have to mold your reps into a determined dream team. Here are some basic topics to assist you.

Option 1 The Sale

Day One Door approach
Day Two Walk Through
Day Three Close
Day Four Question Based Selling
Day Five Overcoming Objections
Day Six Signing a customer up online

Option 2 Succeeding No Matter What

Day One Persist until you Succeed
Day Two
How to Take No's and Move Forward
Day Three Having a Definiteness of Purpose
Day Four Define Success
Day Five Emotional Readiness
Day Six Mental Preparedness

Option 3 Product & Area

Day One Product Demo
Day Two How to Show benefits
Day Three
How to Introduce the Equipment to Customer
Day Four Believing in the Product
Day Five
Milking Area-methods of tracking
Day Six Using the customer brochure on the Door

Option 4 Forms of Communication

Day One

Non Verbal Comm. – Body Language

Day Two

Meta-Verbal Comm. - Tone of Voice

Day Three

Verbal Comm. - Words Used

Day Four

Using the 3 methods of Communication

Day Five

Reading the 3 methods of Communication

Day Six

Adapting to someone's communication style

Correlation Agenda (1 hour)

5 min Announcements

5 min Recognition - Have Big Dawg do Approach

5 min Review Yesterday's Training

40 min New Training

5 min Take Goals and Get in the Cars/Vans

Office activities and fun correlations

This is a creative list of activities that can be done to break up the monotony of correlation. These should be earned by way of incentive and should not be done till the 2nd or 3rd months. These should never interfere with normal knocking hours and should be planned with adequate time for reps to return, shower and be back to leave at normal hours.

Add to the List.

Office slide show

Beach/Beach Correlations

Movie correlations

Share Personal Stories of overcoming hardships

Talent Show

Ultimate Frisbee – Softball – Basketball etc. (early in Morn)

Funny Door Stories

Rep Training Schedule

Week 1	Mon	Tue	Wed	Thur	Fri	Sat	Times
Ben Ward				Sam	Eric	Fred	2-5:00
		Josh	Will	AJ	Ralph	Brand	6-9:00
Week 1	Mon	Tue	Wed	Thur	Fri	Sat	Times
Bryce Driver			Scott	Wyatt	David		1-4:00
		Tomi	Dan	Mike	Casey		5-9:00
Week 2	Mon	Tue	Wed	Thur	Fri	Sat	Times
Ben Ward	David	Dan	Tomy	Casey	Kent	*	2-5:00
	Eric	Mike	Wyat	Scott	Ben	*	6-9:00
Week 2	Mon	Tue	Wed	Thur	Fri	Sat	Times
Bryce Driver	Ben N	Kent	AJ	Ralph	Brand	*	1-4:00
	Will	Josh	Sam	Eric		*	5-9:00
Week 3	Mon	Tue	Wed	Thur	Fri	Sat	Times
Ben Ward	Will	Josh	AJ	Jake S	Brand	*	2-5:00
	Eric	Brand	Ralph	Scott		*	6-9:00
Week 3	Mon	Tue	Wed	Thur	Fri	Sat	Times
Bryce Driver	David	Ralph	Will	Wyatt	Eric	*	1-4:00
						*	5-9:00
Week 4	Mon	Tue	Wed	Thur	Fri	Sat	Times
Ben Ward	need	basis				*	2-5:00
						*	6-9:00
Week 4	Mon	Tue	Wed	Thur	Fri	Sat	Times
Bryce Driver	need	basis				*	1-4:00
						*	5-9:00

Area Management

If not managed properly this can be the result of some of your greatest stresses this program. Please pay attention to this section and do exactly as this advises. Starting day one of the program inform your reps that you will be re-knocking area 3-5 times throughout the program and to leave good impressions everywhere they go. We do this because people change their minds after seeing the products in a neighbor's home, hearing of good experiences others have had with us etc.

You may never have to re-knock an area once the whole program, but telling your team beforehand that they should expect it will avoid problems if and when it is ever necessary to do so. This is vital to announce, do not make the mistake of thinking your area is so big that you'll never have to do this. Help them see the advantages of re-knocking or going into an area after competitors have been through it.

Never make the mistake of telling your reps that they have been assigned "The Best Area", or that a particular area is "Saturated" if they start to incorporate this language into their vocabulary you will have crippled their ability to believe in themselves wherever they are placed. There will be a large price to pay for the manager that starts off teaching external factors such as area as a means to their success or failures. This happens too often and has such adverse effects!

Discovering Area Boundaries

Because of the large number of offices being located near one another it is important to establish boundaries from other team's area to avoid conflict down the road. Your Regional should be able to sit down and physically draw lines on a wall map to define your area. This should be done before day one of the program. The best way to do this is to purchase a few street maps online or at a local bookstore, Target, Wal-Mart, Shopko or Costco. The best street maps we have discovered are made by Rand McNally and can be found for any area in any quantity on their website at www.randmcnally.com.

After you decide what area is yours, you will cut it out of the maps, piece them together like a puzzle, laminate it, and hang it on the wall before you every street visible inside your area. This will allow you to use a dry erase marker to make and edit boundaries and rep's areas as needed.



Example of an Effective Area Map

You will take this and other maps that may include pieces of your area, unfold them all the way, set them together on the ground and with a pencil draw on each of the maps the borders that make up your area. This should be done in such a way that when you are through drawing, you could cut around the lines, move the pieces of each map together to make up one piece, with each street aligning and borders of each city showing clearly.

Once outlined with a pencil cut the unneeded portion of area out of each map so that you can take each piece to a print shop to have laminated and hung on the wall for everyone to see. This will remind you daily of the area in which you have to work with and a bird's eye view to plan the pace at which to move to ensure it lasts the whole program.

Marking Area on Map

On the Area map there are lines drawn like a grid by the manufacturer to use in locating the parameter in which a street resides. Do not use these lines to mark area. They look tempting but will cause your reps to cross area's, be ineffective for car/Van drivers to determine efficient drop off and pick up points and much more.

When drawing area (which should be done prior to your office start date) you should section off increments of no

more than about 1 1/2 in. x 1 1/2 in. or no more than 15-20 streets inside each section.

More than this will cause reps to waste the area by hopping back and forth with out effective tracking, getting to know names of residence because they think they have more than enough to work with and don't need to do that tracking stuff. This is a great way to blow through area and cause your reps to sell less, ask for additional area more often.

Seems contrary, but will actually cause them to perform worse than if they were in a smaller area milking it dry.

To mark an area find the main streets that would connect two or more areas right next to one another. Doing this would allow the car/van to drive up one street and drop off and pick up each person in his/her team more easily.

Example of How To Draw Areas

Notice how the streets are clearly defined so reps are not crossing into each others area's and traced along main roads for more efficient pick up's & drop offs. In addition to marking the areas in such a manner, each area should be numbered in the center, and should start over for each additional city on the map. This allows for greater ease in handing areas out, locating when a rep is in need, and for recalling who was assigned where in the past for re-knocking and tracking purposes.

Because the wall map will be laminated it will be easy to make changes using a dry erase marker if you realize you have made mistake in sizes or borders.

Dispersing Area to Reps

On the wall you need to have a large 11 x 17 laminated excel spread sheet title "Area Request Sheet". This is a piece of paper that is used to put in a request for area the night before so you are not dealing with reps stopping you after correlation asking for new area and holding up the car/Vans. This also gives you time to have the area ready when they arrive in the morning or have a chat with them about excessive requests for area. This form will show you how many days they spent in the last area, and will give you an indication if you need to have them stay their longer to learn how to milk it. This will happen all the time.

Area Request Sheet

You want to choose one of your managers you can really count on - it is good to assign this responsibility to someone other than yourself. This person should be strong willed and not be afraid to deny a request for area if "Tracking Sheets" are not being used properly, or if requests for area are too close together.

If they see a concern they need help addressing then you should be there to help them resolve it. You should also supervise the maps daily to ensure a proper flow of area and verify it is being dispersed conservatively.

The most efficient way we have found to hand out area is to purchase every rep in the office the same map as the one on the wall. They should be able to fold in such a way that will fit easily into their clipboard or binder for all program use. By each rep having the same map as the one on the wall, you will avoid having to print maps, cut maps and draw area every time someone needs a new area.

By having the wall map already sectioned off and numbered you can say to the rep who is requesting new area, "go to number 24" and he/she can then go to the wall and draw on their own map the borders that lie on the wall.

This way there is no discrepancy when someone poaches in another's area or mistakes are made with borders. The only mistakes are those made they are accountable for.

Use Their Tracking Sheets to Verify Area Requests

Tracking sheets are an excellent way to verify whether someone needs a new area or not. By viewing the rep's sheet you can see if they have knocked every street, and every home on the street, and whether they are complaining or legitimately need a new area. Do not be afraid to tell someone to stay there until they have milked it or sold X number of deals.

Effective Area Tracking vs Ineffective

Every house on the street is listed in order from start to finish, the left side of the street first, then the right side. You can see how many homes are on the street, and estimate the closing ratio for this rep and whether or not that person could spend more time in his/her area before moving.

24 Street Tracker and Closing Ratio Sheet - must be handed in to receive new area

Tamaño

Leave blank = if not home NI = Not interested CB = Come Back SD = Sold

(501) 699-9682

List House# of every home knocked and street name/Use closing ratio- determine how many doors you must knock to hit goal today

RECHARGED

SALE

near sign on street

	Mojave St.		6-TURNER		BARTON
NI	1377	j	4343	Jose Delatorre	X
CB	1379-Husband absent	X	4333		X
	1381		4325		X
SD	1383-Bob green-tonight 7pm		4311		710 Fence locked
	Ratio 1/3 talked to 1/4 knocked	R	4305		730 Roberto + Candice
	IOWA				726 (j DAUGHTER)
II	2939		4233	458 9175 Rosanna	X
R	2947		4222		R 710
X	2953	R	4230		R 706
II	2957		4234		X 640
X	2971	R	42--		R 632
X	3005		4302		628
R	3009		4306		R 620
R	3017		4312	DOB	R 614
R	3021	X	4320		X 608
R	3027		4328		R 602
j	3035 Francisco	j	4338		
cb	3037				
X	Condemned		THOMAS		
I	3041 locked			Gloria Delatorre	j CARLOS = MARY
R	3024	R	4224		X 4522 6:00
R	3020	j	4234		X 4554
X	3012 Condemned	j	4211		4560
			4235		R 4564
	WHITE		4243	ISACC	R 4574
R	4344	X	4307		
X	4326 c✓	R	4317		III 526
X	4326	j	4327		III 528
X	4272	2	4339		j 530 John + Nancy
R	4266	R	4347		R 532
M	4260	cb	4316		cb 534 Truly Mason
X	4254	R	4306		III 536
X	4278	cb III	4242	white lady	j 538
R	4242	j	4234		j 540 Kimberly, Nadia
	4236 OWNERS	R	4224		TH 539
j	4230 ANN		4405	silver Tundra-	III 537
cb	4224 FRIDAY - Guillermo	j	4419	Olivia Nidel	X 535
R	4207	R	4429		R 533 Defaced neighbors
R	4215	R	4437		X 537 CONKERS
R	4217	I	44		II 523
cb	4223		4455		II 527
	4231	X	4461	out of town folk I W/ GAVE packet - de Gil med	525
X	4243				
R	4247				

ERNESTO

Monte Carlo 4:00 Tue

LORI

4532 E

ANNE

BARTON

family

Vicki

- j 4235
- X 4301
- R 4307
- R 4315
- R 4337
- X 4345 → out

"Chemical City"

Ineffective Example of Tracking an Area

When looking at their tracking sheet, notice any inconsistencies.

This prevents you from giving proper instruction or training on approaches or closing, you can't tell how many homes rejected him before he got the deal, or how many doors it took to get the one deal. You also can't see how many homes were left per street to continue knocking. This rep will find his/herself wasting a lot of time walking back and forth from street to street with this method trying to find homes that have not been knocked.

Teaching Your Reps how to Milk an Area

To milk means being able to show an accountability of every home within an assigned area. If reviewing a tracking sheet with a rep, you should be able to ask, "What happened with these houses?" you should get a reply like, "I have tried those homes 3 times at all different times of the day and they are never home." The Rep should be able to demonstrate by walking down a street with you the status of each home and could say, "sold, never home, Not interested, Not interested, Sold, Sold, Call Back..." and give a report in order from the front of the street to the end of the street. The rep should NOT mark only the homes visited. This will not allow you to clearly see how many homes are yet to be visited and properly judge if this rep needs new area. You will also not be able to properly see whether his approach or tracking is the result of poor production from an area.

Stats & Recognition

The two of these feed off each other. When the stats are reviewed properly and the right people are recognized a fire is fed the will continue to burn and those stats will continue to grow. When someone gives all they have to perform and others fail to recognize that, it can be very deflating, even cause some to stop performing.

A recent survey in Forbes Magazine, 1000 employees from all over the country were asked what the top ten things they would like more of in their work place. An overwhelming #1 spot was given to More Recognition.

More than money, more than sales, people need to feel important. There are a variety of ways to recognize people in addition to their numbers. Later you will find a list of

ideas for ensuring even the littlest reps feel appreciated.

Using the Stat Board

Some wonder why we have the stat board if we print the stats everyday and can see them on the website. The point is not for you to see the stats or know the stats. The purpose of the stat board is for reps to give a personally accountability everyday to themselves and their team of their days efforts. If they lie on the stat board because their stats do not measure up to everyone else's, the board will stare them down everyday and silently motivate them to pick it up. Some are very honest with the board, this will allow you to see who is actually putting in the time, and give you an indication of area's of needed improvement. The stat board also allows you to be reminded of dinner goals or incentives that were set earlier in the week and give you the chance to count down the new amount needed for each day. It will give you the ability to set and track individual rep goals for the program, week, month and each new day. Anytime an incentive is rolled out it should have the details either written or pinned on the board for clarity.

Printing the Stats

Every day stats should be printed and pinned to the wall before the reps come into correlation. They should be placed in an area for the whole office to see with ease. You will notice this will be the most looked at wall during the program. Performance is addictive, the more you see the more you want. Make sure there is never a day these are not printed and within everyone's view. It will be helpful to educate your designated manager to print these off for you early in the morning since they are generally the first to arrive. Sit down with them at the beginning of the program and show them exactly what to print off for the reps.

Recognition In front of the Team

This is something that is needed everyday for great performance in a specific area. This does not always need to be sales or referrals but can be done for work ethic, kindness, service etc. generally this is a time to spotlight a variety of people for sales, bundles, quadruple plays, etc... Some offices in the past have played rocky music, stood and cheered; thrown people into the ceiling, crowd surfed, or use whatever means of raising the energy in the room. This can't be done with a normal tone of voice or just applaud, this should be well thought out and planned so that people look forward to being in the spotlight. It is difficult when the same people are being recognized everyday to look forward to this time, take the time to plan out a variety of people to recognize for specific little accomplishments.

Recognition Ideas

- Phone sales
- Bundle sales
- First deal of the day
- Last deal of the day
- Most consistent # of days with a sale
- First personal sale of the week –month – program
- Most number of "walk through's"
- Most number of cancels- ONLY FOR REPS WITH HUMOR ;)
- Hardest worker
- Best attitude
- Most Positive
- Always a smile

Never complainer
Best at taking rejection
Best at taking no's
Best at never giving up
Best at never getting down
Best friend of the office
Most punctual...

Rewards for Recognition

Stick of Extra gum
Big league Chew
Perrier water
Gatorade
Mini-Candy bar
Nutra-Grain Bar
\$.99 Chinese karate DVD
Crowd surf or launch into the ceiling
The Big Dawg chair or love sac
Anything little that can be afforded daily, will make such a difference in having the coveted big dawg spot

Incentives

There's two types of incentives given out this program, Corporate and Office incentives. Corporate Incentives will be done as seen fit through corporate. Office Incentives will be done as seen fit by you as the manager. Incentives are great way to motivate the tired, distraught and those at the tipping pint of greatness. There are effective ways to roll them out and ineffective ways to roll them out. The first step is checking your email every single day morning and night so you are aware of the most up to date incentives being rolled out. One of the biggest problems with rolling out incentives properly is that managers don't check their emails early enough and they roll the incentive out when it is half way over. The other ineffective means of rolling them out is by reading it online then trying to tell your reps by memory what the incentive is. Each incentive that is rolled out should have a copy printed for each person that is eligible and one copy used to hang on the stat board for constant reminder and clarity. If you do not do this you will have disgruntled reps that thought one thing and got another. Make sure everyone hears about it.

Corporate Incentives

These are incentives that will be rolled out from time to time during the program as corporate sees fit. They will generally be emailed out Monday morning and discussed on the conference call for the week. Each incentive that is potentially rewarded will be paid out at the end of the year to avoid problems of late shipments. When a rep qualifies for a corporate incentive a picture of that incentive will be displayed on their website log in page every day until the end of the program. The more prizes they win the more pictures of those prizes will be input for them to view and expect at the end of the year.

By doing this we will avoid the distraction and de-motivation that comes from a prize not being received on time, or the wrong prize being sent or not sent at all. This is intended to keep reps focused with the end in mind every day. There will be a description of how each prize was qualified for and a cash equivalent for the prize. At the end of the year if they finish they will receive all of their prizes shipped to their house or picked up from the corporate office. You as a manager will also be able to see who qualified for each prize and recognize each person that qualified.

Office Incentives

These are the incentives that you as the manager may want to do. This money comes from the Expense Bonus outlined in the official compensation plan online. Any prize that could be potentially dangerous we recommend that it is accompanied by a waiver before exchange is made. Elevate will not be liable for harm caused by incentives. **Discrepancies With Incentives**

All discrepancies on incentive qualified for, missing accounts or level earned, etc should be sent to repservices@goelevate.com. Please state in detail the Rep name, customer full name and full description of the problem. After research of the problem you will be notified with the resolve within 1 week of your request.

Inner-office Competitions

These are fun to do, like fantasy football or basketball online, you can pair someone up against another rep in the company who they have been neck and neck with and see if they will beat them for the day or week. This is also fun to do against other reps inside the office using some of the ideas from "recognition ideas" to mix it up from just the most deals. It is best to pair those up with who they are closest to in sales so the competition is realistic.

Some fun ideas to do with Winners & losers are (if both agree):

Laundry for the week

Pie in the face

Pudding in the face

Shine shoes for one week

Make their bed

Clean their apartment

Breakfast for the week

Buy a shirt of their choice

A new pair of shoes (this is for the big salesman)

These are good to do even if there is nothing to give away just to keep the guys chasing something. It is good to mix up the competition as well instead of pairing up the same guys every time.

Suggestions for Office Incentives

Air-soft Guns

Basketballs

Footballs

Nerf Equipment

Baseball Mitts

Soccer Balls

Board Games

Shoes

Shirts

Hats

Dinner/Lunch

Book

Best Buy gift cards

iTunes gift card

Groceries Etc.

(See Recognition Ideas for Ideas of incentives to roll out)

Individual Incentives

Sometimes you will want to do an incentive with a single individual in the office that is confidential between you and that person. This is great to do when you are trying to really build a relationship and trust with someone in particular. You will want to discuss this in a private place, write down what you set, give a copy to that person and keep one for yourself. This can be a great way to pick up someone that is down and help them feel special. Make sure they keep the incentive 100% confidential.

Rolling Out Any Incentives

Train your team to see incentives as the cherry on top of a great job with great pay and learning. Incentives must be seen as positive regardless of what they are. It is up to you through your creativity to ensure people support and appreciate incentives being rolled out. If you show negativity or lack of excitement rolling them out your reps will see them the same way. If it is playing music, applauding, running around the room in circles or whatever it be, it needs to be something so unique that when done brings a smile and some laughs when presented and causes sales to increase.

Dinner Goal Incentives

Purpose:

The Company wants each office to work together in a united manner to reach and achieve common goal. Doing something like this builds momentum and relationships and helps everyone to have a good time.

Who are the Dinners Really for:

Dinners are for Reps, Techs, Office Managers, and any spouses (they must have a ring. Girlfriends don't count) of previous categories.

What do we need to do to earn our dinner money?

You must have an approved (by your VP) dinner goal set on Monday Correlation. These Dinner goals must be set Monday morning before you go knocking. They must also be reported Monday night in your Manager/VP phone meeting. As a rule of thumb it is required that the new dinner goal you set must be at least 5 installs higher than the previous week. As an office you need to work together to achieve your dinner goal. As a manager it is your job to motivate the reps and techs on a daily basis by reminding them of the goal?

What can I do to help remind the team of our goal?

Good question! You can do 3 things. First you have a section on your stats board where on Monday correlation you need to write the goal up there. Below the goal it is also nice to decide on where you would like to eat. That motivates them even further when they know exactly where you are going. Take a vote and decide. Majority rules. Second, you need to write in the top corner of the dinner goal box a count down. How many more installs you need (as of the start of correlation that day) in order to hit your dinner goal. Third, you need to write your goal on a blank piece of paper and post it above your door so as the reps leave each day, they will see the dinner goal and have something to focus on (Notre Dame Style). The office manager should text message everyone on Saturday sometime to remind them of when and where the dinner will be held. Technicians, spouses, office staff, and all Advertising Directors.

How do I pay for dinner?

You need to use the attached dinner sign off sheet or make one up of your own. The company would like you to specifically give them each \$10 for them to spend on their own at dinner. You are not responsible for the bill. They have to pay for dinner, tax, and tip. Most of the time, they

will need to chip in a few dollars. This mean, you need to have lots of cash on Saturday night in your cash box ready to hand out at dinner time. You need to hand out the dinner money at the restaurant when everyone arrives, this is very important to get everyone there. This also means you need to have them sign off for the cash received. Anyone you give \$10 to needs to sign off for it verifying you gave him or her \$10. You can use that sheet for reimbursement. I would hole punch that dinner sign off sheet and save it in your binder under the "Cash" Section just like a receipt. Remember you are a large group and most places will not let you split the bill up into sections or tables. If possible ask the waiter to divide the checks up by tables and that's it, so each check would have about 6-8 people on it and then it is easier for them to split up and figure tax and tip. You do need to explain a few things to the reps in correlation though. Do not let them split the bill up into separate bills for 30 people? They do need to pay for tip. The manager is not big poppa and doesn't need to flip \$40 for the tip. Make sure everyone leaves enough money for tip and tax. It seems elementary but you will need to bring a calculator for them to use (or cell phones) because they need to multiply their meal and drink by the tax rate 8% or so, then they need to multiply it by 1.18 (which would give them their total plus 18% tip for a large group).

Do we just show up for dinner?

This is something you need to plan out in advance. You need to have your Office Manager in her down time call all the local restaurants and find 4-5 of them that take reservations. Yes it will be hard to find them but you can find them!! Usually they don't except reservations but all you have to do is talk with the manager and explain the situation. Tell him you are the manager; you pay for dinner for the entire crew every Saturday Night and you would like to work something out with him where you can make some reservations on Saturday nights for a late dinner after the mad rush (usually around 9:30 PM). The later you ask for the easier it will be for them to accommodate you. Dinners should usually be scheduled for sometime around 9:30 PM so techs can make it also. The best thing to do is have the reps and techs drive straight to dinner and the spouses can meet you there. It takes to much time and focus off the doors when you go home, change, shower, etc... they end up being late to dinner and the crappy thing is that the restaurant will not seat you until all of you are present.

Most commonly asked question?

If I do not attend dinner do I still get the dinner money? The answer is no. This is a team building activity and that is why the company does it. Technicians are the only exception. If they are on an install then they will still receive their dinner money on Monday morning from the District Manager. Again, in order to receive the dinner money for that week (if the office hits their dinner goal) they need to attend the planned dinner together as 1 team. If you are

having problems with getting people to them, then you need to do something to make them fun.

Do we have to go out on a Saturday night?

The answer is no. You should do about 99% of them on a Saturday night but understand the team will want to go out on the town at least 1-2 Sat. during the summer. I would recommend taking all the money and doing a BBQ on Sunday at a park. You can do a killer BBQ for \$10 a person.

Best places to have the dinner?

Hoolihans, Ono's Pizza, On the Boarder, TGI' Fridays, Mexican restaurants, Marie Calendars, Old Country Buffet, Chinese buffets are the best, and probably the best place is a park for a good old BBQ. You will be in hog heaven with \$10 per person at a BBQ. You can have activities and really hang out.

Hope this is informative for you and helps you prepare better for company dinners. These should be fun and well planned out. The more organized you are with them, the better time it will be for everyone. Enjoy and make some good memories

Example Dinner Sign off Sheet

Vans / Carpooling

Decide on a system and stick with it!

If Vans are Not Optional

If you decide you would like to provide vans for your office(s), you may do so but at your own expense and in your own name. We recommend not making them optional, and providing them for your team as a good system to get all your reps uniformed and selling earlier and later in the day. To set up the van system in your office, contact your local rental car center and ask for a quote for the period of time in the program that your office will be open and negotiate with them to get the best rates.

Suggestions on how to pay for the vans

One of the best ways we've found to pay for the vans is to have each rep Responsible to pay \$50 a week for the privilege of having Vans in their office. This will need to be paid weekly, bi-weekly, monthly to you, (however you decide to set this up) and pooled by all the reps to take care of the expenses that come with the Vans – Such as the van itself, insurance, and gasoline. Elevate will not participate with your van affairs.

Personal Schedule and Sales

No Matter how busy an office gets a manager should never be in the office or doing office things after 2:00pm... 4:00pm at the absolute latest with emergencies at hand. If you are in the office after this time you should ask yourself, "Is the task I am engaged in right now worth paying \$200-\$400 per hour to do right this minute or can it wait until tonight or in the morning?"

*Warning to managers

I've learned a common mistake managers make is justify menial tasks to be of a critical nature and pertinent to immediate resolve. The self-deception is this, "I am working to help my team be happier by resolving these issues... I am sacrificing my own personal sales time for my team, so I am a caring manager."

This is the cleverest form self-deception managers try and communicate to themselves to avoid knocking. Think about it for a second, what makes a rep happy in the program? Why are they there? If every rep were selling everyday do you think you would have to worry about making sure

there is “treats” in the fridge when they get home, or that the “office is cleaner”, or whatever? Heck no, when reps are selling consistently they are happy regardless of their circumstances.

We are not implying to neglect your office duties, but prioritize them, after 2pm every day and 4pm at the latest whatever you are doing is most always of a lesser priority than prime time knocking with your reps, showing them how it’s done.

We challenge you to drive out to the area with everyone else so you are not caught in the black hole of the office, you will regret not taking this advice in the end. More than anything else, personal sales are the absolute FASTEST way to gain the respect of your team. They will listen, be more attentive and work harder when you have shown them you know what you are doing. Don’t find ways to justify avoiding what you know you should be doing. This only causes depression, greater fears, and a feeling of self deception and is visible to team members

Knocking Partners

Each rep should be assigned a knocking partner that will change from time to time. Each set of knocking partners should have a strong influence and a not-so strong influence so that you do not run into partners hanging out all day and distracting one another. These reps do not need to be friends, although friends may request this, it is wise for braking up the routine to switch these partners every so often. Most often times one person in the group will finish knocking earlier than the other guy, before handing a new area their tracking sheet should be verified. After assessing whether or not this person really needs a new area, you may want to assign them to a small area inside another area that you will send the next person who requests a new area. This will be their new knocking partner. They may be alone for a day or two until someone else needs a new area, but should not be alone more than this. Never assign someone their own area to knock.

Late Car

Late car responsibilities

- Drive alone to area, no questions!
- Pick up guys who are staying out past the vans pick up time no matter how late they are out.
Coordinate each night through the trainers who needs to be picked up, if any.
- " Help ensure that guys write down the night before if they need new area
- Monitor tracking sheets to ensure they have milked their area

Area Responsibilities

- In Charge of area (under mgmt direction)
- Assign new area to guys
- Work with mgmt in organizing map routes
- Set an example to the boys of:
 - Positive attitude
- Hard consistent work
- Respect toward management and team
 - Never going to beach/ any non-work related activity during work hours
- You are my right hand man!
- Explain tracking sheet/ strategies on "milking" area.

Trainer responsibilities

This is not an \$8 an hour secretary job that has a checklist of things to be done; this is an innovative position that demands creativity and stepping up to create new heights of achievement. Exact definitions of responsibilities are not spelled out completely. As a trainer we need your help building the individual and collective morale of the office throughout the summer. We are working together in efforts to focus on each individual!!!!

1. VANS
 - a. Drive the vans- drop off /pick up guys
 - b. Pull the vans up close to the office before or after correlation
 - c. Ensure paper work is stocked up in the vans each day
 - d. Fill the vans up with gas (keep receipts for reimbursements)
 - e. Encourage optimism and enthusiasm in and outside of the vans
 - f. Make sure every team member is in the van with urgency!
 - g. Help ensure that none of your guys quit on the day (Physically or Mentally)
 - h. Goal is to have the guys of the team be the ones to motivate each other to get right in the vans within 10 minutes following correlation and drive them directly to the areas.

2. CORRELATION & TRAINING
 - a. Help train and motivate
 - b. Lead Correlation when called upon
 - c. Set the example of being on time & attentive during correlation
 - d. Train 2 reps a day on the doors for the first 2 months. Upon demand thereafter
 - i. (See training schedule)
 - e. Encourage optimism and enthusiasm in and outside of correlation

3. OVERALL
 - a. Eyes and ears to help management know what the guys need
 - b. Build the morale of the team
 - c. Example of diligent working
 - d. Meet twice a week to correlate administrative efforts (30 min each)

Your main duty as the office trainer is to ensure that every Rep feels a part of the team, included as though they have a big brother coaching them, who is concerned about them as individuals. To help ensure the success of the office by persuading every team member to work their best at all times and that they never, never, never give up!

Apartments

Managing Apartments in the Summer

Effective Apartment Management can be it's own full workbook. I recommend we have a strategy session to help you manage this. But here are a few tips:

Be Respectful to Neighbors

Often times, neighbors are awed by the number of Elevate Reps cheering at the top of their lungs. Some are curious and others take tremendous offense to the idea of meetings being held in an office location. Some offices may be below a child's bedroom, and loud cheers can send families into panic. If this happens you will generally be warned by Management the first time. You should then try and develop a quieter method of celebration. If problems persist, you will most likely be fined and in some cases evicted. Do not mouth off ever or allow any member of your team speak to management or guests regarding problems or complaints. You are the only person that should be speaking with management regarding their concerns. You should be as respectful as possible and try and get on the good side of management, because there will always be someone complaining. If complaints are directed to specific apartments you must notify them immediately and put a stop to whatever it is they were doing to upset guests.

Shutting Down Apartments

Anytime the expected number of people is not in one apartment we highly recommend taking a look at other apartments that are short on people and ask one set of people from one apartment to pack their stuff and move into the other apartment to make one full apartment. This will save you and your team a significant amount of money.

Make sure the utilities are shut down and bills are paid. Make sure personal items are completely removed. Do not tamper with the Furniture that belongs to the rental companies until you have received notice from the company. Make sure the apartment is totally clean and all damages are disclosed. Teach your office to take care of their apartments.



BEN WARD UNIVERSITY

SALES

Sales Leadership Success

BENWARD.COM

Sales Sequence

1. Mental Mindset
2. Pre-Approach
3. Door Approach
4. Transition into Home
5. Diagnose
6. Prescribe
7. Qualify
8. Compensation
9. Wrap it up
10. Referrals

Steps of a Security Sale

Door Approach

1. Ask about traffic / yard. Every home corner home.
2. Build up **advertising** / sign placement/**get off door step**.
3. Explain how Elevate benefits / people buy what they see.
4. Briefly mention compensation, Urgency without being pushy!
5. They must understand the advertising before you move on to the next step.

Transition into the home

***Unfortunately we can only take care of about 5 areas of the home,**

1. "How many doors do you have that lead to the outside?"
 - a. "Let me show you how we will protect this door"
 - b. Has anyone shown you about this door?
 - c. 1. Problem with door 2. Solve it with system 3. Paint a picture

Walk Through

***Diagnose & Prescribe**

***Find Hot Buttons**

1. Find hot buttons for all of their main doors. Then ...
2. Are you more wanting to focus on your home when you are here or away?
3. If home: window sensors. If away: motion sensor
4. What door do you come in and out of the most? (Panel placement)
5. Be sure to heal the wounds of their hot buttons.

Transition to Close / Qualify

1. Before I can promise you that we can use your home, just need to verify home ownership, and that you are in good standings with your home
2. Homeowner and credit verification Call Titan # (602) 680-4567
3. Give Titan your name. Your Lead Rep is Elevate in the Oceanside Office
4. Once Qualified...

Close

1. Welcome packet
2. Brief explanation of the upgraded equipment
3. Remind of hot buttons, compensation of equipment for advertising & explain discounted monitoring,
4. The police are going to need 3 contacts in case they can't reach you if there was a problem. Do you have an extra pen?
5. Fill out paperwork
6. Call Titan for final Confirmation call & Schedule a technician
 - a. 602 680-4567 (press #9 to speak with an office manager)
7. Solidify the deal
8. Get referrals

Door approach

A. Mental Mindset

Goal: Prepare and maintain emotional state of success and eliminate distractions

Actions: Remember your why · Define purpose. Why are you really here? What do you want? · Vision map goals, effective goal setting · Personal Accountability Visualization · Let your dominating thoughts turn themselves to reality · Customer is a human being that poops · Closed before it even happens/positive response Self Affirmations · Constant positive self talk. I like myself and I love my job. · Your mind accepts everything you tell it as fact Flash Cards · Always remember what you want to fill your mind with · A way to direct your thoughts in a predetermined way Learn from each door · C.A.N.I. Always take something you can improve on at each door · Gather information about the neighborhood

B. Pre-Approach

Goal: Knowing your surroundings to establish rapport and increase efficiency Actions:

Identify and write down key information:

Streets, parks, churches, schools, businesses, landmarks, traffic, yard signs, speed bumps, for sale/rent signs, etc. Identify demographics · Ethnicity, cultures, income levels, credit scores, education, etc.

Look for clues

Car, yard, remodel, clothes, trophies, paintings, kids toys, satellite on roof, etc.

C. Pitch

Goal: Have customers understand advertising and build trust

Actions:

Break Preoccupation · First 15-20 seconds VERY important · Bring them from their world to ours · Advertising approach · Ask questions, get them involved Demonstrate knowledge of area Mention street name, use the areas key objects to justify advertising, build credibility, and legitimacy Name Drop · Use people's names in the area to build company and product credibility Social proof, bandwagon effect, build curiosity

Walk Through

A. Transition into Home

Goal: Get in the Home Actions:

Give a reason to enter home · Ask a question they don't know the answer to · (example question) · Assumptive action · Point to something in home, head down, shuffle feet · Never ask to enter, confidence is key

Move feet · “Should I take my shoes off?” Move forward · “Let's take a look at that” Wipe feet
**DO NOT CONTINUE TO STEPS 5-10 WITHOUT #4

Elevate Marketing Group

B. Diagnose

Goal: Identify and draw out the customers specific needs and wants

Actions:

Ask discovery questions and draw out needs · · Listen

2-3 Second pause before responding · Listen to validate, not to respond · Eye scan Information confirmation (prove you are listening)

Occasionally restate what the customer is saying to ensure clarity

C. Prescribe

Goal: Peak customer's emotion interest

Actions:

Deliver a custom tailored presentation by linking specific products and features to customer needs

Page of product knowledge and features list · Online quizzes to ensure we as a sales force understand the products

Close

A. Qualify

Goal: Change the customer's mindset to create urgency while determining products/ costs

Actions: Explain qualification

Make them feel like they might not be able to get it (people want what they

Three Step Sign up Process

1) Fill out Paperwork on the customer's computer, your smart phone, i-Pad or manual paperwork.

2) Call 855-elevate to verify info, verify credit, perform *confirmation calls and schedule installations.

*A confirmation call is when a customer care agent will confirm the terms

3) Call 800-229-4764 to set up the TV portion.

B. Compensation

Goal: Help customer logically justify their purchase

Actions:

Recap the benefits of stacking with Elevate · Explain normal retail pricing (left column) · Zero out pricing (right column) · Show the stack pricing Total Savings · Write in their total savings at the bottom · Getting \$2000+ for \$199 Conditional installation · Install cost waived for flexibility with install time (same day)

C. Wrap it Up

Goal: Finalize the order and solidify the customer

Actions:

Call for installation/Confirmation call · Get Credit Card information ·

Review Agreement/Get Signatures · Rebate ·

Explain the installation process for each product

D. Referrals / Customer Rewards

“The best way to expand your business is to convert your customers into sales people who generate new business for you.” - Entrepreneur Magazine

Goal: Increase productivity and customer loyalty Actions:

Explain referral program · Get 12+ referrals · www.elevateorders.com

Put in computer · Isolate 3 referrals for personal sales

Getting Referrals

Elevate Referral Program

- a. Fastest short circuit of sales

- b. Social proof
- c. Drops resistance
- d. If you don't ask for referrals you won't get any (Gordon Hinckley)
- e. "Do you know any other nice people like yourself that I can talk with?"

Misc for steps of the sale

*Have Reps keep track of what step they get to at each door. Each step is equivalent to points so that we can evaluate where our reps are being stopped on the doors. This will allow us to isolate the weaknesses of our reps and train them effectively. Knocking partners should not knock together, but should split up an area between the two, and knock separately, maximizing individual time on the doors.

Success Principles

Mental preparation when approaching a door -

Be low key, use a laid back tone. You are not there to sell them anything; you are there to advertise. Be polite and courteous and positive ALWAYS. Understand that some people are going to be in a bad mood and take it out on you. You will also find people that will GREATLY benefit from our products and services that just won't budge. Don't react to this, just stay low key, and move forward with the customer, if you don't get the deal move on. Don't let anyone or anything determine your attitude on the doors. You must stay calm, low key, confident, assumptive, and persistent. Just keep contacting new people, stay positive, and be politely persistent with each person.

While getting started, just follow this approach to a "T". This is how you do it...

Elevate Door approach:

Yes, are you the homeowner?

We are going to be doing some work here on Pine ave over the next couple years with Elevate. Have you guys been here for a while...?

Ok, so you know what I am talking about, your home is kind of in the middle of the street and

you get quite a bit of traffic through here, don't ya... Well, this is what we are looking for.

Your pretty familiar with advertising, right... so you know that companies pay a ton of money to get the word out, right...

Over the next 12 months all your neighbors are going to be upgrading their services, and my job is coordinating the advertising for these upgrades. We want your neighbors to buy these

upgrades from us. So before they come to do a bunch of sales we want to get all the visibility we can right now. (Does that make sense?)

So what we do is (if you qualify), we ask you to you do a couple things for us. We want to place a small sign in your yard. Its simple, we just have you do 3 things with it.

1st We ask you to help keep it clean – you know wipe it down every couple months.

2nd if someone takes it just let us know, its not that big of a deal. We'll come bring out another.

3rd (You don't plan on moving right away do ya?) cause we just ask that you keep the sign up for the next several years here in the yard, and hopefully forever. This just makes it better for us on what we are going to be paying you!

This is how we compensate you for helping us out... We don't give you too much, but we pay for all the home security equipment they're going to be upgrading and selling out here, the difference is as an advertising home now, we pay for it, not you. Our budget only includes about 5 areas of your home that we take care of for helping us advertise.

Transition to walk through:

Now how many doors do you have that lead to the outside of the home?

What type of back door do you have?

Ok, lets take a look at that! Should I take my shoes off...

A couple Key tips at the door

- Keep it real, keep it simple, keep it moving forward.
- Most important thing is YOU just being YOU and not the words you say / The words will just help make it better
- Advertising (pattern interrupt) Your not selling products
- Think of yourself as the UPS guy – Super non threatening at their door (watch your meta verbal)
- "Advertising dollars spent on you, instead of TV commercials, etc..."
- Even though we are nation wide and a publicly traded company, we are new to _____ and are spending a ton of money on new customer creation to grow our

business...

- All your friends and neighbors will upgrade over the next couple years, we them to know who we are, so that when they go to upgrade their stuff, they will be more likely to do it through us.
- I can't promise that we are going to select your home, or that you will qualify but if you do qualify, we compensate you...

Transition into the home...

If you don't get into the home you most likely won't get the sell. Be very confident and assumptive when making the transition into the home. This is why we ask them if they'd like us to take our shoes off as we're starting to walk into the home. It is very assumptive. It is more comfortable for them to let you in at this point then to not let you in. They will usually take the path of least resistance, so although it may seem a little awkward at first, once you get past that awkward point it will be a lot more comfortable for both of you for the rest of the sales presentation.

Money Spanish Approach

(You can actually read this to Spanish families and close deals, but memorize this and make it your own and you will double your sales. Spanish people are buyers. Also, most Spanish families are open to the approach because they have very rarely had a sales rep come by that can communicate with them. NOW YOU CAN WITH THIS SECRET WEAPON TOOL!!!)

Es usted el dueño?

Are you the homeowner here?

En este calle _____, pasa mucho trafico?

Does a lot of traffic pass here on _____ Street?

Estoy con la compania, (Elevate , GE)

I'm with the company (...)

Cuanto tiempo has vivido aqui?

How long have you lived here?

Ok bueno... nosotros seleccionamos a tres casas en este calle para hacer una promocion.

Ok good... we are selecting three homes on this street for a "special deal" 😊

Queremos poner un cartel chico aqui en tu yarda por un poco tiempo para que tus vecinos llegan a conocer el nombre de la compania mejor. Me explico bien?

We want to put a small sign here in your yard for a little while so that your neighbors come to know the name of the company better. Does that make sense?

Queremos que hagas algunas cosas con la placa. Si es sucio, por favor, limpialo.

We want you to do a few things with the sign. If its dirty, please, clean it off.

Si alguien lo lleva o roba, llamame y te traigo otro.

If someone takes it or steals it, call me and I'll bring you another.

Y que lo tenga alli, mientras que pasen por aqui nuestros vendedores... por como, treintiseis meses, no mas.

And that you have it there, while our salesmen come through here... for like, sixty months is all.

Por hacer la publicidad por nosotros, nosotros cubrimos el costo por tu sistema de alarma aqui en tu casa.

For doing the advertising for us, we cover the cost of your alarm system here in your house.

No es tanto... como cinco puntos de proteccion, pero usualmente es bastante para proteger toda la casa.

It's not too much... only like five points of protection, but it's usually enough to cover the whole home.

Cuantas puertas tienen que van afuera de la casa?

How many doors do you have that go lead outside?

Alguien te ha mostrado en cuanto a esta puerta? No? Te muestro entonces.

Has anyone shown you about this door? No? I'll show you then.

Nosotros cubrimos el costo de todo el equipo, la instalacion, y media de la activacion.

We cover the cost of all the equipment, the installation, and ½ the activation.

Te damos un descuento en la conneccion con la ciudad. Solo te vale, como, un dollar por dia... es como trienteinueve dolares al mes, no mas.

We give you a discount on the connection with the city. It only costs, a little more than a dollar a day... its like forty-nine dollars a month is all.

Tu pagues por el seguro de casa, no? Sabiste que recibes un descuento por tener tu alarma? No es tanto, como quince porcentaje, pero es algo.

You pay home owners insurance, right? Did you know that you get a discount for having your alarm? It's not too much, only like fifteen percent, but it's something.

Quieres enforcer mas en la casa cuando haya gente aqui, o cuando no se encuentra nadie?

Do you want to focus on the home more while there are people here, or while you're all gone?

Great Spanish Words to know to close alarm deals:

Firma - *Signature*

Trafico – *Traffic*

Carros/Autos/Coches - *Cars*

Yarda – *Yard*

Pasto - *Grass*

Coneccion con la ciudad – *Connection with the city*

Dirreccion - *Address*

Numero de social – *Social security number*

Publicidad - *Advertising*

Dueno - *Owner*

Acuerdo - *Agreement*

La Placa / El Cartel / El Sign – *The Sign*

Detector de mocion – *Motion Detector*

Sin cables (no cables) – *Wireless*

Cuarto – *Room*

Ventana – *Window*

Donde podemos sentarnos? – *Where can we sit down?*

Corradisa - *Slider*

SAME DAYS

Your success will greatly be determined by how much urgency you can create for the customer to make a decision while you are there in the home with them. One of the greatest tools you can use is the same day install. If you sign up a customer for a new system before 7 or 8 pm we can usually have a technician install the system that very same day. There are so many advantages to getting the system installed the same day. The biggest reason is that they will be less likely to cancel once they have their system installed in their home.

Customers that have time to think about their decision to have the stack installed are more likely to talk themselves out of getting it. This is a typical conversation that may take place between a husband and wife who have decided to have the stack installed.

Customer 1: "Honey, we've lived in this house for 12 years and used AT&T the whole time and we have never had any problems. Do we really need to switch our services?"

Customer 2: "Yeah, I guess we can probably do without it. Maybe we can just put it off for now."

BUYERS REMORSE – The Shoe Example

Buyers' remorse-you have all experienced it. You just purchased something impulsively and you realize that you really don't need it. Even though you got a great deal, you decide to take it back. Have you ever taken back a pair of shoes you wore home from the store? You probably haven't. Why is that? Well probably because once you have worn them, you really start to like them. Rather than rationalizing that you could live without them, you are justifying all the reasons you deserve them. Consequently you keep them and they may end up being your favorite pair of shoes.

Similarly to wearing the shoes home, the customer who has the products installed within 24 hours is less likely to change their mind later. The cancellation rate in the first 24 hours averages around 20% depending on the rep. If you are more pushy and manipulative you will have a higher cancellation rate. If you are persistent and convincing with your knowledge you will have a much lower cancellation rate. Once the customer has the stack installed the cancellation rate drops to well below 1% for all reps. The system is so convincing once it is in a customer's home, they will rarely not be happy.

The \$15,000 Difference

If you signed up 100 customers and they all had to wait 3 days for installation, probably around 80 would actually get installed. If you signed up 100 customers and they all

got installed the same day, more like 97 or 98 would end up getting installed. That makes a difference of nearly \$15,000 in just 1 sales program!!!

How to Schedule Same Day

Now that you can see the importance of Same Days, let's talk about what we can do to make them happen. The hardest part about getting same days is that the majority of your customers will sign up after 5 pm. That gives the technicians only a few hours to get the majority of your jobs installed. Keep in mind that it usually takes about 2 hours to install a full stack. That means if a tech starts a job at 8pm he may not get done until 11pm. If he can start a job by 4 or 5, he can usually get 2 jobs done in the evening. If your techs are driving all over the place from job to job they will not be as efficient in getting your jobs done. It is in everyone's best interest to keep the advertising directors working within 15-20 minutes of each other. This will allow the techs to get more jobs done in the evening, especially in high traffic.

Your entire approach should use phrases to let the customer know that they need to make the decision today and have the stack installed today as well. You will say things like "my technician is here in the neighborhood tonight", "When my technician installs this in your home tonight", or "later today when the technician gets here." There are many different subtle ways to introduce the idea that the decision needs to be made today and the tech will come tonight. This urgency will help the customer to be more excited about making that decision right now. You will become the master of suggestive conversation. You must create that urgency early on in the conversation, or you will never be able to turn it around at the close.

Make sure you don't shoot yourself in the foot. What we mean by that is, find out what their schedule is for the rest of the day. If they are off to grandma's funeral at 6 pm I doubt they will be able to get it installed today. Find out what cards they have in their hand before you lay down your own cards. Once you know that they could be at home, or at least have someone else there, it is time to put them on the spot.

Creating Urgency of Same Days

Use some of your bullets to push them towards the same day install.

Example 1: "if you can work with my technicians schedule this evening, I can probably get my manager to waive the \$199 installation fee."

Example 2: "I can get you another point of protection if you can be here for my technician between 5 and 9."

Example 3: "If my technician can come over as soon as he is done down at the Johnson's house, I can get you this _____ that you wanted at no cost."

One of the best ways to create that urgency is to have the office manager create it for you. Call the office and tell them you have a potential advertising home. Ask if she still has any spots open on the route that she needs filled. She will tell you what there is available for the rest of the day. Ask her if there is any way you could get the customer a free install if they were flexible with their day allowing a tech to come over on such short notice. Beg a little bit for the customer. Act as though it is you and the customer vs. the manager. When she finally gives in, turn and give the customer the thumbs up sign, or wink, or whisper to them "I got it for you." This will make the customer feel as though you just pulled some strings to get them the deal of the century.

Sealing the Deal

Now that they have agreed to the same day install it is time to seal the deal. This means you need to fill out paperwork, solidify the customer, and give them all the final details. Make sure you find out all about when the tech will be there. Is he coming from the office? Is he at another job? Pass this information on to the customer and build in some flexibility for the arrival time. You will need to make sure that the customer is fully ready for the tech, especially if it is getting very late. You want the install to go as smoothly as possible. Make sure you leave the necessary paperwork for the tech so he can successfully complete the install. It might even be wise to personally call and talk to the tech to let them know details like where to install things or directions to the house.

If you start off early with subtle suggestions of the technician needing to install it today, you create enough urgency with your approach, and you sweeten the deal enough to get the install done today, you will have the majority of your customers installed the same day.

Same Day Steps

1. Drop early subtle hints
2. Create the urgency throughout the approach
3. Remind them it must be today
4. Sweeten the deal with saved bullets (\$199 install fee, \$199 wireless upgrade)
5. Call the office to get permission to give away bullets (check availability)
6. Put them on the spot (go for the throat)

35 DEALS

CONSISTENTLY

WHAT IT'S GOING TO TAKE

- * SELLING THURSDAYS AND SATURDAYS
- * SELF-DISCIPLINE
- * CRYSTAL'S HELP, SUPPORT, AND MOTIVATION
- * NOT GETTING BEHIND IN RECRUITING
- * FOCUSING ON GETTING 2 DEALS A WEEK
- * WARM, COMFORTABLE, PRESENTABLE SELLING CLOTHES
- * AREA MANAGEMENT, KNOW BEFORE I GO
- * PREPARED WITH SUPPLIES ALWAYS
- * STAYING ORGANIZED AND UP-TO-DATE WITH ALL OTHER WORK ACTIVITIES, FAMILY ACTIVITIES, PERSONAL ACTIVITIES
- * A HEALTHY BODY, GOOD DIET AND REGULAR EXERCISE
- * ACT NOW!!!
- * I WILL INSTALL 35 GOOD DEALS (PRE-SEASON)
- * PRIMER AND SCRIPTURE READING
- * A GOOD ATTITUDE

VISION MAP:

35 DEALS IN THE PRE-SEASON

DREAM - 35 DEALS IN THE PRE-SEASON NOV. 23-APR. 2

- FINANCIALLY REWARDING, AROUND \$12,000
- RESPECT FOR MYSELF
- RESPECT FROM BEN, JT, WRIGHT, DYNASTY AND THE COMPANY, AND CURRENT/NEW REEL
- RESPECT FROM WIFE AND IT WILL MAKE HER HAPPY
- CONQUER A NEW CHALLENGE
- BUY A HOME
- BUY NICE THINGS
- PAY TITHING - MORE EXPERIENCE/CONFIDENCE

OBSTACLES -

- * COLD WEATHER
- * BEING TEACHABLE/ASK FOR HELP
- * WANTING TO SPEND TIME WITH FAMILY
- * WANTING TO DO SOMETHING ELSE
- * BEING TIRED
- * UNHEALTHY BODY
- * NO MONEY
- * REJECTION

KEY STRENGTHS

- I AM GOOD AT SELLING
- I WORK HARD WHEN I'M FOCUSED
- I HAVE A FAMILY TO MOTIVATE ME
- I HAVE A GREAT BOSS TO TEACH ME AND MOTIVATE ME

SUCCESS DEFINED - SELLING 35 GOOD ACCOUNTS BEFORE THE SUMMER STARTS, LEADING ME INTO A SUCCESSFUL 200 ACCOUNT SUMMER AND A SUCCESSFUL 65 ACCOUNT EXTENSION

Sales Training Module

Communication

Ben Ward Sales Mastery

COMMUNICATION

Communication is vital to your success as an Elevate Advertising Director! Everything from how you stand, to the tone and volume of your voice, sends a message (good or bad) to the customer. Communication must be not only studied and practiced but you must “learn to teach yourself”! As you read through this training section think about how to apply + practice these skills on daily basis. Learn from your mistakes and constantly push yourself to improve day to day. As you apply these skills and “learn to teach yourself” you will have an awesome sales program! Every year our “Top Dawgs” have 2 things in common 1) Great work ethic – they work longer and smarter than any other rep! 2) Intense communication skills – they can listen + communicate with anyone!

Total communication is filtered through three parts;

- **Non-Verbal communication** (Body Language)
- **Meta-Verbal communication**
- **Verbal communication**

Each of these three parts carries a different weight and understanding. Non-Verbal (body positioning) communication is the largest of the three and represents 55% of the total communication process. Meta-Verbal (Tone of voice) communication is next with 38%, and Verbal (words alone) communication represents only 7% of the total communication process. The significance of this is to understand that 93% of everything you communicate is filtered through non-verbal communication, leaving a small 7% filtered through verbally.

Non-Verbal Communication

Non-Verbal communication is simply communicating through your body language. In other words, it’s communicating your message without words. We send non-verbal messages by the way we stand, the way we look at people (eye contact), the way we move our feet, and the way we make gestures with our hands.

When giving Stacks our words will often say something different from our body language (non-verbal communication). For example, our words might say, “Elevate is the best bundled service company in the world and with the promotion we offer it is well worth the investment.” But our nervous body movements (shifty eyes, timid facial expressions, and shuffling feet) will often send a more powerful, overriding message. Remember your non-verbal cues will carry the bulk of your message; they often will communicate to customers, “I am nervous, I don’t really have any confidence in what I am doing, I don’t believe in what I am saying, and if I were you, I would be skeptical of what I am saying.

Space Zones

Always be aware of the distance between you and your customer. You do not want to be too close and invade the customer's privacy, but you also don't want to be too far away where you cannot communicate effectively. There are four body-space zones: *Intimate, Personal, Social and Public.*

Intimate Zone

Distance: 6-12 inches

This zone is reserved for relatives, close friends, spouse, children and parents. If you start your door approach in this space, when the customer opens the door, you would be invading his or her space. However, it can be effective once you have gained the trust of the customer and you want them to be more interested. Use this zone sparingly and very carefully. If it is used incorrectly the customer will become defensive and will be turned off from what you are saying (and asking).

Personal Zone

Distance: 18 to 48 inches

This is the hand-shaking zone, reserved for business acquaintances, casual friends, and neighbors. This is the zone you will use most of the time with door-to-door sales. This zone is to hold your customer at arms length. Start out at about 24- 48 inches from the customer. This will give your customer enough space to feel comfortable with you.

Social Zone

Distance: 4-12 feet

You would use this distance if you were presenting to a group of neighbors at one time. However, you will mainly use the personal zone in your door approach.

Public Zone

Distance: 12 feet plus

This zone is only used for training meetings or a speech. You would never use this on the doors.

Positioning

Where and how you position yourself is also an important part of a door approach. Make sure you angle your body where you are not standing square to your customer, like a soldier would. This is a confrontational position. Instead, turn your body to the side and put one foot behind the other and relax. Using this position will make it easier for you to point out to other homes that are getting a Stack from you. Also stand to the side where the customer can easily see your logo on your shirt. This will establish more credibility. After your initial door approach in this position feel free to move around.

Eye Contact

In your initial door approach make your eye contact deliberate and also brief. No more than 3 to 4 seconds. More than 4 seconds can give your customer a negative impression of you. Use your eyes to communicate to the customer that you are honest and straightforward.

Mirroring

Mirroring is reflecting the actions of your customer, which basically means copying your customer's posture. For example if your customer leans back in his chair so should you. By mirroring your customers' body language you increase empathy. If used correctly it is one of the most effective ways of winning your customers confidence in you.

Another example of mirroring is to nod your head while asking your customer a question that you want them to agree with you on. What will happen? Subconsciously they will start to nod their head as well. Try it sometime on one of your friends. You'll be amazed to see what they do.

Other Helpful Tips

When you want to get closer to the customer, take out your binder and show them pictures of the equipment or the monitoring service. This will get the customers attention and build his or her trust in you.

If your customer has his arms folded it means his mind is closed to what you are saying (asking). To overcome this obstacle give him something he can hold, like a pamphlet to get his arms unfolded. This will unfold his mind as well.

Use a click-pen to help the customer make a decision. After you ask him a closing question click your pen in and out 3 or 4 times. Sometimes this noise, which sounds like jeopardy will make them decide.

Things to Avoid

Take off your jewelry. Don't chew gum or wear sunglasses. Act your part. Also avoid any nervous movements such as shifty eyes, shuffling your feet around, talking loudly, and being timid.

Meta-Verbal Communication

The second portion of communication is Meta-Verbal Communication. Meta-Verbal Communication relates to how you say and use your words. The volume, speed and pitch of your voice make up Meta-Verbal Communication. Also the vocabulary you use and your ability to tune into your customers meta-verbal communication are important.

Volume

Most salespeople are loud. This will scare away customers. Someone who is confident in his or her message has no need to speak loudly. When talking to a customer, talk

softly. We call it conversational confidence. This will make your customer listen to you. They will start to pay attention to you and you will be able to control the conversation showing the customer that they can have confidence in your message.

Speed

Usually first year reps and even experienced reps will talk to fast in the initial door approach. We call it the show up and throw up routine. They feel that the customer wants all the information they have, all at once. Doing this will always turn a customer off. If you talk to fast the customer will think you are just another salesman coming to their door. Remember someone who has confidence in his or her message has no need in talking loud or fast. You should have conversational confidence. Your pace should be that of a regular low-key conversation. This will give you more credibility in your customer's eyes. Sometimes when reps get nervous they will start speaking faster. Avoid this at all times. Concentrate on speaking softer and slowing down when speaking.

Voice Fluctuation

The first words out of your mouth will create an image of you in the mind of your customer. By altering the pitch of your voice, you can say the same thing in many different ways. In door-to-door sales you need to use the pitch of your voice to communicate confidence in your message. Never end a sentence on a high note. This subconsciously will turn off your customer to what you are doing. End your sentence on a low note.

Ownership Language

Take ownership, in what you say to your customer. Make them think that to get a good deal they only need to go through you to get it. Ownership will show confidence to the customer. As far as the customer is concerned you are With Elevate. Identify yourself as the Advertising Director/Coordinator, Route Manager, Branch Manager, Promotions Manager, Route Coordinator, or any other title that shows you are in charge. This will also give you confidence in your message. Use words like, my salesman will sell here in this neighborhood in the next two weeks. My technician will install your Stack. I have some openings in my route tonight.

Tuning In

Tune in to your customers communication channel. This means for example, if your customer comes to the door and speaks in a whispering voice, you need to whisper right back to them. Or the customer comes to the door with a loud voice, be loud back to them. This will show your customer that you have empathy for them.

Verbal Communication

The last part of the communication process is Verbal-Communication. Verbal-Communication includes the literal meaning of the words you will use. Proper Verbal-Communication comes from an understanding of the product or service you are selling. Understanding these things will give you the vocabulary that will help your customer think you are an expert on the Elevate services.

READING YOUR CUSTOMER

Another important part of the communication process, is the ability to read your customer's body language. Remember your body language will communicate a message to the customer, but customers will also communicate to you through their body language. The following are examples of customer's body language and what it will usually mean.

Arms Folded

This will usually mean that the customer is closing his mind to your message. This is a defensive posture, on the part of the customer. The person has a negative attitude to what you are saying and doing. To get around this action, hand the customer a pamphlet or picture of the equipment to get his arms unfolded. We find when a customer unfolds his arms, he also unfolds his mind.

The Stone

This is when your customer does not move and stares at you continually. The customer might be thinking "He's not going to convince me... no matter what." Or "If I sit like a rock and stare, he'll eventually leave." This defensive reaction is similar to the Arms Folded routine. Again, you want to get the customer physically involved. Hand him a picture of the equipment or monitoring service.

Anxiety

This usually means that the customer is uncomfortable with you or buying what you have. These movements may include the following: Fiddling with their fingers, playing with their cigarette, pen, lighter or pencil, rubbing one foot on the other, tapping the table with their fingers, any type of shuffling movements and general fidgeting.

Eye Contact

Customers who are not sure whether to buy or not will avoid eye contact with you. Silence is actually a great way to get the customer to look at you. Or pointing at a house down the street who you gave an upgrade to. Doing small things with your hands and body language will get most people to look at you.

BUYING SIGNALS

When you start seeing these, it means the tension of buying from the customer is gone and you can close them. Some examples are:

Relaxation

The customer will start getting very friendly to you and will open up to you.

Chin Rubbing

This will usually mean that the customer is seriously thinking about going ahead with the buying decision.

Sitting Forward

This is called the teakettle position. This is when your customer starts leaning towards you from their chair. The customer is in tune with what you are doing.

Possessiveness

Possessiveness with materials is a huge buying sign. The customer will handle your pamphlets you have handed to them. They start reading them and asking questions about them.

Questions

The customer will start asking you questions about when they can get the system installed, how much it will cost them, what type of warranty there is.

WARNING: Body language is not an exact science. There are sometimes you will find that an assumption about a customer will hurt your chance of the sale. Each customer is an independent person, with his or her own body language. The best way to learn how to read body language is just getting experience at knocking doors and talking to different customers. If you fail to use and practice these communication skills on a day-to-day basis you will finish the sales program as a below average rep for Elevate!!

QUESTION BASED SELLING

Stop Talking

"Could you believe that guy? He just wouldn't shut up!"

Think about the last conversation that you really enjoyed. I bet that the person (or people) with whom you were speaking did a few important things:

- Asked you meaningful questions that made you think
- Truly listened to your point of view, without interrupting
- Remembered details from the conversation

Good presentations are a lot like good conversations-everybody likes to be heard! On the other hand, we've all been caught in a conversation with someone who just wouldn't stop talking. As a society, we have become masters at tuning those people out and escaping them. We smile, nod our heads occasionally, and maybe even laugh-despite the fact that we're not listening to a single word. So think about this: If you're doing all the talking, what do you think your prospects are doing?

Being Successful

The key to success is asking questions. We know that the very best Advertising agents in door to door are excellent at asking questions. There is a direct relationship between question proficiency and success. The amount of questions you ask and the amount of questions you ask will determine your success.

We also know that you will be nervous when you are with prospects. You will be nervous for obvious reasons. They can turn you down, they can reject you, they can control your income, and they can make you feel like successes or failures. When you get nervous you will do one of two things. You will either talk louder and faster which is what most men do or will become quiet and say nothing at all, which is what most women do. But in either case you will react and overreact to customers by losing your own natural flow of personality. So in this section of the manual you will be learning about the importance of questions, various types of questions you can ask, how to ask those questions and how to use questions at every stage of the conversation.

QUESTIONS

The top 10% of advertising agents are excellent at asking questions. Now why do you think they are so good at asking questions? Can you guess? It's not a miracle. Can you guess why it is that when they are with a prospect they ask such good questions? The answer is obvious; they prepare their questions in advance. They think their presentation through in terms of questions.

The very worst of all presentations, are presentations based on talk, talk, talk, talk, talk, talk. You see it takes no intelligence to talk, anybody can talk, birds can talk, dogs can talk, insects, bugs and beetles, anybody can talk. But to think in terms of the message you want to convey and then to change it in the form of questions, that takes skill. The wonderful thing about it is it forces you to really think through what you are doing.

Two Rules

Here are the two rules. The two rules that you must remember in selling. They are very important.

Rule #1 is- Telling is not selling! If you say it they will tend to doubt you!! If they say it it's fact!!!

We know a lot about human psychology, one of the things that we know is that the average attention span is very short. That means when you tell a person 4 sentences in a row, they stop hearing you anymore. Their minds are gone somewhere else. Telling is not selling. When you say 1,2,3,4, by 4 they are already doing their grocery list, thinking about their bills, worrying about their toothache and so on. So when you tell things to people you lose their attention very quickly.

Rule #2 is- The person who asks questions has control!

The person who asks questions in any conversation, has control of that conversation. Whereas telling something arrests a person's attention only by a small amount, a question arrests their total attention. Human beings can speak at about the rate of 150 words per minute. But human beings can listen at about the rate of 600 words per minute. In other words we can process information far faster than the person can tell us. Stephen Covey once said, "You have 2 ears and one mouth". Listen to what they telling you, 9 times out of 10 they are telling you something that will allow you to service their home.

Now the second type of questions are used with Overcoming Objections. Don't answer objections with answers, answer objections with questions. Because an objection is always "what about this or what about that." The rule is never answer a question with an answer, because the moment you answer a question with an answer, who has taken control of the sales conversation? The person asking the question. The third type of questions are used with closing the Sale. In closing the sale you ask for the order. Such as "Do you like what I have shown you so far, (if the person says yes you say) "Well then the next step is this "OR "Would you have more peace of mind knowing your family and home were protected?" Asking at the end is very important, you must have a number of closing questions. A series of questions you can bring out at the end to confirm you have the sale.

How to Ask

How to ask is very critical. There are four key elements in asking.

First is Ask Politely

Second Ask Positively Don't be hostile. Just be positive about it. Ask in a friendly way. Say, "Can I ask you a really important question, I am really curious about something?" So be positive and smile.

Third Ask Confidently Ask as though you confidently expect to get an answer. Such as “May I ask you a question, how long have you been doing it that way?”

Fourth Ask Expectantly Ask as though it’s a normal thing for you to get an answer. Here is the final rule. The Future Belongs to The Askers.

In our competitive economy, those who become confident, at confidently, positively, politely and expectantly, asking for the things they want, asking for the answers, asking for the orders, asking for the information, have the whole world wide open to them. So become a Professional Asker, by writing your questions down, and practicing them over and over again.

Sales Training Manual

Objection Training

Ben Ward Sales Mastery

3 letters separate the Have's from the Have Not's

Stimulus

Pause (learn the sale so well that you instinctively have solutions)

Response

Practice/ Drill/ Rehearse

If you don't know what to say or do before you get there, when you get there, its too late!

We have to learn to respond to stimulus in advance, practice it early.

If you turn pro, you come up with a response before it happens

-Golfer: practice with their golf club

-Guitarist: Guitar

-Fighter: Fists

We should love it when a prospect gives us an objection. Overcoming them is the true test of a salesperson. The customer isn't exactly saying no, he's just saying not now.

An objection may actually indicate buyer interest.

Two reasons the prospect doesn't buy:

1. They are not aware there is a problem
2. They are not sufficiently disturbed by the problem

There are 5 types of objections:

1. Groundless objections: they are based on no fact at all
2. Unfounded objections: basically verbal static
3. Excuses: the most common type of objection
4. Sharp buyer: usually a buying signal and good prospect
 1. I can get it cheaper somewhere else.
5. Sincere objection: an opportunity to find prospects concern

Handle objections up front by bragging about your objection in advance so that it becomes difficult for the prospect to attack later on.

21 master KEYS to unlock the objection door.

1. An *objection*= request for more information
2. People who buy object twice as much!!
3. Objections are questions in disguise
4. No Doesn't mean "NO" it means I don't "kNOw".
5. Objections are doubts or unanswered questions in the mind of the prospect (sometimes created by the salesperson).
6. Yes, You can Succeed at EVERY door whether or not they say Yes.
7. Treat every person as a person, who has to go to the bathroom, and eat to survive, not an object to accomplish your selfish ambition.
8. You want in, they want you out
9. I do not care if the customer "upgrades" or not, I am only concerned with making sure I do my job and explain the opportunity clearly so they understand it, and then find out their TRUE questions, then help fill their TRUE Needs.
10. If I leave their home with an order, or without an order but I know exactly why they are not upgrading to the stack, I have succeeded.
11. Handle objections up front by bragging about your objection in advance so that it becomes difficult for the prospect to attack later on.
12. It is almost impossible for someone to buy if they do not have some sort of objection
13. If prospect doesn't object, they won't buy!
14. Minor objections are defense mechanisms.
15. Most sales people give our profession called selling a bad name, why, because they don't give the people what they want. They hear one objection and they buckle, they crumble! The customer leaves empty handed, without what they want.
16. Any objection literally defines their area of interest
17. Reflex: Only looking
18. Many of us go into a sale expecting to be rejected & we almost draw the rejection out of people, and so we continue to attract the objections to us, and rarely get the sale.
19. A Close is a Decision Making question. A "Test Close" is an opinion-asking Q.
 - a. Less threatening, find out where the prospect is in their buying decision
 - b. Does the same thing psychologically to the brain, in terms of commitment
20. Just suppose we handle XYZ, in your opinion do you feel...?
21. Are you with me so far?

The questions customers ask themselves:

- Does the salesperson have my best interest in mind
- What will this product mean to me?
- Is it worth it to me? What am I going to have to give up in order to get this?
- What will other people think? What will my buying this mean to my relationships? Can I justify it?
- Do I really need it now?

OVERCOMING OBJECTIONS EXAMPLES

The sale starts when the customer objects. Most often the customer won't tell you the real objection first, they just stall. A master salesperson can get through the stall to the real objection.

Sometimes they are true objections. Most of the times they are stalls, or worse, untruths.

The key to overcoming objections lies in...

- Your knowledge of selling skills
- Your knowledge of your prospect
- The relationship you have built with your prospect
- Your creativity
- Your attitude
- Your sincere desire to help your prospect and...
- Your persistence
- Your knowledge of your product

Your first defense to an objection is always to align with the prospect and re-direct them and do not specifically address the objection as if it is real.

Examples of how to combat an objection **the first time** the prospect brings it up:

- "I'm not interested"
 - *Of course your not, that's not a big deal*
- "I can't afford it"
 - *That's exactly why this is the best time to advertise for us...*
- "I want to think it over"

- Sure no problem...
- "I don't want it"
 - Of course you don't, I didn't think you would, that's why I am here
- "I need to talk to my spouse first"
 - Good, let me show you what you should talk with her about...
- "Can you give me your card"
 - Sure, I'll leave you with my information... (continue on with presentation)
- "Can you come back next week?"
 - Sure, of course I can... (you can come back if they are genuinely interested, but that doesn't mean you are leaving now...)

The following pages in the objections series will focus on specific objections you will come across, and how to handle them if they come up **more than once** and seem to be genuine objections.

Not interested

Ya, I didn't think you would be, that's why I am here. Some of our very best advertising homes did not want it at first and now they are our very best advertisers and they refer their friends...

What do you say when the prospect says...

"I can't afford it"

Rep: When you say you can't afford it, what do you mean exactly?

Mr. Smith: I mean I have a lot of bills.

Rep: So it sounds like your question is why should I get your service if I don't have enough money?

Mr. Smith: Yes, that's right.

Rep: Mr. Smith, I know exactly how you feel, a lot of our other customers initially had the same concern about being able to afford it like you. But what they found was that where they were currently spending a dollar a day on things like soda pop, candy, and cigarettes, they could be spending a dollar a day protecting their home and family with our service. Does that make sense? So really, this is the best time to do this since things are so tight. You are not going to have to pay for any of the equipment, Ever!!!

"I want to think it over."

For sure, to help you think about it, let me show you what we will be doing...How many...

(When the prospect says they want to think it over, they are trying to get rid of you. Realize they will not think it over, they will forget about you the moment you leave. Here is the best method of finding out what their true objection is)

Rep: That's a good idea. This is an important decision and obviously you have a good reason for wanting to think it over. Do you mind if I ask what it is? Is it the price?

Mr. Smith: No, it's not the price, I just don't know if I need it because....

Rep: That's a good question, your neighbors felt the same way, and this is what they found...

"I have to talk to my spouse."

(Sometimes if a spouse is not home, husband/wife will not make a decision without them. In that situation, you will need to come back when they are there or you can have them call the spouse at work. If they call them at work, make sure you get to talk to them)

Rep: That's a good idea. (Act like you don't know what to do) Shoot, I'm only going to give one more stack away in your neighborhood. What do you think your husband would say if he knew you weren't paying for your equipment, and getting the newest upgrades?

Mrs. Smith: Well, I guess he would probably want it.

Rep: Well, if you think he would want it, why don't you give it a try?

Mrs. Smith: Sure, why not.

"Can you leave me a card?"

Rep: Oh. I'm not the one who passes out flyers all day. I'm just with the advertising department...I'm just looking for a few homes that would be willing to do some advertising....

"Can you come back next week?"

Ya, I can come back, can I ask you a Q? if I were to come back, is this something that would be good for your family? (Yes/ No) What makes you say that?

Did I catch you at a bad time? (Yes) okay, I actually have to go in a couple minutes as well, so let me show you real quick what I am talking about

Act like you don't know what to say... Yea, I am only going to be in your neighborhood today and my manager has given me permission to give away one more stack to the homeowner who will advertise for me. Now again, where did you say you wanted your keypad?

We're not interested.

That's fine, I actually just need to talk to the homeowner for a second is that you?

(Move on) OR

Oh did I get you at a bad time? Ok I'll make this real quick... (move on)

What are you selling?

Selling? Oh, I'm just a technician in the area. I'm actually just making sure all the homes out here are updated. (move on)

Whatever you're selling we don't want it.

Selling? Oh, I'm just a technician in the area.. I'm actually just making sure all the homes out here are updated. (move on)

Who are you???

Oh sorry, my name's _____ my manager just asked me to contact the homeowner's on this street and figure out which ones are still running on the old analog networks... (move on)

What do you want?

Oh, I just had a couple questions for the homeowner, would that be you? (move on)

Why do you want to know?

My manager asked me to talk to the homeowner here; we are just making sure all the homes are up to date.. (move on)

We can't afford anything right now.

Yeah, that's why most of your neighbors are updating their digital services. The average customer saves 200-300 dollars a year. Do you currently have high-speed Internet? (move on)

I'm really busy.

Oh, I'm so sorry, this is really important I'll make it quick. (move on)

I'm on a long distance phone call.

Oh, I'm so sorry, this is really important and should only take a few minutes; I'll make it quick. Would you like to tell them to hold on for a few minutes? Or just call them right back?

Question: Ok, good. I'm updating the phones out here, you have high-speed Internet right?

Yes, but we don't want to change anything.

Perfect, most of the digital services won't be available until next year. My job is just to make sure that the homes are up to date technology wise. So what I'll do is after I look at your modem and make sure you're home is up to date I will leave you with my contact information so that you can add the newer services when you are ready. But at

least this way you'll know your home is up to date and you won't have to purchase any equipment or have anything installed. Can I ask you something?

Yes, and we're very happy with it.

That's great, I'm glad to hear that. I just got done upgrading a few of your neighbors that said the same thing. Can I ask you something?

Yes, and we're not going to change it.

Yeah we wouldn't want you to change anything unless it was going to improve your situation. To be honest, most of your neighbors that we've upgraded have been happier with the newer services and they are saving on average \$200-\$300 a year. Can I ask you a question? OR

Yeah we don't expect you to change anything. All we are doing right now is just making sure that the homes are all up to date technology wise. In fact most of the services aren't even available yet, but once they come out you'll definitely be interested in them, because from what I'm hearing they are going to offer a lot more, but they are going to cost less! Can I ask you something?

Are you with Qwest? Comcast?

No, we aren't affiliated with any of your service providers. I kinda just work on the technology side. You might be familiar with Linksys? Well anyway they have designed a new digital converter that is going to get the homes ready for all of the services coming out in the future. Can I ask you something?

To increase the want, increase the hurt. "What will it cost you not to..."

World Class Closes

Secondary Close

A secondary close is a closing technique that asks your prospect to make a smaller decision, and thus will lead them to the larger decision to buy. Here is an example of a good secondary close:

Rep: Where would you want your keypad located?

Mr. Smith: Well, I think by the front door is a good spot.

Notice that Mr. Smith has made a smaller decision, (where he wanted the keypad). If Mr. Smith makes these types of smaller decisions, do you think he will buy your service? You bet he will. If he makes smaller decisions he will most likely make the bigger decision to buy.

Trial Close

This is a check close, to see where you are at in the sale. After you have explained something to the prospect, for example (2way voice monitoring), you would ask the prospect *"Does that make sense"*, or *"Are we on the same page"* Asking your prospect one of these questions let's you know if they understand what you are doing or what you just told them. If they tell you that it makes sense then you know you can move on in the sales process. If they tell you that it doesn't make sense, you now know you need to go back and explain it again.

Ascending Close

The idea behind the ascending close is to ask questions that will get the customer used to saying "yes". There seems to be a rule with the Ascending close, if you can get your prospect to say "yes" at least 6 times, you're well on your way of getting the sale. WARNING: With the Ascending close, before you ask them a question to get them to say yes, you need to know if they will answer you with a yes.

Invitational Close

The Invitational Close is very simple; just invite them to try the service, which is less threatening than for them to buy. For example:

Rep: Mr. Smith, do you have any questions?

Mr. Smith: No, I don't think so.

Rep: Well then, why don't you give it a try?

Mr. Smith: Sure, why not.

This is simple and non-confrontational, giving them a feeling of choice to the close. If the prospect "gives it a try" What does that mean? It means he has just bought your service.

Authoritative Close

With this close, you take the sales form and when you are ready to close you ask them the exact spelling of their name and start filling out the form for them. Then after you have got their address, phone number and emergency contacts, you say, *"Go ahead and authorize this we'll get started right away"*. For example:

Rep: What is the exact spelling of your last name? Your first..?

Mr. Smith: It's Timothy Smith.

Rep: Now what is your address, etc...

Rep: (This is after everything has been filled out). Mr. Smith I just need you to authorize down here that this is your correct information for the dispatch office, and we'll get started right away.

This close if used effectively is a good transition from your presentation to the sale.

Directive Close

This is the number 1 closing technique. It has a 75% closing ratio if used properly. The idea is to move the prospect into a smooth transition from the presentation to the close. For example:

Rep: Do you have any questions?

Mr. Smith: No, I don't.

Rep: Well then, the next step is, I just need you to fill out some information... your name, address, and phone number. Do you have an extra pen?

The Directive close is a low key, non-confrontational approach for getting the sale. Asking the customer if they have an extra pen gets their mind on getting a pen, not the decision to buy or not. If the customer gets the pen, they've decided to buy.

Minor reflexive questions

Close #1

Tie down

A tie down is a question at the end of the statement that demands a yes, or isolates an objection.

Must be done naturally, Speech habit.

A pro closes on positive emotions (Not scare tactics, or things that they do not want) Hoping to get minor YES'S to get to the major YES!

Haven't you, Didn't he, Don't you, Isn't it, Aren't they, Doesn't it, Wasn't it, Aren't you, Aren't they, Wouldn't you, Hasn't she, Wouldn't it, Aren't we, Shouldn't they, Didn't it

- *A pro closes on positive emotions*

Complete Minor Agreement when you tie down what they have already said!

IF YOUR PRINCIPLES ARE SOUND PEOPLE WON'T FIGHT YOU

Alternative of choice

A question with 2 answers, either answer confirms that they are going ahead.

If buyer has a choice between yes or no, what do you think they usually pick? [NO]

Correct, we all have something in common

Involvement Question:

A question the buyer must ask themselves after they own your product that if they answer before they own, confirms that they are going ahead.

Creation begins with imitation. Take good words from others and make them your own.

Sharp Angle:

Do you have it in green? *Would you like it in green?*

"The words I want to think it over mean goodbye forever" -Brian Tracy

Humans decide emotionally, justify logically

"Mr. Prospect, if it is not exactly right for your situation, there is no charge at all

Boomerang technique:

I didn't think you would be interested, that's why I am here at your home. Most of our very best advertising homes were not interested, but now they love it and refer their friends.

Boomerang:

How long have you been in town? (Answer) Ask the same question right back.

People ask questions to you that are important to them. 1st Question: How long have you been in town? Answer: I've been in town for 3 weeks." Boomerang: ((How Long have YOU Been in town?))

If you ever were going to upgrade to the stack, what would make you do it?

(Very best questions are those that make the prospect have to play in their mind a movie as to what it would be like owning your product/ Service.)

Six ways to prevent objections:

1. Have such a strong well of rapport that the person does not want to object to you
2. Use test closes to eliminate problems in advance
3. Use unconscious tools of influence, i.e., reciprocation, social proof, etc...
4. Use contrast on yourself and the prospect
5. Handle the objection when it is small before it grows into a monster
6. Align with any objection! (That's exactly why I am here!)

Note: It's important to understand what the objection is and why the prospect has the objection! (Most salesmen jump right into trying to solve an objection before understanding the objection, and why it is an objection.) People resent others who think they know what their concerns are and try to resolve a concern that is not really there. And then once the salesman resolves that concern, in his own mind, he thinks that all is well and then proceeds to the close. The close is ineffective because he never really found out the true concern. Most important skill is to really listen and hear out the customer.

To increase the want, increase the hurt. "What will it cost you not to..."

Ten Steps to handling any objection:

"People who buy, object twice as much"

-Brian Tracy

10 Master Steps to overcome objections (Advanced Training)

1. Ignore it
2. Hear them out
3. Feed back (nicely)
4. Question it!
 - I know you have reasons for saying that, Do you mind if I ask what they are?
5. Final objection?
 - Just suppose we are able to meet XYZ conditions, in your opinion do you feel like this would be...(something you would like to go ahead with. An investment you would like to make)
6. I, He, They, Often
 - I appreciate, and...
 - I respect, and...
 - I agree, and...
7. That brings up a question... isn't the real question...
8. Answer Question
 - "Why Tom and Ed" (see next page
9. Test close..."That solves that doesn't it?" (Or)
That answers that question doesn't it?
"In your opinion do you feel..."
10. Assume the sale!!!! (Close them, let the prospect know they are buying!)

"Why?"

- ◆ Why would you give me that objection after you just told me how badly you need the product?

"TOM":

T- urn objection around

- That's exactly why you should invest in our product

O- ut weigh the objection

- I know you want your son's education taken care of, so isn't it true that the premium is a lot less important than supporting his educational destiny?
 - Contrast Utility/ Cost (Education/ Premium)

M- inimize

- Let me ask you a question, how long do you think you will use this product?
- How much will this cost you per... year, month, week, day.
- "Compare cost to an inexpensive item "A yogurt a day"

"ED":

E- xplain

- Explain the objection

D- eny

- Deny it as groundless (not vigorously, but with conviction)

Objections

- Questions in Disguise
- Not saying..... "NO", Saying "I Don't kNOw"
- A sale does not happen until an objection arises
- "It is almost impossible for anyone to buy your product if they don't have some sort of objection" Tom Hopkins
- Opportunity to Learn about the needs of that prospect
- Opportunity to Align
 - Aligning creates rapport
 - Rapport is the glue that binds you together with the prospect

"Every action has an equal, opposite reaction"

- You want in, they want you out
- Rules I live by:

- I do not care if the customer advertises or not, I am only concerned with making sure I do my job and explain the opportunity clearly so they understand it, and then find out their TRUE questions, then help fill their TRUE Needs.
- If I leave their home knowing exactly why they are not advertising, I have succeeded.
- Yes, You can Succeed at EVERY door whether or not they say Yes.
- This is empowering- This is when you will love your job.
- Key to success:
- Help as many other people get what they want, you will get what you want
- Treat every person as a person, who has to go to the bathroom, and eat to survive, not an object to accomplish your selfish ambition.

Top 5 Objections and how to work through them

- # 5. I don't want it
 - Of course you don't, I didn't think you would, that's why I am here
 - We want all those who do want it in _____ area, to see this sign and buy from our company, this sign will help them feel more comfortable with buying from us in the future, ...does that make sense?
- # 4. Come back later
 - For sure, Before I go, let me show you...
 - Ya, I can come back, can I ask you a Q? if I were to come back, is this something you are going to be willing to do, put this sign in your yard and advertise? (yes/ No) What makes you say that?
 - Did I catch you at a bad time? (Yes) okay, I actually have to go in a couple minutes as well, Let me show you what I am talking about
- # 3. Not interested
 - Of course your not,
 - Ya, I didn't think you would be, that's why I am here. Some of our very best advertising homes did not want it at first and now they are our very best advertisers and they refer their friends...
- # 2. I want to think it over
 - For sure, to help you think about it, let me show you what we will be doing...How many...
- # 1. Spouse
 - Oh, Ya, no problem, to help you when you talk with her, let me show you...

Ben's Money \$\$\$ Full Spouse Objection Script

(Teach your reps to memorize this)

So you need to talk with your wife?

- Ya no problem, before I go, and you chat with your wife, help me understand, I know the decision is both of yours, but if it was only her decision, how do you think she will feel about us putting a sign in your yard and us paying for your alarm system?
- Oh man, good question.. I don't know!
- Okay. cool, I know you don't know, but if you did know, how do you think she might feel about it?
- Well, I think she would have a problem with it... Or I think she would be okay with it. (Your job here is to get to the truth, it doesn't matter what their truth is, as long as you can identify it.)

- Really, what makes you say that?

- Now how do you feel about it?

- Oh, I feel good about it. Or I don't like it.

- Isolate the objection and often the objection is his and he's punting it to his spouse. Your job is to flush out the smokescreens.

- Test Closing- abTc's of closing!
- Always Be Test Closing!
- A Close is a Decision Making question
- The Test Close is an opinion-asking question
 - Less threatening, find out where the prospect is in their buying decision
 - Does the same thing psychologically to the brain, in terms of commitment
- In your opinion do you feel...?
- Just suppose...!
- Are you with me so far?

Common Objections on the Door

Obviously your presentation is rarely if ever going to go as planned. It is good to memorize the scripts so you have a base to work off of and to have a specific direction. However here are some of the objections or responses you may run into and a suggested way to handle them. If you notice, the objections aren't usually real objections, they are just excuses to get you off the door. Therefore they are taken very lightly. Simply acknowledge the objection and move forward. We will go through each part of the script now and see what objections might show up.

Question: Are you the homeowner here?

No I just rent.

Ok perfect, so you're the one in charge here right? (move on)

We're not interested.

That's fine, I actually just need to talk to the homeowner for a second is that you? (move on) OR

Oh did I get you at a bad time? Ok I'll make this real quick... (move on)

What are you selling?

Selling? Oh, I'm just a technician in the area.. I'm actually just making sure all the homes out here are updated. (move on)

Whatever you're selling we don't want it.

Selling? Oh, I'm just a technician in the area.. I'm actually just making sure all the homes out here are updated. (move on)

Who are you???

Oh sorry, my name's _____ my manager just asked me to contact the homeowner's on this street and figure out which ones are still running on the old analog networks... (move on)

What do you want?

Oh, I just had a couple questions for the homeowner, would that be you? (move on)

Why do you want to know?

My manager asked me to talk to the homeowner here, we are just making sure all the homes are up to date.. (move on)

We can't afford anything right now.

Yeah, that's why most of your neighbors are updating their phone to digital. The average customer saves 200-300 dollars a year. Do you currently have high-speed internet? (move on)

I'm really busy.

Oh, I'm so sorry, this is really important I'll make it quick. (move on)

I'm on a long distance phone call.

Oh, I'm so sorry, this is really important and should only take a few minutes, I'll make it quick. Would you like to tell them to hold on for a few minutes? Or just call them right back?

Question: Ok, good. I'm updating the phones out here, you have high-speed internet right?

Yes, but we don't have a phone.

Ok so I'm assuming you just use your cell phones?

Ok, great, I've actually talked to several people that just use their cell phones, and the main reason they decided not to get a home phone was the cost. However, now that home phone lines run on a digital network, you can have a home phone line with UNLIMITED local and long distance calling for just \$1/day. The homes that were in your situation that are now using our product decided it was a good idea for two reasons. One: Now that they have a home phone with unlimited long distance they don't need to have such an expensive cell phone plan. And two: A lot of times when emergency's occur in the middle of the night people can't seem to find their phone, or sometimes the battery is dead, the nice thing about having a home phone is that it doesn't run off batteries, and it is plugged in all the time so you don't lose it! Can I ask you a question? (move on)

Yes, but we are happy with our phone.

Yeah I bet you are, in fact, all of the homes that we have updated were very happy with Comcast/Qwest. They do a great job. The only reason they decided to update is just because people like to be up to date. Everyone knows they will need to upgrade eventually and they like the fact that with us being in the neighborhood we can get them upgraded at no cost. The average home that we have updated has saved over \$200/year on their home phone, and they have reported to us that because of all of the new features that come with digital phone they have actually been even happier since they upgraded. Can I ask you something? (move on)

Yes, but we don't want to change anything.

Perfect, most of the digital services won't be available until next year. My job is just to make sure that the homes are up to date technology wise. So what I'll do is after I look at your modem and make sure your home is up to date I will leave you with my contact information so that you can add the newer services when you are ready. But at least this way you'll know your home is up to date and you won't have to purchase any equipment or have anything installed. Can I ask you something?

Yes, and we're very happy with it.

That's great, I'm glad to hear that. I just got done upgrading a few of your neighbors that said the same thing. Can I ask you something?

Yes, and we're not going to change it.

Yeah we wouldn't want you to change anything unless it was going to improve your situation. To be honest, most of your neighbors that we've upgraded have been happier with the newer services and they are saving on average \$200-\$300 a year. Can I ask you a question? OR

Yeah we don't expect you to change anything. All we are doing right now is just making sure that the homes are all up to date technology wise. In fact most of the services aren't even available yet, but once they come out you'll definitely be interested in them, because from what I'm hearing they are going to offer a lot more, but they are going to cost less! Can I ask you something?

Sales Training Manual

Closing Training

Ben Ward Sales Mastery

Closing

Minor reflexive questions

Close #1

Tie down

A tie down is a question at the end of the statement that demands a yes, or isolates an objection.

Must be done naturally, Speech habit.

A pro closes on positive emotions (Not scare tactics, or things that they do not want)

Hoping to get minor YES'S to get to the major YES!

Haven't you

Didn't he

Don't you

Isn't it

Aren't they

Doesn't it

Wasn't it

Aren't you

Aren't they

Wouldn't you

Hasn't she

Wouldn't it

Aren't we

Shouldn't they

Didn't it

- *A pro closes on positive emotions*

Close #2

Inverted tied down

Put tie down on front of statement for more warmth

Aren't these great?

Wouldn't it be an advantage

Aren't we all concerned about family security

Don't you think that it is a good idea to invest in _____?

Isn't it a wonderful day?

Tie Down Tag On:

Tie down what they have already told you:

Customer: "I really like the spaciousness of the kitchen"

(A little later on)

Salesman: Sure does have a spacious kitchen, doesn't it?

Complete Minor Agreement when you tie down what they have already said!

IF YOUR PRINCIPLES ARE SOUND PEOPLE WON'T FIGHT YOU

Power Closes of a Champion

Ben Franklin Close:

Close #3

Alternative of choice

A question with 2 answers, either answer confirms that they are going ahead.

If buyer has a choice between yes or no, what do you think they usually pick? [NO]

Correct, we all have something in common

Close #4

"The Porcupine"

What would you do if someone threw a porcupine at you?

You would throw it back, wouldn't you?

Answer their question with a question to keep control and lead them to your next close

EXAMPLE: Can we take delivery by the 1st? Does the 1st meet your time requirements?

Could we get this one in green? Would you like it in green? If yes, they have bought!

This smokes out what they want, or don't want

Close #5

Involvement Question:

A question the buyer must ask themselves after they own your product that if they answer before they own, confirms that they are going ahead.

Creation begins with imitation. Take good words from others and make them your own.

.

Sharp Angle: Do you have it in green? *Would you like it in green?*

Turning little Dollars into Big Dollars

Time planning & Organization

Goal Setting

Play is good, but the problem with too many of you is “you play when you haven’t earned it, so when you do play your guilty that you did, so you don’t enjoy it when you do”

Ben Franklin Close (word for word)

We Americans have long considered Ben Franklin as one of our wisest men. Whenever old Ben found himself in situations such as you are in today, he felt pretty much about it as you do. If it was the right thing to do he wanted to be sure to go ahead. If it was the wrong thing he wanted to be sure to avoid it. Isn't that about the way you feel too?

Here's what old Ben used to do. He'd take a piece of plain white paper [I grab a piece of paper] he'd draw a line down the middle, a line across the top. One left side write the word YES and the right side, all the reasons against it. He would simply add up the columns and he found that his decision was made for him. Why don't we try it and see what happens.

Now actually do the Ben Franklin assessment together.

Closing the Deal

I'm sorry, I do not make call backs!

How much is it? (Price out of place kills the sale) Make haste slowly- shakespeare

The words I want to think it over mean goodbye forever

Humans decide emotionally, justify logically

“Mr. Prospect, if it is not exactly right for your situation, there is no charge at all”

It costs too much!

As compared to what?

Law of exclusion:

When one buys a product, excludes other products/ services that they could buy with that same money. People do not like to tie themselves down, it messes with their freedom

Boomerang technique:

I didn't think you would be interested, that's why I am here at your home. Most of our very best advertising homes were not interested, nut now they love it and refer their friends.

Boomerang :

How long have you been in town? (Answer) Ask the same question right back.

People ask questions to you that are important to them. 1st Question: How long have you been in town? Answer: I've been in town for 3 weeks." Boomerang: ((How Long have you Been in town?))

How far apart are we here?

What would have to happen for you to go through with this today?

Is the price your only concern?

If you ever were going to buy an alarm, what would make you do it?

(Very best questions are those that make the prospect have to play in their mind a movie as to what it would be like owning your product/ Service.)

Sales Training Manual

Success Principles

Ben Ward Sales Mastery

“Empty the coins of your purse into your brain, and your brain will fill your purse.”

- Benjamin Franklin

Success Principles

- *Anticipation is the competitive edge in life*
- “Show up... Want to be there... have faith... Take Massive Action on Key Result Areas” Wright
- 80% of success in life is psychology / 20% is mechanics (“Parado principle”)
- Calmness is power
- “Beat the news home” (in everything... the better you get at this habit, the more effective you will be, the more trusted by all around you, and the more self respect you will have.
- Treat people as people not objects
- Treat people as they already were what they could and ought to be...
- People just want to be loved... Find ways to love them & admire them.
- Law of Contribution: You will receive in direct proportion to what you contribute
- Help people get what they want, you will get what you want
- Give Benefit of the doubt
- Seek 1st to Understand then be understood (Covey)
- Eat that frog
- Definiteness of purpose
- Gratitude = secret to life, wealth, deletes pride & Envy...WOW
- Delete sense of entitlement
- Master Mind Principle, surround with successful people, mentor by best in the world in a field
- Get the right people on the bus, get the wrong people off the bus, and get the right people in the right seats on the bus!
- Hold myself accountable at the end of the day
- C.A.N.I.
- Creative Persistence
- Don’t confuse activity with productivity
- Accurate Empathy
- I could be wrong, I often am. / I am sorry / I changed my mind
- 7 key responsibilities of an executive
 - planning / organizing / staffing & recruiting / Delegating / supervision / measure / reporting /

POSITIVE MENTAL ATTITUDE

1. HAVE GREAT APPROACH
 - YOUR ATTITUDE IS YOUR LIFELINE IN BUSINESS
2. BE EARLY
 - ALWAYS GO TO THE FIELD ON TIME
3. BE PREPARED
 - MENTALLY AND PHYSICALLY
 - SUCCESS IS CHALLENGING, PREPARE YOURSELF FOR OBSTACLES
4. WORK A FULL DAY
 - STAY WHATEVER IT TAKES
 - WORK HARDER FOR YOURSELF AND YOUR FAMILY THAN YOU WOULD FOR SOMEONE ELSE
5. WORK THE TERRITORY CORRECTLY
 - USE THE LAW OF AVERAGE TO YOUR ADVANTAGE
 - THERE ARE NO SHORTCUTS TO THE GREATEST ACHIEVEMENT
6. MAINTAIN A GREAT ATTITUDE
 - WITHOUT A POSITIVE ATTITUDE YOU WILL FAIL
 - A POSITIVE ATTITUDE WILL DETERMINE IF ONE SUCCEED
7. KNOW WHY YOU ARE HERE AND WHERE YOU ARE GOING
 - WE DO THE THINGS TODAY THAT MOST PEOPLE AREN'T WILLING TO DO, SO WE CAN AFFORD THE THINGS TOMORROW, THAT MOST PEOPLE CAN'T AFFORD TO DO
8. TAKE CONTROL
 - THE DOOR IS THERE, YOU HAVE TO WALK THROUGH IT
9. ALWAYS HAVE FUN
 - ITS FUN MAKING MONEY
 -

The first and most important decision in one's success is carefully choosing the people who will surround you -Jon Huntsman (*winners never cheat*, pg. 96)

Key to Success: "Getting the Right people on the bus, the wrong people off the bus, and getting the right people in right seats, on the bus" -Bryan Tracy

"Winners make things happen no matter what, losers make excuses!"

“The Big Five”

First. I know I have the ability to achieve the object of the DEFINITE PURPOSE in life, therefore I DEMAND of myself persistent, continuous action towards its attainment, and I here and now promise to render such action.

Second. I realize the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action, and gradually transform themselves into physical reality. Therefore, I will concentrate my thoughts for 30 minutes daily, upon the task of thinking of the person I intend to become thereby creating in my mind a clear and mental picture of that person.

Third. I know through the principle of auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it. Therefore, I will devote 10 minutes daily to the demanding of myself the development of self confidence.

Fourth. I have clearly written a description of the DEFINITE CHIEF AIM in life and I will never stop trying until I shall have developed sufficient self confidence for its attainment.

Fifth. I fully realize that no wealth or position can long endure unless built upon truth and justice. Therefore, I will engage in no transaction that does not benefit all with whom it effects. I will succeed by attracting to myself the forces I wish to use and the cooperation of other people. I will induce others to serve me because of my willingness to serve others. I will eliminate hatred, envy, selfishness and cynicism, by developing a love for all humanity, because I know that a negative attitude towards others can never bring me success. I will cause others to believe in me, because I will believe in them and myself.

I will sign my name to this formula, commit it to memory, and repeat it aloud once a day, with full FAITH that it will gradually influence my THOUGHTS and ACTIONS so that I will become a self-reliant, and successful person.

True Wealth Defined

Life's real riches:

1. Positive mental attitude
2. Sound physical health
3. Harmony in human relations
4. Freedom from fear
5. Capacity for applied faith
6. Hope for future achievement
7. To be engaged in a labor of love
8. Willingness to share one's blessings with others
9. Open mind on all subjects towards all people
10. Complete self discipline
11. Wisdom with which to understand people
12. Financial Freedom

Think and Grow Rich, Napoleon Hill

Any act with practice becomes easy, When easy, it becomes a pleasure to perform
When a pleasure, its man's nature to perform it often. When performed often it
becomes a Habit.

Thus, a new and good Habit is formed -OG Mandino

"Success leads to complacency, complacency leads to failure" (Brian Tracy)

All that we are is a result of the things we have thought. -Buddha

"Whatever we think about and thank about, we bring about"

Imagination is every thing; it is the preview of life's coming attractions

Health: Placebo effect: Man becomes what he thinks about

What you resist; Persists -Carl Jung

Whether you think you can, or you think you can't, you are right! -Henry Ford

17 Reasons Why People Don't Think Big & Self talk their way out of Success

Mark Victor Hansen

1. Negatively Paranoid
 - a. "I am a reverse paranoid, I believe everyone is out to benefit me"
 - i. W. Clemente Stone
2. Satisfied with the same ol', same ol' status quo
 - a. Psychologists say "We call people crazy who keep doing the same things and expect different results"
3. Shaming and blaming self and others (Collusion)
4. Wrong goals, Low goals, Worse yet, NO GOALS
 - a. Because you can't fail with no goals
5. Doom and Gloom influences have convinced them that they are incapable of Success, Because...
6. Don't understand the Laws of Momentum and Attraction
 - a. Wait for the easy money to come waltzing through the door
7. Rather be bored and confused than enthused and OUT THERE
 - a. Security is knowing what tomorrow will bring, boredom is knowing what the day after tomorrow will bring (Philosopher Ziggy)
8. Feel don't deserve success
9. Don't have a dream team. Likeminded Network of effective people
10. Waiting for permission
11. Stop after an initial success
12. Use 'lack of' as a reason not to think big
 - a. I don't have enough time, talent, money, etc....
 - b. I'm too tired...
13. Easier to be critical of others than take personal responsibility
14. Too busy living for others, put off happiness for self
15. Some people love to wallow in misery
 - a. When you think Bigger, you lose sympathy from others. People stop feeling sorry for you
16. By refusing to think big and avoiding success, you don't have to deal with the responsibility of personal success. On your way to success, you will have to deal with situations that are new and uncomfortable. (Things that most are not willing to do)
17. If I don't think big & take big action, I will always have the excuse that I could have done it if I would have given my all!



Rep Certification Program

	Pts.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
Getting in a home	20												
Knocking with your Manager (2-3 hours)	50												
Selling your 1st bundle (2 or more products)	10												
Read your Training Manual Through 1 time	30												
Log on the company website everyday and check your accounts and Payroll as a rep	50												
Installing your 1st phone	100												
Working 7 hours on the doors	50												
Working 8 hours on the doors	75												
Working 9 hours on the doors	100												
Working 10 hours on the doors	150												
Houses Entered. Multiply this number by 10	1												
Total													
Grand Total Points earned													

Give a copy to each Rep. This should be filled out by each rep on a daily basis during correlation. The above points need to be multiplied by how many times each item was achieved. Example--- Timmy gets in 10 homes on Monday that would be 20 points per home totaling 100 points in that column for the day. Each rep needs to earn 1,500 points within the first 2 weeks of your start date.

Rep Name: _____

Manager Name: _____

Date: _____



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Sales Leadership Success

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One Minute Praising

Help People Reach Their Full Potential, Catch Them Doing Something Right

- 1) Tell people up front that you are going to be letting them know how they are doing.
 - a) Observe activities very closely.
 - b) Make sure they're keeping detailed records of their progress and send to you regularly.
- 2) Praise people immediately
 - a) As soon as they have done something right
- 3) Shake hands or touch people in a way that makes it clear that you support their success in the organization.
 - a) Brief contact lets them know that you are on the same side
- 4) Tell people what they did right
 - a) Look them straight in the eye
 - b) Be specific
- 5) Tell people how good you feel about what they did right, and how it helps the organization and the other people that work there.
 - a) This shows sincerity and that you are familiar with what they have done.
- 6) Stop for a moment of silence to let them "feel how good you feel.
- 7) Encourage them to do more of the same.
- 8) Be consistent
 - a) Praise them when they deserve it and have performed well.

"Remember you don't have to praise someone for very long for them to know you noticed and you care. It usually takes less than a minute"

The Value of Each Team Member “Human Capital”

Think about this term. Look at the definitions taken straight from the dictionary: Human; of, pertaining to, characteristic of, or having the nature of people: human frailty. Capital; any form of wealth utilized or capable of being utilized in the production of more wealth. If a person by definition of Capital as a noun, is understood as “Wealth utilized as a means in producing more wealth”, of what value is it to reprimand for the desire to hurt, punish, prove or retaliate? When you have destroyed the emotions or thoughts of one person or of two people towards each other, you have drained your only resources to enhanced production. Look beyond the action or mistake of the person(s) and realize each person intends the best, but does not always know what the best is. If we train ourselves to see people as they are (Souls with Perfect intentions) vs. what they do (Objects as means of Production) we will find endless results with happier followers.

Resolving Commons Concerns With Team

Solution-Based Problem Solving

In almost every manual ever written you will find a list of possible scenarios that could arise and how to resolve each of them. After much thought we realized this approach of pointing out each problem and a possible resolve would be narrow minded thinking. It would work if we were running a power plant with buttons and switches, but we as leaders are in the business of people, Human Capital, as a wise man once called it, is the single greatest return on investment a man can get with his time or money. People don't have buttons or switches, they have thoughts and emotions and when properly steered can produce billions of smiles and billions of dollars.

People take time; there are few other ways to put it.

Steve Covey, an international expert on business and self-development teaches, “Fast is slow and slow is fast when it comes to people”.

Think of an experience you had where you wanted to resolve an issue quickly for sake of time or redundancy with someone, maybe a significant other or family member. You may have said something like, “ok, whatever, I'll fix it just...” you then finish, walk away. For a moment an illusion occurs causing us to believe we quickly resolved the issue; it is then only a matter of time until another issue arises for something totally different with the same person. Generally, it is not even a particular problem that occurred the 2nd time. Most often the following problem is something that normally would have been avoided had the person not felt mistreated the first time, but less thought was taken for you in being affected by their decision because of the thoughtlessness they interpreted from you

on their problem initially. Sound familiar?
As a result of your impatience, the problem that was originally a 15 minute issue to resolve that you tried to do in 2 minutes, has now turned into days of resentment and probably a 2-4 hour conversation to really fix with that person. This is what Steve Covey meant when he said, "Slow is fast and fast is slow with people." The lesson to learn from this is that people take time to understand. In problem solving a solution is the key; a reprimand or rebuke means nothing unless positive change occurs. Too many leaders reprimand as a means of pay back instead of a means to a solution. The solution is the only thing that cures; making someone feel bad only exacerbates a greater problem and does not aid to the concept of Human Capital or furthering the cause.

Steps to Solution Based Problem Solving

1. Assume only the best from all people involved.

"When you assume innocence, most of the time you are right." -Ben

When a person comes to you, allow them to approach you in a spirit of openness, knowing they can confide in you.

So many times leaders breed fear into their people, which prevents them from receiving feedback on how things are running. Establish early on through kindness and open ears that you are easily approachable and are capable of seeing others points of view. Assume only the best from all of your people, trust that they are working their best. Show this through constant praise and encouragement, never by calling people out on something without having a clear understanding of what's going on.

Assuming one is breaking the rules or being lazy will only instill further distrust and create hard feelings that seldom are repaired.

2. Seek First to Understand then Be Understood.

Most of the time leaders try and give suggestions to a problem they failed to fully diagnose. We usually realize our mistake when the person we are talking to stops expressing themselves after repeated interruptions presenting our "solutions". You will also learn quickly a wrong step when you have accused someone unjustly, and they quit for lack of trust from you.

If you will take the time to listen with the intent to truly find a solution, not the fault (you are the fault), you

will most likely discover a person attempting to do their best, or a person battling personal struggles on the job. Learn to sit silent for a time and let the person get their frustrations out. When you feel they have gotten all of their frustrations out, ask them questions to see if there is anything else they haven't shared.

A "sucky area" really could be that a kid's Dad was diagnosed with cancer, or in one case a man's plea to be removed from the temptation of adultery with a girl in the area he is working. These are not common issues, but have happened before; they are used here to show what can be found beyond the surface if one truly listens with genuine concern.

Think about the scenarios being presented, are those really the issues? Do they really want a new area or different knocking partner? No way!

There lies the real problem; you may not get to that point with each person you listen to, but you should always understand that all of the problems one has are a result of a much deeper concern, it is almost never what it seems on the surface. The point of this example is to listen, listen and listen more until you know that person feels understood. If you do nothing else but this as a leader you will find some of your greatest followers!

3. Take the blame when it is your fault, it's always your fault.

What comes from:

Yelling at our computer when it runs slowly or freezes?

Yanking a dog's collar when it is moving as fast as it can?

Yelling at the cell phone service Provider for an unexpected charge?

In each situation you will find the same or more escalated problem as before if not worse. The difference is now you feel like crap with a slow dog, a stuck computer and a cell phone representative that wants to hang up on you and let someone else fix your problem.

The reality is that the computer you bought was not made for speed, the dog you chose as a puppy was not bred for running, and the cell phone plan you selected was not adequate for your usage.

Do you see the pattern yet?

All of the problems you are going to face this program will be a result of your poor decisions, literally! That's ok though, we all do it! The point your mistakes become irresolvable is when you try and shift that blame on to

someone else.

That's when you have lost all control, respect, and run out of "Capital" to work with. Drain all of your capital, and you have nothing. Below are some steps to aid in your approach to problems and complaints.

Remember the second you hear a problem whose fault it really is. This will keep you listening, calm and free from assuming things. Go to the origin of any scenario listed under Possible Scenarios on the next few pages, it will be impossible to find blame anywhere but with yourself.

Examples:

My Area sucks.

1. Who put him/her in that area?
2. If a co-mgr assigned it, ask self, who put that person there?
3. If the area is good and they think it's bad, who failed to train them on what area to look for or how to sell to that demographic?

These Incentives Suck.

1. Who failed to train them on other means of motivation?
2. Who failed to help them see the value of work alone?
3. Who over promised what types of incentives would be rolled out?

When you are approached by someone about a concern, complaint or problem involving someone else our first reaction is generally to validate ones remarks, "are you serious?" "I can't believe he..." "I am so sick of..."

Before you choose to validate their concern and escalate their frustration with the person or problem, pause and seek for understanding on the matter.

Re-teach with Clarity all people involved.

After you have listened to their problem, concern or frustration and they feel fully understood, remember this; whether you think they are justified in their point of view or not, there is a reason they feel this way. This reason most always stem from our improper explanation. It will do more for you to accept the blame, admit your mistake as one who explained poorly or not at all, than attempt to redirect fault away from yourself to save face. This will cause far more damage than seen at first glimpse.

Always keep everyone in the office in absolute harmony.

Even when a problem involves another, accept the blame as your lack of teaching that person and point out that person's positive strengths, real intentions and the respect that person has for the affected individual.

After accepting blame, extending apology and asking for forgiveness it is important to take the time to re-teach whatever lack of understanding caused the problem and make sure they understand this time. This is the best way to save face, gain respect and avoid future problems.

Possible Scenarios & Responses

(First step: See Solution Based Problem Solving)

Late to correlation. -1st day of program, rules need to be established. (Company Policy=2 warnings, 3rd time=minus 1 day for attendance. You may need to make an example of a rep by sending him home. Be creative with your own office late policies.

Rep wants to go home. -Use "I know how you feel" Relate personal experiences "You gave me your word"— remind them of prior commitment made. Be a good listener.

I hate my area and I hate my office.

-Use the Justin Long story about how everyone thought where he was knocking was a gold mine but he ended up going back and knocking in an area where the rest of the office had knocked three times and did great there. Go out and knock with them, prove to them that the area is good Show them it is a good area. Have a legit good area (golden area) go show them on the map, save it for them.

I don't understand my paycheck/it's wrong, I should have more.

"Elevate always wants to make sure each employee is paid 100%", there may be a data entry error and you should check it out. Your paycheck is online at all times and should be viewed frequently. Any corrections should be addressed to repservices@goelevate.com

I hate office/roommates.

Prepare reps for future moving of apartments. Prepare them to be flexible with any possible situations.

Bad attitude.

Catch the cancer before it spreads! Sit down with rep and address the issue letting him know that it is unacceptable. Find out why he is so negative and what is creating the bad attitude and then use one of the other protocols.

Rep is not selling/not motivated.

Definitely go out on the doors with him and show him how it's done. Lead by example. Watch his door approach and find out where he is struggling. Make sure he has his door approach and overcoming objections memorized (these are the basics and could be the problem). Sit down with rep and set a personal incentive up with only him in order to motivate him. Find his hot button (what drives him) then push it. There comes a time when a rep breaks and is not going to sell, it's hard but you may need to let him go.

Corporate negativity.

Always assure reps that you will check into a misunderstanding from corporate and make sure you do what you say you are going to do. Never be negative towards corporate policies, procedures, delays or management, it will start an uproar of negative consequences. Tell the reps you understand and then find out about it through corporate. Always remind them how much work behind the scenes they are doing to make the reps' program successful.

I want time off.

Set the rules on the first day. – How will this affect you and the office? – Go out and sell with them. – Set up a personal incentive for that rep. – Find out if that is a true concern.

I was lied to (by company/manager)

Always stick up for your reps, then check with corporate. – Always be 100% honest! – Smooth things over if there are any misunderstandings.

Family/Girlfriend/boyfriend problems.

Be sympathetic to the situation, but remind them why they are here - Don't ever allow them to think that there is even a chance that we will allow them to go home!

I hate door-to-door/Dishonesty on the door.

Find out what they are saying. Don't say anything you feel is dishonest. – Give an example; asking for a contribution of money from someone is awkward at first until they are explained what it is for. People need understanding before we ask for their money or signature.

Manager/trainer did not train me.

Reiterate that the reps ultimately train themselves. – Ask what their training expectations were. – Go train them.

Crappy incentive/never get incentives.

Take the rep aside and talk to them about why they don't get the incentives. Possibly figure out a special incentive for that rep.

Financial Duties as a Manager

Principle: When it comes to their pay, try not to mess it up!

Payroll

Managers will be responsible to ensure that payroll is correct on a weekly basis. Problems with money in any fashion can cause significant problems unless preparatory work has been done to inform contractors of potential problems that could arise.

It is common for mistakes to be made with payroll being done on a weekly basis and with the volume of sales being done.

It is important to inform your reps that their payroll may have mistakes from time to time and that is important for them to keep track of their personal sales for quicker correction (see Personal Sales Tracker).

Handing out paychecks

Absolutely never hand out paychecks before the day's end on Friday night. This will create a fiasco in the office and a great distraction from their day's duties. Only distribute checks that night after they have completed their work day.

If a check is still incorrect, communicate with the Founder Over your area and ensure the rep that we will address the concern as soon as feasible.

Correcting Payroll

Corrections are made by Email Request Only:

Rep's name / rep ID

Clear Description of the problem

Customer's Name Involved

Then send problems to the leader in your area

Expect no less than 1 week for corrections to be made

Missed or Late Payroll

If payroll has not arrived on time, contact
jmiller@goelevate.com

Sensitivity to Those Not Receiving a Big Paycheck

Remember to be sensitive to those struggling with sales, it is never easy to see others happy and rejoicing when you barely have enough to get by. This can cause great difficulties in people's personal lives, thus effecting how they perform at work. You may only know this by paying close attention to the checks written each week to your team members. When you see someone struggling go out of your way to help them remain positive and know you care. Also, check to ensure they have enough to eat and the necessities are taken care of. You'd be surprised how many go without food and social activities, for fear of admitting they don't have means to provide for themselves.

Helpful "Cash box" tips

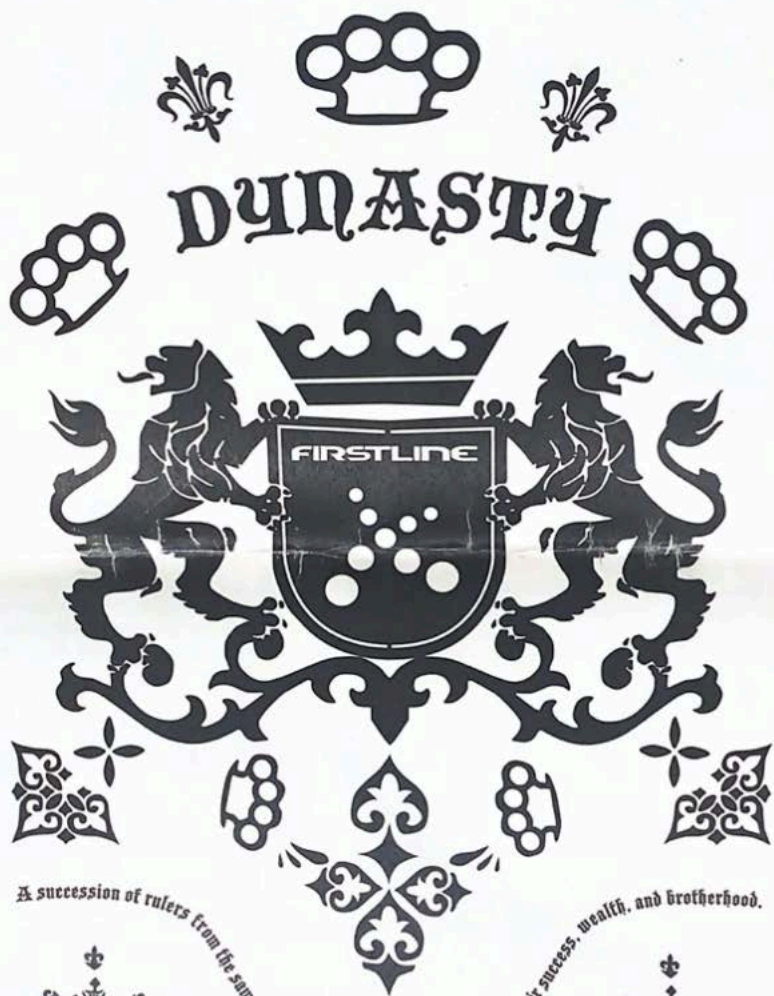
There will be a plethora of things you will wish you had cash for at random moments. A petty cash box that you can find at a Wal-Mart or any office Store will come in handy. It is recommended you store \$200-\$300 in small bills in this box and keep it in a safe place with easy access from the office. Inside this box you should also have a Cash Sign Off Sheet ready to be signed with anyone you hand cash out to. This will allow you to have exact records of who you have given any cash to, if you decide to hand out cash.

My Top 10 Most Influential Books

#1	The Book of Mormon	Prophets in America
#2	Think and Grow Rich	Napoleon Hill
#3	Master Strategies of Super Achievers	Steve Scott
#4	The Advantage	Patrick Licioni
#5	Great by choice	jim collins
#6	Getting things done	David Allen
#7	High Performance habits	Brendon Burchard
#8	Measure what matters	John Doerr
#9	Radical Candor	Kim Scott
#10	Essentialism The disciplined pursuit of less	Greg McKeown

These have to also be mentioned

#11	Leadership and Self Deception	The Arbinger Institute
#12	Total money makeover	Dave ramsey
#13	If you can count to four	Jim Jones
#14	Get The Edge	Tony Robins
#15	The Message	Lance Richardsen



A succession of rulers from the same family or line who are distinguished for their success, wealth, and brotherhood.



On this the 8th day of November in the year 2006, I hereby, before Deity, Destiny and this Royal Dynasty, and in behalf of my Posterity, Mankind and the Principles governing our universe, do solemnly ennoble myself to the life of infinite service in the continued growth and building of all that is GOOD and HOLY. It is for this cause that I shall wake daily, run swiftly and hail loudly as the physical emblem to all nations and people that success is to be shared by all men. I declare that the world and its wealth, love, happiness and opportunity is and forever will be in endless supply to those who seek it. I know there is opposition in all things and do understand the greater I strive to become, the more powerful the forces be that seek my destruction. It is because of this knowledge and awareness of my natural frailties that I shall remind myself daily of the Royal Blood that permeates my veins endowing me the ability to Be All, Become All, and Do All that is Right. I know these powers can be exercised only upon the principles of building, growing, expanding and perpetuating the good of the whole. I am also aware of the warning that if I attempt to use such powers to satisfy personal greed, revenge, tear down or glorify myself above another, the Principles and Laws governing such powers shall inevitably revoke themselves. It may for a period appear that an increase in prosperity has occurred from such actions, but in due time that man will undoubtedly face his fall. Thus, that my Dynasty may be passed on to my successors in honor and glory, I will do all in my power to uphold such principles conducive to

Gratitude, Abundance, Service, Contribution, Adaptability, Consistency, Humility, Optimism, Trustworthiness, Commitment, Patience, Decisiveness, Fairness, Compassion, Selflessness and Faith that my heritage, lineage, and legacy may live on into the eternities and enrich the lives of all those graced by stories of my life and dedication to the higher cause. I do solemnly swear from this point forward that I will seek daily the souls that yearn for growth, opportunity, and a chance to make a difference and, be it through my persistent invitation, shall these men discover the key to unlocking their freedom from poverty's grasp. Although rejection, roadblocks, embarrassment, false accusations shall indeed arise; and though my competitors might fall upon me to tear apart what I have built; and though the clouds may conceal the sun's brightness from over my head and all hope appear absent before me, it is then that I shall thank Deity once again and remember that all these things shall give me experience and shall be for my good and yet shall I press onward.

I know that each man was created individually, thus I will not judge anyone but myself according to the talents given me. If I fall short of my potential, it is I to blame, and I am the soul bearer of any consequence that might follow my shortcomings. I will not quit, I shall not fall short, I CAN BE ALL, BECOME ALL, AND DO ALL THAT IS GOOD AND HOLY. I know that anything I allow my mind to conceive and believe I will achieve, for I am a proud carrier of the Dynasty's Royal Blood, and with this blood so shall I honor this Oath!





ADDITIONAL RESOURCES

Continue learning from Ben. Connect on Social – LinkedIn, Instagram, Facebook, TikTok and Twitter. Subscribe to Ben's newsletter, read his books, take his digital courses, join his masterminds.



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Hire Ben to speak at your next leadership event.

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