

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 your 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 wussies. But then I had a harsh realization. I was under-leading them. I already knew they would face these types of hard situations, and I didn't prepare them for it. Right then and there I committed to step up as a leader and stop underleading my team. The Oceanside Principle was born at this moment. I wrote out on the white board all the reasons people had quit my team over the years and committed to beat the news home with people I was bringing out on my team. Since this time, I've met with my team every year to prepare them for the inevitable opposition they will face in the summer” - Ben

What is your most recent retention rate?

Sign to start: _____

Start to finish: _____

The Oceanside Principle is defined by 4 principles:

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

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

Checklist to apply the Oceanside Principle

1. Commit to not under lead.
2. Tell them all the hard. Talk them out. Explode bombs up front
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 those challenges. (They are just ‘par for the course’)
5. Schedule your Oceanside Meeting and take them under your wing

Executing the Oceanside principle is a great tool to create a culture of hard work and results. They will respect and trust you for it, especially when they go through the inevitable hard that you have told them about during the summer.

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

What are my takeaways from the oceanside principle? (Plus any other notes)

#2. 10% bonus

What are your 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

Why else 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. (Take and 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

- Highest value use of your time and energy to skyrocket your retention
- Record their commitment on video
- See script for this (Make your own)
- Their best advice to themselves
- Pull this video out if they ever come to you to quit
- Great mid-summer correlation video

*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")

How else can you create high loyalty?
