

Example B – A Line In The Sand

Teaching	Training
Features & Benefits	The Sales Process
Pricing & Fee Structure	Presenting Value
Full Product Terms & Conditions	Overcoming Objections
Customer Processes	Connecting With Customers
Contact Information	Role Playing



‘Proper training ... arms them with skills to execute what they already know.’

Ok...now it's your turn. Where would you place the following three topics?

1. Compliance/regulatory guidelines
2. Closing a sale
3. Following up post-sale

While we do suggest a knowledge check at the beginning of any training to ensure the group doesn't need to be taught, gaps should be plugged within the first few minutes. But once those gaps are filled, it's time to build some skills.

3. Setting Standards

You've built up those skills; now it's time to set some new expectations. Establish your new Key Performance Indicators (KPIs), but limit them to key growth areas so reps can focus on what really matters to the business, not just what's important at that moment.

Accelerate earnings for top performers, those who maximize the opportunities presented by Moneyball. And hey, you can motivate the back of the roster as well. Compensate those that charge into the newfound space and incentivize them to reach your new standards. A rising tide lifts all boats.

But don't stop there. Once the majority of the organization meets the new standard, continue to raise the bar and let them charge into the opportunity again. And be sure to be a stickler about reporting. By following through and consistently updating your team on key measures and performance progress, you can build confidence and inspire even greater performance. Remember: if you can measure it, you can move it.



‘It's time to set some new expectations.’

Answers: Teaching, Training, Training