



Building Techniques



What does it take to build a successful business?

- *Passion*
- *Commitment*
- *Coachability*
- *Credibility*

1. Create a positive environment.

- *People want to be a part of something bigger than they are.*
- *People want to feel special.*
- *People want to be recognized.*
- *People want to be rewarded.*

Summary: People get excited about paychecks and promotions.

2. Identify the team leaders within your group.

- *Get with each one of them individually and identify their goals.*
 - *Put a game plan in place to achieve their goals.*
 - *Get each leader competing against the others.*
- d. This will develop your front line.*

3. Meet with your front line weekly.

- *Review their goals*
- *Teach them what they need to be covering with their groups.*
- *Cover their numbers, lead to sale ratios, placement, and pending issues.*
- *Motivate them by talking about how good things will be once they achieve their goals.*

4. Develop weekly leaders bulletins.

- *Personal*
- *Team Leaders*

5. Keep them shooting for the next level.

- *Bragging on the Leaders Sheets.*
 - *Be sure to identify everyone that hits their goal.*
- *Show their standing for company contests.*
- *Determine what it takes to get to the next level.*

6. Develop another group of individuals.

- *Follow steps 1 through 5.*

Monthly Goal

Personal Producer

\$12,500

\$12,500 (15-16 sales or 4 per wk) @

75% Placement = \$9,375 @

60% Contract = \$5,625 @

80% Advance = \$4,500 minus

400 Leads = \$4,100

Total Income - \$49,200

Renewals: 2nd Year = \$60,000

3rd Year = \$75,000

Leaders responsibility is to determine:

- # phone calls needed*
- # appointments set*
- # sales (determined by closing ratio)*
- # referrals*

Monthly Goal

5 Producers (counting yourself)
\$52,500

Personal

\$12,500 (15-16 sales or 3-4 per week)

@ 75% Placement = \$9,375

@ 80% Contract = \$7,500

@ 80% Advance = \$6,000

minus \$1,000 Leads, etc. = \$5,000 Net

Producers

4 x \$10,000 (12 sales or 3 per wk.) =

\$40,000 @ 75% Placement = \$30,000

@ 20% Spread = \$6,000 @ 80%

Advance = \$4,800 minus \$500 = \$4,300

Net

\$5,000 from Personal + \$4,300 from

Producers = \$9,300 X 12 = \$111,600

Renewals: 2nd Year = \$120,000

3rd Year = \$150,000