



**How to Double Your Income with Top  
Producers and Effective Sales Teams**  
*Secrets & Strategies for Success*

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## **How to Double Your Business in the Shortest Possible Timeframe**

If you are an experienced producer and you are maxed out, stressed out and most likely having less and less fun in the business, then you have come to the right place.

We have worked with more than 550 sales teams and 2300 producers, who at one time were all individual entrepreneurs. Like you, they hit the ceiling of complexity at the place where their individual success became their most limiting factor.

To change your results, you must know that you need to change your beliefs and then you will be in a position to change your strategies. Going it alone is a sub-maximizing strategy.

You have probably tried a number of ways to solve this problem. Maybe you listened to forming a mentorship relationship, or you tried a marketing program recommended by one of your study group partners.

I know that you want to do better and I know that you are willing to try almost anything. Therein lies the problem. You are trying things to see what works... rather than implementing a system that has a proven track record.

I have been involved with a Team Based Sales Approach since 1978. In the early 80s, I began to build a world class sales organization in the computer industry that was producing results that were 300% better than the averages. Believe me that we made a lot of mistakes and had a lot of trial and error, but the single biggest factor is that we stuck with this new strategy until we made it work. We learned a lot about what works and what doesn't.

In the early 1990s, I was approached by a Financial Services firm that was aware of what had been accomplished in the computer industry. They wanted to see if any of what we had learned was applicable to them. When I looked at what they had been trying to do for the last four years the "holes" were quite obvious to me. However, it still took about 2 more years before we got it right.

In the early stages, most of the producers were highly skeptical until we had two teams that began to knock the cover off the ball. Once we reached that point, others began to follow our lead. The system was defined and it worked. The next step was to package it so others could use it more easily.

Today, our pilot agency has more than 150 producers (100%) on teams. Everyone uses the systems and processes and business building strategies that are the best practices that we have found. Everyone uses our proprietary planning methodology, which is designed with teams in mind. This agency has grown from \$1M in FYC to more than \$20M in FYC in 2005. They recently reported that they expect 2006 will be their best year ever... why?

They have the system that always works.

So if you have attended a Benchmark Team Selling Workshop you know what I am referring to. The curriculum that we have put together will be an advanced level from what we have taught you. You will be reminded of the key things that you need to implement that you may have missed the first time around. Or if you have joined a team that is already using our system, then this is an easy way to get on board. If you are brand new, we will provide the fundamentals to you that make this system work.

This curriculum is not designed as a replacement for our Team Selling Workshops but is highly complementary. For producers who are considering a Team Based Sales Strategy, this will give you the information you need to get started without going down the traditional blind alleys.

We believe that the biggest cost elements are discovery, development and invention. You may have gone down this path if you play golf. Think how much better you would be if you had started with expert instruction. However I would not recommend the trial and error approach when it will impact your business so substantially.

*We save you money* because we are only going to show you **proven strategies** that work... not ones you need to discover. We will also focus on how to do something, rather than force you to invent the solution. You should be focused on implementation and results only. This is the way to maximize your profitability.

So, experience our curriculum for producers that want to build successful sales teams. The small investment that you make today in yourself will outperform any stock you might pick in the market. You will be getting improved production for the rest of your career.

The first step is showing you how to double your production over the next several years. Your team will be building a business together for the mutual benefit of everyone involved. Everyone must win or this will be a failed initiative.

Most of the original team leaders in our pilot agency averaged about \$100K in FYC when they started. All of them were working hard and it was common for them to be working 75 hours per week. Fast forward to today where they are heading up teams with anywhere from 8-15 producers.

Their average FYC per team leader is in excess of \$500K of FYC. Most work less than 45 hours per week. All are able to take time off when they choose and know that their business is progressing, even when they aren't present. They all work with about 50 top clients and are not stressed out by service obligations.

I am not talking about one team leader who has achieved these levels, but more than 10 in one agency. The same is true for many other agencies. This is about *a system that works* and it can work for you if you decide now that you want to make a change for the better.

If this is the first time you have been exposed to this process, you are probably skeptical. I understand that. In fact I can remember when it was difficult in the early days to get producers to commit.

Well, it has been about 12 years since we have had this working properly. If you are ready to get the system, sign up now or continue to experiment with approaches that may or may not be able to deliver the results as outlined. If you have questions please call us for a no risk consultation.

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