



Initiating a Team-Based Sales Strategy

A Program for Sales Managers

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Sales Managers: Initiating a Team-Based Sales Strategy

You may have already begun to implement a Team-Based Sales Strategy—if you have, congratulations. If you haven't... maybe you should consider the possibilities.

First, let's speak specifically about what's in it for you, and then we will talk about the skills you need to become even more effective. You are challenged with attracting new people into the business, selecting and training, with the intention of improving the overall retention rates within your organization. For the most part, you are spending the majority of your time working with people who are four years or less in the business.

Many of you aspire to much higher levels where someday you can run your own Firm. In addition, you would like to earn more money and grow your skills so that you continue to be competitive and considered for future opportunities.

Let me explain how a Team Based Sales Strategy is one of the keys to delivering on several requirements that I have outlined.

- In the Team Base Sales (TBS) model your recruiting job gets substantially easier as your teams are interested in helping you recruit new people. Why –because it makes their team that much better.
- You get to add value to the experienced producers in your organization since you will be managing many of the processes that I will outline.
- You can do joint work with team members so there is additional income potential. Or if you currently have a significant installed base that you can't continue to effectively service due to your management responsibilities you can allow the team to assist you in working your in force base.
- This model will teach you the best business building skills that we have seen so that whether you aspire to higher levels or work with business clients you will be far more knowledgeable and more effective.
- Since one of your missions is to train and retain new people, you will find that both of these objectives are more likely to be attained when you examine retention rates of people who are on teams versus the lone practitioners. It is about 200% better.
- New people on teams get to work with the B&C clients of the team so the probability of success is much better than the person who starts from scratch in the “cold market”.

So let's assume for the moment that you have implemented or are going to implement the TBS model. The curriculum that we have put together is going to assist you in becoming more effective in fulfilling your job responsibilities and will help you with teams and/or individuals that you are managing.

- Having a good set of coaching tools is essential
- Knowing how to hold people accountable
- Being able to guide teams/producers through building an effective strategic business plan
- Knowing how to set expectations and what is possible using this model
- Becoming valuable to all producers in your organization
- Having a checklist for implementation which are the best practices that we have found that make teams reach substantial improvements in production.
- Knowing how to recruit people to teams and how to select the right people
- Knowing what areas to focus on to improve your overall effectiveness.

The sales managers that have followed this system have become more valuable and many have been promoted to higher levels. There is no downside to this process. How high can you go? Well, that will be up to you... but I know many MP's who were sales managers that would attribute their current success to the sales development they experienced as a result of this training.

This system has been packaged so that it is very affordable and if needed, there are coaching services that you can sign up for to make you proficient faster.