

IMPORTANT FIELD TRAINING CONCEPTS

~ *Communicate* ~ *Teach* ~ *Demonstrate* ~

- ❖ New agents will do ½ of the good you do, and 2x the bad
 - Attitude
 - Hustle/sense of urgency
 - Phone and distractions
 - Packing lunch
 - Sticking to schedule
 - Punctuality
 - Procrastination
 - Sales talk meat-balling and “one-liners”
 - Self-talk
- ❖ 2 out of 3 principle
 - Your schedule is your lifeline
- ❖ Control the Controllables
 - Demos, hours, attitude
- ❖ Don't overpraise their sales or overassume they have it down
 - Praise work stats, effort, and improvement
- ❖ Answer lies behind the next door
 - Never stop after a bad call
- ❖ Power of momentum
 - Never take a break after a sale
- ❖ Give only 1-2 things for them to work on
 - Sandwich criticism between compliments
- ❖ Puke up
 - Use PAST struggles/challenges to relate, and be sure to explain how you overcame it and kept going
 - DON'T commiserate with them about your present challenges
- ❖ They don't need to know the details of your schedule and any interruptions or distractions in your schedule...it paints wrong and improper expectations
- ❖ Help them come up with encouraging taglines and mantras for Positive self-talk
 - It gets better
 - The answer lies behind the next door
 - “Juan Moore”
 - Always end on a positive note
 - Control the controllables

- ❖ Habits, Skills, and Attitude
- ❖ Connect with them daily live and check in throughout the day on Voxer
- ❖ Sometimes it can feel like they are on an island...keep communication with them and encourage them to reach out with questions, struggles, AND good news
- ❖ 2-day blank Rule
- ❖ Teach them to catch themselves doing things right
- ❖ Demonstrate how to LAUGH at themselves and different prospecting situations, awkward moments, etc.