

## **Mission For Closer:**

To drive NEW business revenue by

- 1) Generating conversations with potential clients and
- 2) Converting those conversations into sales

## **Outcomes // KPIs:**

### **1. 168,000k in NEW business revenue monthly (minimum).**

- a. This is 12 units of our 4MO CBM Offer @ 14,000 price point
- b. Based on a 20% closing ratio, this means you'll approximately need to be taking a minimum of 60 live calls per month.
- c. You will have consults through two primary methods:
  - i. Inbound Calls
    1. You will receive approximately 3-6 inbound calls per day, 5 days per week. Approx 60-110+ per month.
    2. You will be expected to hit your numbers regardless of inbound lead flow.
  - ii. Self-Generated Calls & Follow-Ups
    1. You will be expected to generate 10+ calls per month (approx 2-3 / week) through organic & outbound marketing methods such as:
      - a. Setting people from the big Skool group we have.
      - b. Setting people from your personal Facebook profile
      - c. Calling leads who opted into the webinar
      - d. Following up with past inbound deals.
      - e. Using our free content / trainings to create leadership based follow-ups with past calls that did not buy
      - f. Following up with inbound leads who booked and didn't fill out an application.

### **2. 15% minimum "live call" closing ratio**

- a. You will be expected to enroll a minimum of 15% of "live calls" (Live calls are people on your calendar who pick up the phone. Calculated by total calls minus no shows). If you cannot meet this standard, the company cannot provide inbound leads for you.

### **3. Daily execution of team & administrative tasks.**

- a. In addition to driving NEW revenue, you will have a minimal amount of team & administrative tasks.
  - i. Morning Huddles:
    1. Attend team meetings via zoom, 10am EST Monday, Wednesday, Friday. (may increase to daily in the near future)
    2. Know your numbers at the beginning of every meeting (actual numbers, projections, and if you're on pace)

3. Have 3-5 client wins you want to share with the team
  4. Be proactive with asking questions and getting help with what you're experiencing on the calls and any reason why you aren't hitting your numbers.
- ii. End of day:
1. Send in your "end of day report"
  2. Update your personal projections & numbers sheet
  3. Update the team tracking sheet
  4. Update deal pipeline in CRM
    - a. Make sure all deals are in the right stage
    - b. All of today's deals have notes
    - c. All deal due dates are updated.
    - d. Follow-up tasks are created for all of today's deals (that could potentially be a fit)
    - e. Make sure any enrollments you made are properly handed off to client success (detailing deal notes, intro-ing to right people, etc...)
  5. Confirm tomorrow's appointments
  6. Prepare for tomorrow's meeting.

## **Competencies**

- People skills:
  - You're going to be talking with people all day. Being a natural rapport builder is going to hedge your bets of success (this DOESN'T mean you have to be an extrovert).
- Integrity:
  - Be someone who follows through with what you say. Be honest with prospects. And only enroll clients who we can really help win. You must have done deep inner work, healing and integration to be on this team.
- Leadership:
  - You must always lead prospects to the best decision for them EVEN IF that decision is outside of their comfort zone. Take a stand for what's BEST for people.
- Hunger // Work ethic:
  - This is not an easy job, but it pays well. To earn the income that's possible for you here... you must be willing to put in hours honing in your craft and doing everything you can to 1) generate opportunities 2) close them 3) get better / more efficient at 1 & 2. You must be hungry.
- Proactivity:
  - Wherever you are in relation to your projections, you must know why. If you're ahead, you must know what you're doing well and what needs to be reinforced. If

you're behind, you must have the awareness to know WHY you're behind.  
Proactive behavior will create awareness. And your awareness will allow you to adjust your behavior to get the results

- **Attention to detail:**
  - You will be tasked with staying up to date with your numbers and CRM activities. This is secondary to HITTING your numbers, but still important.
- **High standards:**
  - You're tasked with helping prospects live up to their highest standards. Therefore, YOU must live up to our own high standards.
- **Poise:**
  - You'll be having crucial conversations on a daily basis which - a lot of times - can be life changing conversations for the prospect. You must be calm under pressure and hold firm to help the prospect make the best decision for them.

### **Closer Position Description:**

- **Time:**
  - You will have the freedom to make your own schedule. That said, you will be expected to open enough calendar space to hit approximately 60-100+ calls through inbound & self-generated leads.
    - You will also be expected to complete your morning & end of day tasks (see above) every day, Monday-Friday.
    - You will also be expected to be available to communicate through slack 10am-6pm EST daily on weekdays.
    - Altogether this is a full time, 30-40 hours / wk position.
  - This position is remote. So you will have the freedom to work from anywhere.
  - You may request off anytime with advanced notice (2-3 weeks notice).
- **Compensation:**
  - Front-End Units - 10% commission
    - Paid upon CASH collected
    - Right now 14000 4MO Program and 36,000 12MO Mastermind are being offered on the front end sales calls.
- **On Track Earnings:**
  - 3-6 Calls per day / 20-30 wk / 80-100+ month
  - @ 75% show rate → 56 to
  - @ 15% call → close ratio = 9 - 14 closes at minimum KPI
  - @ \$14000 = 1400 comm. per
  - 12k to 20k base commission
    - *At minimum KPI (15%). So if you're closing 30-40%+ the potential is higher. Also upward mobility opportunity @ 250-400k/yr for our*

*mastermind offers and potential coaching of clients / player coach for CBM team. But you have to be top 0.1% in sales and leadership excellence.*