

The A-TEAM

By Peter Lamb

Agenda . . .

- ▶ The Onboarding Process
- ▶ The FIRST 6 months
- ▶ The Role of the Sales Manager
- ▶ My challenge to you....



The ONBOARDING Process

- ▶ Role of the CEO
- ▶ KISS
- ▶ Homework.....every day!
- ▶ Keep the group together!



The FIRST 6 months

- ▶ Buddy.....mentor
- ▶ Role Plays
- ▶ Surveys
- ▶ Field rides
- ▶ Time in other departments
 - ▶ Inside Sales is key!
- ▶ The Bench
- ▶ Customer Presentations



The role of the SALES MANAGER

- ▶ **EVERYTHING!!!**
- ▶ The 2 Golden rules
 - ▶ Inspect...
 - ▶ If you measure it...
- ▶ TLC ... Think Like the Customer
- ▶ 1-on-1... EVERY week... twice a week



My challenge to you....

- ▶ Do you remember?
- ▶ Compensation is the purest form of communication

