Written by Chris Dayton, Bill Osborne, Bill Bowman, TLI Faculty Members

Managing Rep Performance







"Inspiring Dreams, Realizing Potential"



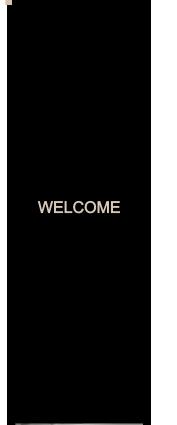
Agenda

WELCOME

- Introduction
- •You' re the Navigator Set Your Goals
- •What's on Your Dashboard? (What Will You Measure)
- •Fine Tune the Engine (Manage for Peak Performance)
- •The Finish Line







Welcome to Managing Rep Performance

Assumptions

- •You' re Interested in Improving Performance
- •We'll Provide a 50 Minute Overview
- •We' re Available as Resources
- This Session is About What Needs to be Done Now







Welcome to Managing Rep Performance

Introduction

- Its Not a New Topic However Things are Different
- •Think of a Car's Engine and a NASCAR Engine
- •Performance Under "Extreme Conditions"
- •Adapt and Change Our Perspective
- Under-management Epidemic (Bruce Tulgan)





WELCOME

You' re the Navigator! Set Your Goals

Preferred Future Goals

- •Tough to Predict the Future in Good Times
- Why do it Now
 - •Because we have to
 - Control what's controllable
 - •You' II get better at it





Goals



You' re the Navigator! Set Your Goals

Setting Goals

- Begin with the End in Mind
- •Set SMART Goals
- •Think Strategically, then Tactically
- •SWOT Everyone
- •TLC
- •Got Goals? You Find a Way to Get There
- Involve Your Team





Goals



What's on Your Dashboard?

What to Measure

- CAPS
- Revenue
- Customer/Ad
 Count
- Special Products
- Prospecting Calls

- Color Slides
- Upsells
- Headlines Enhancements
- Adjustments and Bad Debts
- Customer Retention







What's on Your Dashboard?

How to Measure

- Scoreboard or Leaderboard
- CAPS
 Report
- Daily Call Report
- Peak
 Performance
- Total New Sales

- Premium Product Sellout Report
- % of Sales w/ enhancement
- % of Sales with Color
- Adjustments and Bad Debts %
- Total Drops





What's on Your Dashboard?

What to Measure

- Key to Capture
 Relevant information only
 Supports your goal
- Sales Reps Why do it Now
 Readily understand
 Access in real time





- "Touch" Each Rep Every Day
- Early Contact
- Ask Questions, TTF (They Talk First)
- Treat 'em Like 3 Year Olds!
- Stay Focused, They Will Too
- You Don't Have to Solve Every Problem...
- Don't Just Talk Communicate





Manage Generations for Peak Performance

- 1. Bridge Competing Values
- 2. Bringing Generations Together for a Common Purpose
- 3. Prevent Misunderstandings
- 4. Reduce Turnover
- 5. Communicate Effectively





Fine Tune the Engine

Manage Generations for Peak Performance

The Boomers' (1946-1964)

- Preferred style is collegial and consensual
- Show appreciation and add to team
- •Generation Xers (1965-1980)
 - Be truthful, identify boundaries, explain the job
 - Honor work/life balance
- •Generation Y's (1981-2000)
 - State-of-the-art resources, selective flex hours
 - Listen to them, coaching management style

Millennial

- Structure and strong leadership
- Model optimistic attitude toward change and future





- •"Touch" Each Rep Each Week
 - •Keep score, individual and team
 - •Communicate wins and how they won
 - •Why winners think their winners
- •Privately why non-winners didn't win
 - •Evaluate against plan
 - •Weekly one-on-ones
- •Take Notes (You and Your Rep)
- Take Corrective Action
 - •Be Consistent
 - •Do It the Same Way Every Time







- •"Touch" Each Rep Each Month •One-on-One review month-to-month trends
 - Document the meeting
 - Re-evaluate direction
 - Renew commitments
 - Celebrate victories





- •"Touch" Each Quarter
 - •Team meetings, celebrate victories
 - •One-on-One review quarterly goals
 - Reevaluate Direction
 - Reset quarterly goals if necessary
 - Check for new obstacles/opportunities
 - •Lather Rinse Repeat!





The Finish Line

Manage for Peak Performance

These are the steps:

- Set Your Goals
- What To Measure, How to Measure It
- Manage to the Standards You Set
- Practice Managing Takes Practice
- Return on Your Investment
 - Think about this discussion
 - What three things will you do differently as a result of this discussion?





Final Points

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