

## **Essentials of Field Training**

**Set the tone for the training & coaching:** “I will never ask you to do something that I’m not willing to do or haven’t done in the past. The only reason I am sharing something with you is because it has worked for me and I know it will help you be successful.”

**Set the stage for your field time:** “We might protect everyone we demo today, we might not protect anyone we demo today, but either way we are going to have a great day!”

**Explain why setting & following their schedule is so critical.** Stress the importance of starting on time & ending on time.

- **Traditional:** 10:30a – 8:30p
- **B2B:** 8a – 5:30p – and then F&F in the evening

**When coaching them, don’t overwhelm them with too much at once.** Tell them one thing they did really well & give them one thing to work on (identify the most important thing and save the rest for another time).

**Show them how to work territory systematically** (going to the next closest prospect), NOT skipping all over the place looking for the “good” area/house/business.

**Make sure they know how to access & use the available resources:**

- [www.fhlconnect.com](http://www.fhlconnect.com)
- [www.transparentfinancialinc.com](http://www.transparentfinancialinc.com) (give them “password”)
- Sales Rabbit: Have them download app & make sure that territory has been assigned
- Voxer: Add them to the group channel & create a 3-way chat including the AO (Justin)

**Remind them consistently:**

1. We always get paid for the work we put in; “The more hands we shake, the more money we make.”
2. Focus on the controllables, and the results will take care of themselves.
3. It’s a process. Everyone starts at zero, at the same spot, and it always clicks when you put in the work.

**Have them watch tutorials “How to submit business” & “How to pend-proof your business”.** Have them take pics of their apps and send them to you. Review their business and help them fix anything that’s incorrect.

**Make sure new agent understands the Fast Start Bonus and PIF Perfect Incentive.** Know the date of their first week, where it falls in the FHL calendar month, and how much they need to sell in the remaining time in order hit it.

**\*\*\*\*\*REMEMBER: IF YOU ONLY DO ONE THING, just show them how to work a 2 of 3 day and the rest will take care of itself. \*\*\*\*\***