**Field Training**

**Day 1:**

**(Monday)**

7:30

*Pre work: MEET AT TERRITORY*

* Prep for the day- we may protect every person we talk to, we may not protect anybody- we can't control that, all we can control is our attitude and effort- so today we are going to have fun, leave everyone in a better spot than we found them, and focus on getting better with each person we talk to- goal is always 10 calls/2demos per goal period- either or.
* Hand them follow note sheet- explain b4 we begin, I want you to know there’s only 3 things I can give you. My time, money, and knowledge-
  + Money- is an app or bonus and is important but it can be spent and goes quickly
  + Time- I make $\_\_\_\_\_/hour and I’m dedicating 8+ hours of my time to you today because I believe in you, so take my time today and use it to learn my
  + Knowledge- 4 years experience to know what works and what doesn’t, but you can either take it all in and then when you need it, not have anything to pull from or you can take detailed notes that way when you need something you can revert back to it
    - I’m going to share these with you, and whatever you do with it is up to you (can either take it and make the most of it, or you can choose to steal it (not do anything with it) however if it’s just stolen, not continue to give it
* Show how to prep goal period/goal card- focus one thing technical/ 1 emotional

8:00:8:30

* Listen to the call together in the car on the way to first business

*8:30-12:00 (1st goal period)*:

*8:30-10:00*:

* Have them do the first approach- helps them have a realization on what they need help with
  + 1 thing did good at, 1 thing need to work on
  + DO NOT SAVE THEM OR SAY A WORD- SMILE UNTIL CALL/DEMO IS OVER
    - Needs to be 100% them- or else ur setting the tone that when they need help- your going to save them
* We are going to build your foundation- can’t perfect everything at once, piece by piece
* Only thing I want you to focus on this goal period is:
  + Pace- how fast between businesses- have them see you always ask who’s next when leaving a business or listing off next stop b4 current business
  + Sales rabbit- entering in businesses and notes (crucial they learn this or they will be all over the place on own)
  + How I coach myself after each business- what's 1 thing we did well, 1 thing to work on for next- teaches them to self coach and focus on progress not perfection but also to catch themselves doing something right

*10:00-12:00*:

* Only focus is the Approach- if you don’t have your approach down- NOTHING ELSE MATTERS because you wont get to stages of presentation
  + Pace (low slow), assumptiveness, personability, Asking for place to sit down, names of people we just spoke with
  + How I ask for business owner or manager
  + How to transition to employee if owner/manager isn’t there
    - Pre approach for when they will be there
    - My “rule-of-thumbs”

*Lunch: (12:00-12:30)*

* Eat Quick snack
* Discussing notes they took 1st half of the day
* Meditation & Self Talk
* How to put goal period away to crystallize day and refocus for next goal period

*12:30-3:30 (2nd Goal period):*

*12:30-2:00:*

* All I want you to focus on is how I build rapport through questions once sitting down- (a lot of times, people don’t know what questions to ask or how to do this

Simple questions I always ask:

1. So how long have you worked here?
2. What did you do before?
3. Are you originally from here?- names
4. Married? Kids?

These questions help go from vague about businesses to helping focus on them personally

1. Who’s the closest person that you know who’s gone through…

*2:00-3:30:*

*INTRODUCTION/BUILDING NEED*

* Only focus is how I go over stats, Indirect/Direct cost page, backup plan- Critical Questions

*\*\* at end of goal period- discuss takeaways, AGAIN SHOW HOW TO RESET FOR NEXT GOAL PERIOD*

*3:30-5:30 (last goal period)*

*3:30-4:30:*

1. Only focus is the buying atmosphere
   1. How I slow down when getting to it
   2. How we shut off Ipad and relax
   3. Not moving on until they answer yes or no on making decision
   4. Drawing out objection here and rebuttal it

*4:30-5:30:*

Turn it over to them

Give them focus- only goal for last hour is 5 calls or 1 demo

\* purpose is to get them out of comfort zone and used to going b2b and who’s next

\*encourage them- 1 thing good, 1 thing to focus on with each call/demo

*5:30pm*

* Recap of the day- what they learned, notes they took,
* Show how to enter stats, FHL connect (order brochures, FIT Training), Transparent website tools
  + Give focus and homework to work on something for next day

**DAY 2:**

**(Wednesday)(Tuesday if need)**

*Pre*: Follow up on what they learned from homework

* Follow up on what they took away from the call

*8:30-12:00:*

*8:30-11:00: (morning callbacks)*

* Show them how to do morning call backs, starting right where you started the day before and show them how you work through where you ended
  + THIS HELPS THEM WORK A TERRITORY TIGHT
* have them pay attention to how fast you go through benefits during demo (explain selling sizzle not the steak)- too often people spend most time on benefits page when really it sells itself regardless of how many “scenarios” and “examples” you show

*11:00-12:00: Their Turn (unless there’s more callbacks- then finish goal period)*

* Once caught up on Morning callbacks- their turn to break turf and finish off goal period
  + After each call- ask them- “what's one thing you feel you did well there?” and “what’s one thing you feel you need to focus/improve for the next 1?”
    - Gets them asking themselves, and coaching themselves
    - Do this quickly- doesn’t need to be a 10 minute conversation – ex. ( did really well with my pace, this time making sure I ask for a place to sit down)

*Lunch (12:00-12:30)*

* Recap how they think they did
  + What they did well
  + One thing to focus on for next goal period
* Put goal period away, create new 1
  + Put the focus they need on goal period
* MEDITATE

*12:30-3:30 (focus is to get them into demos)*

* They work- (our goal is to help them get start to get used to just going to the next business)
* “For this goal period, I’m just going to watch so I can see where you're at skillswise, to see what we need to focus on”
  + *As always, 1 thing good, 1 thing to focus on for the next*
* *NO MATTER WHAT, DO NOT JUMP IN OR SAVE THIS GOAL PERIOD-* this is the time for them to be able to fumble/fail forward even if they mess up a presentation

*3:30-5:30- Every other*

When my turn: *“*So this time, all I want you to focus and take notes on is my…”

* This is where, I help them focus on my transition to close/close/rebuttals when I’m presenting
  + Trial close questions after demo
  + Price build up- NOT COMPARING IT TO A BILL BUT RATHER DISPOSABLE INCOME PURCHASES (ex. Dinner, kids football cleats etc …)
  + How to use their scenarios in transition to close & critical question “why WOULD”
* ONLY 1 at a time in order

When Their Turn:

* Watch the 1st one and see how it goes
  + 1 thing good- 1 thing to focus on for next

*5:30-* Enter stats,Recap, go over notes, assign homework

**DAY 3:**

**(Friday)(Wednesday if needed)**

Objectives:

1. Get them used to working full day b2b
2. Get them used to being outside comfort zone

*8:30-5:30 (all day)*

* As they are approaching- 1 thing good, 1 thing to focus on
  + If they end up going more than 1.5 hours without demo, after last approach give 1 good, 1 to work on then show them what you mean
    - “great job building your rapport there, only thing you need to work on is the buying atmosphere to admit yes or no decision. Here watch me…” Then go do it
      * After you show them what you wanted them to focus on- turn it back over to them

*5:30-* Enter stats, Recap- assign homework

\*\* THIS NEXT PART MATTERS\*\*

* Let them know when you can be with them next and what they need to do for that to happen-
* Only focus the rest of the week is getting 2/3 days- that is it!
* Re-emphasize importance of Voxer next few days- Voxering every demo what happened so we can continue coaching

Follow through on your promise if they do!

**Field Training for Dummies- 4 steps**

* 1. Working with intention/ purposeful 2/3 or 3/3 day- drive INTENSITY-
* 2. Communication: Speak with them daily/ every other day- building relationship- this keeps them through tough times
* 3. Showing them resources to succeed and why it’s important
* 4. Sacrifice- Remember why it’s worth it, and It is worth it