

The Big Sales Associate **RESKILL**

Dan Kientzel

DEADTalks
The **Pre-need** Conversation

January 12-14, 2022
Bally's Las Vegas



Dan Kientzel

Sales Excellence Program
Manager

North America Sales

Dan has been a Family Service Counselor, Sales Manager, Sales Development Field Manager, Manager of SCI's National Sales Manager Development Program, Major Market Sales Director, Sales Trainer and currently, Sales Excellence

20+ years within the Industry with SCI
Program Manager

DEADTalks
The **Pre-need** Conversation

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The **Transformation** Challenge the Status Quo

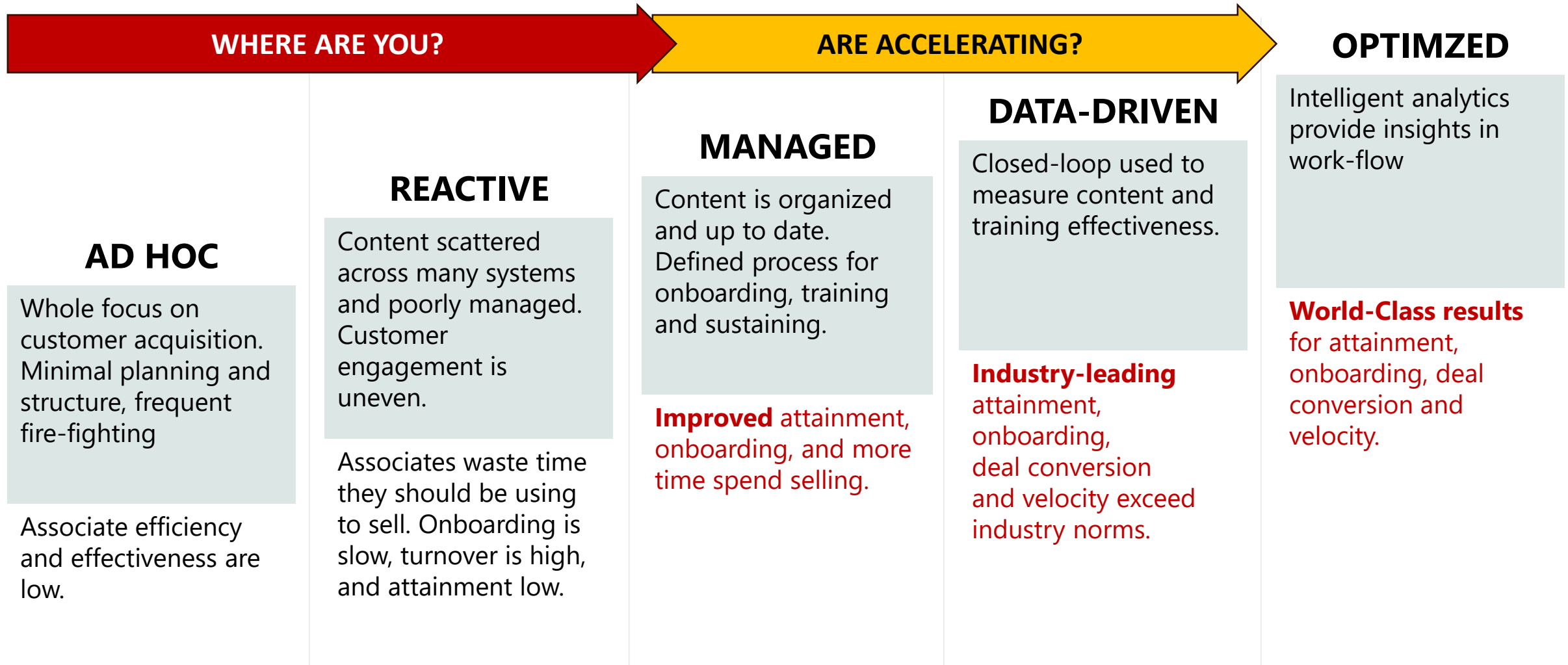
The Goal

*Minimize Costs and Hours spent away
from revenue-generating activities*

*Give time back to sales associates to meet
with and protect more families*

*Create referable customer experience
that exceeds our customers expectations*

Sales Excellence Maturity





We Flipped Out!

LEAD & THRIVE

~~ACCEPT & SURVIVE~~

~~RESIST & DIE~~



Accelerate the
Transformation

- (1) Cause change and lead;
- (2) Accept change and survive; (3) Resist change and die.

Ray Noorda (Novell CEO and Chairman)

COVID

The BIG Flip



Flip to a
Growth Mindset
Adapt & Thrive

Reimagine Sales Excellence
Focused on NEW POSSIBILITIES



Flip to
Virtual Presentations
Leverage Technology

Enable Sales Experience
Focused on CERTIFYING COMPETENCY



Flip to
Virtual Power Hour
Training Sessions
Remote Learning

Evolve Sales Excellence
Focused on CORE CAPABILITIES
and LEVELING UP PERFORMANCE



POST COVID

The BIG Flip *(continued)*



Flip to
Digital
Enhance the
Customer Experience

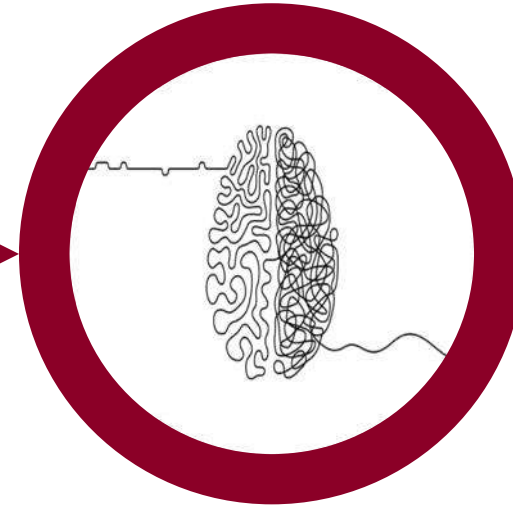
Elevate Sales Excellence
*From Digital Prospecting,
Mastering Your Text Messaging to
Transforming Your Conversation*



Flip to
Technology
Leverage Data

Enable Sales Readiness
*Focus on Accelerating and
Sustaining Sales Excellence*

R
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*Leverage Data that
Measures Core Capabilities
and Performance
AND
Create Learning Experiences
that Accelerate Growth*



Flipped to a
Growth Mindset

Lead & Thrive

Reimagine Sales Excellence

Focused on NEW POSSIBILITIES

“I’ll wait it out.”

Attitude is Everything





Flipped to
Virtual
Presentations
Leveraging
Technology

Enable Sales Experience
Focused on CERTIFYING
COMPETENCY

- POLICY
- PROCESS
- TECHNOLOGY



THE CRITICAL GAP TO CLOSE IS THE LEADER

Always Certify Your Leaders FIRST, then Utilized Them to Coach and Certify Your Associates



Virtual PowerHours

The Power of Connected Classrooms

1 Trainer delivering first to ***Sales Managers*** and then ***Sales Teams*** supported by their sales manager in their location.

T Trainer

● Sales Manager and/or Sales Teams

Flip to
**Virtual Power
Hour Training
Sessions**
Remote
Learning

Evolve Sales Excellence
Focused on **CORE
CAPABILITIES** and
**LEVELING UP
PERFORMANCE**





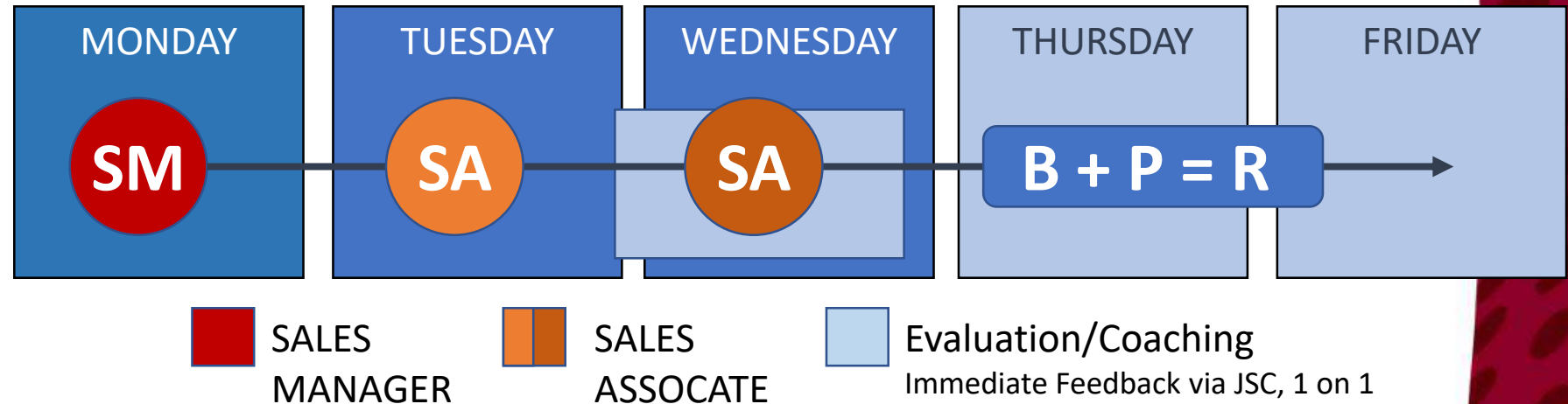
Virtual PowerHours

Develop a Library of Virtual Courses

Map Core Technical, Position, and Soft Skill Capabilities

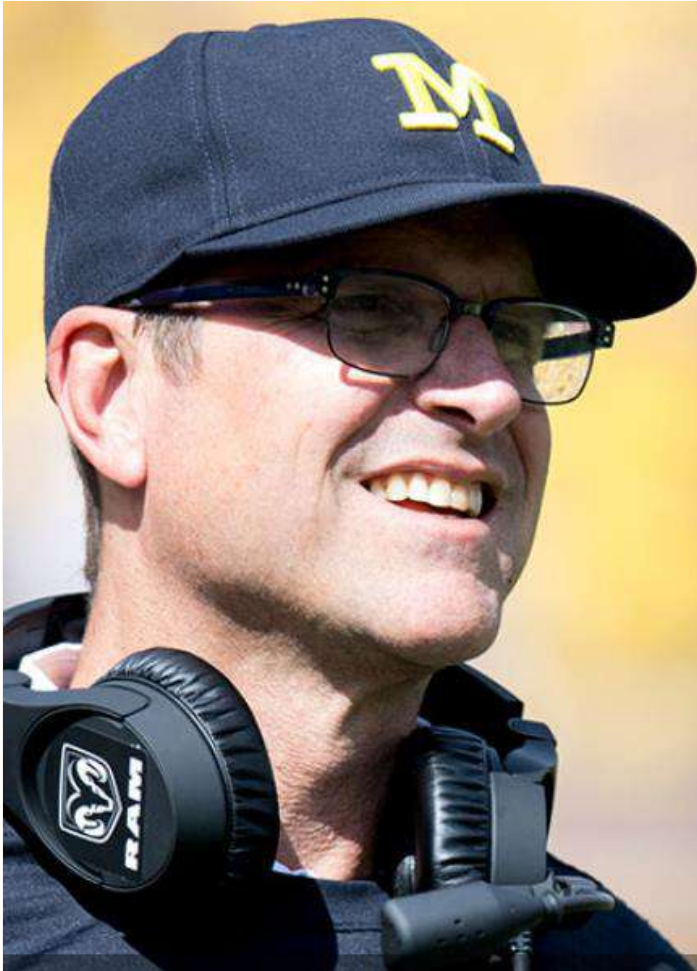
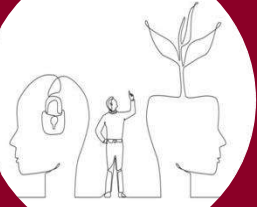
Flip to
**Virtual Power
Hour Training
Sessions**
Remote Learning

Evolve Sales Excellence
Focused on CORE
CAPABILITIES and LEVELING
UP PERFORMANCE



B = Behavior
P = Proficiency
R = Results

“WINNING THE DAY”



Attack each day with an enthusiasm
unknown to mankind.

— *Jim Harbaugh* —



The POWER POSE Technique:

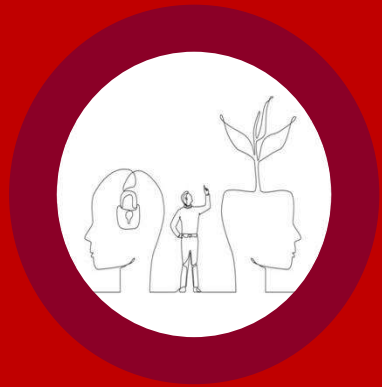
Shifts the chemicals
in your body.

“PRESENCE”
By Amy Cuddy



“Performing Well
Under Pressure”





The Pomodoro Technique:

A Way to Schedule Work When YOU Cannot Get Anything Done!

“ARE YOU STUCK”



The Pomodoro Technique

Pomodoro is the Italian word for tomato. The inventor named the technique after a tomato-shaped timer he used to track his work.

1.
Identify task



2.
Set timer for 25 minutes



3.
Work on task
(with no distractions)



4.
End work when timer rings and mark task as done



5.
Take a 5 minute break, then move on to next task



6.
After four sprints, take a longer break (15–30 minutes), then start again





POWER HOUR | BEST PRACTICE

Connect the Technology with the Family
(Become a Trusted Partner)

Flipped to

Virtual Training

ILT: PowerHours

Evolve Sales Excellence

*Focused on CORE CAPABILITIES
and LEVELING UP PERFORMANCE*



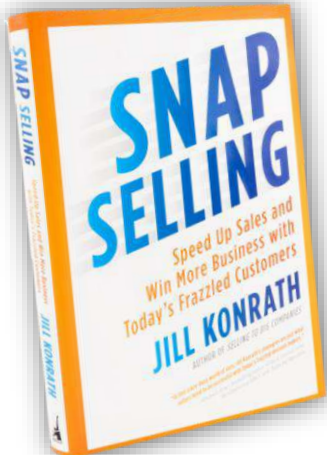
Become a Trusted
Partner by clearing
the technology before
beginning your
“Virtual
Conversation.”

POWER HOUR | BEST PRACTICE



Flipped to
Virtual Training
ILT: PowerHours

Evolve Sales Excellence
*Focused on CORE CAPABILITIES
and LEVELING UP PERFORMANCE*



IN THE MIND
CUSTO

Complex

Ordinary

Irrelevant

Nicety

DEL Zone
(Delete)



YOUR MESSAGE

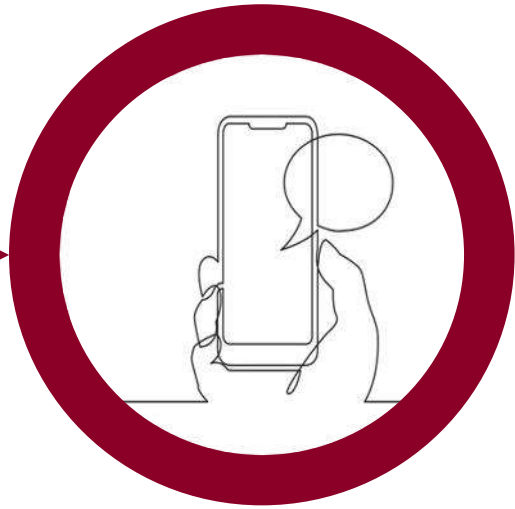
imple

valuable

align

Priority

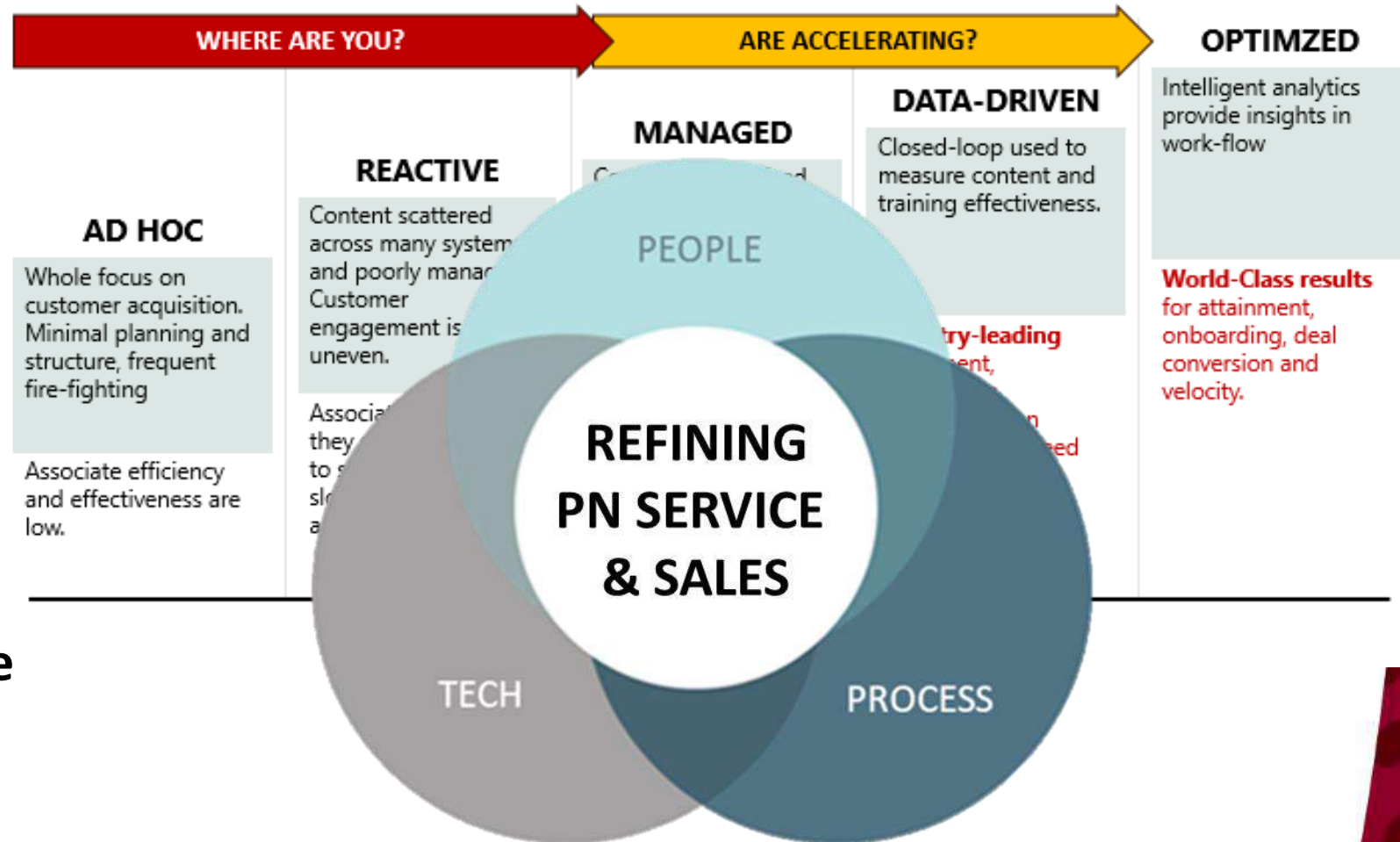
The BIG Flip



Flip to
Digital
Enhance the
Customer Experience⁴

Enabled Sales Excellence
From Digital Prospecting,
Mastering Your Text Messaging to
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Sales Excellence Maturity



The BIG Flip

POST COVID



Flip to Technology Leverage Data

Enable Sales Readiness
Focus on Accelerating and
Sustaining Sales
Excellence

SALES EXCELLENCE



ONBOARDING
CORE, PLAYBOOKS



VIRTUAL TRAINING,
APPLICATION & COACHING

By % Score	11 Modules	Workflow Automation	Email Scheduling	Learning Management	Assessment Feature	Field Observ
By % Score	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
12 Learners	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Tinaaly Bivica	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Mari Lynch	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Larry Mogan	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Revor Lamb	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Ranice Landry	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Olivia Inglen	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Andre Sims	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Eddie Love	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
John Schultz	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Emma Bell	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score
Olivia Parks	By % Score	By % Score	By % Score	By % Score	By % Score	By % Score

NEW LEVEL OF INTELLIGENCE
LEARNING & ANALYTICS

The BIG Flip



*Implemented a
Sales Readiness
Platform to Create
Adaptive
Academies and
Measure
Capabilities*

**“I have been completely transformed.
To do better and be better. You will too.”**

Alonda Miller: SM | Pittsburg, PA

**“I believe the training represents
the best of the 21st century learning.”**

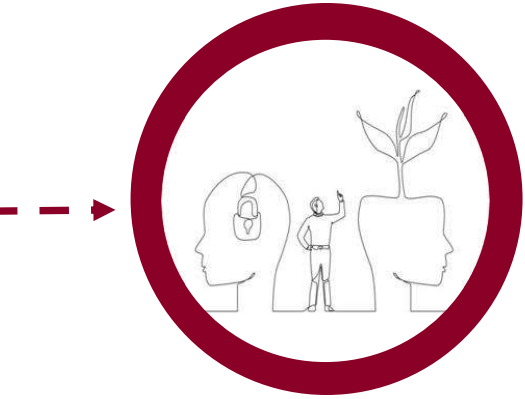
“I came into the death care industry practically knowing nothing about it, within a few weeks it allowed me to capture vast amounts of information in bite sized pieces.

... also allowed me to measure my retention of what I had been presented as well as track my own progress.”

John Coats: SA | Columbus , OH



The BIG Flip



Create Record-Level Results

More Efficient and Effective
Generated More with Less HC
Average Counselor Earns More
Reduced Turnover
Accelerated Growth

Tip of the Iceberg...





May You Have Certain Success!!!