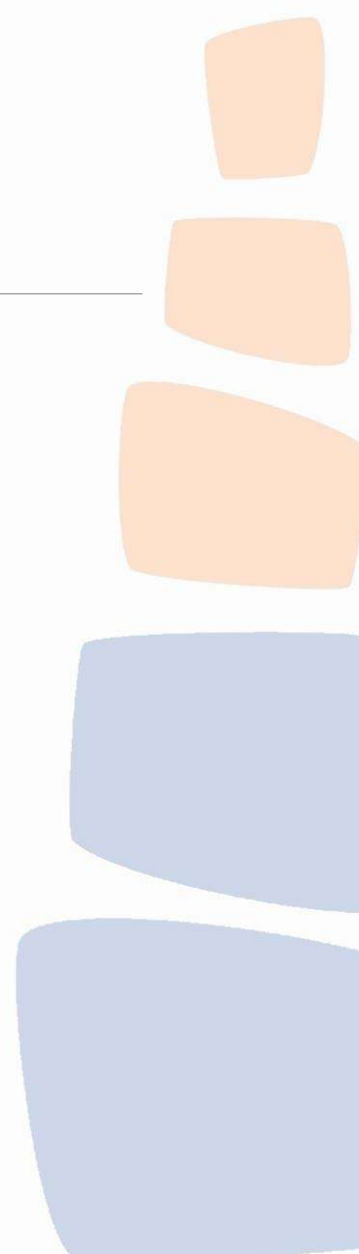


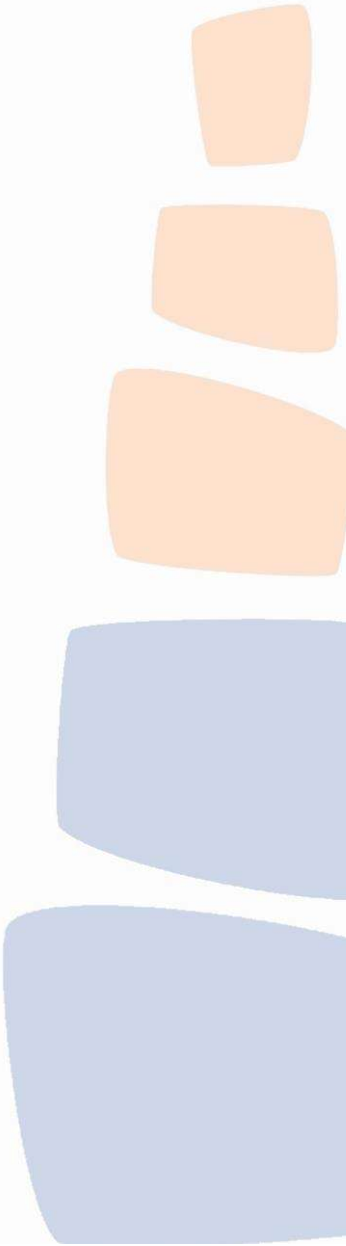
Rich Winter

Leading For Results

Creating a Healthy Sales Culture







Recruiting

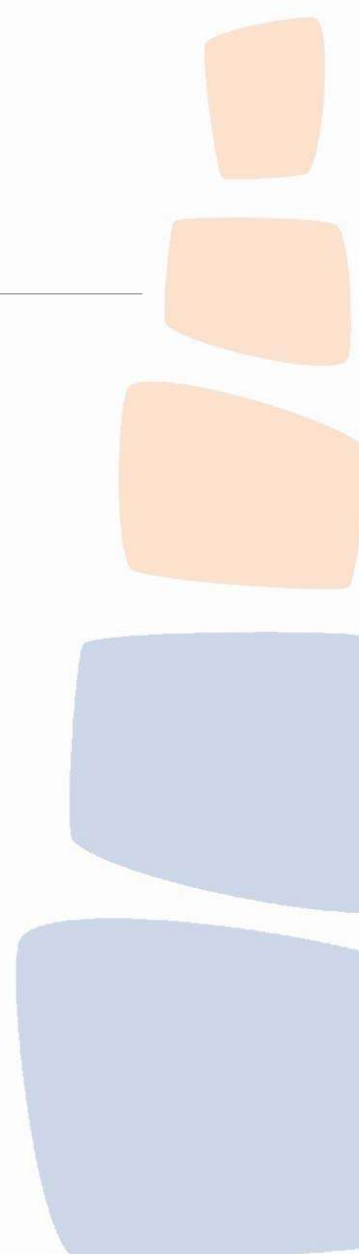
Recruit with urgency!

Scout for talent

- Shop your competitors
- Ask local churches
- **Parallel industries** (Insurance/Hospitality/Senior living)

Employee referrals

Take notice of people speaking other languages





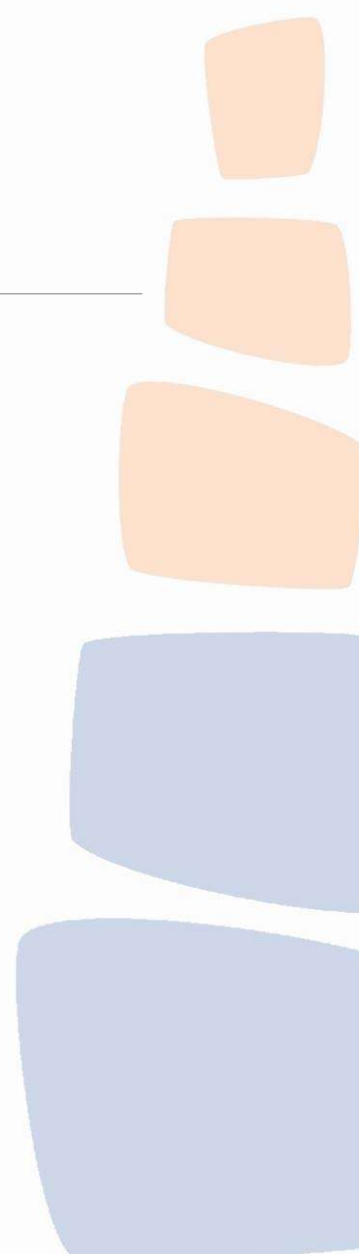
People You Meet

Training

Have a standard training program

Delegate when you can

Require newbies to shadow others

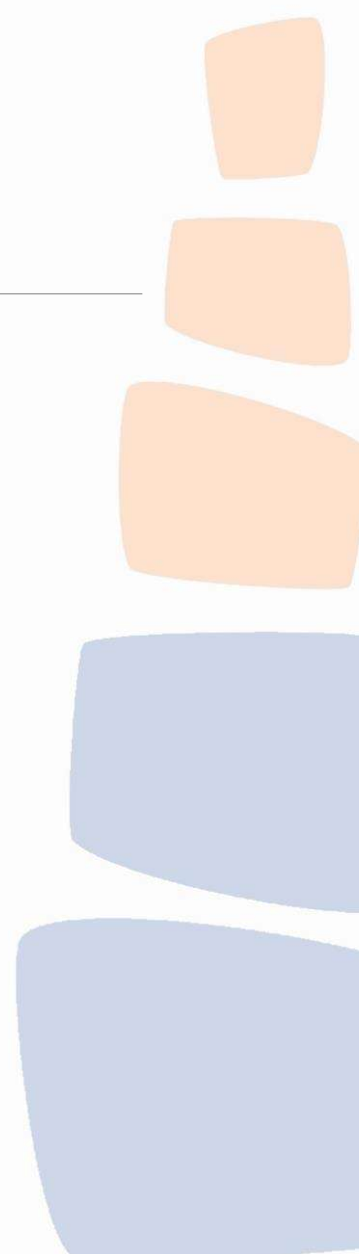


Training

Use scripts for prospecting and presentations

Regular sales meetings

- Make it worth it
- Plan it and give quality instruction
- Roleplay, Roleplay, Roleplay!
- Roleplay some more!!!



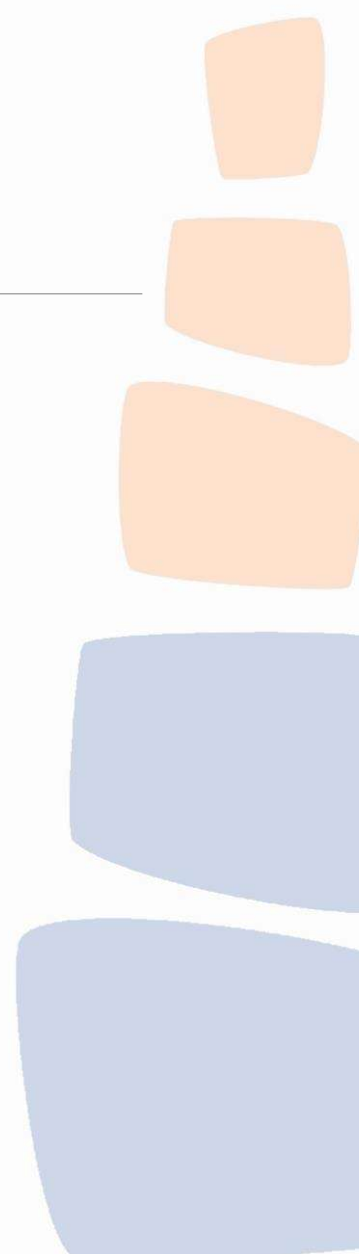
CRM

The stats speak for themselves

- 41% increased revenue
- 34% increase in productivity
- 24% more likely to hit goal

Bottom line

- You must manage the team's activity!



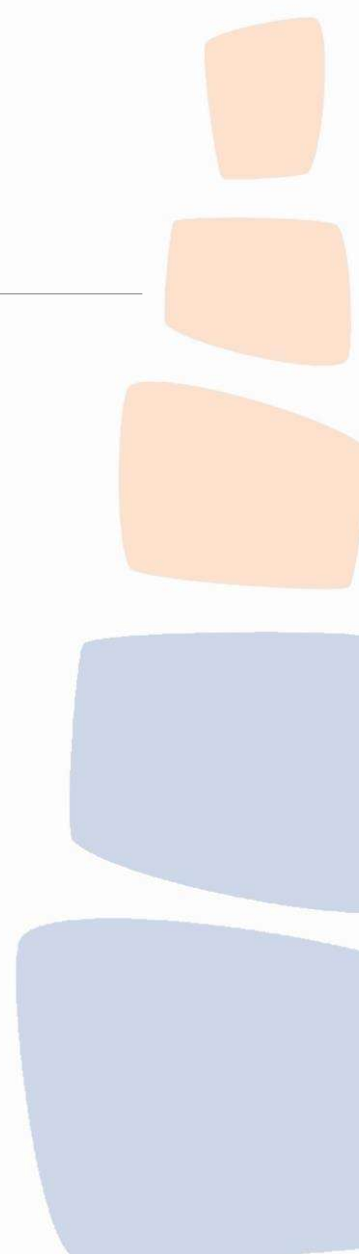
Eliminate Time Suckers

What are salespeople supposed to do?

- Generate revenue!

Why are they doing non-sales related activities?

- Sitting through entire FD arrangement
- Lead-ins for cemetery services
- Administrative heavy duties



Have a Plan

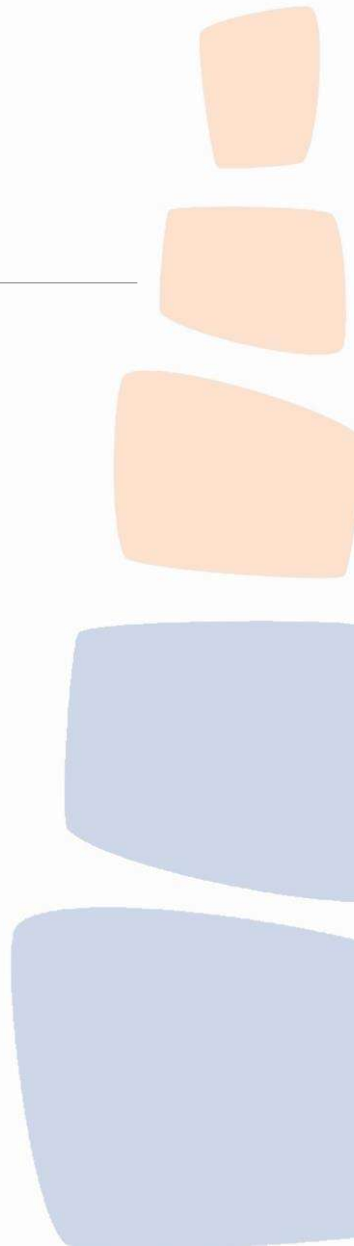


Surround Yourself With Great People!

Two-up system, continuing care, working the files, CRM, up-selling, cross-selling, top-down selling, direct mail, vault presentation, mausoleum presentation, cemetery tours, family estates, casket presentation, urn presentation, prospecting, assumptive close, recruiting, training, pricing, merchandising, overcoming objections, obtaining referrals, group seminars, Zoom

Surround Yourself With Great People!

If you don't have a mentor...
Chances are, you need one!



Rich Winter

Contact me anytime with questions.

360-775-8188