

# Sales Team RECRUITING & COACHING



## SETTING UP A SALES TEAM AND COACHING A SALES MANAGER

In order to satisfy your needs, we expect to begin the candidate profiling, ad creation, ad placement, and recruiting and hiring process immediately! Working through our strategic partner, New Paradigm, we will put together a strong and capable team to handle all the sales you could want with the flexibility to grow to handle future needs. We realize that at the end of the day sales is the result of one sales rep, one customer, and a few critical moments. All of our energies are dedicated to making sure that we have the right people in the right positions, and we can even make available the right tools. That way, when those critical moments come, the results are spectacular!

Our mission is to make sure you get the sales team you have always wanted and more importantly, the results you need to exceed every goal and aspiration you might have. We are driven to make sure that your investment in us is one of the best financial decisions your company will ever make.

At Ultimate Business Builders and New Paradigm we are committed to the long term success of your business. All of our activities, efforts and resources are dedicated to the long-term success and prosperity of your business.

**We don't take short cuts and we don't compromise.** We do things the right way. As we build your sales team we want you to know that we will be hiring individuals who meet the strictest quality standards in the industry. We make sure they have the necessary skills, traits, education, experience and qualifications to properly represent your company and your clients with a superb buying experience.

We work closely with you to ensure that each member of the sales team represents your company with the highest level of enthusiasm, respect and professionalism.

Building a team of this caliber is a process, and it won't happen overnight. We hope that this document gives you a realistic roadmap for what we will be working on over the next few months and a playbook for what you can do to help that process move as quickly and as smoothly as possible.

*We look forward to doing business with you and we sincerely appreciate the trust you place in us. The next few months will be a busy time for all of us as we put the people and programs in place to ensure that your new team produces at the highest level.*



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We make sure that each member of your new sales team understands their responsibilities and has the necessary skills and business acumen to do their job in the most effective manner possible. Then, we can monitor and coach your sales manager and can offer additional support services and tools to enable your team to perform at an optimal skill and talent level.

## STRUCTURE OF THE SALES TEAM

We believe in hiring strong leaders who motivate and inspire their teams to greatness. We put special care into the selection of each person who will become a member or manager of your sales team.

**Sales Manager (SM)** – Leads the sales team and works closely with the leaders of your company and the Sales Support Staff to make sure that the product/service is being represented properly and the sales team has the tools they need to be successful. The SM will help oversee the hiring of sales managers and representatives as well as reporting sales. The SM manages the program to make sure that goals are met and sales are flowing as needed.

**Regional Sales Manager(s) (RSM if required)** – This position may or may not be required depending on the size and structure of the team. RSMs are selling managers. They are responsible for leading the team in the trenches. They set the pace for sales in the field and provide the one-on-one training that ensures each member of their regional team has the tools needed to succeed.

**Territory Sales Representative(s) (TSR)** – The foot soldiers of the sales program. They are responsible for generating leads, building relationships and closing sales in a defined territory.

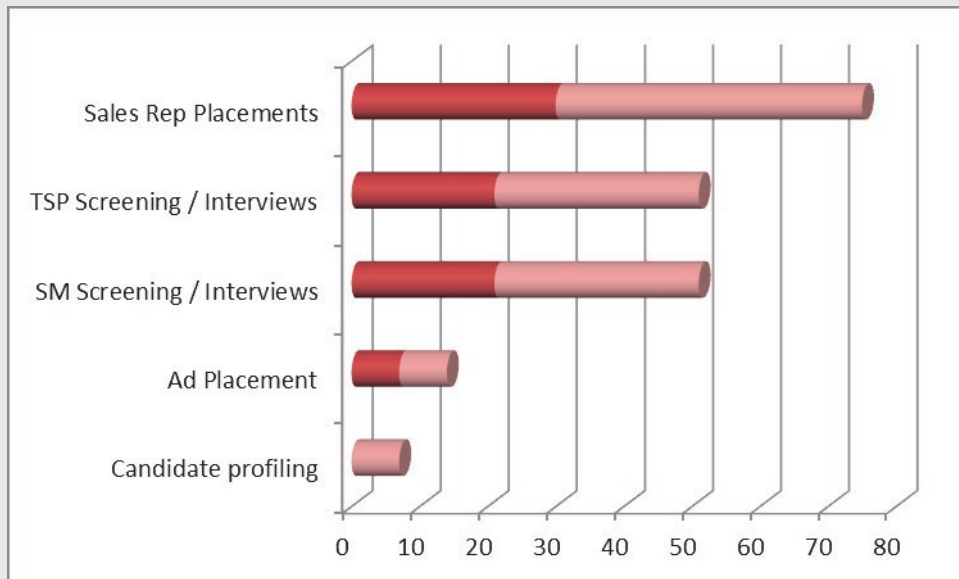
**Sales Management Support Staff** – Our professional Sales Directors will support the Sales Manager on a regular basis to make sure they have the tools they need to function properly. Additionally, we can provide Sales Trainers, Marketers, and other support (*“Ask About Our Exciting Optional Services Programs”*).



You may notice that the previous chart looks upside down. That is by design. We believe that leadership means service. Sales Managers serve the needs of the Regional Sales Managers. Regional Sales Managers serve the needs of the Territory Sales Representatives. Their success within the company is dependent upon their ability to make sure the people they support and serve are successful.

## Timeline for building your team

Although each company and industry is different we typically have the sales team in place within eight (8) weeks. This depends on various factors including: targeted team size, credentials, market conditions, and (most importantly) the attractiveness of your offering. This allows time to recruit and hire the team and have them fully prepared to begin your company's training program. The following chart illustrates a "typical" sales team recruiting and hiring timeline:



**Begin Date**

**Ready for Sales**

### RECRUITING

Recruiting the right sales team is an exciting challenge. **We work with you to profile the ideal candidates to represent your product/service.** We know you are passionate about your company and an expert in your industry. We want to utilize that knowledge and energy to identify the right people for the job. We'll combine that information with our knowledge of sales to find individuals who are an ideal match to join the sales team.

**We partner with you to write recruiting ads that capture the magic of working for your company.** We want each candidate to be excited for the opportunity of joining a fantastic organization like yours. The same principles that apply to marketing for new clients apply to bringing in top sales and management talent. It is critical to know the target audience and to understand what makes them tick. The ads must speak to their needs, their wants, their fears, and their hot-buttons. When properly written and placed, these ads capture the attention of the right individuals, make a compelling argument and provide powerful proof elements. Most importantly they give the right candidate a reason to take the next step.



**The Right People Make All the Difference**

We showcase the advantages of working with you, without representing the opportunity as anything other than what it is. There is NO NEED to fabricate. There are plenty of people out there who will be a FANTASTIC fit to sell your product. We make the opportunity as attractive as possible for THE RIGHT PERSON. If you provide a unique offering that your competition can't touch, we'll say it! If there is a legitimate opportunity for the right rep to make six figures and move into management in the first year, we'll say it! If those opportunities don't exist, we'll find other advantages to highlight.

We are never afraid to tell candidates what the job is NOT and what circumstances would make this less than a perfect fit. Often our ads will contain verbiage such as; "If you can sell, you'll make a killing. If not, this isn't the job for you."

## INTERVIEWING

Our goals while interviewing are simple, yet profoundly important to the success of your team:

1. Identify the right people.
2. Help the right candidates see the opportunity.
3. Set the proper expectations.



Let's take a closer look at each of our goals:

### **1. Identify the right people.**

After we have profiled the ideal candidate, identifying all of the skills, traits and qualifications necessary to effectively represent your product, we couple that information with what we typically look for in terms of sales ability and use the combination as the measuring stick for each person we interview.

We know salespeople. We know what separates the performers from the pretenders. We also understand that at the end of the day we want people who can close sales, build relationships and give your clients a fantastic experience in the process. The ideal candidates are out there. We make sure to find them and get them on your team.

Our interviewers are some of the absolute best in the industry and our process is one of the most effective on the market. We systematically eliminate applicants who would not be a good fit for the position. This allows us to select the right candidates based on specific criteria rather than "feel".

### **2. Help Them See the Opportunity**

Good salespeople are interviewing you just as much as you are interviewing them. They have other options. They know they can perform, and they want a situation that will allow their abilities to flourish. They want a company they can be proud of, and an opportunity that excites them.

**One of the first and most important achievements UBB and New Paradigm will make is selling each and every rep on the exciting opportunity of representing your company.**

We make sure they see just how great it can be. We get them excited about your industry, your company, your offering and your unique advantages. We have proven time and again the simple philosophy, *“sell the reps, and they’ll move heaven and earth to sell the product.”*

### 3. Set the Expectations

Expectations set properly at the very beginning will last through almost anything. Too many companies make the mistake of painting a rosy picture of what life in their organization is like only to have new hires become disappointed to find that the reality of the job is not nearly as glamorous as they were lead to believe.

It is much better to let them know about the brutal realities right up front. We set the expectations in terms of activities, workload, hours, responsibilities, etc. If they are expected to get out and make sales calls by day three, we let them know it in the interview. If they will be responsible for generating their own leads, we let them know it.

We make sure that the expectations of each new hire and the realities of the job are a perfect match. We would much rather have each rep know what is expected and choose not to join us than to hire on with the wrong expectations. Not every job is a match for everyone. We’re after the right people who will be excited about the opportunity as it is. For some, **the opportunity of selling your products/services is EXACTLY what they have been waiting for.**

Once the team has been hired, it’s time for you to put them to work...

## COACHING YOUR SALES MANAGER

We are dedicated to helping you succeed. Our sales manager coaching is designed around the simple goal of helping your sales manager be more effective. We utilize a wide range of award winning sales manager coaching and training tools, including:

### Sales Manager Call (Up to three times per week)

Up to three times a week we deliver manager coaching and training via one of our experienced Sales Directors. We encourage the key personnel from your company to participate actively in these calls so they can get to know the real world challenges faced and solutions administered, and more importantly you get to know details first hand. This call serves several purposes including:

- ◆ **Direction** – Weekly sales manager direction is provided during live calls. This becomes the forum for the sales manager to discuss sales challenges, strategies, and solutions.
- ◆ **Motivation** – Keeping a sales team excited is a full-time job. We coach your Sales Manager Call on the proper methods of motivating a group of sales professionals. We assist the Sales Manager in maintaining a high level of enthusiasm and excitement.
- ◆ **Training** – Keeping your Sales Manager up to date on handling modern sales challenges is critical! Based on current sales situations (challenges, obstacles, successes, etc...) we customize and deliver the appropriate training message.
- ◆ **Execution** – We direct your Sales Manager with his/her efforts to put the plans into action!



## Manager Coaching / Training

“As goes the helm, so goes the ship.” The old nautical saying is true for sales leadership as well. Good managers run productive teams, period! We use every resource at our disposal to arm your Sales Manager with the information needed to effectively lead a team of salespeople. We teach the philosophy of “Management by Exception”, a strategy that requires heavy training and a close relationship especially in the early going, but allows a manager to give his/her people progressively more freedom as they prove themselves. This also allows a manager to focus on what is truly important to move sales forward.

**“You can’t give what you don’t have and you can’t teach what you don’t know.”**

Your Sales Manager is hired as a “selling manager” and is coached to lead by example and teach from experience. We seek out individuals who have natural leadership and sales ability and an impeccable record of driving teams to success, and then arm them with the tools to help each member of their team reach his/her full potential.



### The Opportunity!

New Paradigm’s STRC offering equips your business with a powerful, safe, and cost-effective way to grow your sales operation!

### Enjoy the Experience!

This is an exciting time for your company. We look forward to working with you! We have VERY high expectations for what we can accomplish together and we anticipate a long and prosperous relationship!

#### CONTACT US FOR INVESTMENT PRICES FOR THE STRC SERVICE

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## Manager Coaching / Training Modules

- Leadership
- The Success Formula
- Management by Exception
- Management Fundamentals
- Setting Expectations
- Holding Your Team Accountable
- Effective Communications
- Teamwork
- Time Management
- Delegation
- Proactive Leadership
- Setting the Example
- Setting the Pace
- The Training Pattern
- Creating and Working a Winning Game Plan
- Creating a Motivating Work Environment
- The Power of H.A.B.I.T.
- Train Like a Master
- Powerful Public Speaking
- Creating Your Leadership Image
- Earning the Respect of Others
- Handling/Embracing Change
- Reducing Turnover
- Recruiting and Maintaining “A” Players
- Conducting Effective Interviews
- Building Relationships
- Creating Team Unity
- Hitting Goals and Quotas
- Creating Effective Systems
- Metrics and Lead Behavior
- The Power of Purpose
- The Discipline of Determination
- The Relentless Pursuit
- Coaching Attitude
- Recognizing and Rewarding Achievement
- Effective Problem Solving
- Operational Proficiency
- Resource Management
- Ongoing Personal Development
- Execution
- Conducting Effective Meetings
- Perfecting Your Teaching Style
- Disciplinary Action
- Developing Future Leaders
- Be a Finisher
- The Secret of Success
- And much, much more!

