

## Sample Field Sales Training Agenda

Sales training is a continuous process. Once the initial classroom training is done, there needs to be ongoing discussions, constant feedback, and best practice sharing sessions between the salespeople to continuously improve. This Sample Sales Training Weekly Meeting Agenda Form is meant to reinforce the initial classroom training while incorporating some of the experiences in the field.

### See more/Sell more, Mapping, Closing

#### INTRODUCTION:

**8:00 – 8:30**

Have salespeople fill out/finish customer transaction forms.

Cash reconciliation: collect money and paperwork.

#### RECOGNITION:

**8:30 – 8:35 (5 min)**

Recognize the sales representatives that had the most:

1. Hours worked
2. Number of households visited
3. Number of products/services sold
4. Total dollars sold

*Note: Clap for the winner of each category!*

#### SUMMARY OF LAST WEEK:

**8:35 – 8:40 (5 min)**

Ask sales representatives to summarize what they learned last week.

#### OVERVIEW OF TODAY'S LESSON:

**8:40 – 8:45 (5 min)**

4 things today:

1. See More/Sell More (see more prospects, sell more products)
2. Mapping
3. Trial Closing
4. Inspiration: Act out family situation with sales representatives and customers

#### See More/Sell More

**8:45 – 9:00 (15 min)**

Example: Two sales representatives twins

- Sales representative #1 sees 10 people, and only sells 3 products.
- Sales representative #2 sees 20 people, and sells 6 products.

**Why the difference in performance?** Because they are “twins”—same appearance, experience, skills, and knowledge—the only difference is that sales representative #2 saw more people than #1.

### **How does sales representative #1 see more people?**

1. Works longer hours.
2. Uses a book to draw maps of the area so you do not skip houses.
3. Networking: group sales, community events, gatherings, other trainings.

Creative Training: Use a deck of cards to illustrate the concept of closing rates.

Hold up 10 cards and draw a happy face on 3 of them. This signifies that if you see 10 people, you will sell about 3 products/services, which means your closing rate is 30%. If you see 10 people, you will sell 3 products/services. YOU JUST DO NOT KNOW WHEN! It is just a numbers game—the law of averages!

Stress the importance of keeping a steady and positive attitude, because if they do not, they will lose sales when they should not have. It is painful and emotional, and show this by ripping a card. (*Note: Physically rip up a card that has a smiley face to illustrate the metaphor of ripping emotions.*)

***Lesson: See more and sell more, and keep your attitude consistent!***

### **Mapping**

**9:00 – 9:30 (30 min)**

Use a role-playing exercise to demonstrate the importance of mapping an area.

- Ask a sales representative to role play as a sales representative. The rest of the sales staff should role play as customers. Tell each person to use fake names to respond to the sales representative.

Lesson: You only have a few people here and you cannot even remember their names! How can you have 50 customers, see 80 people a week, and remember it all? It is impossible. You cannot remember the details of just 10 people, let alone 150 families. Not only is mapping necessary to remind you to work your territory tightly, but it is also important to use your customers' names.

### **CLOSING THE SALE:**

**09:30 – 10:00 (30 min)**

It is important to read the customer's enthusiasm and energy level. Close the sale when the customer is at his/her high buying level. Do not talk yourself out of the sale.

Role play different closing times (high vs. low level).

### **CLOSE THE MEETING:**

**10:00 – 10:15 (15 min)**

At the end of every weekly meeting, write down each salesperson's hours, number of presentations, number of customers, and how much money they earned.

Launch a competition to entice sales representatives to sell more (e.g., whoever sells to the most new customers or sees the most people wins a prize!)

Close the meeting.