

# Managing your Team Overview

All right. Hello everyone again. Hope you are well and having a fantastic day out there. Terry, again, hope you are enjoying all of this incredible content we've put together for you to help you crush in your business, no matter who you are, what you do, and where you're going.

All of this can absolutely help. So let's dig into this is just an overview for managing the team, implementing the right managers in the right positions for the right teams, whether it's one manager for a whole team or you little larger.

And you've, you've got setters, closers and or finishes, or not all finishes and finishes, <laugh>. On top of that, if you've got all three of those wonderful teams plus leadership teams, all of that.

So what we're gonna be getting into in all of these SOPs are standard operating procedures. All of these, these documents that we've got for you is real simple stuff.

One of my favorite acronyms is kiss, right? Keep it simple Stupid, which obviously not calling you guys stupid is a pretty common acronym there, but I love it.

And never a truer word has been spoken. Always keep it simple, right? No need to convolute, is that the right word?

Or over exaggerate or over complicate things you just want to, or dilute. Maybe that was the word I was looking for.

No need to dilute. You just want the, the core concepts, especially when it comes to managing a team and the day-to-day of that and the points you want to hit, what you want to be doing and how you want to be kicking out that amazing energy.

Or if, if you are doing personally a bit of the managing or you've implemented managers into these positions. So anyway, enough rambling from myself.

What we have for you here is basically a breakdown by documents. Again, very simple, keep it simple. Is the closer day-to-day SOPs, the set of day to day SOPs.

We've also got obviously then the manager, the sales manager, and even potentially the individual managers day-to-day, every single point they should be hitting.

And then we've also got some, some extra stuff in here for you. A few documents we put together just on, on general leadership systems that we implement every single day and infuse into our team.

Then we've got a few meeting cadences of how we actually run morning meetings. So I was running a big part of the the, the team for a very long time and one of our more or, or actually our most profitable offer that was doing 4 million cash collected per month.

And we had a Very big team at one point. So for instance, you know, when, when this is obviously geared towards every type, if you're just starting out, if you are just a, a one person selling machine right now and looking to build out so we'll start small and then a one point I was managing like a hundred people say, you've gotta start with a morning meeting.

Hit the ground running, come with energy, make sure you are bringing everything to the table. Cuz these, these morning meetings are always obviously in the morning in the title right?

Keep it simple <laugh> morning meeting. But you always wanna come with the right energy because a good morning meeting, let me start that again.

A great morning meeting is the kickoff point for a great day. Now, if you have a low energy, you know, no one's sharing wins and no one's really come with the ooph.

You need to really crush the day. It can absolutely affect your your day, your week, your month in terms of revenue and just general culture and vibe.

So morning meetings as part of management is, is absolutely essential. And we've got a bit of a breakdown for you in these wonderful documents here.

Then we're also getting into a bit of projections and how we do those, again, essential to have a, that seamlessly well oiled machine and then even some, some cool bonus stuff.

I wouldn't even call it bonus, bonus stuff. Talking about one-on-ones meeting with your team, how to do that effectively and concisely and make sure that your whole day is not packed out with just the hundreds of one-to-ones or, you know, however many people you have on your team.

But you get my point. Every single part of this process of your, your system, your machine has to be in tune with every other part of the machine, right?

So, anyway, enough rambling from myself. Please enjoy this these documents and SOPs we've, we've put together for you. All right?

Have a great one and as always, we are here. If you need us, please let us know if you need anything at all.

Let's rock and roll. Have a good one.

## Closer day to day SOP

Hello everyone, it's Terry again. Hope you are doing well. So getting into managing your team and subsection closer priorities and day-to-day.

Now, even though obviously this is about managing the team, we thought we'd give you our closer SOPs as well, which has a lot of work and refinement has gone into this.

I dunno why I'm looking at my own little corner there when I should be looking into this camera. Yes, <laugh>.

So let's let's blast through this one. Closer pro. Well, not blast through. Let's go through in a methodical and thorough way.

So typically on our teams, the closer priorities in day-to-day looks a little something like this. So the closer objective this is a good example, obviously set your, your weekly goals here is a good one to start with.

So the example here is 15 units, at least a one K deposit. So won't get into which of the businesses this was, but I can tell you it was a, a nine, well, I mean I could share it, but no need to share it.

A \$9,800 offer. And at the time we were doing one K deposits and then finance financing the rest through Midas.

So for the closer bare minimum of 15 units per week with at least a one K deposit there. That is an excellent goal to aim for.

But obviously adapt it to whatever your offer and business might be. And then base performance incentives and spiffs off that objective.

So, close a roll. Priority one, make sure you are on time for every morning meeting on the days you are on field.

I've already mentioned this in the overview above, but morning meetings are essential. I cannot stress enough just how important they are to have the right structure, which we'll get into in a later video.

But also just coming with that fire, that energy, that momentum, that motivation, inspiration, insert cliched marketing word here, <laugh>. But it, it obviously has to be, I mean, it's the start of your day, your week, your month, your year and crushing.

So just make sure that everyone comes correct on morning meetings. Cannot stress that enough and you will hear me say it a lot.

If it's worth repeating, it's worth remembering, right? I dunno if I made up that quote or I got it from somewhere.

Morning meetings, set the tone for the day and your energy is a big part of that. Of course, that vibe will seep into every part of the organization.

So a bad morning meeting pretty simply equals a bad day. Good morning meeting equals a good day and a great morning meeting equals a great day.

Pretty simple stuff. Make sure you execute properly, make sure you come with a great attitude and ready to share some personal and team wins.

So this is a bit of a breakdown of our closer process and SOPs. So every morning, the b o d, beginning of day, morning meeting, come with great energy.

Be prepared to share your personal and team wins. Double check you have completed your SOPs from the day before. K, tractor Track, <laugh>, K, tractor, kpi, tracker and e o d journal.

Double check the crm, whatever you're using, we prefer go high level and make sure that's up to date.

And also I need to just edit that quickly.

Scheduled calls or scheduled calls. I still get confused on which one you guys say, cuz I can't remember.

So call clients on time, not three minutes before or two minutes after the scheduled call.

Time. Call exactly when they have scheduled. It shows a level of professionalism that people appreciate.

Make sure you know exactly when all your calls are and make sure to give yourself enough time to make them middle of day.

That's what MOD stands for. Training and Coaching Monitor, contribute. Keep a pulse on Slack throughout the day. We highly recommend using Slack, the communication platform for businesses.

I've used WhatsApp in the past as well. Even though aesthetically I prefer WhatsApp, but practicality wise, slack is the obvious winner.

If you have questions, ask your teammates, ask leadership. Remember, this team thrives on overcommunication and radical transparency, no learned helplessness.

And in between calls, obviously the closes, my main priority is get on calls, do what you're here to do, close at a high and effective rate.

But in between those calls and off field you need to be listening to call reviews. You can also incorporate that into your training on morning meetings or other training sessions, which again, we can break down later on in these modules.

Core reviews, listen to your own and other closes, recorded calls constantly sharpen your tool. Belt Arsenal slash arsenal, I should say, not the soccer club or football as I say it, but one huge thing here.

In fact, this is, this is also a massive skip button when it comes to training and call recordings some of the biggest guys in the game.

Cole Gordon, Tony Robbins, Dean Graziosi Alex Moi, all these guys. Homo I've just forgotten how to spell a surname or say a surname.

But anyway, you know who I'm talking about. They all say without a shadow of a doubt, the most effective way to train closers is listening to their own calls and listening to other people's calls and learning through osmosis.

And obviously also not only on one-on-ones, But on group call recordings as well on in a team setting.

Fastest way to learn.

Make sure you are updating your crm. Go high level in our case and, and probably your case in, in a lot of cases.

How many more times can I say cases in in real time? And at the end of end of day, very simple.

You don't wanna make a closes end of day overly complicated or unnecessary. Just keep it concise, keep it simple. Kiss, keep it simple, stupid, right?

One of my favorite acronyms, fill out KPI Tracker on the CRM and complete your e o d report and include some wins that you can talk about on the morning meeting.

It's always best to think about some winds you, and, and I would suggest you really emphasize this to your teams and leadership that always be thinking about what they're gonna come to the morning meeting with the following day.

High emphasis on wins because winds are essential and a big, big, big building block of building the day, right? Starring with some incredible awesome wins.

Baa, bing, baa bum. Have a good one, guys.

## Sales Manager Priorities & Day To Day SOP

Sales manager priorities and day-to-day, very, very important. So the, I'll start this video by saying that any leader, especially managers within the organization, they need to have a direct pulse, a real time, direct pulse on what is happening within their team at all times.

Now, you can fractal that into different managers let's say sales director, and underneath there is the closer manager set a manager, finisher manager.

So all of these roles have to have their finger on the pulse. They have to know and be receptive and overcommunicate and be radical, radically transparent to their team at all times.

By the way, that is two of the foundations of our entire organization here, communication and radical transparency, we have those words burned into our brains because it is so important.

Well, we believe it is extremely important to have those two foundations, those two pillars in which to build upon. And I promise you, if you have those as two of your core beliefs and always being radically transparent and always over-communicating, that is how you can get two, 4 million cash collected per month, which is or was one of the businesses that we manage to do very consistently and successfully.

So as a manager, you always and a few things here are echoed in the closer day-to-day as well. But it is even more true and you should put more emphasis as a leader within the organization.

So let's, let's wrap it baby. Make sure you are on time for every single morning meeting. Of course, especially if you are leading them.

You don't want to don't wanna turn up to meetings late as the person leading the meeting, right? So bring incredible energy to every meeting.

Have your camera on so everyone can see your, your gorgeous face, your beautiful face, you beautiful beat. Will you, sorry, when a bit London there.

Morning meetings. Set the tone for the day. And your energy your energy is a big, big, big, massive part of that, especially as manager, that vibe will seep into every single part of the organization, I promise you that ripple effect baby.

And you better, you better be throwing a massive boulder into that pond and create massive ripples. So as I said, in the closer, bad morning, meeting equals a bad day usually, right?

Strong, strong correlation there. We've seen, we've, we've seen, we haven't had a bad morning meeting, I don't think for, I honestly couldn't even tell you.

I can't remember. Maybe even a year was our last bad Meeting if we've ever had one. I don't even think we've ever had like a bad meeting.

We either have good or great, right? Usually great. Fantastic. So if you do have a bad morning meeting, it can really set the tone, it can lose sales, it can put people, it can start them off in the wrong way.

So very simple formula here. Bad morning meeting equals equals bad day. Good morning meeting equals good day. Great morning meeting.

Can you guess it? Great day. So let's always aim for that great day and great energy in the morning.

Make sure you come with a great attitude and are ready to lead the team teams and just do a little correction there and actually, and ready to leave the team and share some wins.

Always share some wins. So manager process and SOPs, standard op operating procedures come with great energy. Be prepared to share your wins.

Double check your team have completed their SOPs from the day before. Kpi. P a Trackers, e o d Journal, let me say that again.

K p i tracker and not tracker. Like I said in the last video. Double check the crm, making sure everything is well oiled in the machine that you guys have built, right?

You can look at yourself as a mechanic as the manager going in there and making sure your well oiled machine is humming and purring perfectly.

That is what managers do. Training coaching. Now we, we, we were thinking about giving timestamps on when to do this, but obviously between sched scheduled calls, again, I didn't know saying scheduled or scheduled, but between scheduled calls, it's more of something to do and you guys to think about as a team when exactly you want to do these.

But you al as a manager when it comes to training and coaching. You always want to monitor, contribute, and keep a pulse on Slack which is the platform that we communicate through and we strongly recommend you guys do as well throughout the day.

Keep receptive. This actually, I'll, I'll go on a little tangent here. Slack and apologies if you can hear my baby daughter's crying in the background.

She's just woken up for a nap. Hopefully you can't hear it. Slack is so, so important. It is not just a logical, practical tool that for cold communication, you gotta warm it up, baby.

What I mean by that is in your communications to the team, make sure you are coming with that strength, that warmth.

Encourage people when they're throwing sets on the board and throwing clothes on the board, that they're using emojis and hyping each other up.

I don't believe there's any such thing when it comes to groups on slack of like Overhype. It's the more, the better, the more we've, we got, we got settlers throwing sets on there and you've got a hundred emojis of of, of the team jumping in there and hyping each other up.

It's a beautiful, beautiful thing and don't just let it be once off and one, one occurrences here and there.

Now, as a manager, let me be clear.

And leadership, you encourage the team to always be firing and, and helping each other up and supporting each other with all the emojis and good job and all that and, and, and rallying the troops right now, as a manager, I wouldn't go in and, and do that for every single one.

It, it has a lot more power if it's once in a while someone does something or goes beyond or just has very good results.

You don't want to dilute yourself by always being in the chat as manager, the team, yes, they should be hyping each other constantly manager, be a little more tactical with it.

That more that, that in that way your, when you do jump in there has a lot more weight and people really feel it, right?

But feel free to experiment with that one as you so wish. Now, smaller teams, that was coming from the frame and context of a much larger team.

Cuz otherwise as a manager, if you're running a hundred people or managing a hundred people, you're just gonna be on slack all day, hyping 'em up and you won't have time to do anything else.

So that's also another reason why you want to keep it to an effective minimum, right? I shouldn't say minimum there because hyping up the team is never, should, never do at a minimum.

Just be more tactful about it. Let's say that's a better frame, A smaller team, you can dial that up a bit.

Cause obviously it doesn't take as much time to, to keep that motivation, that momentum, that inspiration going. So again, yeah, one of my old mentors used to say common sense isn't common anymore.

So I use a bit of common sense and you guys should adapt and evolve and be fine with it. So always be there to answer, answer questions for your teammates.

They should always be able to have a direct connection to you within reason. Of course, even if that means reaching out to you through, set up a scheduled one-on-one, keeping to an effect of 18 minutes for your one-on-ones.

But yes, they, there should always be open channels of communication at all times. Remember, this team thrives on, here we go again.

Radical com <laugh>, even though I bug it up, overcommunication and radical transparency. Oh, you could say radical communication now will stick to overcommunication and radical transparency, no learned helplessness.

You are a problem solver. Then you wanna dive into call reviews listen to your team's recorded calls to constantly sharpen your tool.

Belt, your arsenal, and also through osmosis. Have your team do the same. Make sure your team are updating CRM in our case and probably your case.

Go high level in real time. Make sure you are overcommunicating to the rest of your leadership team. If you see any flags, any red flags, blue flags, yellow flags, purple flags, all in the aim of communication, right?

A rainbow of flags. All all issues as you go through your day-to-day communication is key. And end of day fill out your KPI tracker or at least make sure your team is filling them out.

Make sure your team completes their e o d reports, including wins that you can bring up on each morning or the following morning meeting.

And this doesn't actually need to be there. Awesome. Hope you guys enjoyed that one. See you on the next video.

Cheer.

## Leadership Meetings

Leadership meetings very, very important. I mean, I'm, I realize how much I'm saying very, very important because everything is of the utmost and paramount urgency and importance.

Maybe not urgent. No, we'll keep urgency in there <laugh>. So, leadership meetings of course everyone must update this before leadership meetings.

So let me give you a quick run through here. I mean, it goes without saying, of course, leadership meetings is something you really want to bring your a game to as you should be doing everywhere else on field or off field.

And now I'm just gonna obviously make my Relentless by Tim Grover reference. You should just be relentless baby in everything you do.

But especially when it comes to your business, just relentless. Well, if I had it here, I'd, I'd show you the book I'm talking about.

But if you are in this training my bet is you've probably read it or at least heard of the book, if you haven't read it.

It's Michael Jordan's Mental Toughness Coach. Anyway, diving into this, so your leadership meeting agendas start with wins. Same thing you do with your halte meeting or set and or closer and or finisher meetings.

Start with wins of what you have been achieving on an individual and team team basis, come prepared with notepads. Then the founders or whoever needs to, can make the announcements for leadership and always go into a bit of learning, including training, masterminding, knowledge sharing, masterminding, and knowledge sharing generally are some of the most or the biggest skip buttons you can have in any single endeavor or business.

You have the things that come out as long as you know, I should probably, you know what? I might do a, a separate video on how to structure masterminding and knowledge sharing in the right way.

So it is very constructive and people get infinite value. Infinite value, yeah. Why not? By attending and, and cooperating and partaking in masterminds.

Just don't let anyone go too off track when you're, when you're doing it. You know what, I'll probably do a separate video on this, on, on masterminding and knowledge sharing founder check-ins previous meeting minutes.

So save this in a document so you can reiterate and go back into the points from the last meeting to see progress and have a real-time check-in where everyone is at.

Now, super important for every, excuse me, I've got a little bit of a cold here, so bear with me here.

For every team member of leadership, they should be filling out this part which you can have in a document. So you basically just you can, you can, can almost, I'll just do a quick example here.

If my mouse works, here we go. So you could for instance, say you know, for every team member, my name's Terry, Terry, and then all you do is copy and paste this multiple times, and everyone can share this document and obviously type out the answers so the founders can then look, or whoever is running the meeting can look over the answers to the questions of every single person in leadership and and the progress and what we're doing.

And, and that's all you need to do for that. But we just leave it a very simple template here. Feel free to adjust it if you want.

I wouldn't veer too off the the beaten path here. We've done this thousands and thousands of times. So let's run through this.

What objectives are you currently optimizing for? Make sure it's concise. Make sure you are speaking with brevity. Don't just, don't just communicate or, or waffle for waffling sake or communication's sake. Make sure it is real and proper. What projects are you currently working on? What did you do to move the needle yesterday?

That question. It's, it is just, we're always keeping things current up to base. Yes, you can talk about things that you did a week ago, but more importantly is what is currently happening.

What are you doing to move the needle every single frigging day? Baby? What are you going to do to move the needle today?

Decisions you need us to make, us being the founders or whoever's running the meeting or whichever members of leadership. What constraints are you facing that you could use to that you, what are the constraints you are facing that you could you use the team's help with?

Okay, so use that you could use the team's help with. All right, there we go. Obstacle is the way evolve as you go, <laugh>.

So what constraints are you facing that you could use the team's help with? There we go. Very simple.

So, again, if you just run through this with every single team member, important point being You don't, if you go through Every single point For every single, Team member, Let's say you've got a leadership of 10, that's 1, 2, 3, 4, 5, 6, you're wanna get through 60 questions and go into detail.

So point being, this is a group share. Everyone has access to this document. Everyone has Added edit access. And they can, You can, you Can look at it as a team and then the founders can pick out what they want to talk about.

Super effective way to do it. And it's been Working for us very, very well. Okay? That is it for leadership meetings.

Again, guys, always keep the frame when going through, through this stuff. We're trying to get, get right to the core, right to the good stuff, the gold.

So there's no need for these elaborate Meeting structures. Kiss, keep it simple. It's great, it's effective.

That's what works.

# Daily Closer Meetings

Hey guys, here we go. Closer morning meeting cadence. And this is a very, again, I love my acronym kiss. Keep it simple.

This is how we let me actually talk about this two ways, because when you start off as a smaller team, this is all molded or melded into one meeting.

Now, you'll notice we have separate documents because our team's so big that we do have separate setta. So we start as a whole team meeting with everyone on there.

Setta closes and if you're using finishes, leadership, everyone on the morning meeting and then more fraction off, split off into our respective groups.

Now, if you are a lot of, a lot of people and, and this is highly geared towards people with new businesses that may not have big teams, of course we cater to big teams as well.

Obviously all types of business, small, medium, large. But if you are starting off as small and or maybe you're just a solopreneur and you are you're just getting into it, this is the way you wanna start thinking about morning meeting cadences.

So in context of the whole team meeting with a larger team you start with everyone on there and sharing wins.

So coming prepared, as I mentioned in some of the previous videos get your team to start thinking about. And, and the way you do this is, I think I mentioned in one of the last videos if it's worth repeating, is worth reem remembering.

So what I mean by that is constantly and still, and, and pepper in, as I like to say. You know, pepper it in to meetings and just your daily communications to think about wins, especially at nighttime.

Get your team to think about what they're gonna come to the morning meeting with, to share win. Now, not saying that everyone, every person on the team has to share wins, cuz if you've got a team of a hundred people, you don't have all day to do that, right?

But when you start off with a small team, everyone should be sharing at least one win. Now, obviously should be business focused and, and productive and concise, but also you can bring in other stuff to your wins as well.

Really, it's, it's not just about the, the productivity and results you get. It is to a massive degree, but also a huge emphasis is just coming with great, great energy.

So wins, updates and news. And then what we do is breakout into our closer breakout. So everyone make sure they have their Zoom cameras on.

We use Zoom. There are a few other ones if you want to use Google as well. Google video. So make sure the camera's on, make sure everyone has their notepad.

You do your separate announcements, foreclosure, And then you dive into the training. So that can be script psychology. This is the way we have it broken down, so you can absolutely adjust and, and and experiment with exactly what fits you.

But this as a foundational framework and structure is excellent. It's absolutely imperative that you do training every single day. And the way we do it is starting with a 20 script psychology.

So one segment per day. What we like to focus on is one segment of the script every single day and really breaking into it, doing role plays coming up with different solutions and overcoming objections or if, let's say here the first thing is intro, just going over the intro, making sure tonality, cadence, conviction, authority is all on point.



And one of my favorite sayings is amateurs practice until they get it right. Professionals practice until they can't get it wrong.

So that's what you're doing here. Just breaking down script psychology, day by day, segment by segment and intro discovery, problem, pain gap, vision pitch, overcoming objections, close, go through call recordings of good examples, and almost more importantly, bad examples as well.

Then 8:45 AM we open up for q and a open floor. Always remember guys and girls, to keep it concise.

You don't want to just ramble and rant for as long as you can.

Always keep an emphasis on being clear and concise in speaking with brevity and and just veer people back if they start going down different rabbit holes, so to speak.

So as, as I mentioned here in a couple of points, keep on training topic open discussion for people to input their tactics and share ideas.

8:55 AM is commitments and getting into projections for the day. And we have a separate video on projections, so I will dive into it then.

And then 9:00 AM every single day we are hitting the phones as my good friend Mike Barnett, who is one of our Grant Cardone's main guys.

He's he's now incepted our minds and every time we, we finish our meetings, now it's hit the phones.

That's exactly what you wanna do at 9:00 AM Bam.

## Setter Morning Meeting

Hey guys, and this is more of a overcome an overcommunication video because we've got this Setta morning meeting cadence here.

We just did the closer morning meeting cadence. And you can see it's a relatively similar structure and I just wanna overcommunicate to you guys that have smaller teams that this whole structure, much like the closer video you can do all in one meeting without having to break off.

So very simply, it's an hour long and you start with 8:00 AM with whole team wins, and then you can actually go down and do this or a version of this as a team as a whole if you're not quite ready to break off into separate groups the groups being set as closers and potentially finishes as well.

Most importantly, you do want to, so I, I'll give you a good example. Right now we are starting a new offer and we have the entire team.

So we're actually following this structure, but doing it with the whole team so the whole team can get to listen to set of scripts, closer scripts, and then finish the scripts as well.

So same thing, script psychology, one segment per day, going through the intro gap, button down qualifications, and then also going through call recordings.

So, so, so important and not just, don't, just use good examples, bad examples as well. And then the same structure, open up for a q and a and and then get your commitments and projections before you hit the field.

But again, guys, always remember kiss, keep it simple and and you should not have any trouble whatsoever. If you do have any questions, please as always, feel free to reach out to the team or myself personally.

Love it. Let's go.

# Setter & Closer Projections

Hello, hello, hello, hello, Terry again. So close a daily projection review template and the set, a daily projection review template, projections, guys, projections, projections, projections.

It. Why do we do it? Why do we do it? We do it because it gives you tangible and measurable goals to achieve on a day-to-day individual.

Well, day-to-day, weekly, monthly, even yearly basis. And on an individual and team basis for everyone on the team, whether you are a set closer finisher leadership or pretty much, I'm pretty sure you can apply it to most positions within a company in some shape or form, right?

So close a daily projection review template for closers. And this is obviously, goes without saying, but I'll say it anyway, goes round the zoom or physical room, just like this one if you are in an actual meeting room, but you go around and make sure everyone is accountable.

One of the words of the day, week, month, year, millennium, I should have thrown in century there.

Century then millennium been a good one.

Is accountability. Accountability, accountability. Keeps people accountable again with tangible goals like this and and makes them raise their game and raise their level.

Right. For Closers, what are you projecting and where are you at if they hit? This is obviously internal notes for you.

If they hit projections and are on track for the week, well done. So for, for instance, in the closer, so p document, I use an example of 15 units at a 95 \$9,800 price point, and we were aiming for at least a \$1,000 deposit.

So for the weekly, you could have almost six day working week. That is 15 units for the week, Which which averages out about 2.5 units a day.

So the daily projections, everyone on the team should be aiming for at least three units at least, and that's bare, bare minimum.

So you should do the bare minimum and then the goal as well. So bare minimum three on a \$9,800 product, so that's \$30,000 gross and at least three K collected.

And if you are, if you are utilizing MIAs and funding you will obviously have that cash collected very, very quickly.

So that's 30 k a day cash collected, which stacks up beautifully. And obviously that is 150 K per week if you're hitting those 15 units.

Not bad, right? And that plus if times by 10 units, you're talking 1.5 million, ba bang, ba bum. See how easy that math is and it's so easy to do <laugh>.

So for closers, what are you projecting and where are you at? If they hit yesterday's projection are on track for the week, well done if they hit yesterday's projection but are off track for the week, well done.

How are you feeling about the week? These questions are so, so important. What is your plan? Excuse me, to pill, to pill to pull off your weekly projection search for full awareness and a clear game plan to hit projections this week.

If they missed yesterday's projections, were on track for the week. Got it? Why do you think you missed yesterday? Show me some awareness.

Don't move on until you get a highly aware and true answer if they missed yesterday's projection and are off pace for the week.

Got it. Why don't you think why do you think you missed yesterday? Show me some awareness. Don't move on until you get a highly aware and true answer.

And then how do you feel about weekly projections? We gonna put it pull it off. What's the game plan? By the way, this should, this should all come from a place of strength and warmth, right?

So this doesn't need to be, even though we're kind of blasting through it here, it's just a side note. Never needs to be delivered with, with in a, in a cold way.

I'm referencing a book called Compelling People that gets into the, you always want to approach things, especially psychology things in sales and, and and, and persuasion and meetings.

Having that 50% strength and 50% warmth. If you're too strong, let's say you have 70% strength and 30% warmth, you come across as too cold, too calculated.

There's just that there, there's, it's hard to connect and like a lack of emotion, right? On the flip side of that, it's if you're too warm and 70% warmth and 30% strength, then you are, you come across as cracking too many jokes.

You're too friendly and you can be perceived as a little bit of a pushover. So that just came to mind as I was going through this at point being deliver this with conviction authority as you're going round as a leader, but also inject a better warmth and, and lighten it up a bit.

That 50% strength and 50% warmth, tough to do, but if you can nail that ratio, you are onto a winner.

My friend. Set a daily projection review template for setters. Did you hit the bare minimum standard yesterday? And what were your numbers if they hit bare minimum, let's say let's say 400.

Good one we do is usually 400 dials and anywhere between four to 10 sets per day. So that is a good one.

And then you can obviously let's do that quickly. So 400 dials a day times, let's say six days. So 2,400, 2000, 400 dials per week.

And let's say they're doing you, you aiming for 10 sets today. 10 sets a day, let's raise the bar. So <laugh>, I don't need to do 10 times six 60 sets is a great goal for the week.

Now obviously dependent on your offer and a few other factors, variables, fractals you may not need 10, but let's be let's have an audacious and big massive goal to hit if they hit the bare minimum.

Sorry. If they hit bare minimum standard and did well compared to what they're capable of, well done edify them. If they hit bare minimum standard, but you know they are capable of more.

Do you feel like you did what you are fully capable of? Again, what's the word of the day, month, day, week, month, century millennium is accountability and that is what this is.

Selling those tangible but realistic goals. If yes, then why don't you think you hit the same numbers as usual? Search for full awareness and a game plan to hit projections today.

If no, what would the highest version of yourself have done differently yesterday? Ooh, that's a good question. Search for full awareness and a game plan to hit projections today, if didn't hit standard at all, that's unacceptable.

Why? And how can we make sure it never happens again? Search for full awareness and the game plan to hit projections today.

Make sure they followed their on the field routine. There we have it. Projections. Super, super high level if you execute effectively can be an absolute needle mover for those tangible goals.

And keeping people what that's right, accountable <laugh>.

## 1-on-1's

Hey guys, I wanted to do a quick video on one-on-ones. A lot of people in my experience and different teams that I've been on have initially looked at one-on-ones in the wrong way.

There is an extremely effective and concise way to do one-on-ones, right? And don't worry, this isn't gonna be a, a long video, but hopefully a very effective one.

And I've been a guilty of doing this in the past. Cuz I, I love to connect with people and, you know, gimme a, gimme an inch and I'll take a mile in, in terms of talking to people and just, just having long, long drawn out conversations, which there is always a time and place for that.

But in running a business, and let's say you've got a, you're starting to get a larger team. You don't always, once you have these one hour long on one-on-ones, which again, I used to do and find that I had zero time left over to do the more important tasks.

Well, you could argue that one-on-ones are absolutely essential and extremely of paramount importance. But point being the arts and the trick here is to keep them to an effective not minimum, but an effective amount of time.

And science is shown and Ted talks always talk about this, which is 18 to 20 minutes. So if you can keep your one-on-ones to 20 minutes, that can be an absolute needle mover for you.

So the reason Ted talks usually are under 20 minutes there, I think, I think the exact number is actually 18 minutes is the scientifically proven amount of time that the brain can process higher level information.

And you can keep the conversation high level and get straight to the main points and keep it effective.

And it's still enough time to relate and connect properly, especially if it's say like a zoom call.

Even better in person. But 18 to 20 minutes is what you should be aiming for. Now, a skip button for this process is come prepared with an agenda.

A lot of one-on-ones don't do that. Or, or again, teams and businesses I've seen, they're just, they're just jumping into one-on-ones and then you waste the first 10 minutes going over.

Well what is, what, what are we gonna talk to talk about today? What is the agenda? Now if you and you can email this in or have your, you can email the, the email agenda or the template or the agenda points to whoever you are having the one-on-one with on your team for feedback prior to actually having the one-on-one.

That way you are coming prepared, you know exactly what to talk about, you have already thought About what you're going to say, some of the solutions to the questions or points that are on the agenda, and you can just keep everything far more concise, which again leads into that beautiful word, accountability.

And and that way you can just be an incredibly effective leader and have multiple, multiple, one-on-ones if necessary without wasting your entire day.

Yes, you can argue that you know one-on-ones, you're never wasting time, although you can also argue that yes, they can if they just go on and on without getting to the point concisely.

Alright, so before this video goes on and on, I believe I'll leave it there. And as always, guys, please reach out if you need anything.

Have a good one. Rock and roll.

## **Sales Leadership System**

All right, so this is actually a bit of a bonus document, if you will. So we we put this together just to formalize, let's say as somewhat of a sales leadership system.

And this is, this is really good stuff cuz we, we even at the bottom here get into a bit of what our outbound outbound KPIs should be and what you should look for and what you should track, as well as the inbound KPIs as well.

So let's let's blast through this one and just talk it through. So, sales leaders must, sales leaders must have a level three plus authority, desired permission based authority.

So you might be wondering what that is. And the video that I've linked here gets into all of this. It's all based on John C. Maxwell two books, which are absolutely phenomenal.

We could throw a load of books your way in terms of leadership and, and managing teams and psychology and all that good stuff.

But if you really want to understand leadership at a very, very high level, five levels of leadership and the 21 irrefutable laws of leadership are two absolute musts that you should read or listen to.

Audible, they're both on audible and and we even put a little video link in here that really breaks down leadership at the best way I've, I've ever seen in my personal experience.

So it is a, we're always looking for, for you know, skip buttons and learning fast. That's a huge skip button. Well, we're not always looking for skip buttons, you know what I mean? Skipping to the top and shaving your learning learning curve.

Five levels of leadership and 21 irrefutable laws of leadership are a massive way to do that when it comes to understanding leadership and what you need to do.

So obviously direct individual players what to do. They need to be coachable. You are the example. They are a student.

You must be honest, work ethic and skills. Pick and work with a players only or parenthesis, parentheses. Yeah, I think it's parentheses.

B players, if you can easily turn them into a players, if they are coachable enough, know what drives the player.

Survival, status, freedom, competition records, big causes tie their driver to a daily rhythm. Results, timeline and consistent accountability. Give them realistic and achievable goals based on what their drivers are.

It's so, so important and always, always, always recognize and reward. So leadership books, again, the don't need to read them again, but I will.

Five levels of leadership in the 21 Irrefutable Laws of Leadership. So here's some funky stuff for you.

Great stuff. This is the stuff that we always track And on the backend and so good to be aware of these.

So you know, what's happening with your team at all times and have your finger on the pulse. So, outbound KPIs, individual team performance, daily, weekly, monthly, lifetime.

These are the important ones. You know, how many dials each team member is making on an individual and whole team basis.

Daily, weekly, monthly, lifetime. Same thing goes with 22nd conversations. One minute conversations.

How many total sets, obviously outbound KPIs is for, exclusively for setters that are dialing out and booking appointments for closers.

And and then obviously closes and PIFs, which stands for paid in full. So inbound KPIs for the Closer team, again, you want to always measure daily, weekly, monthly, lifetime.

How many open calendar spots they have for what I should put here is for the following day. And then how many for today.

Very, very important. You know, how many calendar spots you have filled, how many you have available especially when it comes for tomorrow because when, you know, going into the morning meeting, what we do every single day is let the set team know how many available spots closes have on their calendar for that day.

Because guess what, that sets a tangible goal. And then you can break down the running pace of how many sets you have.

So let's just throw a number out there. Let's say we've got a hundred spots available for tomorrow. You start the count zero out of a hundred in what we use is a Slack group, four setters.

Each of our teams and each of our main priorities are separated in two different Slack groups. And you just start the count zero out of a hundred and then as the sets come in, that fills up 25, 27, 31 out of a hundred and you just tally it up as you go in real time and it gives the team as a whole great pacing and they know where they are and what is the goal they have to meet.

Skill training. And here's just a little, little section on skills training here. Mastering scripts one line at a time. Each line is a mini con mini conversation starter.

Mastering your volume output needed to be a high value, high performance salesperson. Understanding sales psychologies. There are some fantastic books out there.

I was looking around, oh, yep. Persuasion and influenced by ci Aldini or Aldini. I always forget how To, to mention that.

It's aldini, I think <laugh>, but also hearing the moment of truth. Would you say that, would you say that to you?

Bullseye or amiss? So this plays back into listening to your recordings and being objectively aware. So hearing the moment of truth, would you say that to you?

Is it a bullseye or a miss? Taking yourself out the conversation objectively when you're listening to it as a recording and putting yourself in the lead slash client's position and just really internalizing it as to would that be something you want to hear?

And would you respond authentically and well to it? And finally discovering your language pattern.

Beautiful. Alright, see you on the next video guys.