**Training & Onboarding Opening Comments**

Here you will find the script that we used to train and onboard over 10,000 reps. This does not cover any technical teaching like tech setup or pitches. It’s designed to be a primer before you start to teach them how to sell.

This is the specific script that I used. Go through this and customize it for yourself!

*Objective*: A new sales rep’s success has little to do with how well they know the pitch, and EVERYTHING to do with their level of confidence as they start the job. Most reps have what we call “fear bubbles”, and as we kick-off training, it is important for us to be focused on “popping” these fear bubbles as we prepare them for the world of sales. Whether or not someone has previous experience, there will always be a sense of fear and anxiety associated with starting something new. The more we can build confidence & positive expectations, the more committed they will be to making it work. Our goal is match their expectations with reality, while also creating a reality of success for new reps.

*Concepts*

Relatability: Do they feel like they belong? Are they seeing examples of success that they can really relate to?

Confidence: Do they believe they will succeed? Are they confident in your training/program?

Culture: Does your opportunity feel different to what they’ve experienced in the past? What is different about it? What is your culture all about?

Servant Leadership: Do they view you as a boss or a mentor that is here for their success?

Standards: What are the standards you hold for your organization?

Positive Expectations: Positive attitude is great, but what do they expect to happen? Are they expecting to succeed or just “giving it a shot?”

Keys To Success: What do they need to do to ensure their success? Just work hard and follow the program.

Vision: Identify what is exciting for new sales reps… why should they be motivated to work hard? What does success look like? Are they here for income, experience, advancement opportunities etc.

10/80/10: Low, Medium, High… set expectations for what could happen so that when they look back on their first few weeks they can say “oh yeah, my manager said this would happen”

Fun: Your training should be fun. Make this job feel different than any other they’ve had.

**Your story**

* Your role
* Your experience
* What were you doing before you joined the company?
* How did you do when you first started?
* Identify some “hot buttons” that may apply to your reps
  + What motivated you to get into sales?
  + Were you a bit nervous when you started?
  + What experience were you looking to gain?
  + What has the job done for you financially?

**Brief Schedule Walkthrough**

* *Reps need to know what to expect*

**Staff introductions**

* *Use this as an opportunity to relate to people in different situations + promote advancement opportunities*
* *Go through different roles like assistant managers, team leaders, district managers, etc.*
* *Have staff or top reps stop by and give some keys to success… its one thing to hear it from a manager, but hearing it from a top rep hits differently*

The reason I introduce people is there’s not 1 type of person we work with…

* STORIES STORIES STORIES
* Who is someone that was shy that crushed it after they went through the training? Who is someone that had little to no work experience & did well?

**Follow the Program & Work Hard**

I want you to listen very carefully to what I’m about to say.

Selling (your product) is not an art, it is a science.

All you have to do is follow the program.

We can take just about anyone with just about any background, and when they go through our training & follow the program, they crush it. It’s a science. If you plugged it into a TI-84 calculator, it would come out the exact same way every single time.

There are only 2 reasons anyone doesn’t do well with this job.

* They either don’t work hard
* Or they don’t follow the program

As long as you follow the program and work hard, YOU WILL BE SUCCESSFUL

I’ve trained \_\_\_ and every single person that has worked hard and followed the program has been highly successful with the job.

**Welcome to the team**

I want to officially welcome you to the team.

The culture is a bit different here than previous jobs. The atmosphere is a bit different, the culture is a bit different.

At most jobs, you are just a number… they give you a paycheck and quite frankly you are pretty replaceable at most entry-level jobs.

Here, we are a team.

On this team we have Quarterbacks, Runningbacks, Offensive Lineman, Kickers, and even the guy that holds the ball for the kicker

Just know, whatever your role, you are important here

We have a culture of success. Here, our reps sell more, they make more money, they develop tremendous skills, and they personally grow at a high level.

* *This is a great opportunity to promote what you’re all about*
* *It helps to have slogans or hashtags to represent your team*

This is not a normal \_\_\_\_ office (or company).

* Show them statistics of sales success
* If you are a top office at a company, promote that! Start developing a sense of team pride.
* If you are a smaller company, show them how much you’ve sold.
* Weekly, monthly, or yearly sales reports as proof of success

“I’m not telling you this to impress you, but to impress upon you the quality of the training, process, and leadership that we have here”

You haven’t just been recruited to any ole team… this is one of the top teams in the country. It’s like playing basketball at Carolina or Duke. It’s like playing football at Alabama, Georgia, or Florida.

Have you guys ever heard that a lot of business is timing? It’s true… and you are starting at the BEST time possible

* What is their advantage during the current time of year? During the holidays people are in a buying mood. During the summer people are more available, etc.

If you’re nervous, that is OKAY! Honestly, it would be a bit weird if you weren’t a little nervous… you are starting something new!! It just means you are a human

* 10% of people that start are super nervous… they’ve never done any sales before, they don’t know what to expect, and if that’s you just know that’s totally normal. By the time we are done with training, you are going to be FIRED UP to go out and make your first sales.
* 80% of people that start are excited to get started, but there’s a little bit of anxiety or skepticism around it. Maybe you have a few friends on the team and have seen them do well, you’re confident in the program, and you’re just wondering if that can happen for you. That’s most people.
* 10% of people are like “why am I sitting here, I want to start selling NOW!” and if that’s you, don’t worry. You’re going to be able to get started here in just a bit… we just have to prepare you first.

This past (week/month/time period) we had \_\_\_ people apply to the job. As you can see, there are only \_\_\_ of you here. We hired you because we are extremely confident that you are going to do well with this job. As long as you follow the training & work hard, you will succeed.

We’ve trained \_\_\_ people who have sold \_\_\_.

You might be a little nervous to train, but don’t worry… I’m not nervous to train you.

* Include more stories of success

**Keys to success**

I want to start with a few keys to success. I’ll start with what you can expect from us, then go into what we can expect from you.

First, 100% commitment to you and your success

I don’t make a salary... this is a sales organization

You do not work for me, I work for all of you. Any good leader is a servant leader

I want to help you all get what it is that you want from the job

Whether that is Income, experience, advancement, or just to feel like you’re a part of something special, I want to help you get what you want in your life and use this as a vehicle to get it.

2nd thing you can expect is availability… I am here to help you.

I am here for you… and if you ever need anything while you’re out in the field, we will be available to help you, especially when you are new.

3rd: The biggest key to success I have for you is COMMUNICATION

Coaching calls- most important part of your first 2 weeks

Open and honest communication

I’m very blunt. I don’t sugar coat things. I ask you to be the same way with me.

Do you guys think at some point in your first few weeks you might feel overwhelmed?

You will have questions, apprehensions, you may feel overwhelmed

If you don’t feel that way your first few weeks, you probably aren’t doing enough. It is totally normal to feel that way.

This is a job that teaches you to get outside of your comfort zone. Is that a good thing?

Absolutely. That is how you grow.

So when you do feel overwhelmed, you have a few options

* You can boil over and explode… I don’t suggest that
* You can express your emotion to your friends & family… that might feel right, but why do you think it’s better to talk to me or one of the managers first?
* Because everything you are going through, I have been through and handled before.
* The more open and honest you are with your communication, the more I will be able to support.

4th: The next expectation is POSITIVITY

We are hands down the most positive people you’ll meet in your life

Positive attitude is nice, but with positivity also comes positive expectations

When Lebron James goes up for a shot, what does he expect to happen?

Make it! And he makes most of them… does that mean he makes every single one? Not necessarily. But what would happen if he didn’t expect to make any of them? He wouldn’t make any! THAT is why positive expectations are so important

What should you expect to happen with every customer you have a conversation with?

You make a sale! (or set an appointment)

Now will that happen every time? Not every time but sometimes it does. Office record is \_\_ appointments in a row... it can happen when you have the right expectations.

So don’t be surprised if that happens... happens all the time

Expectation creates reality

What you think will happen more often than not is what happens

Everything happens twice

Once in your mind, then in real life

5th: Next thing is HELP OTHERS

We’re going to give you a pitch... if you can read, you can sell (your product)

When you learn this, the question is not whether or not they’re gonna buy. It’s (what size are they going to get, when are they going to set the appointment, etc.)

Pretty much everyone buys something as long as it makes sense for them

We will have opportunities to do what we call “role-play” to make sure you are prepared.

Practice makes perfect… so take it seriously! This is the easiest way to get good fast!

6th: Make the most of your training

You only go through it once

It takes \_\_ days to get started, but it really takes \_\_\_ to get trained

(Go over Fast start or ramp up period)

As you get started, your first \_\_ days should be the hardest you work on the job

A lot of our top reps sell \_\_ in their first \_\_ days…

That may sound like a lot without context, but that’s just \_\_ per (day/week)... how many of you think you can do that?

Here is why people work their butt off their first \_\_ days/weeks on the job…

* Higher pay scale (if applicable)
* Makes the job easier moving forward
* Get the skills needed to work less & make more
* Go through rep progression

What if I told you that the effort you put into this training set you up for the rest of your life?

What if I GUARANTEED that if working hard for the next \_\_ would bring you financial independence for at least the next 3-5 years? How hard would you work?

That is exactly what it’s designed to do.

I do this job to impact the lives of our people.

Some people find themselves here as a career, others do it as a stepping stone to tee them up for their dream job or career.

Either way, that is why I do this… I want to help you get what you want, and working hard early is the easiest way to do that.

Who here has heard of active vs passive learning?

What is passive learning?

* Just sitting an listening
* When you learn passively, you only retain about 20% of the information

What is active learning?

* Taking notes
* Participating
* Answering questions
* When you are active learning, you retain 80% of the information

So take notes and be an aggressive learner

Some of you might be with us for just this year

Some of you may be here for 3-5 years

Some of you may be here for a career

*(Plug a leadership training program if you have one and why they should want to do it)*

**There are 2 things I want for everyone…**

Financial success- I want you to make so much money that you redefine what a lot of money is.

I want you to make money for a few reasons

A lot of people are skeptical about this type of job…

* Story of someone in your life that was skeptical when you started

After I made my first few thousand dollars, people weren’t skeptical anymore

Paychecks are evidence of your success. You don’t get report cards anymore, you get paychecks.

I also know, if you hit your financial goals individually, we will hit our goals as a team.

Our team goal is to sell \_\_\_ this year/summer.

That has never happened in the history of the company… its no joke. But I am 100% confident that we are going to hit it.

Who here has worked an hourly job before?

What happens if you walk into that job and decide you are going to work harder than you’ve worked in your entire life? You show up early, stay late, get extra coaching, and bring another level of passion and energy to your work… do you get paid any more than the guy thats slacking just passing the time? NO!

When you work here, you do. You make more money, you get promoted, you win contests, you can win trips… this job is different.

I’m not going to stamp you on your head and tell you what you’re worth.

This is the first time for a lot of people to get paid based off the actual work they put in.

I don’t write your paychecks… who does? YOU DO!

Money doesn’t buy happiness but neither does poverty

The only time people worry about money is when they don’t have enough of it.

When you have enough, you can worry about what’s actually important to you. That’s what I’m passionate about.

The 2nd thing I want for all of you, and I would argue it is the most important thing…

MEANINGFUL WORK EXPERIENCE

Listen… honest work is honest work and I’m not here to demean other jobs

But do you know how many people I have walk in for interviews that had xyz internship with their dad’s buddies company and they legitimately think that it’s impressive?

99% of the time, they’re really not impressive

Ya they maybe they had a title… but most of the time what are they actually doing?

Did they actually develop a transferable skillset?

Think about it… at big companies, are they going to let an 18-25 year olds make meaningful decisions? Do they even have a real chance to impact?

Do you know what percentage of students graduate college with a 3.0 or higher and an internship on their resume?

65%... its not impressive anymore

(Tell a story of one of your reps that leveraged their sales experience to land a dream job)

I hate to be the bearer of bad news, but the job market is tough

Its only getting worse

And the value of a college degree is dropping

AI taking over jobs

20 years ago that was great

How many of you have heard “go to college, get good grades, get an internship, graduate, and you’ll have options to go into a career”

Know why our parents and professors tell us that? Because that was the case 20 years ago. That separated you from your peer group. That's not the case anymore. Today that's the same as everybody else.

Now you gotta have something that stands out

That's the reason I love what I do

Ya you get a lot of money… but it's a byproduct of what you really get.

What you really get is an experience that separates yourself from other people your age, and enables you to go out and do what you want to do.

No matter what you do, you will have to know how to sell.

If you want to be a doctor, you need to know how to sell a patient on a care plan. If they want a 2nd opinion, you lose the business. If you want to run your own practice, they need to know how to run a business & communicate… they don’t teach that in med school.

If you want to be a lawyer, you have to sell clients on working with you, and you have to sell a judge & jury on a case.

If you want to be an engineer, you have to sell the project to get the work.

If you want to be an entrepreneur and run your own business one day, you’ll need to sell your ideas and generate business.

Everything is sales, and the experience you will gain here is unlike any job in the entire world.

Last thing I have for you are just some rules for the office.

(Create your own rules)

* Be on time (15 minutes early)
* Complete assignments
* Dress code
* Etc.

Transition into training…