

SLC 2005: WE BUILD

“Key Staff is the Killer App”

I. What is the “real” goal of a district office?

- a. You don’t just want to recruit people to show to training
- b. You don’t just want to launch people
- c. You even want to do more than launch reps and have them sell
- d. All these things are important, and are necessary for the profitability of our district offices BUT
- e. **The Ultimate Goal of a district office is to launch reps, have them get sales success, and have them grow and develop in your organization**

II. Building a Team VS. Building An Organization

- a. Teams are great, and it is a wonderful experience to build them
- b. But an organization is more rewarding financially and personally
- c. **What’s the difference between a team and an organization**
 - i. **A team has a limited duration (1 season, 1 campaign)**
 - ii. **An organization transcends a season or campaign**
 - iii. **Thus an organization is always growing (or shrinking)**
 - 1. **People that advance and are promoted build your organization (but might shrink your team)**
 - 2. **People that advance attract new people which make your organization stronger**
 - 3. **As you help more people, the influence of your organization grows – this occurs even outside of Vector, because once people are grown and developed they never really leave your organization (at least in mindset)**

III. The Many Rewards of Building An Organization

- a. The personal reward of helping people find their potential
- b. Key Staff/Management candidates create more year round sales – they sell to get promoted and impress, thus it is a key to consistency in transitions through campaigns = \$\$\$
- c. Key Staff/Management candidates/AM’s increase recruits of the office when utilized correctly and help reps sell more = \$\$\$
- d. Branch Overrides
- e. District Manager Promotion bonus = \$10,000 + overrides
- f. Hall of Fame recognition is easier
- g. Quality of Life achieved through development

IV. How Do You Get It All Started??

- a. Don't be intimidated by the words "building an organization"
- b. When I started, I didn't realize I was building an organization, I was just trying to get people to sell, but then someone showed me the bigger picture
- c. You don't even have to know how to build a team
- d. **All you have to do is start running a consistent key staff program**
- e. **Key Staff is the Killer App**
- f. **It is the killer application – that if you do it – you will start to build a team and an organization, etc...**
- g. **This is the door that opens all the other doors**

V. Elements of a Good Key Staff

- a. **Talk to People early about becoming key staff (early attraction)**
 - i. Biggest mistake managers make is waiting until someone pops before they talk to them about being a leader
 - ii. Get them invited and/or interested and more people might pop
 - iii. People feed off the fact that you see them bigger than they see themselves, they act the way you believe about them
 - iv. **You should talk to someone everyday about getting on key staff, or being a leader, or how you see them growing into a leader, etc...**
- b. **Have a plan to get new people constantly into the program**
 - i. **How do new people get to go (it must be consistent)**
 - ii. **This is especially crucial in campaign transitions**
 - iii. Many managers don't want to invite new (lower sales) people to their "elite" key staff, thus they stunt the growth of the organization
 - iv. Just think how good this "elite" group can influence them and vice versa, why would you want to wait
 - v. **The earlier you get them in a leadership climate, with other leaders – the more people will stick**

c. Attract people with carrots not responsibilities

- i. Promote what's in it for them before what you expect from them**
- ii. In every promotion about key staff, they should be able to hear, "Why they want to do this?", "What benefits will I get?"
- iii. I used to start off every key staff meeting with promoting what's in it for them
- iv. The purpose is to help them grow**
 - 1. It's the fast track to FSM**
 - 2. It is the first step to being a management candidate**
 - 3. They get to learn more**
 - 4. There are special events**
 - 5. They get more time one on one with the DM, so they will make more money, b/c if I help our leaders do well, then they can help the rest of the team do well**
- v. After all this – then I talk about what we expect from key staff**
- vi. Sales Quotas?? (Use what works)**

d. Run Your Meetings Consistently

- i. Every 1-2 weeks, but make it consistent, not when you feel like it
- ii. Some Managers: "I'll run my key staff meetings when I get some people on key staff..."
- iii. This is the most important event that you run each week, because you are not just trying to launch people, you are building an organization
- iv. Treat it as the most important thing you do**
- v. Have it at a time that can get good attendance (Saturday morning?)**
- vi. Have it at a time when you have time to plan a good meeting**
- vii. Have it at a time when you are not rushed**
- viii. Have a plan to drive attendance: Promote it all week – getting attendance from new people and experienced people alike**

e. Ideas For Meetings

i. Share a vision of what your are building every time

1. Include what part they can play
2. What's in it for them (for example, why should they want to be part of a big team = fun, competition, domination, etc...)
3. Always share why the next couple months will be great

ii. Recognize people in a way that creates standards

1. Field trainings, sales reports, things they did in management like talks or watching, running interviews, etc....
2. You want to create a positive atmosphere of success
3. **Don't publicly call people out for not selling – just don't recognize them – always critique and coach 1 on 1 not in groups**
4. If whole group is not selling, use another office or newsletter to show what standards should be

iii. Buy a book – do a chapter a meeting

1. Rhythm of Life – Matthew Kelly
2. 21 qualities of a leader – John Maxwell
3. Selling for dummies – it's pretty good
4. Og Mandino books

iv. Sales topics (use Vectorconnect/ interviews)

v. Involvement = Retention

1. What can they do to help out?
2. If promoted the right way, people love this
3. Help plan the meeting, giving talks
4. helping with orders
5. Field training
6. Greeting interviews
7. Calling PR names = give bonus here if necessary