

Rodney's Rep Management Checklist For Insuring Training Success

Rodney's most successful clients are very proactive in managing their sales staffs' University activities by doing things like:

- Assigning a point (semester/course) the reps should be at in the University by a specific date.
- Randomly quizzing reps on specific things they should know.
- Doing ride alongs after three unsuccessful sales attempts in a row.
- Doing debriefings after both sales successes and sales failures.
- Insisting that reps role play.
- Critiquing their inspection videos.
- Directing reps to return to the University for multiple reruns ... mastery usually requires three complete cycles through the University.
- Being sure every rep attends all first Monday of the month Live Sales Meetings.
- Assuring that rep's reference lists and photos are frequently updated.
- Confirming that reps can effectively use all technology at their disposal.
- Balancing sales training with product training (using your manufacture's resources).