



# SALES TRAINING

## WHAT MAKES A SUCCESSFUL TEAM LEAD?

In most sales environments individuals are told that having a positive mindset can contribute to achievement in sales. In field sales it is one of the most important factors to achieving consistent results. It's important to not carry any negativity from the day into your field sales time as it will undermine your work greatly. Whatever you need to do to have a positive outlook...examples being:

- Yoga
- Reading
- Driving
- A workout
- Walking the dogs

Whatever it takes to put you in a positive place....do this prior to starting your field work and Team training time. That investment of time can help you to produce exponentially positive results in the field sales realm and this has to be mastered by you so that your team will be able to duplicate the results you have shown them in the training you provide.

## WHY IS A POSITIVE ATTITUDE IMPORTANT?

You will experience 10 no's for every 1 yes on average when you are setting appointments in the field. A positive mental attitude is important along with the ability to forget the No's of customers quickly while taking joy in the Yes's other customers. Don't worry...the numbers get consistently better for customers moving forward once appointments are set. In fact our company average is 57% of customers will move forward at that point. But being prepared with properly set expectations and mindset is important as you and your team set out daily.

Below is our field script. Make sure to be able to recite it perfectly prior to your start date to achieve the best results immediately in the field. You will be tested on this on your start date. This is the first step in proving your ability to learn the curriculum required to achieve optimum results in the field.

## FIELD SCRIPT

Hi, how are you? My name is \_\_\_\_\_ with Streamline Energy. I am here today promoting our upfront rebate program that pays \$2000 to \$6000 to homeowners for simply switching who you make your electric bill payment too. (Show them the check delivery video on your ipad)

Here you can see Mr. Atkinson, your local neighbor receiving his \$4000 up front rebate check this past Saturday. On top of that he added \$30,000 in appraisal value to his home as well as locked in his electric rate for the next 25 years with eventually having free power; all at no cost to him! "Sounds like a good deal, right?"

All we would need is a copy of your electric bill. The size of the electric bill determines how much of the \$2000 to \$6000 you will receive for switching. We don't need it today but would like to set you up with an appointment that takes about 15 minutes to go thru the program sometime in the next 24 to 48 hours.

Is Tomorrow at 5:30 pm okay for you? If not, I have a "Tuesday through Thursday from 4:30, 5:30, and 6:30, Friday and Sat all day.

Collect the following information:

- Appointment date and time
- Electricity bill average \$ amount-ask for low and hi bill of year to determine
- Email
- Phone
- Full name of all home owners
- Re-confirm address.
- Confirm all homeowners will be in attendance

A title verification is done and all homeowners must be present to determine the full green energy credits due the homeowner

\*\*Schedule Tuesday through Thursday from 4:30, 5:30, and 6:30,, Friday and Saturday all day