

# Managing Rep Performance

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*"Inspiring Dreams, Realizing Potential"*



# Welcome to Managing Rep Performance

WELCOME

## Agenda

- Introduction
- You're the Navigator Set Your Goals
- What's on Your Dashboard? (What Will You Measure)
- Fine Tune the Engine (Manage for Peak Performance)
- The Finish Line



# Welcome to Managing Rep Performance

WELCOME

## Assumptions

- You're Interested in Improving Performance
- We'll Provide a 50 Minute Overview
- We're Available as Resources
- This Session is About What Needs to be Done Now



# Welcome to Managing Rep Performance

## Introduction

- Its Not a New Topic However Things are Different
- Think of a Car's Engine and a NASCAR Engine
- Performance Under "Extreme Conditions"
- Adapt and Change Our Perspective
- Under-management Epidemic (Bruce Tulgan)

WELCOME



# You're the Navigator! Set Your Goals

Goals

## Preferred Future Goals

- Tough to Predict the Future in Good Times
- Why do it Now
  - Because we have to
  - Control what's controllable
  - You'll get better at it



# You're the Navigator! Set Your Goals

Goals



## Setting Goals

Begin with the End in Mind

- Set SMART Goals
- Think Strategically, then Tactically
- SWOT Everyone
- TLC
- Got Goals? You Find a Way to Get There
- Involve Your Team



Measuring



# What's on Your Dashboard?

## What to Measure

- CAPS
- Revenue
- Customer/Ad Count
- Special Products
- Prospecting Calls
- Color Slides
- Upsells
- Headlines Enhancements
- Adjustments and Bad Debts
- Customer Retention



Measuring



# What's on Your Dashboard?

## How to Measure

- Scoreboard or Leaderboard
- CAPS Report
- Daily Call Report
- Peak Performance
- Total New Sales
- Premium Product Sellout Report
- % of Sales w/ enhancement
- % of Sales with Color
- Adjustments and Bad Debts %
- Total Drops





# What's on Your Dashboard?

Measuring



## What to Measure

- Key to Capture
  - Relevant information only
  - Supports your goal
- Sales Reps Why do it Now
  - Readily understand
  - Access in real time



# Fine Tune the Engine

## Manage for Peak Performance

### “Touch” Each Rep Every Day

- Early Contact
- Ask Questions, TTF (They Talk First)
- Treat ‘em Like 3 Year Olds!
- Stay Focused, They Will Too
- You Don’ t Have to Solve Every Problem...
- Don’ t Just Talk - Communicate

Managing



# Fine Tune the Engine

## Manage Generations for Peak Performance

1. Bridge Competing Values
2. Bringing Generations Together for a Common Purpose
3. Prevent Misunderstandings
4. Reduce Turnover
5. Communicate Effectively

Managing



# Fine Tune the Engine

## Manage Generations for Peak Performance

### The Boomers' (1946-1964)

- Preferred style is collegial and consensual
- Show appreciation and add to team

### •Generation Xers (1965-1980)

- Be truthful, identify boundaries, explain the job
- Honor work/life balance

### •Generation Y' s (1981-2000)

- State-of-the-art resources, selective flex hours
- Listen to them, coaching management style

### •Millennial

- Structure and strong leadership
- Model optimistic attitude toward change and future

Managing



# Fine Tune the Engine

## Manage for Peak Performance

- “Touch” Each Rep Each Week
  - Keep score, individual and team
  - Communicate wins and how they won
  - Why winners think their winners
- Privately why non-winners didn’t win
  - Evaluate against plan
  - Weekly one-on-ones
- Take Notes (You and Your Rep)
- Take Corrective Action
  - Be Consistent
  - Do It the Same Way Every Time

Managing



# Fine Tune the Engine

## Manage for Peak Performance

- “Touch” Each Rep Each Month
  - One-on-One review month-to-month trends
  - Document the meeting
  - Re-evaluate direction
  - Renew commitments
  - Celebrate victories

Managing



# Fine Tune the Engine

## Manage for Peak Performance

- “Touch” Each Quarter
  - Team meetings, celebrate victories
  - One-on-One review quarterly goals
  - Reevaluate Direction
  - Reset quarterly goals if necessary
  - Check for new obstacles/opportunities
  - Lather Rinse Repeat!

Managing



# The Finish Line

## Manage for Peak Performance

These are the steps:

- Set Your Goals
- What To Measure, How to Measure It
- Manage to the Standards You Set
- Practice – Managing Takes Practice

Return on Your Investment

Think about this discussion

What three things will you do differently as a result of this discussion?

Final Points





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