



The Prosperity Accelerator Sales System

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The Proven, Guided & Predictable Path to Prosperity



Module 5

Sales Systems for Sustained Success & Scaling

Right now you may be the only one making sales contacts and calls and we know you'd LOVE to have someone else filling your schedule with qualified leads. Here is the path to bringing on team members to support in the sales process:

You as the business owner are the person to train and lead your team. It is your responsibility to prepare and equip your team with everything they need to be successful, including but not limited to:

- a. Clarity on the products, programs and packages you offer.
- b. The benefits of your offerings ... how it really helps and/or provides transformation and real results for your clients.
- c. Deep understanding of your ideal clients and the language THEY use to describe their situation as it relates to the solution you provide.

Note: The worksheets you've been provided in this training give you everything you need for yourself as the lead salesperson as well as the training for your team as you bring them on.

First team member to add will be an "Appointment Setter."

Appointment Setter: Some who will make follow up calls to potential customers to uncover where your products and services may (or may not) be a fit. They will need to be well versed in the sales scripts we've provided UP TO the "Questions to Uncover the Real Problems."

Once they get to the place in the conversation where it is apparent that your company may be able to offer advice and solutions (i.e. they've been pre-qualified as a good potential client), then they set an appointment to speak with you.

How to pay appointment setter?

- Appointment setters typically get paid an hourly wage along with an incentive commission when the sale is made. This can vary greatly depending on the

number of calls they will make per hour as well as the profit margins associated with the product and/or program being sold.

- Here are some suggested guidelines:
 - Hourly Pay Rate – between \$10 and \$15 per hour with an expectation that they will have 2 ‘good’ conversations each hour.
 - In order to get to 2 ‘good’ conversations per hour, they will typically need to make 10 to 20 phone calls before they actually reach and connect with someone.
 - Incentive / Commission – You want the incentive to be impactful so that they appointment setter is actually incented to make the sale. Suggested commission for appointment setter would be between 2% and 8% (again, depending on the profit margins of your product or program.
 - Additional Incentive Ideas:
 - Bonuses for certain number of appointments set
 - Bonuses for certain number of sales made

Second team member to add will be a Salesperson

As with the Appointment Setter, training on the front end is essential to their success, which means it’s essential to your success.

From the training we’ve provided you will guide them through the entire sales scripting process from start to finish. You’ll want to have several practice sessions with them to guide in the art of listening and asking the right questions, handling and eliminating objections and how to offer tips or solutions ... without giving the person too much advice. Remember, at that point it’s about pinpointing the main area of challenge that your product provides the solution.

You will also want to fully equip the salesperson on the following:

- Pricing which would include any latitude they have to offer payment plans (and the pricing related to same).
- Bonuses or other special perks they can offer to
 - Create a sense of urgency for the person to buy now
 - Have the client feel special and cared for in accordance with their particular situation or needs
 - Increase the value of the product being sold

How to pay a salesperson?

- Salespeople typically get paid on a commission only basis. However, to incentivize a new salesperson, you may want to provide an hourly wage for a limited time that gives them the space to learn your customers, products and programs. Hourly wages for this time period range anywhere from \$10 to \$20 per hour.
- Once the 'training' period is over, it is customary to move them to a commission only pay scale. The commission structure could range from 5% to 15% depending on the following variables:
 - Are they cultivating their own leads? If so, commission towards the higher end of the pay scale would be warranted.
 - Are you providing them with leads? If so, commission towards the mid-range or lower end of the pay scale would be appropriate.
 - Is there an appointment setter involved? If so, you may consider the following example:
 - Consider the upper end of the pay scale (15%) as the total commission to be paid out, with 5% to the appointment setter and 10% to the salesperson.
 - Do they complete the entire sale or turn over to you (or some other salesperson) to complete the sale? If so, consider the following example:
 - Using the upper end of the pay scale (15%) as the total commission to be paid out, divide the 15% among the 2 salespeople (note, this would be altered if there was also an appointment setter involved.)

This should get you started on bringing people onto your team so that the majority of your time is spent creating impact and results for the people you serve.