

# THE RETURNING REP PC

## BUILD RAPPORT

**Recognize** and Appreciate for coming back

**Personal:** Life, School, Family, Recreation, Finances, Dreams List

**Business:** Highlights and Benefits from last summer. Experience / Fun.

## GOALS / VISION

**STATS:** Career CPO, Contacts, Sales Stats → Income Oppty @ higher commissions

**WHAT KIND OF GOAL? INCOME, SCHEDULE, OR COMPETITIVE (CPO)**

BREAK DOWN SUMMER GOALS: MUST DO + COULD DO

*Example: 7 demos x 12 weeks = 84 = 50 sales = 12,500 cpo (x % level)*

*Example: 15 demos x 12 weeks = 180 = 108 sales = 27,000 cpo (x % level)*

**Dream Talk** → What if... Commissions, income... FSM, Management

## KEYS

Consistency, Phone Calls/Day, Newsletter, Dirty Thirty, PR Program

Field Training, Audio files, Conferences, Team Meetings

**“Treat You Like a New Rep Philosophy”:** WHY? → Confidence and Consistency  
(Examples of reps who eased in VS head first... only way to succeed is dive in)

## Areas for Improvement / Assignments:

**Closing:** Role play and memorize Close / Review Prices and Bonus Points / Trade-In

**Recommendations:** Review and Memorize approach / objections

**Phoning:** Review and memorize approach / objections / Calling Past Customers

\*\*\*Initial Phone Approach (Still practicing)\*\*\*

## NAMES LIST

- **Past Customers** (Repeat orders, upgrades, service calls)

- **Original names list** focus (Initial Contacts Remaining)

- **Chicken List** exercise (Brainstorm new contacts / acquaintances / Go through resources - Project)

- **Virtual Demo** Opportunities

- **Recommendations** from last summer

- **Re-create Top 50/100** target list

## SCHEDULING

(NEW SUMMER PLANNER)

- **TRAINING REFRESH – DAY 2 REFRESHER COURSE - SCHEDULE**

- **General Weekly Schedule:** Which days / Times of Day

- **This week's schedule:** Assignments / Contact List / PHONE TIMES / Office Time

- **Immediate Demos:** Get blood flowing, Rust off, 1st sale confidence, Excitement

- **Next PC / Office Time / First Team Meeting:** Within 72 hours. Accountability.

- **Accountability:** PDI Guidelines – **MAKE PDI SHEET**

## SUPPLIES

Price Guide, Blue Book Inserts, New Products, Leads Notebook, Rope - Leather