



Always There



Recruiting

Even if we were able to recruit massively, we were still having a major problem:

High Turnover of reps.

May 2004 Managing Effort: Getting Results

Training for trainers.



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Managing efforts

How I felt after the training, with over 15 years in sales management:

It was an eye opener, and made me consciously competent

It also made me a better interviewer and recruiter... Looking for effort people



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Our managers' daily activities

Spent their time extinguishing fires

Had to go out to solve their rep's problems

Had to work long hours

Had to carry everybody on their back

Were committed to success,



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APRIL 2006



Managing Effort: Getting Results
Sales manager training

3 days

2 groups



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AGENDA DAY 1

1. Camping Activity
2. Management & Leadership Exploration
3. Survival Game



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AGENDA DAY 2

1. Debrief Activity from previous day
2. SMG Pre-test
3. Managing Effort System
4. Emerging Role of the Manager
5. The Performance Equation (**video**)
6. Principles of Managing Effort (1 -3)
7. Review Admission Ticket Assignment





AGENDA DAY 3

1. Coaching for Commitment (Principle # 4)
2. R.O.E / R.O.I or Managing by Effort (Principle 5)
3. Creating a Self Management System
 - The Essential Behaviours
 - Get Commitment
 - Establish Admission Ticket
4. Reinforce Effort and Results
5. Self Analysis/Getting Results
6. Post-Test





FEEDBACK FROM A MANAGER

I just want to thank you and the training dept. for the excellent workshop this week. I must admit that I was expecting the same “training” before it started, but I truly feel this will impact the way I manage people, oops....effort, in a very positive way. I would also like to thank all the managers who brought a lot of discussion and enthusiasm during our 3 days together. Excellent work everyone!!

Hopefully we will all have teams of self managers.

Darren Legault

April 21st, 2006



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What changed since the training?

Expectations are clearly stated (units per month)

Asking reps for **their** monthly objective

Enforcing the admission ticket

Reinforcing people regularly for their efforts.



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What changed since the training?

Increased participation in our weekly meeting

The reps are making decisions with their customers

One-on-One meetings are now a pleasure for the reps, instead of a punishment

No managers will ever ask WHY?

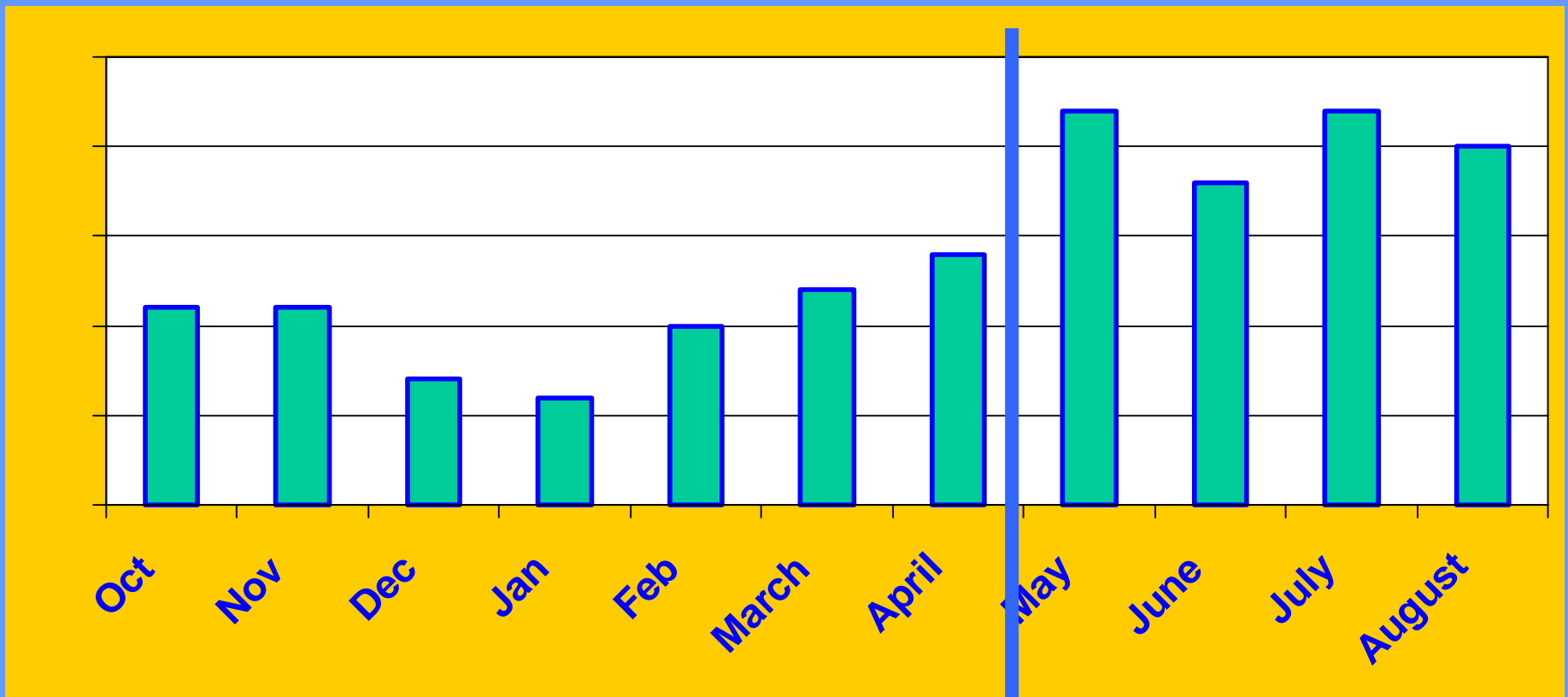


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Some Results



Average Unit per rep per month EASTERN



BEFORE

AFTER

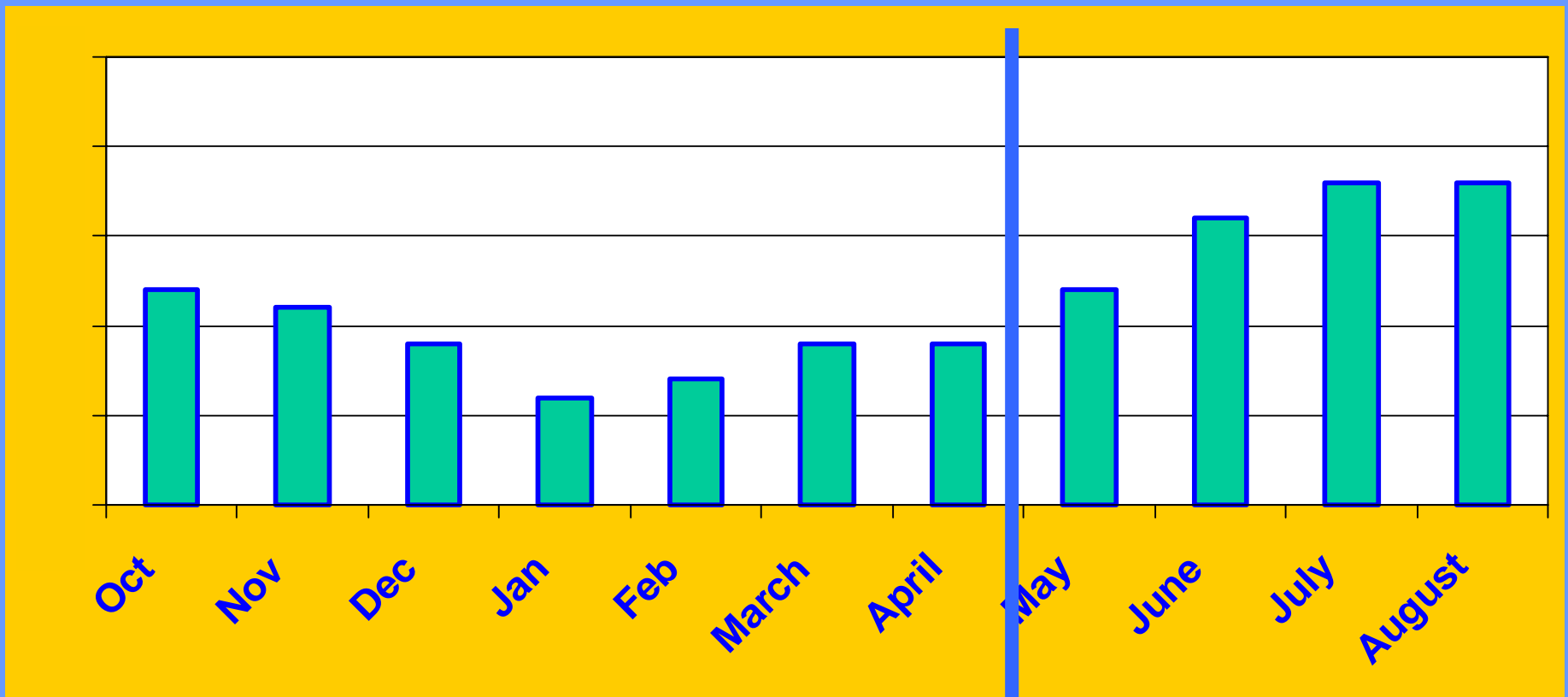


Always There

Some Results



Average Unit per rep per month OTTAWA



BEFORE

AFTER

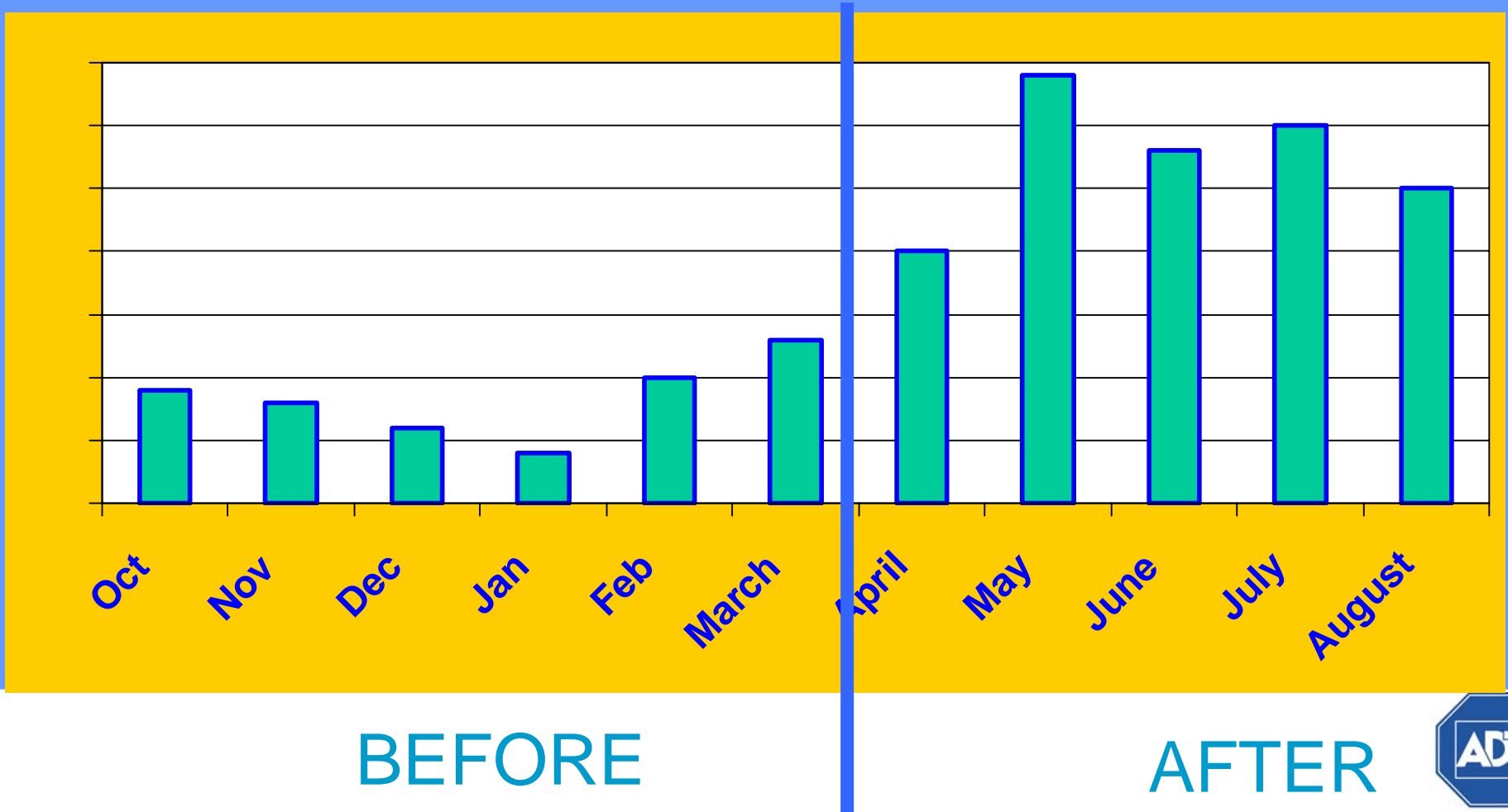


Always There

Some Results



Average Unit per rep per month MONTRÉAL



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ADT today

A growing market but less leads per rep and improved customer satisfaction.

The company is less susceptible to be controlled by the reps. We control our leads.



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Next Steps

Train our reps to help them become
Self managers.



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Very important to succeed

Make sure upper management
understands the principles of
Managing Effort

Don't let anyone go back to their old
habits or management style



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