

How to Keep Reps Productive in Q4-2006

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Challenge: 4th Quarter tends to be a slower time period for Inside Representatives compared to Q1-Q3

Objective: Pursue Additional/Alternative outlets to generate leads

Guerilla Marketing Plan

RECOMMENDATIONS OF PLACES TO SET-UP INFORMATION TABLES and/or GIVE PRESENTATIONS:

- **Hospitals** – Contact “Community Relations” person at local Hospitals to arrange for a Rep to have an INFORMATION TABLE to present current Hospital employees with opportunity to increase their skills
- **Nursing Homes** - Investigate who would be the contact person at local Nursing Homes to do the same as above
- **Health Unions** – Many Hospital Employees are part of a Union (including Gift Shop, Snack Bar, Maintenance workers, etc..). Contact Human Resources Department at local Hospitals to find out what Unions these are and attempt to then contact Union Rep to reach out to their members
- **“Work-First”** programs requires recipients to attend job search training. Contact these groups to deliver presentation of career-training opportunities
- **Job Corps** – Search for those in your territory and contact to set-up a Presentation
- **Agencies** – Visit nearby and partnering, TRA, DVR, Work Force Agencies, etc. to present new curriculum and dedicated programs for their clients
- **Support Agencies** – Find contact person to help reach out to those looking to create a means of support for themselves and their children

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Guerilla Marketing Plan (cont.)

RECOMMENDATIONS OF PLACES TO SET-UP INFORMATION TABLES and/or GIVE PRESENTATIONS (continued)

- **GED/Adult HS Diploma Programs** – Find out who offers these in your area and arrange to speak with their students
- **Boys & Girls Clubs** – Investigate opportunities to deliver presentations to the older kids
- **Military Schools** - Investigate opportunities to deliver presentations to the students
- **Shopping Malls/Retail Stores** - Set up information tables at malls/stores
- **Career Fairs**
- **Sporting Events-** Football/Baseball
- **Walk-A-thons-Chair Massage**
- **“Take One” Blitz-** Assign each Rep to seek out businesses to place “Take One” displays. Each Rep should mark their lead card with their initials or Rep# and the inquiry will belong to them. (Suggestions: Laundromats, Take-Out Restaurants, Convenience Stores, etc....)

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Generating RGR's

- **DOA meets with Reps** daily to review prior day activity relating to generating RGR's....**FOCUS**
- **RGR Training** at every weekly sales meeting.....**FOCUS**
- **Daily Recognition for Reps** who are generating and closing the most RGR's on a daily basis.....**FOCUS** on behavior you want repeated
- **Bring a Friend to School Day**
- **Power Hour Competitions** calling RGR Leads Only
- **Every Enrollment Packet** should contain a **Referral Form**
- **DOA asks for referral** when cementing an enrollment
- **DOA visits each new class** and presents the “**How Did We Do**” survey

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Q4-2006 – Controlling the Controllables

Action Items to Improve Conversion:

- **Mass Mailing to College Freshman (2006 Grads from database)** – Send postcard with “IS COLLEGE EVERYTHING YOU THOUGHT IT WOULD BE?”-message to reach them at Thanksgiving Break (Postcard to be created by Corporate)

- ***RECYCLE LEADS AFTER 7 DAYS TO CREATE URGENCY ON REP’S PART TO MAKE OUTBOUND CALLS***

- ***QUERY ALL LEADS FOR THE PAST 12 MONTHS***

- ***SALES TRAINING MEETING TWICE A WEEK***

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Summary

- Schools should plan Guerilla Marketing events now for November and December
- Plans should be specific and goals should be attached
- Weekly training should be geared towards the attainment of RGR's and the DOA needs to monitor daily
- The Nationals and Vice Presidents should discuss results weekly on the Monday calls.
- The Nationals will encourage the DOA's to communicate which reps go above and beyond to achieve their goals.
- The Nationals will recognize outstanding performance.

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