

# Dr. Troy Clark's

## Manager's Kit ©

### INCLUDES:

- ✓ Agent *Weekly* Activity Report Sheet
- ✓ Agent *Daily* Activity Report Sheet
- ✓ Agent Commission Goal Meter
- ✓ Agent Commission Calculator
- ✓ 10 Point Agent Inspection
- ✓ Agent Starter Schedule
- ✓ Hiring Agent Script

**\* FREE 30 Minute Training with Dr. Clark on all Manager's Kit products upon purchase.**

### 1. Agent Weekly Activity Report / Agent Daily Activity Report.

*Never has it been easier to keep track of your agent's sales activity! Holding agents accountable to their opportunity to work with YOU, their Manager, **IS A MUST**. Know instantly how many hours an agent works per day/week, number of contacts made, how many sales presentations delivered, how many sales closed, how many referrals collected, how many dials or calls made, Etc. This crucial information lets a manager KNOW for sure which agent is serious about selling in the right way, so that you can focus on training more, or who you should "let go", because of poor work ethics on the part of an agent. Employ your Agent's Weekly Activity Report to validate Bonus Awards, Extra Leads, etc. - no Weekly Report from an agent, no prizes & no leads, etc... **Get A Handle** on your agent's activity by submitting a Daily/Weekly Activity Report!!*

### 2. Agent Commission Goal Meter.

*A colorful, Easy-To-Use "calculator" in Microsoft Excel format, enables a Manager to insert an agent's Annual Income Goal. THEN, the Goal Meter automatically displays an exact number of dials(phone sales)-contacts-presentations-sales **needed per day/week**, to achieve an agent's specific Annual Income Goal. Help your agents **SEE a visual reality** of what they can accomplish, instead of your agents being oblivious, to knowing they are on track to achieve their own financial goals!*

### 3. Agent Commission Calculator.

An Easy-To-Use “calculator” in Microsoft Excel format, enables a company to track up to 5 Tier Levels of an entire Agency’s growth - Agency, Executive, VP, Manager, Agent. Accurately project profitable results for all 5 Tier Levels by inserting specific information into fields for: Number of Agents, Number of Sales Per Week, Contract Level, Advance Commission Rate, “Taken” Rate, ETC...to see the END RESULT of Weekly Commissions, Annual Commissions, As-Earned Commissions, Total Commissions. In short, **KNOW HOW MUCH MONEY YOU and YOUR COMPANY WILL MAKE** by specific projections, based upon factual calculation! Set your agents Production Goals based upon real figures that you can **SHOW THEM.**

### 4. 10 Point Agent Inspection.

Periodically, “Tune-Up” your agent’s sales skills by asking them 10 Key Questions. A consistent Top Producer will answer “YES” to all 10 Questions. Any “No” answer from an agent allows a Manager to understand what is holding that agent back, in terms of growth as a Sales Professional. Asking your agents to confidentially take this “little survey” (10 Point Agent Inspection) is a non-abrasive, gentle way to find out exactly where each agent stands, or needs your assistance as a Manager. It also allows an agent to see for themselves the areas where they need to improve. If a Manager can pinpoint specific agent “trouble spots”, you can then begin to focus on increasing an agent’s skill level in that area! An agent gets the attention they specifically need from their Manager to **INCREASE SALES.**

### 5. Agent Starter Schedule.

“People do not plan to fail, yet most people fail to plan.” When an agent asks a Manager, “How many hours should I work?”; “Can you help me organize my selling schedule?” Simply apply Dr. Clark’s “Starter Schedule” (Field and Phone Sales) to lend structure to an agent’s business or personal life. Your “Starter Schedule” outlines each day of the week, each selling hour of the day (9am-9pm). It looks very similar to Dr. Clark’s own “selling schedule” while producing 14 sales per week average. **Visualize a schedule with your agents.** Set appropriate times for Daily Appointments, Breaks, Lunch, Supper, Paying Bills, Shopping, Dentist Appt, Etc...Help Your Agents **GET ORGANIZED!!** Dr. Clark often reminded his agents...

*“I am no better of a salesperson than you are. My Success Was Planned.” Dr. Troy Clark.*

### 6. Hiring Agent Script.

A prospective agent looking to be hired must be asked certain questions, so that a Manager knows exactly what they are getting with an agent, as much as humanly possible. Prospective agents also get “spooked”, just like a prospective customer, if a Manager does not offer confident “hiring verbiage”, nor how to lead a new agent to realistic expectations before being hired. An agent desires to know certain things as well, from a Manager, before being hired. This “Hiring Script” covers all of the above mentioned criteria.

# QUESTIONS ?

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