

Sales coaching.



Welcome to the Synergy Club Mentor Orientation! Being selected for participation in this program says a lot about you and what you've achieved as a sales representative. It's more than just being a top performer in our organization. You have been identified by our leadership team as someone who possesses the qualities necessary to inspire, teach and motivate others. As a result, let's take a moment to do a few self-reflective exercises that can inform what traits and characteristics you possess and which qualities you will want to foster or cultivate in the mentees you work with throughout the Synergy Club program.

The results of a recent Harvard Business School study designed to determine the common characteristics of top salespeople are shared below. The evidence they found is clear: most people can be top sellers if they are willing to study, concentrate, and focus on adopting best practices into their day-to-day routine. Please open a discussion with your new hire about each attribute and link them to either personal or theoretical examples they can expect to encounter in their territories or local centers.

Shared qualities of top performers:

- Did not take "no" personally
- 100% acceptance of responsibility for results "The buck stops here" mentality
- Ambition and overwhelming drive to succeed
- High levels of empathy
- Goal-focused
- Willpower and determination
- Honesty with self, referrals, and teammates
- Ability to approach strangers, even when uncomfortable

Synergy Club best practices.

Discuss the four subset target behaviors that a new hire needs to demonstrate and master at Lincare.
Take notes of areas that may need extra attention or that can be championed for greater success:

- Administration
- Self-management
- Selling
- Interpersonal skills/managing attitudes

Administration:

- Daily update of your sales call history in Synergy
- Tracking referrals from initial order through setup and billing
- Submitting required sales reports, expense reports, and mileage reports
- Effectively using reporting and resources in sales call planning and territory management
- Having adequate sales collateral, supplies, materials in truck and/or briefcase
- Working with internal personnel to accomplish tasks
- Being persistent and consistent in your follow-up activities

Self-management:

- Planning travel within your territory efficiently and effectively
- Following travel and expense guidelines
- Setting appropriate objectives for each call, and plans to achieve them
- Call on all identified Hot 10, A, B and C accounts on a regular and appropriate cycle
- Completing sales calls and sales call cycles in desired time periods

Selling:

- Use open-ended questions to uncover needs, objections, or opportunities
- Present features, advantages, and benefits of the services we offer
- Understand and utilize the four Cs
- Design creative marketing initiatives and approaches with referral sources
- Resolve customer problems, complaints, and dissatisfaction expeditiously
- Establish positive relationships with all pertinent call points and personnel within an office or facility
- Maximize penetration at each account and with each patient
- Understand competition in your market and effectively sell against it

Interpersonal skills/managing attitudes:

- Quickly build rapport with others in your territory, center, and area
- Listen actively and effectively
- Receive and implement direction from managers in a constructive way
- Be willing and able to adapt and learn
- Follow through with all tasks and commitments
- Present professional image in concert with corporate image and standards
- Establish high performance expectations of yourself