



Monthly Marketing Challenge

September 2018

Sales:

1. Do some research and crunch your numbers
 - A. Who have you targeted this year?
 - B. How many targets have you converted?
 - C. How many orders did you receive from your targets
 - D. How many of your targets opened a 2nd, 3rd, 4th order.
2. Once you've done your research and crunched your numbers, figure out who you need to get back in touch with.

Escrow:

1. Shake up your weekly meet with sales and ask them about scripts.
 - A. Do they utilize scripts
 - B. How do the scripts sound
 - C. Are their scripts for calls effective? Are you getting appointments?
 - D. How can you be part of the sales process behind your desk utilizing scripts?
2. What do your appointments with sales look like?
 - A. Are you winning every appointment you attend? If not, why?
 - B. Where can you improve your dialogue in appointments to win more clients?
 - C. Role Play with your sales executive to insure you are BOTH prepared for appointments