

PDI TEAMS

BENEFITS

REPS:

- **Receive more attention;** no one slips through the cracks
- **Feel important to team;** someone is responsible for them
- **One point of contact:** No miscommunication between managers
- Have **someone to confide in** – strong relationship
- Feel a **sense of pride** being a part of something bigger than themselves; “I’m doing it for the _____ team” or “for my AM”
 - o Team unity
- **Held accountable.** Can’t hide behind a “shared PDI system”
- **Accountability for sales:** Want to impress manager and work hard for team
 - o “The blue team is counting on me”
 - o Reps try harder for sales = PPR, closing percentage, more demos
- **Creates Desire to Call in for PDI:** Connection with Manager

MANAGERS:

- **Rep Retention**
 - o Everyone is accounted for
 - o Impossible to “forget about someone” or “slip through the cracks”
 - o Very few “goose-eggs” or “zero sellers”
 - More attention / more focus
- **PPR and High Flyers:** DM / DM TOP 25 focus. 80 / 20 rule.
 - o Foundation for Key Staff
 - o Development: Management candidates for the future
- **Base Pay / Fast start prizes:** Captains responsible for their reps base pay and prizes: Everyone gets paid! And prizes. Zero negativity.

ASSISTANTS:

- AMs run their own branch within the office.
 - o PDI, PCs, driving team meeting and conference attendance
 - o Running mini-workshops
 - o BM / DMC conversion skyrockets. Zero apprehension about running own office next summer.
- Gives AMs a feeling of ownership in the team because they are fully responsible for a percentage of the reps
 - o Never count hours
 - o No “Bystander effect”. Everyone is fully tied in.
 - o What they do matters. Directly creates business.
- Accountability: Gives AMs reason to work hard because sales from their team is a direct reflection on their management style and ability
 - o Pride and Ownership

SPLITTING TEAMS

In general, it doesn't matter what day of the week you "draft" teams.

Most important: No gap in communication at any point during fast start. Daily contact for the first 10 days is crucial.

Important to have a smooth transition between the DM/BM and the new AM "captain" if split takes place after launch.

Appropriate draft days/times (Pick which one works best for you and your style):

- **Day 3 Training (South Denver Program)**
 - Add 1 hour to day 3 training
 - Captains meet their team and have a group meeting
 - Tie into team goal / team name / color / etc.
 - 5 minute power PC's with each rep
 - Learn schedule / Get to know rep and personality
 - Review PDI Expectations and Phone number to call
 - **BENEFITS**
 - Reps are with 1 manager/captain from the beginning
 - Build great relationship from the start
 - DM or BM can focus on High Flyers 20-50% of team

- **Monday at Advanced Training**
 - Draft will need to take place prior to AT1 and all captains should be present to meet their team, review their schedule, and set up their first PC time for either Tues or Wednesday.
 - Good option for really large teams who are launching 30+ per week.
 - **BENEFITS:** DM/BM works with every rep for entire first weekend

- **WED / THURS AT2 or Team Meeting**
 - **BENEFITS**
 - Great for medium sized teams so the DM/BM can coach the group for the first half of their fast start
 - DM / BM runs ALL FAST START PCs
 - While the manager is running training, everyone will be accounted for and have GREAT 2nd WEEKEND POP!

- **Last day of Fast Start**
 - Good option for small-medium size teams (Branches with AMs)
 - **BENEFITS:** DM/BM impacts every rep for their entire Fast Start
 - Manager needs to have a solid PDI plan for Thurs-Mon because inevitably they will be extremely focused on the new training class

DRAFTING TECHNIQUE

Drafting teams is situational depending on makeup of the team, percentage of high-flyers in group, and DM/BM's ability to work with large numbers.

- **Draft Meeting:**
 - DM/BM Draft:
 - Manager determines team
 - Personality Match / CVI Match
 - “Who will this rep connect with the most?”
 - Not necessary based on skill level or rep potential
 - “Draft Meeting” 15 min small group. 45 min for big group
 - DM/BM 1 minute explanation:
 - Who the rep is, progress so far (sales, confidence, contacts, momentum, attitude)
 - Best way to manage the rep
 - **Example:** “I’m putting Susie on your team. She has 100 contacts. She went to _____ school so she can expand her list even more. She is a little shy so she needs a confidence boost. Focus on best 5 customers first weekend and first demo with parents to get an easy sale and a confidence boost. I think she can do 3k+ in her fast start.”
 - **Example:** “Johnny has a lot of energy and excitement. You’ll love working with him. He’s done 5 demos and had 2 small sales, so he definitely has potential. I feel like he’s not dropping down the right way and goes straight from the Homemaker to pieces, so you’ll address this in your PC. He only has 3 demos lined up for the week so getting him focused on phoning is crucial.”
- **Draftees should be matched up with AMs based on personality**
 - Who will each rep be able to relate to and work with most easily?
 - **Example:** Shy, quiet girl sells 3k in first weekend. Very shy and quiet. Manager is high energy and intense. Manager may come off as intimidating. A more reserved AM may have easier time making her feel comfortable.
- **Manager needs to build up every rep and their potential**
 - This is where I see _____ in a few weeks
 - I think _____ will make a huge difference for _____
 - I love that _____ is _____ and shows a lot of _____

TEAM BREAKDOWN

- **DISTRICT MANAGER**
 - **Top 15-30% of team.** Depends on # of active reps (BM – 50% of team)
 - 50 active reps = Top 15
 - 100 active reps = Top 20
 - 200 Active reps = Top 30
 - **Focus on top 25 CTD rep ranking**
 - Multiply the #25's sales for the campaign by 100 and that will determine the amount of new business sales for the campaign
 - If #25 is at 3,000, it is probably around a 300k summer, new.
 - If #25 is at 5,000, it is probably around a 500k summer, new.
 - If #25 is at 8,000, it is probably around an 800k summer, new.
- **SALES MANAGER / DOM**
 - Next 15-30% of team.
 - 50 active reps = Next Top 15
 - 100 active reps = Next Top 20
 - 200 Active reps = Next Top 30
- **DM and Lead SM: 40-50% of team. Bottom 50% split between AMs**
- **AM CAPTAINS:**
 - OPTIMAL TEAM SIZE 10-20 Active reps
 - Over 20 is too much – need more on staff
- **Maximize your staff: Shoot for 6 Captains aside from SM**
 - **Utilize the ½% program**
 - 6 AM captains is 3% Investment (1/2 company contribution)
 - 6 AM captains x 15 reps =
 - 90 reps getting:
 - Daily PDI / Weekly PC
 - Conference attendance
 - Massive PPR
 - **8 Teams**
 - Each AMs team: 5k week = 30k Base
 - SM team: 10k Week
 - DM team: 15k Week
 - Training Launch: 10-20k
 - **70k+ Week**
 - But it doesn't feel busy or stressful
 - Everyone contributes
 - **Example: South Denver 130k Week**
 - DVM: 25 Reps = 30k
 - Training Launch: 30 Launch = 30k
 - SM 1: 10k = 10k
 - SM 2: 10k = 10k
 - 6 AMs averaged 5k = 30k
 - FSM Business: = 20k

AM RESPONSIBILITIES

PERSONAL SALES:

- 1k a week standard
 - o Newsletter
 - o Lead by example
 - o Earn the right / respect from team
- **PUSH WEEK FOCUS**
 - o 10k Alliance for SC2
- **20k Minimum Summer Sales Goal**
- *Have minimum of 100 names and numbers entering summer*

PERSONAL RECRUITING:

- **Have minimum of 5 Personal PR's for summer**
- *Have list of 25 in beginning of summer*

CREATE TEAM UNITY:

- TEAM NAME
- TEAM COLOR
- TEAM GOALS. Example: Blue team summer goal 75k / or 6k a week minimum.
- Team within a team. Branch office within the district office.
- Phone Jam together. Workshops. Group PCs. Sit together at team meetings.

PDI: "Every Rep, Every Day"

- **OBJECTIVES OF PDI:**
 - o **Build Relationship**
 - o **Drive Demos**
 - o **Drive Event Attendance**
- Not all reps need to be spoken to every single day. PT reps with days off.
- Full time reps need to be PDI'd every day
- Every office has different PDI requirements, but in general:
 - o Captains should speak directly (over the phone) with each rep prior to their first demo of the day. (If a rep has all afternoon demos and has their goal for the day, it isn't necessary to speak with them at 8am! We promote flexibility and control of schedule ☺)
- Reason for early morning PDI:
 - o If rep has not met daily demo goal --- needs to phone for same day demos
 - o Push week --- phone jam intensity
- Reps under 3k in sales: PDI after every demo
- Reps over 3k in sales: PDI at end of day. (Proven responsibility)

PCs: "Every Rep, Every Week"

- Each rep gets personal planning and goal setting PC each week
- Can utilize groups of reps in similar situations or with similar sales goals
- PCs to use: THE PC, THE PUSH WEEK PC, THE CHICKEN LIST PC
- 6-7 Demos per 1000 CPO goal breakdown

DRIVE DEMOS:

- \$100 per demo
- 1 demo per day per rep on the team
- 15 reps on a team, that AM/Captain should have 15 demos per day = \$1,500 CPO
 - o \$10,000 for the week as a goal. (\$600-700 average per rep per week)
- If number of demos generated is significantly less, run workshop: driving demos

TEAM MEETING ATTENDANCE:

- **75% attendance for active reps expected**
- One time during the week where DM/BM has the opportunity to impact everyone
 - o Crucial for: Rep retention, skill building, team culture, FT, productivity.
- **Team Meeting Phone Jam:** Teams Phone Together. 8-10 individual phone jams.
 - o Phone Jam contests: **Individual prizes and TEAM competition**
 - o # of demos set
- Teams sit together and wear TEAM COLORS. Team Pride / Unity
- (Captains want more of their color in attendance than other captains)
 - o Pride, public forced accountability

PHONE JAM AND WORKSHOP ATTENDANCE:

- Goal: Reps attend 2-4 Phone Jams/Workshops throughout the week.
- This is in addition to the weekly team meeting
- **GREAT FOCUS:**
 - o Hit Demo goal at Wednesday Team Meeting Phone Jam
 - o If goal isn't hit, get to Thursday Phone Jam
 - o If goal still isn't hit, get to Saturday morning phone jam
 - o Sunday Phone jam to set up next week

CONFERENCE ATTENDANCE:

- **75% attendance for active reps expected**
- Productivity: Skill building
- Retention: Seeing the company on a larger scale
- Personal and Professional Growth
- Promote conference attendance standings from each team: Public accountability

TEAM GROUP COMMUNICATION:

- **Text Message Groups**
- **Email Group**
- Meeting and Conference reminders
 - o "Hey Blue Team! Meeting tonight is going to Rock. Wear Blue! Starts at 7pm—come early to set up PC. Rolo orders/bring them in. Get ready to learn and crush the weekend-bring manual, blue book, and phone #'s"
- Spreading Hot News- recognition
 - o "Hey Blue Team! Jenny w/ HM+8, Sam w/ Galley+6, Steve 15 recs on demo! Send me your hot news! Let's go for a 5k day! Go Blue Team!"
- Forward group texts from DM/SM

DAILY UPDATES FOR DM/BM:

- **Morning: By 9am**
 - o Demos set for today, daily CPO goal
 - o # of PCs scheduled for the day
 - o # confirmed for next meeting or conference
- **Mid-Day: By 3pm**
 - o Demos completed so far, CPO so far
- **Night: By 9pm**
 - o Demos completed for day, # of orders, Total CPO
 - o CPO for week so far
 - o # of Demos for tomorrow so far
- **Hot news throughout day texted to DM/SM:**
 - o Any sales over 300cpo
 - o Anything significant: Rep gets first sale, promotions, etc.
- **Some DM/BM make a spreadsheet or organized way to keep track of stats**

BASE PAY:

- Captains enter their own reps' Qualified Presentation Report
- Accountability, Ownership, Responsibility
- No one slips through the cracks: Everyone gets paid appropriately

FAST START PRIZES:

- Captains enter their own reps' Fast Start Prizes
- Accountability, Ownership, Responsibility
- No one slips through the cracks: Everyone gets their earned prizes

SAMPLE KIT PROGRAM:

- Captains are responsible for sample kits of their reps
- Check in Kits when inactive for more than a week
- Process returns on Vector Connect
- Pack and Ship kits to Olean when 7 returns accumulate in office
- Drive and pick up kits from inactive reps
- **SIMPLE RULE: DON'T LET DM GET CHARGED FOR ANY OF YOUR REPS' KITS**
- Public accountability, recognition at staff meetings
- Pride and ownership drive a great Captain led sample kit program
- Smaller teams allow captains to easily keep track of all kits

SCHEDULE:

- **Contracted for 100 days: May Week 2 until August Week 3**
 - o **100 days**
 - o **24/7**
- **There are no “Off Days”**
 - o Days in office **and** Days out of office but no DAYS OFF
- Always responsible for Team / Reps / Base Pay / Kits
- **Complete ownership of team**
- **Responsible for the success and failure of reps**
- **Desire to be in constant communication and drive results whether it’s a day in the office or outside of the office**
 - o Staff meeting and team meeting recognition:
 - **Creates public accountability**
 - Recognition and praise: Desire to get results
- **DAYS IN:**
 - o LEAD SALES MANAGER: 6 DAYS IN / 1 DAY OUT
 - o VETERAN AMS: 5 DAYS IN / 1 SELLING / 1 OUT
 - o AM CAPTAINS: 3 DAYS IN / 3 DAYS SELLING / 1 DAY OUT
- **OUT DAYS REQUIRE:**
 - o PDI: It takes an hour to run through PDI with a team of 15-20. This is not an unreasonable request for a staff member.
 - o UPDATES FOR DM. MORNING / MID-DAY / EVENING

ORGANIZATION:

- CAPTAINS HAVE **TEAM BINDER**
 - o **PDI Sheets**
 - Fast Starters
 - Top 5
 - Rest of Team
 - o **Daily Demo Trackers**
 - 10x10 grid for daily demo count
 - o **Conference Sign up Tracker**
 - Division Meetings
 - SC1 / SC2 / SC3
 - o **Sample Kit Log for own team members**
 - Track activity
 - o **Promotion Tracker**
 - Driving reps to promotion levels
 - 30% focus!
 - o **4 Quadrant exercise sheets for staff meetings**
 - Split reps into performance brackets
 - 0 Sellers for week
 - 1-250
 - 250-500
 - 500-1000
 - 1000+ Newsletter

WEEKLY BRIEFING WITH DM:

- PC with DM / SM
 - o Review Reps / Ask questions / Get Direction

STAFF MEETING ACCOUNTABILITY:

- **Rep Review**
 - o Every rep on team **(10-20 seconds on each rep)**
 - o Demos completed, CPO, momentum, event attendance
 - o DM → Tips on how to manage each rep
- **Sample Kit Review**
 - o Who do you need to get kit from?
- **Goals for upcoming week**
 - o Demos
 - o CPO
 - o Reps on NEWSLETTER
 - o Team Meeting / Conference Attendance
- **Personal Sales Review**
 - o Demos / CPO last week
 - o Goals for this week

INTERVIEWS:

- Many AM Captains are also recruiters and will run 1-3 interviews per week

PERSONAL GROWTH FOCUS:

- **READING REQUIREMENTS**
 - o The One Minute Manager
 - o The Dream Manager
 - o The Leader Who Had No Title
 - o The Go Giver
 - o More! More! More! Keep Reading

UNDERSTANDING OF CORE PHILOSOPHIES

- Watch SLC videos
 - o Metric System
 - o Systems for Results
- **STUDY 1 PAGE PDF SYSTEM**
 - o Each AM gets Binder with all 1 page PDFs
- Watch Training Seminar
- Watch Interviews on Vectorconnect / Best practices / Live

TRAINING THE PERFECT AM CAPTAIN POWERFUL PDI CONVERSATIONS

NECESSARY CUTCO SKILL SETS:

- **Closing**
 - Memorized approach / Excellent with objections
 - Great at dropping down / Teaching drop down
- **Recommendations**
 - Memorized approach / Excellent with objections
 - Averages 5-10 recommendations per customer
- **Phoning**
 - Excellent smooth approach and efficiency
 - Excellent with objections
 - Urgency Phrases
- **Keep it simple philosophy**
 - Follow the manual
 - Repetition and Passion
 - Praise and recognition

WORKING WITH REPS:

- **PC MASTERY**
 - 1 Page PDFs: THE PC / PUSH WEEK PC / CHICKEN LIST PC
 - **10 hours a week with top 5-10 reps**
- **PDI MASTERY**
 - THE PDI CALL
 - Taking advantage of positive emotions = creating results on top of results
- **NEWSLETTER FOCUS**
 - How many over 1k each week
 - ***Badge of Honor – reps on newsletter***
- **DEMO GENERATION**
 - \$100 per demo focus / 1 demo per day per rep on team
- **DRIVE PHONE CALLS**
 - 10, 20, 30 Phone Calls per day
 - Phone Jam attendance
- **30% FOCUS**
 - How many can you get to 30% for campaign?
 - ***Badge of Honor – reps hitting 10k for campaign***
 - Names on window / wall / poster → Promotion
- **HOW TO BREAK DOWN A GOAL (PDF)**
 - 6-7 DEMOS PER 1000 CPO
- **MAKING A WEEKLY SCHEDULE**
 - Using a planner / Plugging in demo time, phone time, events
- **HOW TO DRIVE EVENT ATTENDANCE (PDF)**
 - Building value / Create commitment

WHAT'S IN IT FOR THEM CONVERSATIONS

Driving results through powerful PDI conversations

I'M GOING TO BE TOUGH ON YOU

- I'm going to be really tough on you. I'm going to **expect** outstanding effort.
- I'm going to force you to make a ton of calls and work your butt off
- We have a system of **forced accountability** – Our programs are designed to get you results
- If I'm tough on you and you have **forced accountability** you'll hit your goals
- If you hit your goals, you'll make good money
- If you make good money, you'll like me. I want you to like me.
- Is that fair?**

WORK HARD - WIIFT

- What if the effort you put in this weekend **sets you on a path towards 50%**? Do you think you'll worry about money throughout college? No! You'll graduate debt free.
- In that process, the skills added to your resume will land you your dream job after college. Do you think you'll worry about finances when you have **your dream job**? No!
- So what if** the effort you put in this weekend would guarantee that you never have to worry about money ever again in your entire life? How much effort would you put in this weekend? Would you give up? Would you go the extra mile? ***This weekend could mean the rest of your life...***

ONLY MAC CUSTOMERS

- I want you to show **only MAC customers**. You probably have some good customers on your list who aren't MACs. But here's the thing—if you show them now, it will be a no sale. You haven't done enough demos yet. You don't have the experience. If you show them in a few weeks after doing 10-20 more demos, you'll have the confidence and the experience to sell them a set!
- I don't want you to waste the opportunity for a sale. If you show them this week, they wont buy. If you show them next week, you'll sell.*** So if they aren't a MAC, **WAIT!!!!**

FOLLOW THE MANUAL

- The rule is: **No eye contact at all!**
- You think your customer would rather have a fancy sales person or the right information?
- Here's a misconception – in sales, eye contact makes the sale. In CUTCO, it's opposite!
- We're sitting down with Mr. and Mrs. Jones at their kitchen table.
- Too much eye contact is overwhelming
- The more nervous, choppy, and dorky you look and sound, the more comfortable it makes your customer because there is no pressure. If you're too good at the demo, it's high pressure.
- So read word for word no matter what. And ask their permission to read your manual in the beginning; they'll think it's cute and dorky. And they'll buy a TON!

HOW TO GET GOOD AT CUTCO

- Let me explain why else following the Manual is important
- What's the difference between you and the **CSPs / FSMs**?
- TIME! EXPERIENCE! They just started before you
- If you follow the manual word for word in your Fast Start, your demo will sound exactly like theirs. This manual has been perfected over the years to include every key phrase, value builder, and impact idea in the company. In fact, if you read the manual word for word your demo will sound better than theirs because it includes the best of the best!
- The difference, **REPETITION AND PASSION**
- If you do the demo word for word hundreds of times and you **LOVE CUTCO** as much as they do, you'll get the same results.
- That's it: Do a ton of demos and get passionate about CUTCO

PDI EXPECTATIONS

- Communication is **most important program in the office**. It's all I care about.
- We don't judge reps on results. **We judge reps on communication, performance, and attitude**
- Do you think that talking to me after a bad demo will help you with your next one?
- Do you think that talking to me daily will motivate them to coach you to 50%?
- I'm here for you. I want you to succeed. I'm committed to your success.

ATTITUDE

- Your best days come after your worst days (examples)
- Your best demos come after your worst demos (examples)
- No matter what happens, it pays to be positive.
- If you have a bad demo but you are the most positive person in the world, what's going to happen on the next demo? (Homemaker!)
- You'll have **good luck and bad luck**. When something bad happens, get excited, you got your bad demo/day out of the way...
- What if having a bad day guaranteed a grand day around the corner? How would you react to a bad day?**
- So when you have bad luck, don't sweat it. Get excited because your big sale is coming!

EVENT ATTENDANCE

- So obviously you don't get paid to be at meetings and conferences, but let me tell you why you should be there.
- Value: Skills, Meeting new people, recognition, motivation, excitement, etc.
- Support the team --- be a leader.
- What if I guaranteed you that if you go to this meeting your average order would increase by 100 and you would double the amount of recommendations you got?**
- And Most Importantly: "IT WOULD MEAN A LOT TO ME IF YOU WERE THERE"**
- Can I count on you?**

NEWSLETTER FOCUS / Consistency:

- The badge of honor in CUTCO is hitting the Newsletter
- To get on the newsletter, it's 1000 CPO for the week
 - o Stand up in front of team meeting
 - o Recognition
 - o Leader on the team
- Our top reps do 2-5k a week and our professionals do way more
- Think about what it would be like to sell 1k per week
 - o You'll hit your 30% promotion this campaign
 - o You'll make ___ by _____
 - o You'll be on a path towards 50%
 - o You'll prove yourself as a leader → Management Opportunity
- Here's what it takes: 1000 cpo = 6-7 demos
- Need to schedule 8-9 because of rescheduled
- Can I count on you to hit the newsletter?

10 / 20 / 30 PHONE CALLS PER DAY:

- The key to CUTCO is consistency
 - o 10 calls a day = 10k
 - 10 calls x 5 days = 50 calls = 7 demos = 1k CPO
 - 10k minimum for the campaign = \$2,000 income + 30% promotion
 - o 20 calls a day = 20k
 - 20 calls x 5 days = 100 calls = 14 demos = 2k CPO
 - 20k Minimum for the campaign = \$5,000 income + 40% promotion
 - o 30 calls a day = 30k
 - 30 calls x 5 days = 150 calls = 21 demos = 3k CPO
 - 30k Minimum for the campaign = \$9,000+ income + 50% promo
- As long as you consistently make phone calls, you'll hit your goal!
- How many would you like to commit to daily?
 - o Low flyers = 10 calls a day / mid flyers = 20 / high flyers = 30

6-7 DEMOS PER 1,000

- Based on the averages, it takes 6-7 demos to hit 1000 in sales (250 ave / 60% close)
- When we break down goals, we always focus on the averages
- If you end up selling more and making more, you can blame me for making too much money!
- If you want to hit the newsletter, we need to complete 6-7 demos, so schedule 8-9
- Can you commit to that?

GET TO 30%!!!

- Let me tell you why you need to get to 30%
- When you are at 30%, you can work PT and earn FT
- 7 demos a week (1 demo a day) = 4 sales = 1000 CPO = \$300 income!
- When can we hit 30% by?

THE PDI CALL

Stay Organized: Use a system and take great notes

Never Blame, Reprimand, Show Disappointment, or Critique over the phone

Attitude Is Everything: Always look for positives / You create culture and results

Energy and Passion travel through the phone

PDI Objectives: Make people feel good / Create Action (More Demos)

80 / 20 Rule: Focus on your top reps first

CONNECT

- Build Rapport: Learn something new / dig in
- Recognize: Effort or Performance (not just results)
- Appreciate: Importance to team
- Ask the tough questions: Business and Personal

CREATE EXCITEMENT

- Hot News: Team Sales / Hot News / Team Goals
- Cutco Promotion: We have a GREAT PRODUCT (Have you purchased kit yet?)
- Vector Promotion: Vector Opportunity / This Job Rocks!
- Events:
 - o AT, Team Meeting, Key Staff, Phone Jams, Workshops
 - o Next Conference
- What's Next: Promotions, Firsts, Advancement
- Vision (Future): Imagine when... 30% focus, FSM, Management, Income
- Learning: What do you want to improve?
 - o Promote learning at office and events (mtgs, PC, workshops, conferences)
 - o Promote Self Learning: Vectorconnect, Rep Portal, Topfsm

COORDINATE

- Demo Goal: 6-7 Demos per 1000 CPO
- Phoning Expectations: 10, 20, 30 Calls per day
- Contacts: How many on list? Strategy
 - o Expand Initial List / Chicken List / Recommendations Review
- Schedule: Plan for the next **3 days**
 - o Demos / Phone Time
 - o Next PC / Office Events

CREATE ACTION

- Think Bigger: Challenge!
- GMD: Get More Demos
- Accountability:
 - o Make ___ calls and check In / Have ___ completed by ____
- Communication: Next time we'll talk
- Positive Send-off!