

[FAST START VIDEO <- WATCH FULLY](#)

A Sales Representative's fast start is 10 days from the day they launch.

The manager can add additional days to their fast start for all prizes 9k and less.

(Cutco Products under the 10k level)

Best Fast Start Mgmt Practices**Sales Goals are more a focus on Demo Completion**

10k Sales Goal = 40 Demos in the 10 days

6k Sales Goal = 30 Demos in the 10 days

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Their First Weekend either makes or breaks them 95% of the time.

How well the manager manages the reps emotions and activity in their first 72 hours dictates their fast start 95% of the time.

- Handling emotions properly through the up and down a rep will face their first weekend
- Managing their attitude and decision making when it comes to work-ethic
 - Even a “super busy” person can complete 5-7 demos in 72 hours if the focus is there. They must “want” to do it - and that is an excitement created by the manager. (Prizes, Accolades, Urgency, Pay, and Promotion are great tools.)
- Focus on “Let’s just get to AT 1” vs “10 day focus” - the “one day at a time concept” being said consistently, daily, and multiple times a day the first 2 days is important. Building your AT 1 - “Great job, you grow from this, I am just excited to get you to learn at your AT 1 on _____ at _____”

Demo Goals are more a focus on the “activity system” over demos.

- Reminding every rep of the “fast start *activity system* for success' ' through **days 3 - 10** (would be reviewed usually in PC 1 on Saturday or Sunday) - Fast Starters are created by the managers - and those managers must work for it. Waiting for their PC 1 is a direct hit and will limit the reps ability. (Your excitement, energy, and URGENCY to wanting to help them in their first 10 days also matters - the rep 90% of the time mirrors the manager)
- Days 3 - 10 System for success “*Fast Start Activity System*”
 - 8am - 9:30am | 30 Calls - 7 Days straight (if really want success)
 - 5 before | 5 after - every demo in fast start
 - Team Meeting Power Sesh - 50 Calls minimum that evening
 - The rep also memorizing (Morning's / 5 & 5 / Team Meeting) is important. They must know the *Activity System* for success - if they don't have a goal, plan or “know” of how to have success... their odds of a “fast start” success are slim to none.

Learning through the Fast Start

- Tinyurl.com/sixaudios is listened to if the manager's excitement is there for it. Driving them to listen to it 2 times a day and constantly asking “what did you learn from it” goes farther than what meets the eye.

Calls are more important than learning the “ultimate close” - Demos completed in the first 10 days always are your focus - Demos completed in FS are direct reflection of calls made.

- “Workshops” in the 7am morning phone jam sessions are LIMITED - It is either role playing the phone script, drop down / close, or recommendations - that is it. Nothing advance **the focus from 8am -9:30am is making the 30 calls** outlined in *activity system*

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