

Field Training - Field Training Rocks Script

Congratulations on being selected to participate in the Certified Field Training program. This program has been part of our Cutco sales program for many years. In fact, before Vector's classroom training was developed, this is how new representatives got started in our business.

One of the most basic philosophies and core beliefs of our business has always been that in order to be successful we must first help others to succeed. This is the basic idea behind everything that we do. When we sell Cutco to someone, it is very exciting for our representative. However, it is even more important to keep in mind that the person who really benefits most is the customer who will own the product for many years. By helping many customers to own a great product, we in turn are realizing some excellent rewards both personally and financially.

Field training is one of the most effective ways that we can help others to succeed and achieve excellent results selling Cutco. Field training is a win-win situation for both the trainer and the trainee. It is also very simple and a lot of fun. The main thing that field training accomplishes is that it builds confidence. When someone new or less experienced has an opportunity to watch someone else do their presentation for a potential customer, they learn so much. It is also valuable for representatives who have been with us for some time to go out and improve their skills by watching another person's approach. The thing that they usually are impressed with the most is the enthusiasm that they observe during the presentation.

You may be relatively new to our organization. However, I am certain that you have been impressed with your manager and the management staff. They are enthusiastic and very committed to helping everyone do well. If you are listening to this message, it is an indication that the management staff in your office have been impressed with you as well. Being chosen as a field trainer is a strong indication that they believe that you possess a good attitude and have the ability to help others do well as a result of your example.

There are so many benefits to being involved with field training. Here are some to consider:

- Through field training you will perform at a higher level. When someone is observing your presentation, you are always going to strive to do your very best, which will contribute to more and larger sales. It is a fact that your sales skills will strengthen as a result of field training. When you teach someone something, your skills improve automatically.
- You will do more presentations. Since others will be counting on you to have presentations that they can observe, you will have an extra incentive to be consistent in your activity level. This consistency will lead to more presentations.
- You will increase your income. More presentations will translate to increased sales.
- Through field training you will begin to develop management skills. If you are some day accepted for a management position, you will find that your field training experience will have been very beneficial in preparing you for the role.
- You will impact the results of your team. You will gain the respect of many other representatives by making a real difference in their career. You will also help high flyers fly even higher and you will give those who need some encouragement inspiration through your example.

As you get started field training, take time to listen to and understand the basic concepts that will follow in this message. You will find this message to be very pertinent in explaining the basic dos and don'ts of field training. There are several basic ideas which will really help you as you get started field training.

One key idea is to confirm with the trainee the day before your presentation the time and location where you are going to meet. It is important that you arrive together so that you can interact with each other between appointments. This also helps to avoid any unnecessary confusion that can result from

having the trainee meet you at the customer's home. Don't wait for the trainee if they are going to make you late. It is their responsibility to be on time so that you are not late for your appointments.

On the way to your first presentation, explain to the trainee that whether you make a sale or not, it will be a positive learning experience for them. Encourage them to take notes and to write down any questions. Emphasize that you will have time once you are back in the car to discuss the presentation and to answer any questions.

Let the trainee know that they are simply to observe the presentation and that they are not to participate in any way. Beyond saying "hello" and "good-bye", they should be a silent observer. Explain to them that if the customer tries to involve them by, for example, asking them a question, they should keep their response brief and polite so that you will be able to regain the customer's attention.

When the customer greets you at the door, introduce yourself and the trainee. Explain that you are working together today and the trainee is simply going to be observing. For example, "Hi, Mrs. Customer. I'm Bill Jones and this is Greg Miller. We're working together today so Greg is just going to be observing the presentation." Have the trainee sit in a place where they are not a focal point of the presentation. This means that they would not be seated next to you. Instead, they can sit next to or behind the customer, or even in an adjoining room if they can see and hear well from there.

Conduct the presentation by the book. Keep it short and simple. Use the time in the car between appointments to review each sales call, to answer their questions and to influence and encourage them.

Finally, as you begin field training, you may find that from time to time you have questions. Your manager is an excellent source of reference for any questions that you have. Here are some frequently asked questions that many new field trainers have.

- Often we're asked, "How many presentations should a trainee observe?" It would be ideal if the trainee would be able to observe two presentations. However, if it is only possible to observe one, that's fine also.
- Another question that we are often asked is, "What should I do if the trainee is running late and is going to affect my presentation in getting there on time?" You should go to the presentation without the trainee. It is the responsibility of the trainee to be on time. Of course, it is expected that you will be on time, also.
- We're often asked, "Where should I meet the trainee?" At an easy-to-find location that is near where you are conducting your presentations.
- Sometimes there is the concern and the question comes up, "What if the presentation doesn't go well? For example, if the customer isn't home, or doesn't buy anything, or doesn't give referrals, etc.?" Since these things are a normal part of our business, it is to be expected that not every field training presentation will be successful from a sales or referral standpoint. However, every appointment will be a valuable learning experience and confidence builder for the trainee. In circumstances where the results are not positive, the most valuable thing that the trainee can see is a trainer who handles setbacks and disappointments with maturity and professionalism.
- Often new field trainers ask, "What if the field trainee watches several appointments where no sales are made? Won't this cause them to lose confidence in the position?" Again, as long as you handle disappointments with professionalism, this will not be a problem. In many cases the trainee will learn from observing more difficult appointments where a sale is not made or referrals are not received. For a new representative to develop an understanding that everyone misses sales, or is sometimes unable to get leads, this can be very valuable. The important issue is not whether a sale is made on every field training appointment. The important issue is that the trainee is definitely going to benefit from spending time with and observing you. At a minimum, they will observe your positive attitude and learn valuable information regardless of the results that you received.

Once again, congratulations on being chosen for this important assignment. We know that this new area of opportunity with field training will be fun for you, rewarding and very profitable. We also know that you'll find, as many others have, that field training rocks!