

South Texas Division

STX Spring Break Push – Agenda

Offices: McAllen | Corpus Christi | North Corpus

This week is designed to create **momentum, accountability, and production** across all three offices. Each morning we will run an **Alliance Meeting at 8:00 AM** to align the team before demos and phone activity begin.

The goal is simple: **more calls, more demos, more sales, and more momentum across the division.**

March 15 – All Day Call Day

All Offices Participating

We will run an All Day Call Day across all three offices. (2pm - 9pm)

- Offices will operate locally, but we will **Zoom together periodically throughout the day** to maintain energy and morale.
- This structure allows us to create the feel of a **division-wide push** rather than three separate offices.

Leadership Note:

Josh Marin did a great job running a previous Pre-ACD, and we are excited to see everyone bring strong energy and activity into this call day.

Focus for the Day

- Book demos
- Follow up with referrals
- Contact old customers
- Build momentum heading into Alliance Week

Alliance Week Meetings

(All Meetings Start at **8:00 AM**)

These short leadership sessions will focus on **one key skill each morning** to sharpen the team's fundamentals. **ALWAYS ATTEND LIVE - CHOOSE GROWTH.** Each Office will zoom in together.

(Monday) March 16 – Alliance Meeting

Topic: Phoning

Led by: Ozzy Garcia

Focus:

- Booking more demos
- Tone and confidence on the phone
- Overcoming common phone objections

(Tuesday) March 17 – Alliance Meeting

Topic: Dropping Down

Led by: Ben Clasen

Focus:

- Helping customers get started when they hesitate
- Maintaining momentum during the close
- Confidence when presenting options

(Wednesday) March 18 – Alliance Meeting

Topic: Referral Talk

Led by: JR Reyes

Focus:

- Asking for quality referrals
- Building strong recommendation lists
- Turning good demos into future demos

(Thursday) March 19 – Alliance Meeting

Topic: Goal Sharing

Led by: Abraham Rodarte

Focus:

- Sharing personal goals
- Creating accountability within the team

Aligning daily activity with bigger outcomes

(Friday) March 20 – Alliance Meeting

Topic: Selling Sets Like a Boss

Led by: Josh Marin

Focus:

- Presenting sets with confidence
- Explaining value vs individual pieces
- Helping customers see long-term value

(Saturday) March 21 – Alliance Meeting

Topic: 11th Hour List

Led by: Josh Marin

Focus:

- Finishing the week strong
- Final push calls
- Identifying last opportunities before the sales week ends

Spring Break is about **activity and culture.**

We win this week by:

- Making more calls
- Running more demos
- Asking for more referrals
- Supporting each other across offices

When three offices move together, **momentum multiplies.**

Let's make it a strong Spring Break Push for the **South Texas Division.**