(#216) Dear Management:

January 6, 2020



I've often talked about the lowest 20 to 30% of the sales force in terms of things like:  
  
A) Producing 20 to 30% of the output, after using up 70 to 80% of an operation's capacity.  
and  
B)  How you should train then UP or train them OUT.  
  
But NOW, I must add a caveat...  
  
Because before you get moving forward with the costs and time involved in all that training... you must first SORT OUT which of your sales staff to train.  
  
So which house is your:  newbie sales staff, loan officer assistance, sales support person, etc... in?  
  
House Loan-slytherin (Bound to be a great loan officer... WITH some great sales management and training to guide them) (This house values ambition, cunning, leadership, and resourcefulness.)  
or  
House Loan-hufflepuff (Bound to be a great loan officer's second in command... STILL needing great sales management and training, but an entirely different sales toolbox in which to draw upon.) (This house values hard work, patience, justice and loyalty.)  
  
You're already wasting costly operational resources on not tackling this problem, why waste more time in the solution?  
  
So start sorting peeps!  
  
  
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