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Dear Management: You are naturally evaluating your sales staff's production, for their performance...  
  
But, what about turning the spotlight on yourself?  
  
And evaluating all the closed deals you've done...  
  
On all the salespeople you've hired.  
  
Pretty easy...  
  
Simply add up the costs spent to get them to say yes and the follow up compensation costs spent to get them to stay.  
  
Divide that by the net income from the production of those producers/ventures.  
  
How'd you do?  
  
Would another company hire you, for your efforts?