

Their “First Day”

There is always a “first day”. A pivotal moment in many times in our lives, including where that “one chance to make a first impression” happens with a new Producer. A critical day that in your relationship with this new teammate.

As an agency principal and/ or sales manager, this is your responsibility and frankly where MANY fail out of benign neglect, laziness, or arrogance. Do you remember your first days as a new Producer? I sure do!

I met my big hearted, grumpy Sales Manager. He gave me a phone and a list of leads to make appointments for us. I called from this list for two days, and got my brains beat out! “I can’t get anywhere with these people; they HATE me!” He explained that these were lost clients, or had filed E&O claims against the firm. He wanted to see how I would cut it. Brutal!

What are the first days for your new Producers? Do they get introductions, maybe included in a few meetings, passed off to HR to complete paperwork, then assigned to classes on the Agency Management software?

Then they are poured into the mix of the culture and looked in on from time to time to see if they are alive and “doing their job”. When the year’s sales results are published, they have quite probably missed your expectations and you are faced with **“the tough decision”**; fire them, or out of **guilt for not working to “develop” them**, you put them back on their desk for another year.

If this is all too familiar to you, you are not alone.

Here are **8 steps to make these “first days” count** in setting your new Producer on a powerful path:

1. Devote 60-70% of that first day to that Producer. As important as any prospect.
2. Introduce key teammates, explain exactly what they contribute and how to work with them.
3. Explain in detail the agency’s Marketing and Sales plan (**if you do not have these, call me**), Include your Target Market you are selling to and why, and commission income targets.
4. Set face to face appointments for the Producer with 4 favorite clients of the firm, to describe in their own words **“why they buy from you”**. The clients LOVE doing this, and the information is invaluable.
5. Go over your marketing copy and phone scripts explaining the purpose of each section.

6. Provide a quality lead list from your Target Market, and scripts for calling for appointments. Have them make 20 calls, and you two critique the calls together.
7. Have lunch set up with one or two of the senior Producers, prepared to share their stories of how they got started and got successful. **YOU DON'T ATTEND** this one; let them start their own relationship.
8. Send him/her on their way at the end of the day, prepared to come back tomorrow ready to hit the ground running.

Do these steps, and you will be amazed at how you can maximize their “first days” energy and get them on the right path to mutual success.

Good Hunting!