

Field Trainer Job Description

A field trainer is required to train all newly hired agents in the field to carry out the relevant work allocated to them. Field trainers need to give training to the trainee and provide guidance on how to perform their job duties effectively.

****REMEMBER EVERYONE LEARNS DIFFERENTLY AND AT A DIFFERENT PACE****

Field Trainer Responsibilities

1. Must take a new trainee in the field for a minimum of 2 days. Trainees will shadow trainer Day 1 and observe only. On Day 2, the presentation must be presented by a new trainee.
2. Do not release the trainees until you are satisfied that they can give a presentation and make a sale independently.
3. While you are in the field with the trainee, split commission on trainee, do not split commissions on trainer appointments, if trainee has any preset appointments, trainee will observe.
4. Trainees are not allowed to talk or text while trainee is presenting, trainees are to pay attention, take notes and observe.
5. Trainer should explain all paperwork to the trainee after the sale is made.
6. Trainer should make sure that trainee has all needed material to present the product.
7. Trainer is to help the trainee complete E-App/paperwork while on the appointment.
8. Trainer should role play presentation and door knocking with the trainees while traveling between appointments in the vehicle.
9. Trainer should give the trainee constructive criticism of their presentation. When you are giving constructive criticism start with positive reinforcement before you give any negative comments.
10. Trainer must train trainee to door knock only.
11. Trainer will train trainee on a minimum of 15 door knocks per day.
12. Trainer will witness trainees present 4 LH presentations with clients.
13. Trainer and trainee must always conduct themselves in a professional manner.
14. Trainer and trainee should always dress in a professional manner and be well groomed. Jeans, shorts, or tennis shoes should not be worn in the field.
15. Trainer and trainee must always uphold a positive attitude; no profanity shall be used.
16. Trainer and trainees cell phones should be kept on silent while performing in home presentations and door knocking.
17. Trainees are here to learn from the trainer, trainer should teach the trainee how to have a full day of activity daily, trainer should teach the trainee how to earn money working/make a sale.
18. Interior of a field trainer vehicle must be neat and clean, not messy. Must be conducive for field training without causing distraction.
19. Trainer should be professional and courteous and always represent LH/MG ethically.
20. Trainer should train trainee to work the 20-point accountability sheet.

YOUR OBJECTIVE - The most important things for the new agent to learn.

1. How to present to a client
2. How to door knock
3. How to dose a client
4. How to do the paperwork
5. How to get referrals
6. How to retain client

To have an effective, successful Work Day, you should work 8-10 hours a day.

You must keep going back knocking the doors of your assigned leads until you make contact with the client, and reach a final resolution with the client.

A final resolution will be:

1. Sale
2. Follow up date
3. Black Hole - No further contact

Admin Work:

If your lead is over 7 days old, order a 2nd pre-approach letter

Time Management:

In your portal

- After you make a sale move your lead to sold.
- Move your follow up lead to archive.
- If you lead is a black home, move your lead to trash

Note: Not everyone is home all day, adjust your schedule to accommodate prospects schedule. Some people are home after 5pm.



How to Fast Start Your Success

What's next after training?

TIME TO GO TO WORK (what does that mean?)

1. **Door Knock** - Min 20 doors per day
 - Arrange your leads in order by zip +index number (last 4 digits behind zip code).
 - Start at lower/upper end of index numbers per zipcode and work your way back up.
 - If no answer at door, leave a special delivery (SDN) notice on the door.
 - Work your way to your last lead.
 - Work your way back toward the first, you will catch some of your clients home.
 - Work your way back and forth until you reach the client at home.
 - Some clients will call back from the SDN, set an appointment to go back.
2. Log your Progress on your 20 Pt. Accountability Sheet.
3. At the end of the day, text your manager a copy of your daily activity on your 20 Pt. Accountability Sheet.
4. **Goal** - Make contact with all of your leads as soon as possible to deliver their benefits package (time is of the essence).