

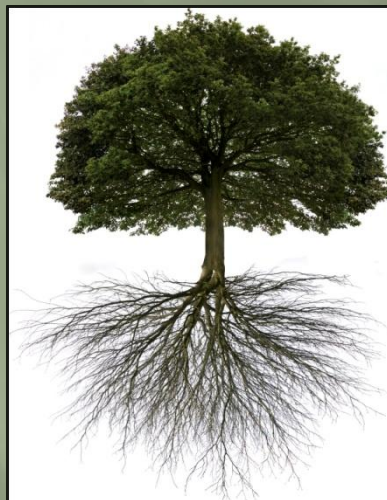


BUSINESS ADVANCEMENT SYSTEMS EXPERTS

October 2011

NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



October 2011 Business Advancement Systems Experts

Sometimes “old school” is simply old. . .

Usually used as a compliment, the term is meant to describe someone who learned the tasks at hand in an old fashioned, results oriented way. “Old School” is perceived to be a better way of doing things when compared to an untested or fly by night method of operation. When it comes to performance standards versus a “feel good” approach to management and leadership, I agree that the ways of the past are what is missing in today’s business environment, especially in our industry. Interviewing, touring, trials, and closing require specific skills that remain virtually unchanged over the years, despite society’s penchant for excuse making and watered down expectations.

However, when it comes to a sales platform and lead generation/tracking – leave the “Old School” in your rear view mirror. Companies that still rely on paper systems are missing valuable technology in the fight to make sales. Most companies I visit or consult with are losing at least 10% of their sales goals right at their front desk. Documenting and tracking guests, along with counter control to ensure that all entries are paying accounts, are the first areas we concentrate on when turning around a business. A guest register that is not correlated with a lead tracking software is simply a piece of paper waiting to be lost.

Likewise, “production books” need to be a thing of the past. Countless facilities I have advised still relied on the old production books, complete with highlighters, to record and log phone calls. I held on to this system for too long myself, due to my comfort level with this method of sales production. Unfortunately this system is not an efficient way to track leads, document production, and induce outgoing phone calls from your sales staff.

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Take, for example, the typical “Production Book”:

Your sales person has a book that would likely show up on radar if it was dropped from an airplane, it is so replete with old paperwork, dead leads - and more importantly.....leads that are not dead but are also not going to be called. Every sales person holds onto old leads as if the mere fact that they possess this piece of paper will cause the prospect to show up and ask for them by name. Typically only 10% to 15% of these leads are even being called, as the sales persons know quite well which prospects are “difficult”. Using a lead tracking software enables me to actually take a lead from one salesperson and transfer it to another if I see that it hasn’t been called recently. Remember, the new sales person has no idea how “bad” this lead is, and calls it with a much higher expectation than the one who has been dreading making that call. The ability to mark a lead as “sold” prevents the embarrassment of calling someone who joined 2 weeks ago and asking them if they are interested.

Additionally, the expectations you set can be enforced daily by the reporting function of the proper software system. I want my clients to know exactly how many calls were made per salesperson, how many were reached, and how many appointments were set during their shift. There are metrics associated with each and every aspect of this industry, and we cannot afford to make assumptions regarding the effort level of our production staff. We measure EVERYTHING, and know exactly what ratios to expect, due to our usage of this software system.

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Are you facing “end of the year” challenges? B.A.S.E. is prepared to assist you with your leasing negotiations, financial close-outs and your new year plan. Whether you need guidance or someone to train your team, we are prepared to help. E-mail: info@baserev.com for more information.



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Still another advantage of a dedicated software system is the ability to schedule the on-boarding process right at the point of sale, and document exactly what needs to happen to ensure that your new member’s first couple weeks are exciting and informative. Members who meet with a trainer immediately and also experience some form of group exercise during the first couple weeks are far more likely to experience results, and therefore stick with their program. This is too important to be left to the sales staff to report on – software enables you to make people accountable.

In summation, there are so many variables to this industry requiring attention that you cannot start off with inaccurate information, nor can you afford to lose or misplace leads. “Old School” is an attitude.....it should not be a methodology.

Corporate Corner

We would all like to think that our staff has exactly what it takes to stay on point and go about their daily tasks, happily adhering to their original training. Unfortunately, even the best employee won’t be right 100% of the time.

When questions arise, where does your sales rep turn? Be sure to have a master plan in place, a reference guide they can access whenever a question arises.

The labor required to compile this information and create a manual for your Corporate Sales team is nothing in comparison to the labor and time it will take to “fix” the relationship and revenue stream that is affected when the sales team makes an unguided decision with a corporate client.

Prepare your team to be as successful as possible, they are out in the business community representing your facility!

E-mail us today at contact@baserev.com to learn more about the management and training options we have available.



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