

“Why would you expect me to do something really well that I’ve never been trained to do?”

Without a doubt the Stylists and Therapists we work with throughout New Zealand and Australia are on the whole some of the best technically trained professionals in the world! Equally obvious is the fact that where sales are concerned the opposite is true. The sales training that most Stylists and Therapists receive is mostly “old hat”, too little and with no follow-up! Worse still it’s generally delivered as a sermon and feels like a funeral!!

Try taking the following test to see how your sales training rates:

1. My staff know what standards they need to achieve for rebooking, retailing and up selling services to their Clients every day
 - Always
 - Mostly
 - Never
2. I check each of my Staff’s figures every day and give them positive feedback whenever they exceed their goals
 - Always
 - Mostly
 - Never
3. My sales training is all about action and practicing doing it right and never just a “problem solving discussion”
 - Always
 - Mostly
 - Never
4. Each of my staff and I know what their “best ever week” performance in rebooking, retailing and up selling services has been and we celebrate any best ever week performances they achieve.
 - Always
 - Mostly
 - Never
5. My sales training improves individual sales performance especially for those who need it and those improvements last
 - Always
 - Mostly
 - Never

Score yourself:

10 points for Always

5 points for Mostly

0 points for Never

Total score 40-50 “You are doing a great job! It is very likely that your Staff will be focused, challenged and feel appreciated while working for you. Their Clients will be buying the very best services and products that you have to offer them, well above the industry average.”

Total Score 25-39 “You are doing the job half right. But like a knife thrower who gets it mostly right you will be suffering a lot of collateral damage!! As they lose assistants so you will be bleeding sales every day either from lack of focus, lack of motivation or ineffective sales training. It’s very expensive over a year!

Total score 0-25 “You are probably doing most of the sales yourself and running a charity to keep your staff employed!!! On top of that they likely are unhappy about their lot.”

To find out how Frog Coaching can make your sales training exciting, effective and fun plus what doing nothing will cost you every year contact us now on www.frogcoaching.com