



NAME: _____



Trainer & Team Leader Level:

LEADER HANDBOOK

Well Done.

So, you made it to being a **Trainer**, or a **Team Leader**. I bet you're pretty proud, and you should be. People are going to start looking up to you now. For the sake of this handbook, regardless if you're a trainer or a team leader, you'll be considered a leader.

Think back to your first day, when you were introduced to the manager, a trainer, the company director ... or anyone that had been working here longer than 5 minutes. Those people that were *higher* up than you might have made you feel inspired, or motivated. Those people might have made you feel comfortable or welcome. They probably taught you a few things in the office and on the field, like how to do your first signup, or how to mark a Test-and-Measure-Card. Those leaders were there for you. You used to be the new kid in the office.

All that's over for you now. You're the leader now and you're looking for the next new kid.

Newbies will look up to you. They will want your:

- Guidance
- Advice
- Pace setting
- War stories from your best sales
- Trust
- Friendship
- ... and probably your money for coffee today because they had that phone bill they just had to pay but once they get paid on Friday they will definitely pay you back and even shout you a coffee for doing it, so sweet as thanks for that cheers



This guide is for you to study, learn, memorize and utilize when you start to build and lead your team. That new girl that is kinda shy is your **highroller**. That new guy with the ciggie in his ear is the key you need to become a **manager**. That person that pretended and called in sick needs to be reminded that with their potential, they can turn this job into exactly what it's meant for. Gettin' rich.

You've been promoted to ALPHA wolf. Time to find your wolf pack.

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Building

No one becomes a leader to forever have 0 people under their structure. You need to start building. You can think about your best week of sales. It might have been 40. That's not bad. Maybe it was 50. Nice that's a good pay. Maybe it was 60. Damn that's a good week. Maybe it was over 70. YO that's FIRE! That's a massive individual effort. But the scoreboard doesn't lie, and a team of 8 people, doing just a measly 10 sales each = 80, and guess what... 80 beats 70. Even if you personally can manage to hit 100 in a week, someone can just train 10 people to do 15 each, and suddenly you're AMAZING 100 in a week effort is dwarfed by the team's 150 in a week effort.

This is where a salesperson stops thinking like a worker and starts thinking like an owner.

So, if the goal for you is to start earning in a week more than you could ever earn personally, then you're in the right place. It's time to build your team. Remember, if you want to start building a team, you've got to accept the reality that it starts with just you. You might have literally no one on your team, and so you must go block by block. FP literally started with just 1 person and the director. We had morning meetings in a coffee shop and the booth was a picnic table and a tablecloth. Block by block you'll stack up to grow your team.

THE 21-DAY JOURNEY




When we talk about this timeline, this is approximately 21 days from the moment that someone enters the office on their first day looking around the room and not knowing where to stand and who to talk to, to the moment they hit their first bonus all on their own without any of your help. This timeline is rough, it won't be exact, but it's pretty damn close to how long it will take, and how your newbies are going to act and how you should respond. Some days may overlap with others. As a rule, keep doing everything you start doing Day-1 all the way to Day-21. In those 3 weeks you are:

- Earning your newbies trust
- Helping your newbie hit a milestone (🟦, ✅, 🍷, 🏆)
- Teaching them the basics
- Educating them on progression
- Being their friend

DAY 1 – 3

The BOND

Alright, so we're going to be diving into some pretty deep psychological shit here. But that's what leadership is. You don't just hit 15 sales 2 weeks in a row and suddenly know how to manage and inspire a group of people. So, pick up what's being put down.

DAY 1 	DAY 2 	DAY 3 
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Your new person could be a guy, they could be a girl. They could be cocky they could be nervous. It doesn't matter. We'll tell you what they are for certain: they are trying to

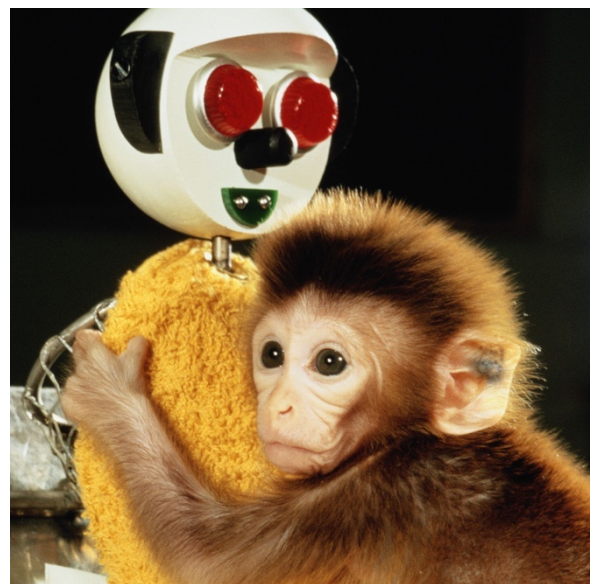
be accepted by a group that already has its inside jokes, its friendships, its hierarchies, its leaders, its entry levels, its highrollers, its quality experts, its whatever. Automatically *they are on the outside coming in*. It's your job to bring them in.

You need to give your newbie a sense of belonging. That means introducing yourself to them the moment you meet them and having them stick close to you. Like literally tell them to come with you around the office. Think of a baby duckling. Science says that ducklings look to the first thing or person they see when they're born as their "mother". This is called imprinting. Science has even done some pretty twisted experiments where they made baby monkeys *imprint* on rag dolls. The baby monkeys would literally run to the rag doll like it was its mother when the monkey got scared.

When that newbie enters the office, who are they going to imprint on? Make sure it's you. Remember, what's more important?

- A. talking shit with your workmates for 20 minutes during the meeting
- B. or having your new person feel safe and protected by you so that they grow quicker and start performing quicker and start making you money in overrides quicker?

If you don't go with option B right away, close the book and quit G. You will not make it.



Your newbie should become your bestie. They should feel sheltered with you. If there's that guy in the office that is always making smart ass jokes, cool, let a guy do his thing... smartasses can be funny, and besides... you're a leader, you don't get offended by that kind of stuff anyway. Now on the other hand, if that smart ass tries to get smart with your newbie ... you're an ALPHA WOLF and alpha wolves protect their pack. So, tell the smart ass to do more sales and leave your newbie alone. Make sure that new person knows you've got their back, that way they've got yours.

Remember, in these first 3 days, morning meetings are going to be interesting to these newbies but also really confusing. They've never heard of objection handling. They have no idea what "negging" out is. They want to learn... **but they want to fit in more.** So, they may look around the room during the meeting – catch their eyes. Give a smile. This is your newbie. They're in your pack. It really is you guys vs. the world. If you're running a training session, make sure you use your newbie as an example, and praise them in front of the crew. You're an alpha, and your leader status tells that to everyone, and from the group you have selected this special newbie, in front of everyone, and told them all unconsciously, this one is in my pack – do not fuck with them.

On that same note with morning meetings... remember that math class where you wanted to understand, but you looked at the board and just couldn't get what the teacher was talking about. A lot of times, that sales newbie is so hyped up on being in an office and getting a job that they may just look at the board all morning and afterwards they can't remember anything they've been taught. That's why it is your job to sit down with them on site and teach them the basics. Don't leave it up to themselves to try and figure it out. Show them your way of understanding and doing things. When they get called out by the boss in the next meeting and they **DO HAVE THE ANSWER**, it'll be because you taught it to them, and they won't forget it.

These 3 days are really about building the bond. Your newbie won't want to join your structure where they know you're making money off them, unless they feel loyal to you. What have you done for them? Why should they care about you? **EARN THEIR LOYALTY.**

Your newbie is not going to text you on their first day and tell you all about how it went. They're not going to share with you what was really hard. They're not going to ask you for

tips and they're not going to brainstorm on how to get better and how to start hitting targets. You know why? BECAUSE THEY ARE NOT GOING TO BUILD THEMSELVES ASSHOLE.

That's right, do it now – TEXT YOUR NEWBIE!

- “Yo! How'd you go today?”
- “Hey, I saw you hit 🟦, what's your problem are you trying to be like me? 😏”
- “Hey, I noticed you finished on 0 today... we all struggle but one thing we never do is hit a donut. I want you to call me next time you're losing your mentality so we can fix you up. Don't worry I'll make sure you get there!”

In the next morning meeting have you gone straight to the gossip corner, or are you asking your newbie to pull out their entry level manual and practice their pitch with you?

Train with your newbie.

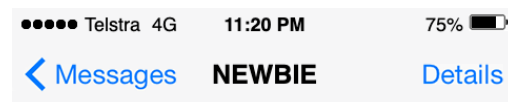
Building a bond is just something that really needs to be stressed and not forgotten. People are loyal to a job for a lot of reasons, but when you're on trial making the minimum wage, it's going to take a strong team vibe to want to stay, especially when they're not making the big pay checks.

We say this all the time, people can literally go to any type of retail place to make the same money you can make as an entry level at FP... if they aren't hitting bonus and they're not leaving they are either:

- Loyal to YOU and you're building the bond
- Or they're bludging and wasting company money. Let's hope for #1 but tell us if it's #2.

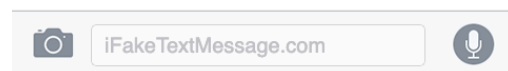
What's going on in your newbie's personal life?

You need to learn who you're dealing with. Your newbie should share with you what's going on in their life, if they're not ... how much do they trust you? Start asking the questions to build some rapport. Share some personal stories with them that shows you



Heya duuuude, I love that you stayed back to hit your targets, well done! Keep up the good work and you'll be hitting your first bonus in no time! :)

Thanks Leader, Honestly you are the reason I am progressing and learning so much with this job thank you so much for everything I think I really can do this now!



trust them too. This person is going to be vulnerable, so we find out what makes them tick and motivate them in a personal way.

All up, you need to bond with that newbie. Make them imprint on you. Earn their trust, and gain their loyalty. You're building your wolf pack. What type of wolves do you want running around? The type you cannot trust and always have to manage, or the type that have your back no matter what?

DAY 1 – 3

THE SALES SIDE OF THINGS

Stopping

Your newbie probably isn't going to get that many stops because there's a really good chance ... **they suck at it.** That's why you're there, you're a leader meant to train them and teach them how to be good. It's actually your job to break them out of their shell and make them confident enough to do it on their own. Even if they suck, they will probably get that 1 easy stop every so often where the customer pretty much walks over to the booth. This is your chance to seal the deal and close this sale. Close it. Just do it... however you close it just close it. Close it smart, close it quickly, close it with heaps of rapport just close the damn thing and close it now.

When you do close it, you can be filling out the feedback form and you can tell your newbie all the technical things that took place during the pitch to get the customer over the line. Even if your newbie was listening to the entire pitch they'll seriously think this over for a second and begin learning. They might think things like "so that's what you were doing there." You want to know why? **THEY ARE MOULDABLE!**

That means we can sculpt them... it doesn't mean we manipulate them, it means they can be trained, and they need your guidance. So, tell them: "sweet so I just did that sale for you, no problem you deserve it. Now I want you really pitching so that you can earn them, if you don't get past this point in the pitch then I'm taking it for myself". Pressure is on for them. "But hey, let's go through that sale. What I did was..." and break that sale down piece by piece. You don't find it special that you asked the customer a

question and then related to them about it. You don't really care that you ask the customer how their day is when you typed in the birthday. You don't even notice that you flipped the pitch card at the exact moment when the customer was getting rehashed. Your newbie cares – a lot. They need to learn these little things and if you're not teaching them who will? It's up to you to make them into the person you want to work with. If you don't wanna be babysitting all the time, then teach your newbie to grow up and do it on their own. It's always funny to hear people say "I just don't wanna babysit" when in reality that means "I just haven't taught my person how to be independent yet".

A salesperson can stop someone and sign them up. A leader can interrupt a sale, gauge the situation and close it for someone else.

Standards

Now we're talking about the expectations for that new person. How many should they do their first day? How many is a good number? What if they miss their target? What if ...

Slow down. This is a new person. They're different to you, to the people around you and to the people that trained you. Everyone's going to have a different start and a different finish. One thing is the same for all people, it's better to have a new wolf that had to FIGHT to get where they are, rather than someone that walked casually and carelessly forward and magically ended up outside the trial period. The careless wolf will let you down.

This is where your sadistic side can come out to play. Let that new wolf suffer a little bit. If they are struggling to get OTM – good welcome to sales. If they are pushing and getting told to get a real job – good welcome to sales.

When we talk about standards a little bit of fear is a good thing. No one is going to push for green zone if they think that they don't *have* to push for green zone. Why would they? They don't even know what the green zone feels like, let alone how to get there. For standards, we are going to dive into some more psychology and use the very famous

"Allegory of the Cave"



In this theory, the idea is simple. The man sitting on the floor has only ever seen the world from the shadows casted by the other man. That's literally the only world he knows. He is chained to the floor and he cannot

move. We have to pretend that he cannot move his head around and he believes that the shadow on the wall is the ONLY world around him. 3D figures do not exist to him because he has not seen any.

One day, another man that is chained to the floor breaks free from the chains and leaves the cave. He walks outside and sees real birds, other humans, real clouds. He sees the sun and he realizes that the world he thought he knew was just a *shadow* of what is really out there.

That same man runs back to the cave so that he can tell his friends how amazing the real world is. When he does this, the men chained to the ground laugh at him and tell him he is crazy and that he should sit down and stop lying.

The man tries to sit on the ground again and look only at the shadows, but he cannot stop thinking about the **real world**. His heart makes him leave the cave, and even though his friends and family are still stuck in the chains... he has to leave them behind because he knows there is a better life for him outside the cave.

- Now... pretend that newbies are the ones chained to the ground.
- The world as they know it is: 9:00 – 5:00, \$20.00 an hour, and trading their time for money
- When you try and tell them to chase Green-Zone, explaining that they can make \$2,000 a week they laugh at you. **They do not believe you**. They have only seen what they know. A *shadow*.
- Then, they get an amazing trainer (YOU). You teach them standards; you make them learn the ways of sales and how to perform and earn heaps of money. They

break free from their chains and hit their first \$2,000 pay check. Then they hit another one.

- Even if that newbie negs out, and says “I’ll leave”, they do exactly what great leaders do ... they think back on the *real world*. They think about the \$2,000 a week...
- The newbie spends time with their old friends... they try and live off \$20.00 an hour again... but they can’t do it. They HAVE to *leave the cave*. They come back to sales.

It is YOUR job to break the chains off your newbie. YOU need to teach them a standard and show them the real opportunity that is in front of them. Build a real hustler. Build a real salesperson. Show them the real world. That wolf will go chasing after prey all on its own. That wolf will wake you up with a catch and say this is for you, rather than doing nothing and waiting to be fed. Train your wolves how you want them to behave!

How can you do this?

- Do not ever let your newbie hit a donut. EVER.
- Do not ever let them think it’s ok to do less than 3.
- Do not ever do less than 3 in front of them.
- Do not encourage laziness.
- Push them to be better.
- Help them when they are down.
- Explain the bonus structure.
- Track their hourly progress.
- Hold them accountable!

Your newbie should start speaking in the FP language.

- I need to hit “🔵”
- I need my “✅”
- What a neg
- I need more stops
- Imma god
- I love IFDs
- Race you to “✅”
- I’m going for “🍷” today

These standards need to come from your constant mentorship. They need to learn what it feels like to maintain and hit a standard. They need to be praised and taught that WE DO NOT SETTLE FOR AVERAGE. This is the wolf pack you want behind you. So hit your standards in front of them and push them to hit their own.

Setting Targets

Your newbie will need something to aim for. Don't push them to hit “🍷” on their first day. Aim for the simple 50 stops, 30 pitches and maybe 1-2 sales on day 1. When they hit a goal, give them a BIG TIME CONSOLIDATION. They need to feel appreciated so don't forget that you should be giving your newbie:

- Hourly targets
- Daily targets
- Weekly targets

You need to be the person on top of all these goals for your newbie. This should be happening all throughout those first 3 weeks.

If you can make it this far with a new person then you can consider them trainable. Once they're out of the newbie phase, they will be chasing the trainer phase. The structure is gold in this sense. You have effectively just built someone that will help you do what you've been trying to do: build you team.

Throughout these first few weeks that bond is important. Make sure it's strong. A RT away might mean 2 weeks without being there for them, if they're not strong, then the outcome will be bad at the end of those 2 weeks.

So:

- BOND with your newbie
- Set targets for your newbie
- Encourage your newbie
- Build the trust with your newbie

After doing all of this you have given them a fair chance to become great. That's something they will always remember you did for them.

Appointing Your Right Hands

So, at this point, let's say you've done well training a few newbies. Taught them a few things and they're now outside the trial and officially EL. Once you have those few reps, it's time to take notice of that special someone who gets the business the best and wants to progress the most.

Every leader has someone that they can look to and say – you get things the most. You understand what I'm looking for and you want to move the way I move. "That's my guy" or "That's my girl" comes to mind.

When you find this person let them in on the plans. Teach them your strategies. Have them join some of your decision making, assign them tasks and give them a little bit of responsibility.

You don't "NEED" to do this. You're doing it because you want this person to be able to take on the role that you have. Your growth will be capped if you cannot move past just 4 Entry Levels. How can you progress if you're the only leader... an Alpha wolf can only manage so many other wolves. CEOs, and CFOs and COOs and Vice Presidents and Senior Managers and all those corporate titles don't exist for fun ... they exist because having a strong structure allows those companies to grow faster, stronger and better.

What you need to be focusing on is finding that first person that *gets it*. Then moving to another, and suddenly the **pack-within-a-pack** forms. **You need to be careful here.** Way too many leaders in training try and make the pack-within-a-pack either too early, or the wrong way... or just for the wrong reasons like friendship and favouritism. People aren't blind and they WILL notice your mini pack... if it's not justified their loyalty to you will fade as quickly as a few days.

The pack-within-a-pack concept is meant to begin training leaders, and there is no limit to these people. If you have a team of 5, it doesn't mean that your pack-within-a-pack cannot be more than 2-3 people... it can be all 5! What you're doing is grooming people that have the potential, and when others start to show it, they can be let in as well.

Take the FP Trainers group chat. It's not capped, we should all want that chat to reach 50 members. When that happens, we know that there are 50 people in one group all working towards a common goal. That would be the "pack-within-a-pack" of FP. That group is not looked at in a negative way ... newbies do not hate that group for existing. Newbies don't wish that group didn't exist. NEWBIES WANT TO BE IN THAT GROUP. That pack-within-a-pack was not made with favouritism or friendships ... it was made based on standards, structure, and fairness.

That is how your "pack-inception" should work.

Don't fall victim to the trap of creating a selective group that feels like the jocks of high school ... where new kids or nerds *envy* them ... but deep down believe they'd be better off *without* them. It's a delicate balance.



Being a Mate

You will use this every day all day with everyone. BE A MATE. Be a mate when it comes to your team's personal problems, their sales stats, their progression, their goals, their dreams, their decisions. Just be a mate!

We can all imagine this scenario.

You're driving your car and get pulled over by a policeman. You know you were speeding but you are pissed that you got caught. Hands are on the wheel and you see the officer exit their car and walk towards your window. They take off their sunglasses and ask for your licence... when low and behold – it's your best mate Ricky that you have drinks with every weekend!

You and Ricky lock eyes and smile big and **the entire tension is gone**. You know you were wrong, and because Ricky is your friend you think, he might let you off, **but even if he does need to give you ticket... that's just his job, and you respect his job because HE IS YOUR MATE.**

Let's go back to sales.

When someone is learning the structure and the business, they will make mistakes, they will slip up and they will need your help. **When you are their mate things go so much more smoothly.** They understand you better and they respect you when you try and explain things.

The cop analogy is a good way to look at things because even if you're a friend to your pack, you still need to be a figure of authority. You're the Alpha Wolf, you need to be fair, you need to be friendly, you need to be kind... but you also need to be firm and strong. Respect is earned, and if you want to earn it you will need to back up your kindness with your authority.

This is a short section but it's critical guys. You're a trainer, but you're also the person that will guide someone that is on the verge of negging out. They need to see you as a friend but more importantly, you need to treat them like a friend.

If they're struggling, or they're unhappy, or they're just wanting a bit of support be there for them. They won't forget you were, and you'll be happy you did.

Picture one of your team having a cry at site, or pulling a stunt like calling in sick when they're not sick. You need to have a stern attitude towards them ... because those behaviours are not favourable. However, at the same time you're not there to make them feel worse or to bring them down... in fact the opposite. You are there to make them comfortable and feel safe, like a friend would. Be a mate.

Think about how you would speak to your friends outside of work, that's how you should start looking to work teammates. What type of pack do you want? The type that HATES your guts and "puts up" with you, or the type that loves you because you've shown love to them first? You need to be on top of how you treat your team.

Be their mate.

This does not apply only to your team and remember that you do not want to make a pack-within-a-pack friend circle that *excludes* others. When you think "Be A Mate" it's something you can apply to EVERYONE you work with, not just those you make money off of.

Start putting this into practice. Is there someone in the office you have "beef" with? Or maybe there is something that you cannot work well with because you "don't get along". Is that the attitude of a leader ... or a newbie? A leader would find a way to resolve any tension and they won't encounter issues like tension because from the beginning whenever they interact with someone they practiced the motto: **Be a mate.**

Try it.

Problem Solving Solution Thinking

This is a term that you should say out loud 5 times before reading on.

There's going to be problems, all the time. You are going to encounter stuff that puts a roadblock between you and your goals and your start to the day and to your sales as a whole. When you encounter these problems, you might think that you should call your leader because communication is key. This phrase will help you define the line between when you should handle things independently and when you should call for help.

Take for example something that may occur on the field:

- Your booth banner is falling down because the blue tack you're using isn't sticking nicely
- A centre manager approaches you and says get this fixed or you cannot trade
- You're in a big shopping centre

Well, an **inexperienced** leader will stop all sales at the booth. This leader will tell the person they're with "I'm calling the boss" get out their phone at the booth and then make a call to the manager or the boss and explain the situation. The boss or the manager might pause for a moment and simply respond with: "get some magnetic tape or some real tape". The boss might even be pissed you asked... more likely, they'll be worried you asked, and then ask themselves ... how does my "LEADER" not know what to do here ... All that said, your boss will tell you what to do here, and you'll respond with "ok" which really translates into: "thanks, I just couldn't think for myself in that moment and so I called you to figure it out for me... I also probably don't have my life together, but you already knew that... I'm not a problem solver as you can see."

With that response, you the leader have effectively:

- Stopped the day of your teammate
- Stopped your day
- Stopped the day of your boss
- And done what is called ***spreading the problem***
 - 3 people are now dealing with your roadblock

On the other hand, an **experienced** leader will run into this same problem and respond completely differently. They'll remember the saying: **“problem solving solution thinking”** and do everything they can so that they do NOT spread the problem. The experienced leader will:

- Realize that magnetic tape is all that is needed or something like well-hidden sticky tape
- Tell the teammate to keep working while they leave the booth momentarily to get the tape
- Spend the \$10.00 on tape and save the receipt so they can be reimbursed by FP
- Work to do this as quickly as possible to return to the booth
- NOT call their boss or manager because they know that they can solve this problem independently
- Text their boss a copy of the receipt at the END OF THE DAY saying how they solved the problem and need to be reimbursed.

This **experienced** leader thought about the problem, tried to think of a way to fix the problem, found a solution, and then used that solution to make the problem go away. They did all of that without disturbing their teammate, and without disturbing their boss. This leader gets an A+. The **inexperienced** leader can get a reference letter for their next job.

You need to start problem solving. Don't bother other people with a problem unless, and only if you must. Communicate emergencies, and complaints and those types of issues... but when it comes to petty things that you could solve if you just took the 30 seconds to think it through, solve it on your own. Imagine if your boss had to call someone every time you asked them a question... not much of a leader. Now, imagine you trying to lead someone (be their boss) and you call someone every time a small problem came up. That wouldn't make you much of a leader either.

If it can be solved, then solve it!

Asking for Help

In the section above we said do not call management unless you need to. In this section we are going to tell you to call management when you **do** need to.

When is a “need” situation?

- When the staff are asked to leave the centre
- When someone quits on the spot
- When an iPad isn't working
- When you need to check the status of an IFD
- When you have a problem with the road trip Air BNB
- When you receive a complaint
- When your booth is being moved without you requesting it
- When you're struggling to motivate your team
- When you have a problem with the company car

The best rule of thumb:

When the problem-solving solution thinking method doesn't work, call someone.



***TRY AND SOLVE THE PROBLEM FIRST ...
WHEN THAT FAILS, CALL FOR HELP.***

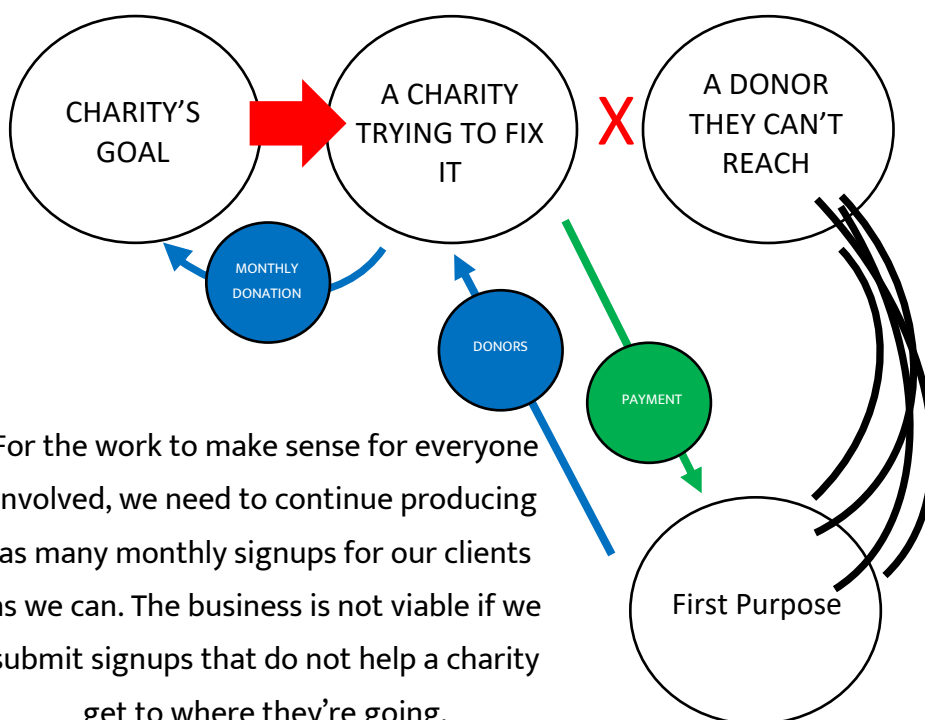
Knowing the business and teaching it

We're not talking about the entry level manual. That's not the business it's just one aspect of it. We're not talking about the stopping techniques or objection handling. We're talking about the Face-to-Face industry business model and how it works.

The Business Backend

We're in an industry where clients come to agencies (marketing companies) and ask them to produce monthly signups for them because when they try and do it themselves, they fail. This industry is built upon the budgets of charity clients that spend millions of dollars a year to raise more money for their cause. YOU and the people that work with you are the reason the industry stays alive. Without your signups the industry stops dead in its tracks. What you contribute is very important and it's the backbone of what we do.

We're essentially a part of a long chain that stems from a problem somewhere in the world.



For the work to make sense for everyone involved, we need to continue producing as many monthly signups for our clients as we can. The business is not viable if we submit signups that do not help a charity get to where they're going.

This is an extremely simplified version of how the process works. In essence, you should know the journey of a signup and how the business flows. You should understand the path between an iPad signup, to a charity invoice, to a medical tent overseas. You should

also know what clawbacks are, how we get them, and why they're bad. You should know attrition; you should know how to avoid it and you should know how to improve it. All of these things are the key aspects to the business and if you don't know it you can't teach it. A lot of this information can be found in the FP quiz. It can also be found by speaking with management.

When you understand how the business works you can start to understand how to build your team. Some leaders think that volume is all that matters. They might even be in a position to start really bringing in huge money, and then still ask the question: "why can't we just do poor quality sales?". This chain in the diagram above is sensitive. In the past it was more durable, because there was less data and more room for error. Now, in the digital age, clients know your name, your SIDN number, your damn birthdate! They know how many sales you've done on what campaigns and under what company. They know mistakes you've made and cancels you've had. They can even see your bar graph on what types of cancels you get (one offs, financial, partner) etc.

If you want to build long term expert wolves in your pack then they need to know this process and so do you. If you want to build a pack that one day turns on you, or disrespects the clients and the company then you'll ignore this learning stage. It's easy to realize what type of pack will make you the most money. A wolf that doesn't know this business chain, or just disrespects it will go out and catch a bunch of rotten animals to feed to the pack... you with your good judgement will know that eating rotten meat will kill you! So, teach them the value of good meat. REAL sales, QUALITY sales, ETHICAL sales... your wolves need to understand how this all works to be on board with it.

Structure

Now we're talking how to grow with our newbies.

This is where you take a feedback form and on the back side draw out how your teammate can progress, and where they sit in the grand scheme of things. They need to know what to aim for, and what will happen when they do aim for it. You're in this moment giving a micro breakdown similar to what your boss has given you. If you're a leader then your boss has sat down with you and explained the growth and provided you with a breakdown of how to get there.

Have you done this with your team?

You need to.

Your team will not fully understand that they need 2 trainers and an entry level to be a team leader. They might not even understand why it's important to want to become a team leader. You need to teach that. Your team needs to be taught that they need to submit 50 NET sales 2 weeks in a row, and they also need to understand that sales contributed by reps that miss the entry level criteria are inadmissible for their team leader criteria.

Structure is important, if you forget a few things or how things work go to the website to see it under the New Starters tab.

Performance Standards

Now we're talking about YOUR standards. You're a leader now. Acting like one is great. Knowing the business inside and out, while also teaching it is great too. Having the techniques down is great as well. Great, great, great. But can you sell tho?

As a leader you need to be achieving a minimum standard. FP's minimum standard for a leader is not hard, but it's also not one that you can achieve whilst being lazy. 20 NET sales a week, which if your quality is perfect, is 4 a day. Aiming for 5+ is what every leader needs to be working towards, **and not just on road trip.**

You have a team around you, all of them a bunch of hungry wolves, and they want to be successful, some might even want your position. If you cannot back up what you say then you will not get very far. Your team will doubt you, and likely even make fun of you when you're not around. The respect will start to fade and you will lose what you've been building.

It's something that all leaders CAN do. So, if you're one of those scared leaders that somehow got promoted, and you're readying 20 NET a week and getting worried... then you are going to have a hell of a time teaching a team to do sales. If you made it this far you're more than capable. You have the ability to score 5+. You have the ability to score 50+.

When we get to leaders and their dropping standards it becomes a mentality thing more than anything. The structure and the basics are there, but your mindset is dwindling. You're starting to doubt yourself when you miss a Green Zone. OR alternatively, you're starting to get lazy. 2 terrifying realities that leaders encounter.

When you get to site, just because you're a leader doesn't mean you have breakfast for 30 minutes before starting the day. Get your ass on booth and score some sales. Aren't you supposed to be setting the example? Don't you get paid for the team that you're training?
Are you one of those wolves that is betraying their Alpha? If you are, then your team will see it... and they will do the same thing to you eventually down the line.

Standards are like the cheat code to building a team. Leaders that have bad communication, lack sense, have poor quality and maybe even don't get the business can still build people around them (likely shit people, but people) and it's all because they can maintain a high personal standard of sales. Try telling your new person to do a measly blue zone when you're on 1. Ha good luck.

Meeting a leader standard also just re-affirms why you're in the position you're in, to your team but also yourself. You're more confident, you smile more, you close better, you feel better when you're on sales. When you finish with a big bonus, you make more, but you also feel better. Your job becomes easier in all other aspects of it. Suddenly:

- Training people is so much easier when you meet your standards
- Getting up in the morning is so much easier when you meet your standards
- Motivating your team is so much easier when you meet your standards
- Speaking with your boss is so much easier when you meet your standards
- Retaining people that will help to build your team is so much easier when you meet your standards
- **Building a team is so much easier when you meet your standards**

It's that simple. Do the sales yourself, to make the rest of the team do it too. When you're performing, so are they. You're not in the director seat yet. Here's what you can expect when you are in that director seat, and it will become clear why most directors aren't on the field full time like leaders need to be:

- Centre planning 3-4 weeks in advance
- 1-2 hour Zoom calls with clients and their supplier companies
- Reviewing attrition data to ensure it's consolidated and paid correctly
- Invoicing suppliers with the data from each individual sale done the week or likely 2 weeks prior
- Consolidating GST statements for the company
- Allocating superannuation for the company
- Conducting the payroll for the staff by:
 - Calculating bonuses, allowances, reimbursements, taxes etc
- At times managing and motivating the leaders of the company
- Inspecting the sites by checking in, so driving to each site
- Requesting and reviewing verification call data to ensure it's being done correctly

- Providing due diligence for clients

This list could go on ^

As a leader, it's your job to be **leading** the team. As leaders you know what you're able to earn in your position. A well-paid leader can expect \$100,000 - \$150,000 a year. A high paid leader can expect \$250,000 a year. That's ¼ of a million dollars. A highroller leader can genuinely expect to make half a million dollars in a year... if that's the income... then the work put in better match the salary. We at FP think 20 sales a week is so easy, it's a gift to you as leaders. Go out there and maintain it!



Financial Stability

You may like or dislike this section but sorry not sorry it is yes 100% necessary that you as a leader are financially stable. How dare you even question that statement above. Where is your proof at? No one needs to know (and you should not disclose) how much you have exactly in your account, but they should know that the business model is working. You should **NEVER** make a new person, or someone below your rank cop the bill for anything. You are their leader. You should **NEVER** ask for money from your team or put them in a position where they question your financial stability.

You're the Alpha Wolf... but you need to ask the other wolves to chase down your prey? There's a difference between working together, like splitting the bill at a restaurant on a night out vs asking someone for \$20 so you can buy a pack of cigarettes.

Don't make the mistake of thinking that "my team likes me, so they won't mind if I ask them for money". **You're delusional**. When you ask your team for money, your team thinks you're a nice person, but they do not see you as a boss figure or a leader. They see you as an irresponsible child **that cannot manage their finances**.

You owe it to yourself more than anything. You work all day and make the kind of money you make but you don't have anything in your account? Are you still really going pay check to pay check like the drop kicks on centre link? **That literally makes you a BAD signup... you're walking talking attrition. You're a bloody PFRA breach!** If you couldn't donate \$100 right now to the charity that you work for without it impacting your budget for the week, you are doing something seriously wrong.



On that same note, financial stability is more than just having \$5,000 in the bank. Financial stability is knowing what you make, planning what bills and expenses you need to cover, allocating some money for fun and some for bills and balancing it all whilst still saving for that new car, or that new house or that new watch.

It's your duty as a leader to be on top of your money. People think that because they make \$1,500 a week that their rent needs to go up, and their car bills need to increase, and their clothing budget should go up, and then they should spend more on nice things, and they should go out for dinner more with friends because, well, they make \$1500 a week. This is a **BROKE** mentality.

The broke person will make \$1500 and think like this:

- Rent is \$400
- Bills are \$500
 - I have \$600 left... that's:
 - \$200 for partying
 - \$200 for UBER eats
 - And \$200 for shopping

You might think there's nothing wrong with that scenario... but that person still has \$0.00 at the end of the week. Think about it ... what's the difference of someone making \$750 a week and spending \$500 on bills and rent, and \$250 on personal things. NOTHING. Both are in the exact same boat at the end of the week. Pay check to pay check.

Being financially stable is being smart with your money. There are probably millions of videos on YouTube on how to save money or manage your money more effectively. There are books on top of books on how to do this. You need to be serious about this part of your life.

Here's an example why you should be relatively financially stable:

What if you're on road trip, your phone is dead and you need a rental car to get to the accommodation. In this scenario, the rental company that FP has a corporate account with is out of service and so payment is required *at the terminal*. Let's do what we did before and go over the **inexperienced** reaction vs the **experienced** one:

EXPERIENCED LEADER	INEXPERIENCED LEADER
<ul style="list-style-type: none"> • Has no phone • Has a good amount saved in their account • Decides to start problem solving • Cannot make teammate pay as they are the leader... • Cannot make phone call because phones are dead ... • Decides to rent a car for the day (\$300 - \$500), and will get to the accommodation, charge their phone and sort out the reimbursement later with the boss • Thank god for the financial stability 	<ul style="list-style-type: none"> • Has no phone and no money • Tries asking the teammate to pay for the rental car ... the teammate is new and cannot afford it ... besides the new person feels really uncomfortable being asked since they are not even a leader yet • Thinks “OH the iPad!” logs into Facebook on the iPad and tries repeatedly calling the boss on Facebook messenger to get them to pay • Keeps calling ... can’t get through, calls someone else in management to get a hold of them • Spreads the problem, wastes a lot of time, makes themselves and the company look bad, potentially damages the retention of a teammate and shows the world they have no money • They should have been financially sound

That’s one of the many examples where being financially stable is necessary to being a leader. Money shouldn’t be a concern, especially for small things. Leaders need to be confident in themselves enough that they can trust themselves, otherwise ... who will trust them?

The pay check to pay check lifestyle may have been a lifestyle that you once lived. Maybe your parents lived it ... but it’s bad. When you’re in sales, and you’ve made it to leader

status then it's officially you *choosing* to be irresponsible, rather than you being born into unfortunate circumstances.

Financial stability takes work. It's not something you wake up doing. You need to set alarms on your phone, reminders as well. You need to be diligent and be hard on yourself to get it right but it's also part of being a leader.

Are you an Alpha Wolf that has his or her shit together?

Or

Are you an Alpha Wolf that is still struggling to pay rent? ... **because yes, it does matter.**



Quality

There is an excellent section in the entry level manual on how to do quality sales. That is something you can review and study, and something that you can share with your team. This is a brief section for that reason since you can review most of what needs to be done to produce quality by referring to that book.

On the other hand, this does relate to leadership in a slightly different way. The major way is the reputation that you have with the clients that you work for throughout your sales career. Are you the person that can do heaps of sales with terrible attrition, or are you the person that submits ethical, clean and desirable sales? You need to ensure that you do not have stains against yourself, because managers are not just promoted silently. Clients want to know... if you have an office in 5 different cities ... who is running those teams when you are not there? They want a name... and if that name doesn't have good data next to it, they'll question the company ethics. Therefore, if you want to be promoted and run your own team on a management level, you need to have a good reputation when it comes to quality.

You also need to remember that quality will be passed onto your team through your actions and your results. You need to realize that without being HARD on quality, you cannot expect your team to do the same. You have that responsibility with your team. You need to be ethical with your signups and that is the only way that your team will do the same.

All this stems back to that wolf pack. The type of wolves you breed will be the type of pack you have. A poor-quality pack will produce poor quality money. You may think your team hit 100 sales for the week, but when the cancels come in and that 100 turns into 60, you'll be angry that you lost all that money. **It's on you** when those cancels come through... what are you teaching your team? Ethics and profit are on the line when it comes to quality.

That also means when you COULD sign up that person that isn't working ... are you going to? – NO, because the person on your team will watch you and they won't have the alarm bells in their head this is wrong, they'll think "we are allowed to do this". You have to set the bar and set it high ... don't give them an inch because they WILL take a mile.

Communication with Management



We're not talking about reporting problems and that type of communication in this section. Instead, we're talking about the 2-way phone line that should be constantly transferring information between the

boss and the leaders. This is when ideas are born, new methods, tactics for improvement and more income for everybody can be had.

Your boss can probably see a problem coming a lot sooner than you can, and so by communicating you will be able to prevent issues. You need to be told that what's happening day-to-day is on track or off track... that's impossible without communication.

Most of the time your boss will reach out to you, because as we have learned, it's their job as a LEADER to check in on their teammates. However, communication is not telling your boss whatever you think they want to hear. You cannot withhold information or sugar coat things so that the conversation goes smoothly. One thing you need to remember is that First Purpose is designed to make money. Its function is profitability. It cannot reach that goal with false facts. By lying or withholding information to try and *protect your team* you're preventing the whole company from being able to properly address things in a way that will produce a higher result.

The structure is simple: when the leaders of FP make money, so does FP. FP therefore wants the success of its leaders, because that in turn translates into the success of FP. Therefore, conversations between FP and the leaders are meant to push the leaders into the direction of success. Without honesty and open communication that cannot happen.

So, before you lie about the problems on site, ignore that phone call or before you cover for that person on the team... don't. You're only hurting your chances of making money.

Ability to do Multiple Campaigns

This is short and sweet. You need to do them all. Simple.

Don't pick a "favourite" in front of your team if you're going to downgrade the others. You can tell people you love a certain campaign, as long as you reinforce that with something like "they're all good though". If you don't let your team know that all campaigns are doable, then you just told your team "make me less money on this client then on this other client."

Every client is good in your eyes. Every client is your favourite. This should be drilled into your team. One day they may do VCCRI, the next they may do MSF. If they hate one of them then you'll make no money off them when they're on that campaign, and they will spread that energy to all those around them.

You have a standard to maintain, and you must do it across the campaign list. As a leader it's your job to be good at selling not good at selling plumpy nut. So, make sure you can do all campaigns, and if you do have a personal favourite don't let the entire team know it, keep that to yourself as much as you can.



No-neg mentality

“What’s it like to neg? I can’t remember.” That’s a joking comment that a good leader will make. When you read your entry level manual you will see something a little different to this section. In the entry level manual, the newbies are told that they may endure a negative mentality, and that is normal, and they can expect it. When you reach leadership ... you do not neg out. You don’t know how to neg. You have forgotten what that feels like.

Obviously, we know this isn’t true. You’re still going to go through your ups and downs you will neg out. The point of this section is that your team and those on other people’s teams should NEVER know that you are going through a negative moment. They need a rock, they need a pillar and someone they can count on. They do not need or want someone that *they* need to look after. One of the worst things you can do as a leader is spread your problems to a newbie on the field. You need to remember a few things about doing this:

- You will lose the respect of whoever is supposed to be “under” you
- You will spread the problem and lose sales for yourself and the company
- You will likely have a team that finds out you negged, and they all will talk about it when you’re not there
- You will have to climb a mountain to get back to the level of respect that you once had

FP doesn’t tolerate leaders that neg out. These are leaders that say out loud – “I AM NOT READY”. When you scream that, you can trust that it will be heard and there can be consequences.

There will always be gossip about you from your team and those around you. That’s part of the game. Good and bad will be said. If they don’t talk about you from time to time, you’re probably not that relevant to their lives ... which is actually a bad thing. You want people to speak about you, if they don’t then you don’t matter. The thing is, they will always say negative things ... but do not give them more to talk about. You can believe it when you read:

Your team will talk heaps of shit about you if you neg out on site or in front of any of them.

LEADERS DO NOT NEG OUT.

IF YOU'RE AROUND A TEAMMATE	IF YOU'RE AROUND FRIENDS OUTSIDE OF WORK
When you have problems ... you don't have problems.	Be yourself. Let it out. Act natural.
When there's issues in your relationship ... your relationship is perfect.	Be yourself. Let it out. Act natural.
When you have bills that are piling up ... you have no problems and no bills.	Be yourself. Let it out. Act natural.
When you are worried about something ... you haven't felt stressed in months.	Be yourself. Let it out. Act natural.
When you feel negged ... you don't feel negged.	Be yourself. Let it out. Act natural.

Welcome to leadership. It's not a walk in the park, that's why it pays big and is a small circle. ALPHAS are not weak and they never show the pack when they have a moment.

YOU ARE INDESTRUCTIBLE NOTING PHASES YOU. TITANIUM.



Goal driven

Why are you here? Seriously. Why the fuck are you doing this job? Here's a few reasons why you should quit or be demoted:

- You're here for the friendships only
- You're here for the laughs only
- This job gets you through the week
- This job allows you to pay your bills and save \$0 a week
- This job is all you can find
- You're here because ... well you don't have any good reasons
- You don't want to change jobs
- You cannot find another job... you actually want to leave but no one's getting back to you

If these above are you... quit or ask for a demotion. Now, please. For the company's and your own sake. Leadership is not for you.

You should want to build for a bigger purpose. Real leaders are here because they realize that their earning potential isn't based on if the boss likes them or if they kiss enough ass in the office. Real leaders are here because they realize that if they put in that 100% effort every day, they can end up with a payout bigger than then the people next to them putting in 50% effort. **They might even end up with a company.**

That payout that real leaders are chasing, it's not just to have money and do nothing with it... it's to achieve something. People that are not chasing dollar signs go far, they're chasing something tangible. Remember, that money is infinite ... if you're chasing money you will never be happy because money never ends. You'll be chasing a number that never ends, and you'll be a sad, sad 50-year-old sap one day.

Real leaders have goals, and those goals can be investments they can be personal, they can be based on the ego it does not matter what the goals are, it matters they have these goals. If you don't have any because you haven't thought of it, then okay, benefit of the doubt, think about them now and get some goals. If you don't have goals because you just don't have the motivation to chase anything – YOU ARE NOT A LEADER.

Goals can be:

- Investment properties
- That new car
- Jewellery
- A vacation somewhere
- Your first home
- Paying something off for a parent
- A new phone
- A team of 50 people
- Reignition nationally for your efforts
- Being the coolest person in your circle
- Beating that person that you see always at the top of the leader board

WHATEVER.

All these goals are something you can chase, and that chase is what makes sales people the best. Not the dollars, but the motivation.

You need to have a set of goals. These should be kept somewhere private, or they can be kept public. It doesn't matter, you should have a goal or several goals that this job is all about. You know, when you make your way to a manager, you can expect money that CEOs make, that doctors make. What type of lifestyle do high paid doctors have? Put yourself in those shoes and chase that!

It's the only thing that's going to push you forward. You do not want to be wandering in the woods, you want to have a map to your destination. Having a goal or goals gives you a road map to get to exactly where you need to be.

Morning Meetings

Time to run a morning meeting or talk to your pack. Find a mirror and go run a morning meeting.

I know you didn't just get up and start practicing, that's fine. It makes sense why it took you this long to get promoted. It's alright, you don't HAVE to practice in a mirror. Hey, if you don't WANT to practice, then FP doesn't want you to either. Why would FP want someone believing they can run a team if they don't have what it takes?



So, get up, and run your first morning meeting to a team of 3 or a team of 50 but start to finish make sure it motivates them. Find a mirror and go do it! The beauty of practicing is you can start over, change what you said to make it sound better, because when you're in front of your pack, you won't get that opportunity. Everything you say and show them is on display. Also – this meeting should be HIGH ENERGY, not monotone. WAKE UP!

A Meeting's Structure

Much like a pitch a meeting should have a breakdown and a structure. There is a start, there is a middle and there is a finish.

START

During the beginning of the meeting, you're going to have everyone in the office or the accommodation in one big room. They may be waiting for the meeting to start, or they may be doing their own thing, not paying attention and not focused.

(Do you want to see the sign of a strong manager? Watch how people behave before they start the meeting. Are people distracted, on their phones? OR are people waiting for the "Good Morning" to kick things off? A team that's waiting respects their manager a lot.)

In this beginning of the meeting, you need to get your team engaged. They need to be reminded that work time is now and they're minds need to open up to take on board all of the useful information you're about to tell them. Managers use the classic "GOOD MORNING" because it wakes up the team. They become ready to receive the information and they are attentive to what you tell them. When you start the meeting, your job is to scope the room and make sure that you have the attention of everyone you're speaking to.

In the start of the meeting, you may wonder what to talk about. Here's why – you're a bad leader and you haven't planned your meeting out. You cannot have a Start, Middle and Finish of a meeting if you have 0 idea what you're about to say. Is your meeting about something new, or something old? Is your meeting about a problem on the team or an achievement of the team? Does your meeting overlap with something that was covered a day before? **Does your meeting help the team do more sales?** If it's "yes" to that question in red then you're on the right track.

The best meetings are planned so make sure you plan them out.

Are meetings meant for people to clap at their manager's big rant which is about 10% sales and 90% personal stories? – NO... you've effectively wasted 45 minutes of everyone's day.

So, you've said good morning to everyone and they're listening, now what – well you're moving into the body of the meeting. What the meeting is all about, but just like the close, we want to prep the customer first. A sales pitch is all about asking for a credit card, but we don't ask without prepping a customer. If your meeting is about making the team do more sales by teaching them a skill or refreshing their knowledge, or having them practice, build into it... don't just jump in head first.

You can use personal examples or funny jokes to introduce a topic, but ultimately you want the core of the meeting to be useful for your team, not just an ego-patting moment to stand at the front of the class and say the things you want to say.

MIDDLE

This is the body of the meeting, this is why you called everyone together at 7:30am. Why are they here? This is why. What's your topic? As we know, you have planned this out, and you know what you're going to say. You know that the team needs to hear this specific topic because _____. That's a good reason, now let's teach.

When you get to the body of the meeting there are a few routes to go. A meeting can be a round of practice for the team, or a meeting can be an inspirational half hour that *inspires* your team to perform better. Maybe confidence is low and you have thought this through and so you know that the team needs a confidence boost ... what's a creative meeting to teach them they are good at this job and they can get sales? THINK.

The inspirational half hour

This is not the easy meeting to run. You have to give a TED talk about sales and about how to do them and about how your team can do them for 30 minutes. Your team should not leave bored or tired, they should leave loud and inspired after this. It's meant to slowly wake up, remind and inspire a group of people. You cannot talk specifics that only some people will understand, you need to generalize in a way everyone can grasp.

When we talk this half hour, we're talking the life coaches, the sales coaches and the YouTube personalities some of you may know about. They use their social media like a meeting... which in essence is all they're doing. These coaches will get over a million views because people will watch that 15 minute or 30-minute video from a coach they have never met. They'll watch that video to help themselves get sales or to be inspired for the day or to just feel good about themselves.

So, wait ... you mean that people go online, watch a video (that has 50 different versions floating around) and when they turn that video off, they feel more ready to do whatever it is they have to do that day?

... imagine if we did that before a sales day and inspired our team to more passionately chase the target ... oh wait

Your 30 minutes needs to do the same. This is where you inspire. How do great leaders do it?

- Sell
- Metaphors
- Stories
- Examples
- Believe what they say

Use that stuff above to run a great meeting.

Sell

- Don't get up there with no tonality, no body language and no compelling language. Use the entry level manual. SELL the topic

Metaphors

- People remember these. They like to relate to real world things. Metaphors work. No one you know actually believes they're an Alpha Wolf ... but here we are, talking about wolf packs ... why? Because metaphors make it make more sense.

Stories

- We like stories and we listen to stories. Many times there's great information being said in a meeting, but people just aren't listening. Starting a story and having the team wait for the ending is a great way to get their attention. Just make sure it's connected to the topic

Examples

- Relate the topic back to your team and get them involved within the topic. They'll be more connected and engaged.

Believe what you say

- Don't be a dick head telling people that sales is just LOAs if you stop 100 people you will get sales when we know you have to pitch, close and consolidate that sale to make it count.
- If you're going to run a topic and you want your team to be on board with it, believe it.

The training sessions

This is the most popular and easier way to run a morning meeting. Get the team to practice sales. This can be objection handling, stopping, pitch practice whatever. You do need to make it matter and be relevant to your team.

Often with training sessions people can pair up, and then hide into the background. Newbies that are underperforming might love the idea that they can practice with just 1 person and the rest of the team doesn't need to hear their clumsy pitch. Structure your training so that either in pairs, or individually people need to be heard by the whole group. These moments are amazing for newbies' development but also to weed out those on your team that might not belong.

FINISH

Here's the end of the meeting. You have wrapped things up and now it's time to leave. A bad wolf will bark once and then start leaving the office. You need to be the last one out the door before that meeting is over. There's a checklist that needs to be covered for many reasons but also so that the day can move forward as smoothly as possible.

Before you leave:

- Check everyone has a badge
- Check everyone has an iPad (is the iPad charged?)
- Check everyone is in uniform
- Who's working where?
 - o Does the team know where they're going?
 - o Does the team have the proper drivers to get where they're going?
 - o Does the team have enough time to get to their sites on time?
- Check everyone has merch for trade
- Check everyone has welcome packs
- Check the energy of the team! (are they keen to start the day?)

The wrap up of the meeting should describe what the purpose of the meeting was about. Remind them why you went through that 30 minutes, or why you had them practice their skills. At the end of your meeting, you can ask the team how big the day is going to be and send them out!

STAY BACK – BE THE LAST TO LEAVE.

You never know if someone on the team is meaning to talk to you, but between the early mornings and the late nights and the “no-neg” policy they haven't had a chance. Be there for your team. Maybe when you stay behind you see an iPad left behind or a bag of merch. You're the last person out the door. There is a purpose and there is a goal of a meeting. New people will ask things like “why do we have to come into the office at 7:30?” the leader in you knows why and will enforce the importance of it.

Remember, the meeting helps organize the team, organizes drivers for sites, re-stocks the team with gear and merch, inspires the team to sell, and helps earn you more money!

Be the Leader You Want Leading You

That
deserves
its
own
page.

Just think about that and put some real thought into it.

That's the type of leader you need to be.

Being a Role Model

Remember back when you read that you should be financially stable, which is a personal part of your life that FP is now telling you how to manage. Welcome to round 2 of that. Be a role model.

Anyone can figure out how to be a role model at work, in the office and on site. Yeah, you should wear a uniform and a badge. Of course, you should show up to work on time. Do quality sales and lead people. Obviously.

Being a role model is more than that, because if you're getting so fucked up on drugs over the weekend for no celebration in front of your team that you cannot even function on Sunday, you're not a leader. If it's found out that the cops came to your house over weekend for something – whatever – and the team knows ... you're not a leader. If you take molly on Saturday and you're on a come down for Monday, Tuesday, and Wednesday ... you're not a leader.

You need to remember that you're in a leader position so that you can become a manager. A manager should want to become an owner eventually. Owners are the ultimate role model. Think about the owners that get smashed on the weekend with drugs or have problems with the law. They might make a bit of money but ask yourself how big their company is. Then ask yourself how big you think it has the potential to become. Ask yourself about their growth, expansion and domination of the market. We'll wait.

You have a responsibility. You represent your team, and you also represent your company. Top paid athletes lose their endorsement deals due to poor behaviour *off the field*. It's legal and fair for sport organizations to have an expectation that their players will maintain a positive and good off-the-field behaviour. Why? Because they're paid the big bucks. If you move into leadership, you're moving into a higher paid role and the expectations are higher as well.

If you do not want to sacrifice the lifestyle you lead that's fine. However, do not expect the income of a leader because no newbies will be sent in the direction of bad leaders.

Roster Development

Leaders eat last. That's a book actually. It's a good one. If you're the Alpha in the wild you eat first. In a sales company, good leaders eat last. When it comes to the roster, this is massively important.

Your roster isn't about you it's about the team. If you know that a roster combination is going to produce a bigger TOTAL number at the end of the day you need to choose that combination regardless of what the ramifications are. So, you may wonder ... "if the *best* roster means I am on solo in an outdoor site when it's rainy weather do I do it?" the answer is a big bold YES.

You're not worried about your personal sales like you used to be. You're a leader. You get paid for the sales that your team does ... why would FP pay for a leader that isn't leading ... just hogging?

Your roster needs to be fair, it should be inclusive and again, it should produce the best result. On another note you should be aware of what your team will think about certain sites. They're not leaders, they don't genuinely believe there are no bad sites, so they will neg out if they go to the "bad" site. Lol ... bad site... let's run an example:

You have for example 2 centres on rotation for the week. You may be at home, or you may be on the road it doesn't matter, you are the one in charge of designing the roster for the week.

1 centre is high traffic

1 centre is slow traffic with a lot of old people

You know what your team is going to think – and they will think it – "I don't want to go to the slow site, can I please go to the high traffic site?"

It's your job to develop rosters that will create belief for your team. It's all about the greater good here.

CENTRE	MONDAY	TUESDAY	WEDNESDAY	Minimum Sales Goal: 36 Sales Goal achieved: >36
HIGH TRAFFIC CENTRE	LEADER Feedback: “this centre is lit”	LEADER Feedback: “this centre is lit”	LEADER Feedback: “this centre is lit”	
	Total Sales off Booth: 6<	Total Sales off Booth: 6<	Total Sales off Booth: 6<	
SLOW CENTRE WITH OLDIES	TEAM Feedback: “this centre sucks”	TEAM Feedback: “this centre sucks”	TEAM Feedback: “this centre sucks”	
	Total Sales off Booth: >6	Total Sales off Booth: >6	Total Sales off Booth: >6	

This leader above is a dick!

All they care about is “me, me, me”. Their team is screaming “I AM STRUGGLING AT THE SLOWER CENTRE” yet, the leader says, send me to the high traffic spot, I don’t wanna be a leader. This leader only wants to make personal sales and they aren’t interested in creating belief for their team. This leader needs to reconsider their strategy.

This leader below knows how to properly design a roster. They have started the week at the strong centre and smashed the results. When they went home, they heard from the team that they think centre 2 “sucks”. So, in a great act of leadership they rostered themselves at that “sucky” centre 2 days in a row to prove a point to the team and it worked! Now the team finished on a good score *together* and their leader is the one to thank for going into the tough spots and showing it can be done.

CENTRE	MONDAY	TUESDAY	WEDNESDAY	Minimum Sales Goal: 36 Sales Goal achieved: 36<
HIGH TRAFFIC CENTRE	LEADER Feedback: “this centre is lit”	TEAM Feedback: “this centre is lit”	TEAM Feedback: “this centre is lit”	
	Total Sales off Booth: 6<	Total Sales off Booth: 6<	Total Sales off Booth: 6<	
SLOW CENTRE WITH OLDIES	TEAM Feedback: “this centre sucks”	LEADER Feedback: “this centre is doable”	LEADER Feedback: “this centre is lit”	
	Total Sales off Booth: >6	Total Sales off Booth: 6	Total Sales off Booth: 6<	

Make sure you plan your roster out the day before. It should be part of your meeting planning. Having a strong roster means you can focus solely on sales for the day and not on the negged mentalities of your team.

Drivers

This is a shitty part of roster development... it actually sometimes prevents you from creating the “best” roster because some people cannot get to the site they need. Only make a decision based on drivers if you must. You’ll notice as you develop rosters this is an annoying problem, but it does need to be addressed. Every site should have a driver or have a driver drop the site off.

Regardless, ensure that each site has a driver that can deliver them to site. Without a driver the site will arrive late, or not at all which helps no one.

Wrapped Up

You need to think about the total score for the end of the day.

- If you hit an extra 5.0 points by being selfish with your roster you may make yourself an extra \$500-\$1000
- If you hit an extra 50 sales because your roster was well developed, you can double or triple that amount.

Taking 100% Responsibility

You know how in the real world if someone crashes into you from behind *they* are at fault. In sales this is not how it works. If someone crashes into you it's *your fault*. If the team is underperforming, it's you. If the results are low, it's you. If you smash out 50 sales in a week and the team didn't follow and you made a lot of personal money, but they didn't, their failure is on you.

Welcome to leadership, where the responsibility will fall onto you.

Think of a famous president or leader. Recently during these crazy times COVID-19 swept across the world and governments were put to the test in a big way. You'll hear about the success stories of governments that killed the virus and protected their citizens. What about the countries where the problem is still there, or lasted longer than others? Those countries' leaders were put under the microscope.

Think about this really ... the president or prime minister of a country where the COVID-19 infections went out of control was probably watching TV or sleeping when the COVID outbreak happened. These presidents likely took advice from the experts and went with the flow. In all honesty, they probably had very little to do with the reaction of their countries. However, if those experts were wrong, and the plan failed and people died, it was still blamed on the president or prime minister. No one cared, they just wanted someone to blame. GOOD leaders own that blame. BAD leaders try and deflect it somewhere else.

When you're a sales leader, you need to wear that blame all the time. If the team isn't getting to site on time it's your fault. If the scores are bad, it's your fault. Whenever there is an issue you owe it to yourself to take 100% responsibility.

Once you start really embracing the responsibility belief, then you will in a constant state of awareness for everyone around you. You won't allow people to get 0, because that means YOU let them get 0. You won't allow late check-ins, because then YOU were the one late to check-in. You'll do 10 sales in a day and then run to fix "your mistake" when a teammate is on 1. This is how a leader thinks, "It's on me" or "I put the team on my back",

these statements are from real leaders, leaders that win championships and have the most to celebrate.

When you're a leader that thinks they're the one that's always responsible you're a leader that has the opportunity to earn the most. Whenever an issue or problem arises you will be the first to the scene because you feel it's your job to fix it. These leaders breed amazing packs, because now your team will want to be like you, they won't just follow you, but will be inspired to imitate you. They'll respect you, and most of all they'll trust you and your judgement fully. Whenever there's issues you'll know because they will not be afraid to share it with you. Take on the 100% responsibility.

THE MOMENT YOU TAKE
RESPONSIBILITY
FOR EVERYTHING
IN YOUR LIFE IS THE MOMENT
YOU CAN CHANGE
ANYTHING IN YOUR LIFE.

Staying on Top of Your Team's Goals

Didn't you say you wanted to save \$10,000?
Weren't you supposed to get your licence?
Didn't you talk about getting a new car?
I thought you wanted to hit trainer, what happened?
Didn't you tell the team you wanted to hit 5 today?

You see ... in the social world we live in today...
everything is colourful rainbows and sweet little
gumdrops. People are afraid of the reality they live in.
We live in a world where failure is actually rewarded
with kindness, and underachieving is pacified with a
sugary soother.



You know what we're saying. Today, you can become
morbidly obese, like medically alarming 500 pounds and people will tell you, you're still
beautiful... in your own ... sort of ... nice ... way.

People would rather tell you everything is okay, then tell you how it is. They would
actually try and cancel this manual and this company simply for the statement written
above. We don't care we know that's bullshit.

DO NOT PACIFY YOUR TEAM!

Don't tell them everything is going to be alright when it isn't! They need the tough love
sometimes. They need to hear from someone that bonded with them, that cares about
them, that is their friend that they're underperforming. Are you going to tell a drug
addict it's okay to keep using, or that they need help? Would you tell someone doing 1 sale
a day that things will be okay, or that their job is on the line?

If your teammate said they were going to quit smoking and they light up a cigarette in
front of you and you say nothing – LOL – you are literally saying “I do not care enough
about you to say anything”. Why then should *they* care about you? Back to the psychology

here ... people will actually test you! They'll tell you that they're negged... to see what you might say. They'll try and get out of responsibility to see if you allow it. Don't let them.

When someone on your team sets a goal, hold them accountable for it. If they're trying to save \$10,000 and you're being a "jerk" pushing them to hit it, they may hate you in the short run, but when they're looking at \$10,000 in their account that all changes.

People need a push sometimes, especially salespeople. We spend all day closing others that sometimes we decide to close ourselves and not in a good way. No one on your team should be able to slip under the radar or make false promises. Make them stick to their



word so they grow to a strong teammate, not a sook.

This means tracking their performance and using the sales chart in the chats each day. If you know

that your teammate wants to hit 30 sales and they're on 10 by Thursday, are you buddy-buddy with them ignoring the missed goal watching TV having a beer, or pushing them at site to finishing on a strong score?

It's a leader's job to bring out the best in their team until they took become leaders. Don't wait until the damage is done to jump to the rescue, address your team quickly and track their results. Reward success and reprimand shortfalls. What type of wolves do you want around you?

Having the Answer

This isn't *bullshitting* your way through life. This is being well trained in your field and rehearsing your skills. This is knowing when to go right when everyone else wants to go left. Real leaders just know what to do... It's almost magic when you encounter a problem and your boss just somehow opens your eyes to see a solution that you couldn't. Non-leaders think this is a skill they can never learn when in reality their boss was at one stage underprepared and unaware of what to do.

When you become a leader, you should know absolutely everything in this manual and the entry level manual.

When you become a leader, you should know every emotion that your new person is feeling on the field.

You need to have the answer, and when you don't have the answer, you're ready to call someone that does have the answer and provide it to whoever asked you, and if you get asked again, you WILL have the answer this time.

Newbies are your kids; you are the adult. Adults don't ask kids for the answer, they just know the answer.

Working Well with Other Leaders

Next to not ever negging out... this is probably the most important thing you need to be able to do as a leader.

CAN YOU WORK WELL WITH OTHERS?

Wow if this is a struggle point for you then you have some serious work to do.

There is someone else at this company that has:

- Already received and read this manual
- Reading this manual at the same time as you
- Going to soon receive this manual

Can you work with them?

You see, once you enter the circle of leadership you enter a world outside the world of entry level. But you knew that. Think though, this is a world that only promoted members can enter. Our meetings, discussions, plans and strategies remain in this circle.

WHY THE FUCK WOULDN'T YOU WORK TOGETHER TO GET TO YOUR GOAL FASTER ARE YOU FUCKING KIDDING ME YOU'RE GOING TO CREATE PETTY DRAMA AFTER YOU SLAVED TO MAKE IT TO LEAERSHIP ALL THOSE NIGHTS PUSHING FOR YOUR TARGETS AND NOW YOU WANNA START SOME BEEF OVER SOME BULLSHIT?

Yeah you!

Maybe not you. If not you, thank you.

Listen, you might think that your promotion is the most important thing out there, but so does that other leader that is working alongside you. They have goals too, they have dreams too, and they want to build too. When they enter the room respect them. They have ideas that you can use, and they also deserve to be in this circle just as much as you do. You aren't more special, and you aren't more valuable. FP LOATHES the person that thinks "they're better" because of any factors like sales, quality or whatever.

It's called a team for a reason and you are part of that team. Which means everyone has a place and you cannot take them out of it.

Working with other leaders means sharing ideas and sharing the reality that you and them have made it past the hurdles that everyone else struggles with. Leaders can hit 5 in their sleep, newbies can't sleep because when they drank their 4th redbull trying to get OTM they zapped their brain into a frenzy.

Wouldn't you rather enjoy the company of another leader rather than make an enemy of them? This is sales, it's not a civil war. If it is a war, it's you vs. the customers not each other. You and the other leaders need to be working together not on opposing sides.

The major rule here is **RESPECT**.

If you respect the other leaders then you can expect it back, if you don't then you get what you deserve.

Leaders that stay a leader and never reach owners also expect MORE from other leaders. An issue may arise, and these leaders will say things like "THEY should apologise to ME" ... Cool! They'll apologise, and they'll be an owner and you'll work for them.

Be the bigger person **always** because that's what an owner would do.



Conclusion:

You now have 99% of the information related to becoming a good leader. It's no longer a lack of training on FPs part or something you're missing from someone else (even if it was you wouldn't think that way you would think like a LEADER and take full responsibility).

That means your team growth and your team performance is on you!

Being a leader is a privilege, there are so many benefits to having a team look up to you, not just money-wise.

This is a life skill you will take with you anywhere. Congrats!

Get out there and grow!

