

So You Don't Like To Sell?

The Good News Is... You Don't Have To!

Brought To You Courtesy Of:

Joshua Hayes

[Stop Procrastinating! Give Your Offline Consulting Business The Professional Edge You Need To Get More Clients... Today](#)

[Autopilot Business Magic WSO – A complete "offline business" model that can be completely outsourced](#)

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Introduction

For those of you who don't know me or my background, I'll give you a very brief introduction. I've been involved in sales and sales management since 2002. I love sales... I started my sales career in the insurance industry and have extensive business-to-business and business to consumer sales experience.

I have built many successful sales teams and been responsible of generating millions in insurance and financial services sales. I currently still own an independent insurance agency, but that business is basically on autopilot (which is a very good thing). I love sales and marketing, but insurance and financial services is less than thrilling to say the least.

My passion is marketing, training, and consulting other business owners and individuals to help them make more money and grow their businesses. I started doing online marketing back in 2005, and have made thousands online since then.

Like many of you, the idea of mixing internet marketing with offline business started to creep up on me. It just makes sense... especially with my strong sales background.

After spending countless hours on several forums and reading thousands of discussions on the topic of "offline consulting", it hit me that the biggest weakness for most people is the sales side of the business.

Although I believe almost anyone can be a successful salesperson with the right motivation and training, it is not something that can be learned overnight. And let's face it; some people just have a knack for sales, while

others do not. There are some internet marketing geniuses out there that could really do well in the “offline consulting” arena, but I feel like one of the things holding many back is their sales experience and anxiety toward contacting business owners.

I hated cold calls and face to face selling when I first got in the insurance business. I almost quit several times. I had a few lucky breaks, got some nice clients, and pushed forward, but when I was in field sales, I was hating life in the beginning. Rejection can be brutal, and it takes thick skin to get used to it. Not that this can't be learned, but there really is an easier way.

After about 6-7 months of stellar sales performance, I was promoted to a District Sales Manager. This is when I learned about the power of override commissions and essentially outsourcing the sales.

For those of you that aren't familiar with the term, overrides are the commissions you make on the sales of those that are below you. I didn't make tons in overrides initially in the insurance business, but after a few months, I had built a nice sized sales team and was making \$500-\$1000 per week. All I was doing was providing the occasional support and training to my existing sales force and recruiting new agents when I had one of mine quit (turnover is pretty common in most sales positions).

This taught me a valuable lesson. Making money off of the work of others is much more powerful and scalable than doing the work myself. Even though my override commission was only about 25% of what I would make if I had personally made a sale, I could hire more than 4 sales reps... which meant, I could earn more by having sales reps working under me.

I only have so much time in a day, but I discovered I could leverage the time of others and make incredibly solid money by doing so.

At this point you probably see where I'm going with this. The extent of this report is not to persuade you to outsource your sales. It should be obvious that you should be doing it, and I'm going to give you some tips and best practices on how to actually do this. This principle applies to any business that involves a

direct sales model... in fact, “offline consulting” may even be a better business model for this than insurance in a many ways.

If you're currently sitting on the sidelines and haven't started your “offline consulting” business because you are afraid of sales, this is going to be incredibly powerful information for you. Heck, even if you're currently an “offline consulting rockstar” and selling like crazy, this is going to be powerful information for you. You can only sell so much because you are confined by the hours in the day. You can't create more hours, but you *can* have more people working for a common goal and making you money during those hours.

The best part is... these sales representatives are going to be independent contractors and be paid commissions only. So, there is no money out of your pocket to build your sales force aside from maybe spending a little here and there to post some job ads (which I will explain how to do for free). Building a sales team is really a no-brainer. In this economy, you are going to have the upper-hand with recruiting because there are some many people looking for work at the moment. I'm not suggesting you take advantage of anyone. Having a solid opportunity for these reps is very important, but it's an “employer's market” at the moment, and I'm going to show you how to find some incredibly solid talent.

The first thing you need to do is decide what you're going to have your sales reps offering. If you are an “offline consultant” that does virtually everything (SEO, web design, auto-responders, copywriting, etc.), you'll need to determine which product you want to use as your lead-in product.

It's going to be incredibly hard to train a sales rep on everything you have to offer initially. If you expect your new sales reps to sell everything you have, you will not only lose sales, but you'll lose the sales rep. This is another lesson I learned from my insurance agency building.

As an independent insurance agency, I have access to hundreds of insurance companies. Initially, I was bringing sales agents onboard and expecting them to sell 5-10 health insurance carriers with each have multiple products, 5-10 life carriers with each also having multiple products, and even some supplemental

insurance on top of that. I had effectively overwhelmed almost all of my sales force and had turnover because of my stupidity. Not to mention made the job of training these agents a huge task!

The best tactic is to train your sales reps on a fairly simple product, and basically create 2-3 packages for them to become experts on. There are many examples of this. Web design or auto-responders are very simple products that you can have sales reps offer, but there are several others that will work well. You'll also want to choose a product that will enable you to pay your sales rep \$150-\$300+ per sale so your opportunity will be attractive to sales people. With this type of commission rate per sale, making \$50k-\$100k+ is actually attainable for a good salesperson.

One thing you can do if you're really looking to build your client base and passive income is to provide a large chunk of the upfront money you charge your clients to your sales rep. For example, if you offer a basic web design for \$500 plus \$200 per month (pulling numbers out of thin air for the purpose of an example here), you could pay your sales rep \$200-\$500 for the sale, and then you reap the \$2,400 per year in passive income! Pretty sweet deal if you ask me. You get the idea. The point is to make the opportunity attractive to sales reps. This will help with recruiting and retention, as there are a ton of awful sales jobs out there.

The scope of this report is going to solely focus on recruiting, training, and scaling your sales force. If you'd like a more in-depth business model that provides everything from a product that I have found works the best with this model, supplemental scripts, access to contracts, etc., you can checkout [my current WSO here](#). It's a complete business-in-a-box that really explains everything and has received excellent reviews from Warrior Forum members.

Now that you have your product offering established and the opportunity that you're going to be providing your sales reps figured out, it's time to start finding some talent. Obviously, classified sites like Craigslist, Backpage, Gumtree, etc. and social networking sites like Facebook, Myspace, LinkedIn, etc. are great places to find talent. I'm in the US, and I've had fantastic success

using Craigslist and Backpage to recruit. If you live in an area where these sites are not popular, typically Gumtree or Kijiji will be.

Many of these sites are going to be free, but currently Craigslist charges a \$25 fee for many cities. This can actually work to your advantage if you choose to post on Craigslist, as it cuts down on most of the scam job postings and candidates will look at your job posting more seriously.

Initially, I recommend you focus on recruiting your sales reps using one of the above classified ad sites. Another great free way to find local talent is to join HR or human resources groups on LinkedIn. Once your business grows, you can explore some other resources for finding talent that might cost a little more such as paid job sites like Monster or Hotjobs.

The next step is posting your advertisement. Believe it or not, posting a job ad is just like writing sales copy. There is some level of finesse required. Sales people are looking for an opportunity that offers a solid income opportunity, doesn't sound like a scam (there are plenty out there), offers room for advancement, and in many cases, a short sales cycle (they want to get paid pretty quickly in many cases).

I mentioned before that I believe that "offline consulting" is actually a better business model for recruiting commission sales people... the primary reason behind my belief is the short sales cycle. With most services, you're going to be taking some money upfront from a business owner, and you can pay your sales reps very quickly. This is going to aid in not only recruiting, but your sales reps that are producing are going to love getting paid fast.

I don't do a lot of personal sales in the insurance business anymore, but I sold a life insurance policy that was a referral from another client of mine back in November of 2008... I didn't get paid until March of 2009. This is commonplace in many industries and sales reps don't like this. Many of the sales reps you'll recruit can't afford to go 30-60 days without compensation, let alone 5 months!

Here is an example ad that I recently posted that really highlights everything I've mentioned above:

Experience Sales Reps Needed – Make \$300+ Per Day

I own a marketing company locally, and I'm looking for a sales representative that has B2B sales experience either via phone or face to face.

You will be offering a service that is in high demand with business owners. The sales cycles are short... which means you get paid FAST!

We take care of the service work and fulfillment, so all you have to do is sell! No nights... no weekends! Get paid quickly and love what you're doing!

There is an opportunity to make up to \$2,000+ per week, and the best part is you are selling a very valuable product. It's something that you can believe in and truly stand behind, which makes the sales process so much simpler.

Because we are growing rapidly, there is room for advancement for motivated individuals.

If you think you have what it takes, send me a resume today!

Those with a background in advertising, marketing, PR, event promotion, etc. are highly encouraged to apply.

Salary/Wage: Commissions/Bonuses - Up to \$2000+ Per Week

Education: High School

Status: Full-time

Shift: Days

As you can see, there is nothing really hard about creating this type of ad. Ads like this are going to work the best on sites like Craigslist in the paid section. You will definitely get responses. You can also search resumes on Craigslist and send those with a sales background something like this via email. (I'll get into exactly what you're looking for later in this report). Feel free to use the above ad and modify as you like. Something that is proven to spice up your conversions and create a better response in employment ads are images of people that are looking at the reader. [iStockPhoto](#) is a good resource for cheap images that you can use to spice up your ads.

Here are some more sample employment ads that you can use:

Sales Professional Needed to Make up to \$300 per Sale

We're looking for a sales rep with 2+ years of B2B or telesales experience.

You must be aggressive and looking for an opportunity to make a solid income.

We're a local marketing firm with an exciting product that's one of the hottest things in the local market now.

This is not MLM or some product that no one wants. You have the opportunity to earn up to \$2,500+ per week with opportunities for advancement. The sales cycle for our products is very short. You get paid fast!

Please send your resume and cover letter to the email address listed in this ad.

Tired Of All The Scummy Sales Jobs That Promise World And Don't Deliver?

We're different... We have a professional product and a legitimate six-figure opportunity. We're a local marketing company that is rapidly expanding and looking for a professional, business to business sales rep with at least 2+ years of sales experience.

The services we offer are on the "cutting edge", and there is a huge demand from local businesses.

If you have:

- **2+ Years of sales experience**
- **Experience with cold-calling and generating your own business**
- **A strong work ethic**
- **Consultative sales experience**
- **The desire to make \$2,000+ per week**

We want to talk with you! Please forward your resume and cover letter and let us show you how you can be earning money as soon as next week.

This is not MLM, insurance, car sales, water filter sales, etc. We're looking for a professional sales representative that is looking for a REAL opportunity to sell a REAL product.

So You Don't Like To Sell?

written by: **Joshua Hayes**

So now that you have your ads posted, you might be wondering what you are going to be looking for in a sales representative? The first thing I will stress with you is there is no financial issue with recruiting a sales rep that ultimately doesn't work out since you're not going to pay them unless they sell something. But, you must remember your time has value and you don't want to waste time with someone that obviously won't work out or lead people on.

Ideally, you will want to hire someone with a background that includes some type of sales experience. Business-to-business sales experience is ideal, but not absolutely required. People that have a background in advertising sales, door-to-door wireless or cable sales, or any other product with a short sales cycle are going to have the right DNA for this type of position. If someone does not fit the mold, but they have a well put together resume and maybe some solid customer service or restaurant/bar experience, I would probably at least schedule an interview with them. First and foremost, you're looking for personable people!

When you find prospective sales reps that you feel warrant your time, send them an email (do not call at this point unless Zig Zigler sent you his resume). You want to come off as professional and not scammy, and I think sending an email to request a phone interview makes sense at this point in the process. Additionally, I want to train my sales reps from the very first email that I prefer email in many instances that are not incredibly urgent, and this gets things off on the right foot.

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written by: **Joshua Hayes**

Here's a sample email you can modify and use as you wish when following up with prospective candidates:

Dear (Candidate's Name),

Thanks for providing us with the opportunity to review your credentials for our Outside Sales Executive Position. Based on your resume, I'd like to spend a 15-20 minutes with you on the phone to find out a little bit more about your background.

I have availability at (this time) and (this time). Let me know if either of these times works for you and please provide the best phone number for me to reach you at. If neither of these times are convenient, please forward 3 additional times that would work for you, and I will check my schedule and get back with you.

Thanks again for your interest in our company, and I look forward to speaking with you soon!

Sincerely,

(Your Name)

Once you get the prospective candidates on the phone, you're basically looking for how they interact with you. Are they upbeat? Do they have a pleasant speaking voice and demeanor? These are going to be the most important things to determine during your phone conversation. Ask them open ended questions like:

Tell me about yourself?

Tell me about your greatest strengths? Your biggest weaknesses?

What motivates you?

What interested you about this position?

Why should I offer this opportunity to you? What makes you the best fit?

You want to bring someone onboard that is well-spoken, but also incredibly motivated. If you feel good about the candidate at this point, you'll want to explain your opportunity to them in more detail. I recommend you wait until they've sold you on hiring them before you take the time to thoroughly explain the position.

You want to make it very clear that this is an independent contractor position and there will be no benefits. The pay is commission only, but there is certainly room for advancement as the company grows.

After you've explained the position in detail, ask them if they have any questions? Ask them if after learning more about the position if they would accept the position if you offered it to them?

If they say yes, then you can offer them the position on the spot or do it later. Doing it later can make you look a little more professional in some instances, but typically it does not matter. If you think the candidate is going to be a superstar salesperson, by all means, offer them the position then and there!

You may prefer to schedule a face-to-face interview at this point or even do a face-to-face instead of the initial phone interview. I've recruited people over the phone and face-to-face. This is your choice, but if you get good at feeling people out and doing this over the phone, it will make it easier to scale your business and hire reps out of town when you start to grow.

While you want to be selective in your recruiting, just keep in mind, you will bring some sales reps onboard that never sell anything. It's just part of sales. If you want 5 sales reps in your area, you'll want to recruit 10. It's just the name of the game. There are benefits to recruiting several reps at one time, and I prefer to do it this way. Having multiple reps to train at one time is actually a blessing because you can train them all at once. Doing a webinar or conference

call is one of the best ways to train reps. This can also be done in person, but is less efficient and in most cases not necessary. I give you some latitude to determine how to run your business at this point. As mentioned above, I have recruited reps that I have never met in person or met weeks or months after they've contracted with me.

When you get ready to offer sales reps a position, you need to have them sign an independent contractor's agreement. This agreement needs to outline basically everything in your relationship with the sales reps. One of the most common issues you'll have with commission sales people are disputes relating to their compensation. You must make it clear in your independent contractor's agreement how the contractors will be paid, when they will be paid, and how much they will be paid.

The best part about using commission sales reps to offer your products is the benefit of not having to pay them until you get paid. I recommend paying your reps at least every other week or weekly if you can. You can pay them via check, PayPal, or many banks will allow you to setup a direct deposit for your sales people. You can over-complicate this process... don't! The most important thing is to pay them when you say you're going to, and avoid long pay cycles such as paying monthly if at all possible.

Here is a link to some free and paid independent contractor agreements you can use:

<http://www.docstoc.com/search/independent-contractor-agreement/?catfilter=1>

I'm not an attorney and cannot endorse any of the contracts or give you legal advice, so it's advisable that you protect yourself by having an attorney review your contracts before using them. (Required legal disclaimer now out the way)

There are a couple of ways to do this cheaply. The first thing you can do is barter with a local attorney. Offer one of your services in exchange for contract review. This is a very fair offer for an attorney, and many attorneys need help with their marketing... especially newer attorneys.

You can also get a membership with a pre paid legal service that offers contract review. These are normally going to be less than \$100 per month. Once you have your contracts reviewed, you can always cancel your membership if you don't see any value in keeping the benefits. Just do an online search for "pre paid legal" and you will find some resources to checkout.

Depending on the nature of your business, using a non-compete and a NDA (non-disclosure agreement) might be appropriate. You can find some free and paid non-compete agreements here:

<http://www.docstoc.com/search/non--compete/?catfilter=1>

You can find some free and paid NDA (non-disclosure agreements) here:

<http://www.docstoc.com/search/non--disclosure/?catfilter=1>

As mentioned above, attorneys are going to be familiar with all of these documents, and using either the barter or the "pre paid legal" options for contract review are going to give you the piece of mind of knowing your contracts are solid in the event of a dispute. These contract review tactics are great for all of the contracts you'll use in your business including those that you'll have business owners sign.

As I suggested before, training your sales reps should not be incredibly complicated because you are going to have them focus on one or two products initially with a couple of options or price-points. This keeps it simple from a training and sales standpoint. The sales reps that make sales and do well with the limited product portfolio you've trained them on can eventually be trained on more products. But, the goal is to get them making sales first, before you bog them down and spend your time with additional training.

I'm not trying to be cold here, but you must have a sort of "sink or swim" mentality with sales reps. I'm not saying to be rude or mean or treat anyone unfairly, but you must treat this like you're running a Fortune 500 company. If a Fortune 500 company brought an outside sales rep onboard and they didn't perform, they would not be with the company long. End of story.

When training sales reps, you want to set some type of expectations on performance. In other words, you need to give them a target or goal. If they're working full-time (which most should be if you do this correctly although I am not opposed to some part-times sales reps), you might set a goal of 1 sale per day. Then explain what the income looks like at that level. As we discussed before, it should be a lucrative opportunity for them, or you're not going to keep anyone around very long. Think short-term, small goals. Telling them you want 20 sales per month sounds much more daunting than 1 sale per day.

Explain your business model in detail to your new sales reps. Make sure they are putting their best foot forward and representing your brand in the right way. If you're going to provide your sales reps with brochures or flyers, make sure they have your company's contact information on them in the event that a sales rep leaves your firm. As mentioned before with attorneys, bartering is a fantastic way to get free or cheap sales collateral. Offer to do some marketing for your local print shop in exchange for printing services. Depending on the opportunity you're offering, you can even require sales representatives to make their own sales collateral. This is totally your call and based on how you want to run your business.

In the beginning, you should require some type of reporting from your sales reps to find out how you can help them if there are any issues. Initially, you should ask that they call or email you daily with how many calls or face-to-face visits they made. If they are not selling as you had hoped, this will help you determine if the problem is them or maybe they just need more activity or a little more product training.

How you require them to report to you is your choice, but when I was in personal sales production, I hated to be micro-managed. I think an informal email recapping the day is a great way to find out how the day went, but if you want to create a daily sales report, that can work as well. Just don't incent them to lie on the sales report, as it does you no good. If you are a jerk, a micro-manager, or a slave-driver, many sales people will turn in a sales report with fake numbers to get you off their backs... especially if they are embarrassed about a lack of production.

So You Don't Like To Sell?

written by: **Joshua Hayes**

With any direct sales method, activity will breed success. It truly is a numbers game, and if your sales reps are making 100-150 dials per day or walking into 25-30 businesses, they should be successful if they are personable and understand your product. One activity tactic that I have told sales people to do in the past is to make sure they give away at least 30 business cards, brochures, etc. per day via a conversation. The rest tends to take care of itself...

You need to keep things upbeat and motivational at all times. Activity breeds success, but positive thinking and motivation breed activity. If sales reps are unhappy or don't feel motivated, they will not work. Make sales reporting about you helping them, not about you checking up on them.

You'll want to schedule a motivational meeting at least weekly. Keep the meeting short, and don't embarrass anyone due to a lack of production. Although, for those that really did a fantastic job, you should recognize them. Sales people love recognition and contests. You can even offer cash bonuses for top weekly/monthly producers, etc.

Because these sales reps are independent contractors and not employees, you typically cannot mandate attendance to meetings. Your meetings should include valuable product training information, rewards, and motivation. If you do this, your reps will want to attend a weekly meeting. Keep the meeting short and just present this as another tool to help your team and to provide additional training which will ultimately mean they are making more money.

Meetings can be in person or via conference call. I like doing conference calls and webinars, but this is up to you. When I was doing personal sales production full-time, I enjoyed the occasional meeting in person, but meeting over the phone is certainly much more convenient for most people.

The best part about outsourcing your sales is the ability to scale your business. As I mentioned before, with insurance agencies and companies, there is an override commission model. For everything a sales rep sells, the sales manager gets a cut. This model will also work well with "offline consulting" and can really make your life much easier. Let me explain.

Once you have a few sales reps that are producing, you should consider promoting one of them to a sales manager role. At this point, you'll give your Sales Manager a slight increase in her commission per sale, and allow the Sales Manager to make an override on the other sales reps. In return, you're going to get your Sales Manager to train and support your sales team. If there are issues or problems, your Sales Manager will report to you and the sales reps will report to her. This is going to save you time, and increase your ability to scale your business. You are now talking to one person instead of many.

Here's an example of the compensation break-down with the override model:

Total upfront profit to you per sale = \$500

Sales Manager commission = \$400

Sales Representative commission = \$300

Total override to manager on each sales rep sale = \$100

As you can see, the Sales Manager is going to make the difference in their compensation levels as their override commission. Your Sales Manager is also making more per sale which incents them to still sell, but gives them some breathing room to spend time helping their subordinate sales reps.

Building teams in this fashion will enable you to literally grow as large as you want to be. You can even require your sales managers to do recruiting if you would prefer to avoid that as well. Just make sure the opportunity makes sense and incents your Sales Managers to *want* to be Sales Managers. If you throw on a ton of responsibility with no substantial reward, you're not going to keep Sales Managers around for very long.

If you build a couple of teams like this, and find yourself talking with several managers, this model can even be further scaled. A sales model that I find works well and is conducive to growth includes adding District, Regional, and

sometimes even National Sales Managers to your team (depending on how large you scale things). It works the same way basically.

You have 4 Sales Managers, so you decide to promote one to a Regional Sales Manager. This person is essentially going to be the manager of the managers. The Regional Manager will get an increase in compensation, but will likely spend more time supporting his sales team than actually selling. In this scenario, you would now have one Regional Manager reporting to you which is going to free you up and allow you scale the business further.

If you grow to the point of having several Regional Sales Managers, you can always add Area or National Sales Managers to continue to scale this. You get the point. This business model is used by many large corporations, but can also be used with small companies.

The first insurance company (small company) I worked for had the following management levels (all commission/override-based positions):

Area Managers – Responsible for recruiting new Regional and District Managers

Regional Managers – Responsible for recruiting Sales Agents and supporting District Managers; Rarely sell – Reports to Area Manager

District Managers – Responsible for training Sales Agents and assisting the Regional Manager with recruiting as needed; Still sell frequently – Reports to Regional Manager

Sales Agent – Responsible for personal sales – Report to District Manager

I've carried this business model with me over the years because it works, and it works well. It not only allows you to grow your business locally, but it will enable you to scale your business to a national or even international level if you choose to.

Even if you only stay local, there is really no reason why you shouldn't ultimately have a couple of levels of sales management. It's going to make

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your job much easier and in some cases almost completely free you up to do what you want. After building my first sales team, I was literally working less than 10 hours per week and making a very nice income.

Keep in mind, this is not network marketing or MLM. You are selling a **real product**, and you do not require your sales reps to purchase anything to “join the team”. This is how to build a real business. Obviously, you have to take this step-by-step, but once you understand the concept of scaling your sales team, the sky is really the limit.

If you'd like to get access to a complete business model that shows you an “offline consulting” product that works incredibly well for this, but also shows you step-by-step how to outsource the entire fulfillment process, [check out my other WSO](#).

To get your consulting business setup quickly and get access to 2 PLR reports that you can give to business owners, 2 marketing videos, and an easy to use Wordpress Template designed specifically for your consulting business, go here:

[Offline Consultant Sales Funnel Package](#)

Best of luck to you in your endeavors and thanks for reading!

Sincerely,

Joshua Hayes