



MASTERING ETHICAL SALES

Consistency Equals Trust – You Need a Team

Presented by Kim Look





*“Selling is something we do for our
clients — not to our clients”*

– Zig Ziglar –

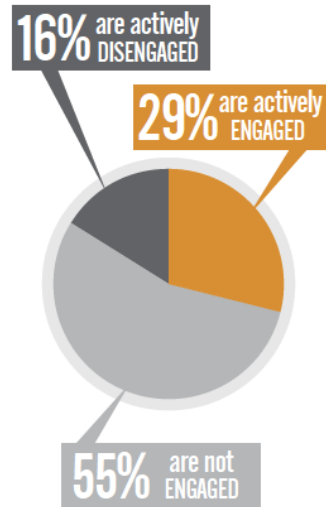
ROI – Put your money where it matters



\$11 BILLION
LOST EACH YEAR TO
DISENGAGED
EMPLOYEES

THE IMPORTANCE OF **ENGAGED** EMPLOYEES

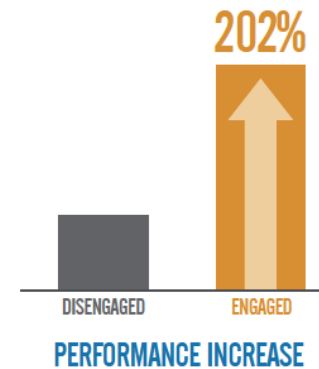
Employee Engagement is defined as the emotional and functional commitment an employee has to his or her organization.



71%
OF ALL EMPLOYEES
ARE NOT FULLY
ENGAGED

IN COMPARISON

Companies with engaged employees out-perform companies that do not.





IMPORTANT

Your staff are the “second opinion” in your office. Make sure they have experience with all your services — and don’t charge them.

Inspire and Lead Your Tribe



- Defined expectations
- Motivate through character
- Inspire with outcomes
- Create culture

Scorecard

Weekly Monthly Quarterly Annual

Team: Sales Date range: Last 13 Weeks Periods: 1-week

Search KPIs... New group Merge all groups Go to Measurable Manager

| <input type="checkbox"/> | Title | Owner | Goal | Average | Total | Jan 20 - Jan 26 |
|--------------------------|---------------------|-------|------|---------|-------|-----------------|
| <input type="checkbox"/> | Standard | | >= 1 | | 0 | |
| <input type="checkbox"/> | HD Upgrade | | >= 1 | | 0 | |
| <input type="checkbox"/> | Standard/ HD Bundle | | >= 1 | | 0 | |
| <input type="checkbox"/> | EBOO | | >= 1 | 1.09 | 12 | 2 |
| <input type="checkbox"/> | Mega Bundle | | >= 1 | | 0 | |

Lead Generation 5

New Measurable

| <input type="checkbox"/> | Title | Owner | Goal | Average | Total | 2025 Jan 20 - Jan 26 |
|--------------------------|----------------------|-------|------|---------|-------|-------------------------|
| <input type="checkbox"/> | Sales Webinar Tasks | | Yes | 100.00% | 13 | Yes |
| <input type="checkbox"/> | Podcast Tasks | | Yes | 62.00% | 8 | No |
| <input type="checkbox"/> | Client Lead Consults | | >= 5 | 0.5 | 1 | 1 |

Forge Your Community



Staff Meeting (at least weekly)

- Opening – 5 minutes
- Supplement focus – 10 minutes
- Schedule review – 10 minutes
- Discuss any specific patient needs – 10 minutes
- Review a specific service/topic – 10 minutes
- Discuss issues – 10 minutes
- Share positive outcomes – 5 minutes

Leave with clarity, leave with to-dos, leave having made decisions and leave having inspired the day.

Forge Your Community



- Pay for training, conferences, certifications
- Focused book discussions
- Compensation based on specific scope of work and production
- Provide scrubs
- Have fun!
 - Name your IV bags
 - Monthly themed shirts
 - Name your rooms



“Everything rises and falls on leadership.”

– John C. Maxwell –



“Selling is 90% conviction and 10% persuasion.”

– Shiv Khera –