



# Leadership 2022

## Building & Leading Successful Sales Teams

Presented by  
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# Building & Leading Successful Sales Teams

Growing our company's revenue, not by riding the momentum of a market growing on its own, not through enacting strategies such as rate increases or acquiring other companies but by putting forth a deliberate strategic sales effort to increase our business is...

**ESSENTIAL TO OUR COMPANY'S MISSION**



# Building & Leading Successful Sales Teams

## The critical importance of developing new sources business & growing revenue



Customer **ATTRITION** would take you out of the market in **7-10** years if you didn't develop new customers.



Our company's bottom line financial performance typically **ACCELERATES** at a greater rate when we experience revenue growth.



A Company can't shrink its way to **PROSPERITY**



Growth drives a vital, energetic & dynamic **CULTURE** that people want to be a part of



Growth **REWARDS** employees, shareholders & most importantly **YOU!**

# Building & Leading Successful Sales Teams

## The importance of being a great sales organization



Our **BRANDS** are great but our products are **NOT UNIQUE**



We are not really **PROTECTED**



We have few, if any, meaningful **SUSTAINABLE** differential advantages



The marketplace defines our company/brands mostly through the interaction with our **EMPLOYEES.**



We are in large part, a sales organization, and every one of us is a **SALESPERSON** for the Company.

# Building & Leading Successful Sales Teams

## FNTG's Primary Business Channels

**Direct Operations**  
*(retail channel)*

**Agency Operations**  
*(wholesale channel)*



TM



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HTC

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## DIRECT OPERATIONS

### Our CORE Traditional Marketing Channels --



Direct sales force – 2,600 sales people currently



Branch office network – 1,200 direct offices currently



Non-sales personnel who touch our customers & prospective customers regularly (escrow officers, assistants, title officers underwriters, customer service people, etc)



Specialized Company Divisions providing B 2 B solutions – **ServiceLink, Fidelity Residential Solutions, etc....**



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## **AGENCY OPERATIONS**

### **CORE Marketing Channels --**



**Representative driven & enterprise supported  
high level Business to Business Consultative  
Selling Effort**

**350 Agency Representatives supported by  
31 Agency offices**



# Building & Leading Successful Sales Teams

Significant factors affecting our traditional marketing channels



**Joint Ventures & Verticals**



**Technology**



**Disruptive R.E. Models**



**Work From Home**



**Social Media & Digital Marketing**



**Key Employee Retention**



**Strategic B2B Selling**



# Building & Leading Successful Sales Teams

## Precept #1 --- KNOW **YOUR** MARKET



In order to survive in today's world, it's a requirement that you possess & use market intelligence.



In Operational Leadership we live by the belief that ***“you can't manage what that you don't measure!”***



In the Sales Leadership, we live by the principle that you **CAN'T GO CAPTURE WHAT YOU DON'T KNOW EXISTS.**

# Building & Leading Successful Sales Teams

## KNOW YOUR MARKET - THE KEY W's



**What** segments of your market present the **best and largest** opportunities to drive revenue to your operation?



**What** trends do you see impacting those segments (positive or negative) over the next 6 months, and into the future?



**Who** is doing the most business in each segment (both current customers and prospects).



**Who** do these prospects currently use, **why** do they use them, **what** is their business model, **how** do they operate their business? -- Harvey Mackay



**Who** should you **TARGET** to achieve the best short and long term profit results for your operation?

# Building & Leading Successful Sales Teams

Targeting business sources strategically.



***Current Production***



***Potential to Grow***



***Ability to Influence Others***



***Relative Investment of Capital  
to Acquire & Retain As a Client***



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## Precept #2 Become AN INDESPENSIBLE BUSINESS PARTNER TO YOUR CUSTOMERS

In order to survive today's competitive landscape, businesses have to evolve from being just product/service vendors to **VALUED BUSINESS PARTNERS** for their customers! -- there is a difference

To be a **BUSINESS PARTNER**, you need to.....



**SAVE YOUR CLIENTS TIME**



**SAVE YOUR CLIENTS \$\$\$**



**HELP THEM GROW THEIR BUSINESS AND MAKE MORE MONEY \$\$\$\$\$**



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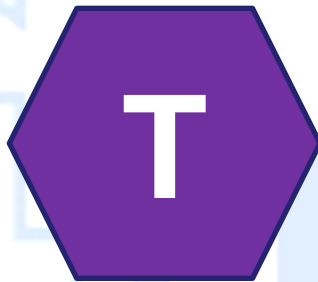
## WHY PARTNERSHIPS MATTER

Brokers & Agents Need Your Help, **You Have Access to What They Need**

### TECHNOLOGY

You Aren't in the Game without a great CRM

*SHOW THEM HOW TO USE IT*



### INCOME and EXPENSE

Saving Money is at the Forefront of an Broker & Agent's Mind



### CONNECT DOTS

Brokers Need Agents, Agents need clients. You are an access point



### LEVERAGE

Agents Need Leverage Now More Than Ever. That includes partners who are invested in their business, collaborate, bring solutions

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## CONSULTATIVE SELLING THE WAY TO FORGE A PARTNERSHIP



Really understanding a **PROSPECT'S BUSINESS**



Really Understanding a Prospect's **BUSINESS NEEDS**



Helping a Prospect understand **NEEDS THEY DON'T EVEN KNOW THEY HAVE**



***Brett Tanner of Keller Williams & CoreFact***

***Bobbie Tarango & Mike Arias – Victor Valley High Desert  
Market Condition Report***



# Building & Leading Successful Sales Teams

**Successful selling  
has never only  
been just about  
relationship  
building.**

NATION





# Building & Leading Successful Sales Teams

- **Sales Executive Council – research project studied 6,000 sales people nationally across 100 companies.**
- **Each sales manager chose 1 star rep and 2 core performers to study**
- **Study found that every sales rep fell into one of five categories**



# Building & Leading Successful Sales Teams

**The Hard Worker** - shows up early, stays late

**The Relationship Builder** - focuses on building strong personal and professional relationships with customer

**The Lone Wolf** - self-confident, rule breaking cowboys & cowgirls

**The Reactive Problem Solver** - from customers' standpoint, highly reliable and detail oriented. Focuses on post-sales follow-up

**The Challenger** - Uses an understanding of customer's business to try to control the sales process. Emphasizes the "how" in order to build and keep relationships.

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**Challengers** dominated the high-performer population, making up **39%** of star sales reps in the study.

2009 Study by Corporate Executive Board  
The Challenger Sale by Mathew Dixon and Brent  
Adamson

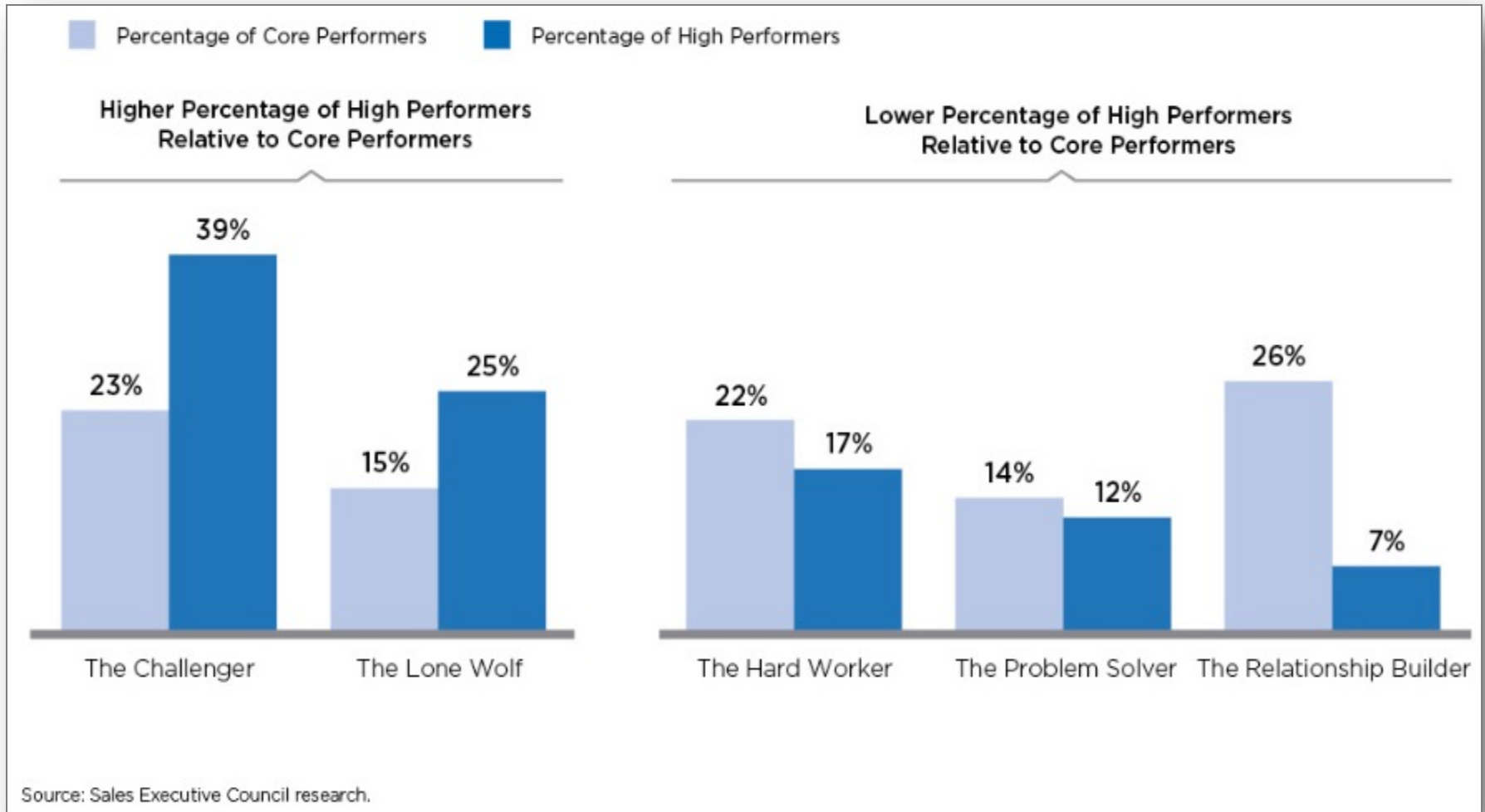
# Building & Leading Successful Sales Teams

## *A Surprising Conclusion –*

**Relationship Builders** came in dead last, accounting for only **7%** of all star performers.

Relationships still matter of course – but it's the **definition** of the relationship that has changed.

# Building & Leading Successful Sales Teams



Source: Sales Executive Council  
2009 Study by Corporate Executive Board  
The Challenger Sale by Mathew Dixon and Brent Adamson

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## Why do Challengers make up such a high percentage of star achievers?

Simple.....

They establish themselves as invaluable, indispensable **CONSULTANTS** and become **BUSINESS PARTNERS** to their clients.



2009 Study by Corporate Executive Board  
The Challenger Sale by Mathew Dixon and Brent  
Adamson

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## How Challengers establish themselves as ***INDESPENSIBLE BUSINESS PARTNERS***



“The one eyed man is **KING** in the land of the **BLIND**”



You need only know **5-10%** more than your client/prospect to be a genius in their eyes



Challengers develop and use **INTELLECTUAL ASSETS**. They become **INFLUENCERS & THOUGHT LEADERS** to the market



Challengers **KNOW THEIR MARKET** & strive to be **FIRST** with solutions for clients/prospects that...



***Save Time,***

***Save Money,***

***Helps Clients/Prospects Grow Their Own Business -- \$\$\$***

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## Sales Leaders – Five Key Leadership Strategies To Driving New Business

1. Be a **PLAYER COACH**
2. Have a **PROGRAM** to target “*non-directing*” transactional participants to make them permanent customers
3. Be the **FIRST TO THE MARKET** with solutions and programs for customers and prospects that:

*Save Time,*

*Save Money,*

*Generate More Leads & Business for  
Prospects/clients*



# Building & Leading Successful Sales Teams

## Sales Leaders – Five Key Leadership Strategies (cont)

**4.** Focus your sales team on **2-3 things** you know will make an impact & move market share! Keep it **SIMPLE** & always **MEASURE, MEASURE, MEASURE** results. The Scoreboard is a powerful **MOTIVATOR**.

**UNDERSTAND** your market, **TRACK** the trends to understand where the market is **GOING** and **ACT** on what you see.

**5.** Find & develop your own **PARTNERS** who can help you bring solutions to your clients/prospects that can make their business better. **Draw a wider circle!!!**



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## Sales Leaders – Five Key Leadership Strategies (cont)

### *A CASE STUDY of LEADERSHIP IN ACTION*

#### FNT Maricopa County



**Masterminds**



**Brings Loss Mitigation Leaders to Their Market to Educate**



**Partnered with Alex Charfan to bring CDPE to marketplace**



**VIP SHORT SALE ESCALATION PROGRAM**



# Building & Leading Successful Sales Teams

## Sales Leaders – Five Key Leadership Strategies (cont)

Great examples of our sales leaders bringing solutions to their customers to help them run more successful businesses.



**FNT LA -- Rod Gordy – the ultimate player coach**

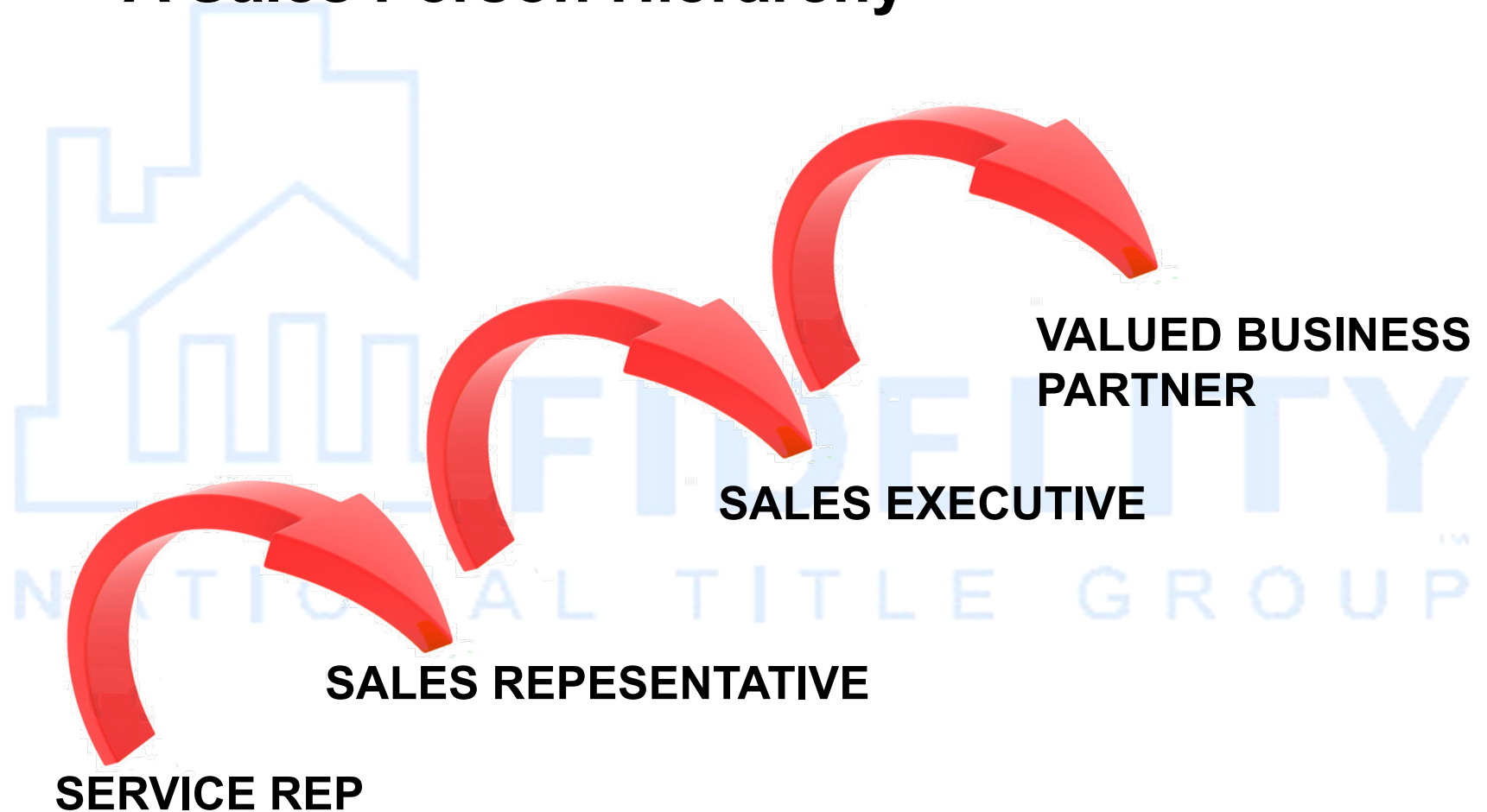


**Rob Wineman – The Model Title Company**



# Building & Leading Successful Sales Teams

## A Sales Person Hierarchy



# Building & Leading Successful Sales Teams

## Sales Executives – Five Keys to Success

1. Know your **MARKET BETTER THAN EVERYONE ELSE**, know the **TRENDS** in your market and have a **MARKETING ACTION PLAN (MAP)** to guide your efforts & keep you focused.
2. Embrace **Consultative Selling** – Be a Consultative Sales Professional who aims to be a **PARTNER to your clients**, not a product or service vendor.
3. Be passionate about developing **your own set of “INTELLECTUAL ASSETS”**, knowledge, ideas and solutions you’ll use that will help your clients/prospects solve problems, save time, save money and generate more leads and business.

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Examples of Tools & Products That Can Be INTELLECTUAL ASSETS For You and Help You Be your market's THOUGHT LEADER



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## Sales Executives – Five Keys to Success (Cont)

**4.** **MASTER** how to employ/leverage your **INTELLECTUAL ASSETS** to deliver a differential value to your prospects/clients. You'll become an influencer and **THOUGHT LEADER** as a result

- Build An Advantage Package that ***Fits YOU***



- Have a “**THREE MINUTE ELEVATOR SPEECH**”

- Ensure you can clearly explain to your prospect “**WHY ME, WHY RIGHT NOW**”



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## Sales Executives – Five Keys to Success (Cont)

### 5. Leverage your time to increase prospecting **OPPORTUNITIES**

- Focus on the **W.I.S.**
- Always Leverage **OPEN** Time
- Always have a **CALL OBJECTIVE**





# Building & Leading Successful Sales Teams

## What makes a great sales leader in today's world?



They have the strongest work ethic, highest velocity, best communication skills.



Spend the majority of their time on revenue generating activities and don't get bogged down in administrative stuff or micro managing.



Train –mentor – coach – teach constantly



Hold people accountable to performance. Make the most of Scoreboards



Are player coaches.



Think **BIG** and set Aggressive **GOALS**



Stay very connected to their sales people and significant customers



Create and sustain a positive, dynamic, performance driven culture on their team.



See the emerging trends in their market and jump on them.



Constantly strive to bring value – to be consummate **PARTNERS**





**Leadership 2018**  
**Building & Leading**  
**Successful Sales Teams**

**Thank You**