

# Farm Club Program



The Farm Club program is an **MSP hiring strategy** to develop an Outside Sales Rep (OSR) by first hiring the candidate to set appointments (Business Development Rep;) and, when successful, begin training them to run appointments. Basically, a two phase approach to migrate a BDR into an OSR role.

The Farm Club program is a lower risk, and lower cost strategy than hiring an OSR. The BDR candidate is typically less expensive to hire and the timeframe to determine if they can succeed (or not) is shorter. If successful, there should be new business generated that will pay for the next phase.

OSRs are typically more expensive and it takes longer to determine if they can actually deliver sales. Funding comes out of current revenue.

Hacking a term from Major League Baseball, the Farm Club program provides a candidate with all the tools/coaching needed **to prove that they can succeed at the hardest part of the job** (setting initial appointments) before management will consider them for a promotion to become a outside sales rep.

By demonstrating success at setting appointments via cold calling, a Business Development Rep (BDR) proves that they are worth the additional investment to train them as an OSR since they will be able to keep their own pipeline filled. Starting the BDR in the Farm Club, management can more easily evaluate whether the BDR has the 'attitude and aptitude' to set appointments; doing so in 6 to 12 weeks.

The Farm Club is a BDR on-boarding program during which Contact Science will take the lead in creating the prospecting environment, training the BDR, and training their manager. The elements include:

## **Create the prospecting environment**

The goals are 1) to have a database that will sustain a full-time BDR for one year and 2) to have the correct set of Best Practices for the BDR to make the calls and manage the database.

1. Size the database (Eg. identify current targets, purchase of targets.)
2. Hone the short/long/scenario Best Practices to meet local needs.

## **Train the Appointment Setter**

The goals are to get the BDR down the learning curves to be efficient (using the software) and effective (converting conversations into appointments) at the prospecting process.

1. How to use the prospecting software to generate conversations.
2. How to handle specific scenarios according to local Best Practices.
3. How to use the appointment setting techniques when someone answers the phone.

## **Train the Manager**

The goal is to make a sales manager self sufficient at managing the appointment setting process.

1. How to conduct performance reviews to analyze/improve productivity.
2. How to tweak prospecting Best Practices (short, long, scenario) based on performance.

## Optional - Recruiting Assistance

Contact Science will interview your final two candidates and provide an opinion. \$200

At no charge, we will provide a job description, plus a list of interview questions to assist in the search for the ideal candidate.

## Program Pricing

The program fees include Contact Science software, private skills/analysis sessions and scheduled group skills sessions. (This program is specifically for MSPs.)

1. The **Contact Science Toolkit** includes prospecting software, several prospecting Best Practices (cold calling, direct mail follow-up,) plus Appointment setting sales techniques (both video and hardcopy) curriculum. It also includes training on all components for callers, Managers and administrators.
  - Account Set-Up including integration into CRM
  - Appointment Setting Skills Video/Curriculum
  - Review of calling List, calling Best Practices and long term BizDev strategy
2. **Private sessions** are those attended by only team members from a single participating MSP. Typically, these are training sessions, performance review meetings or private reviews of recordings made of appointment setting calls.
  - Review skills concepts with Caller and hone personal Opening Script
  - Each week for first 4 weeks - 1 hour of Recordings review. 1 hour Call Block Review .
  - Every week thereafter - 1/2 hour of Recordings review. 1/2 hour of Call Block Review.
3. **Group sessions** are those sessions attended by team members from multiple participating MSP companies. These are sessions are a combination of skills training, 'situations' sounding board play and peer group discussions.
  - Each week : 1 hour per week.

## Fees

\$ 965. At Signing. This is a one-time fee, regardless of how many sales reps participate over time.

\$ 1,780. First Month Fee. Includes Seat Fee.

\$ 1,180. Subsequent Month Fee. Includes Seat Fee.

## Notes:

1. The program can be started, paused, or restarted at anytime during a month.
2. On the 25th month, program fees will be collected for activity since the 25th of previous month.
3. If candidate washes out, a new candidate starting fees will be First Month fees. The At Signing fees are NOT due again.
4. The Monthly Seat Fees include the Contact Science seat fee and the ClicktoDial/Call Recording Telephony.