

BTA Cruise to Success 2013



BUILDING A STRONG TEAM ENVIRONMENT

**BY LARRY COCO
COCO TRAINING**

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Objectives



- ‘Excuse Proof’ your work environment
- Strengthen ‘Career Growth’ environment
- Create ‘Success Expectations’ environment
- Put more Tenure on your team

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Effective Work Environments

- Key Premise:

Your team's behavior is a **direct** reflection of your management skills, attitudes, and the work environment you provide.

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Excuse Proof Environment

- An environment that provides the practical resources and support including...
 - * Complete initial training
 - * On- going training
 - * Reasonable service support
 - * Accurate compensation payments
 - * Time from you

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Career Growth Environment

- An environment that focuses on career and personal development of the growing salesperson...
 - * Have salesperson put on a piece of a sales meeting
 - * Have sales applicants spend a day on the job with key sales staff...get input
 - * Have them provide limited support to newer reps

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Career Growth Environment

- * Make them privy to certain management decisions before announced
- * Recommend certain kinds of on-going training
- * Ask for salespersons input (potential marketing programs, etc.)
- * Put select reps in charge of a new service or product
- * Make available a new job title tied to organic growth

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Success Expectations Environment

- Believe in your people
- Show personal interest in all sales staff
- Be intolerant of poor production and negative attitudes
- Protect against too much routine and employee comfort
- Work area must be impeccable- PRIDE!
- Create Project Teams (builds intra-communication)

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Success Expectations

- Be intolerant of prima donna behaviors
- Get involved and be in the sales bullpen
- Provide each employee with new ideas
- Follow up on commitments
- Recognize and appreciate outstanding behavior

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Putting More Tenure on Your Team

- Inspire your people to want to stay
- Drive hard towards a tenure oriented team environment
- Keep your salespeople mentally and physically in the game
- Work towards consistent improvement
- Create an expectation that they will want to stay with you and be part of the team

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Physical and Mental Employment

- Salespeople Staying...

If the previous experience is for a high expectation for personal gratification...

Then the salesperson is motivated toward the job

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Putting More Tenure on Your Sales Team

Traditional Work

Longer Term Reward
Business Accomplishment
Task Predictability
Long-Term Opportunity
Learns via Experience
Career Path
Team Loyalty
Accepts Direction

Contemporary

Instant gratification
Life balance
Task variety
Short-term market value
Learns via training
Build resume
Multiple team adaptability
Calls for input

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Summary

- Assume everyone's motivations are different than your own.
- The work environment must be an expectation that tenure can be built
- Study individuals in order to provide best work environments
- Move employees toward the middle of the motivational road

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Summary



It's up to YOU!

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Quote of the Cruise



**“ A true leader has the confidence to stand alone,
create and implement a written Plan, the courage to
make tough decisions, and the compassion to listen to
the needs of others”**

Thank You !

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Overview

Larry Coco is an accomplished senior level executive with a strong track record of success in Sales, Management Marketing, and Training. For the past 28 years he has focused his career in the world of Document Management, and provides needed services to the Healthcare and Financial sectors as well.

Larry's ability to develop people and companies has been the hallmark of his career. He is highly experienced in the formation of strategic plans, skilled in the areas of creating and driving key processes in order to achieve improved results, and understands the value of people when building high performance elite teams.

Prior to opening his company, Larry held a wide range of positions at Ricoh Corporation including leadership of various

committees and special projects. Examples include the Malcolm Baldrige Committee for Excellence, The Sales Development Training Program, The Sales Manager Development Program, The Ricoh Six Step Sales Process, New Hire Orientation Programs, and presenting Balanced Scorecard Objectives to the Senior Executive Team.

Larry was most proud when he presented and won the International Ricoh Company Ltd. Best Practice Award representing Ricoh US for the Sales Development Training Program geared to maintaining high productivity and substantially reducing sales turnover. It was the first time the US has ever won this prestigious award.

Today Larry has a strong affiliation with numerous manufacturers and the Business Technology Association writing publications and performing as a guest speaker.

He has established a Recruiting Division to support company growth.

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Coco Training Specializing In...



- Sales Management Leadership Training
- Sales Career Training Program
- Executive Coaching
- Recruiting
- Strategic Planning

“ Developing People and Companies With a Passion ”

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