



Salesman Leads and Duties

Once a salesman is fully trained, they are ready to pursue leads. The following are some areas and expectations in which a salesman will pursue and retrieve leads.

1. Google estimate requests: Customers are able to visit the website and request estimates. If we receive a request for an estimate in the designated area of a salesman, they will receive the lead by text and email. The salesman should respond to the lead either by email or call on the same day.
2. Bi-weekly Sales Meetings: All salesmen will be required to meet for a sales meeting every two weeks. The purpose of the meeting is to increase lead production, discuss tactics to retrieve leads, discuss general business operations, and similar.
3. Builders, Restoration Companies, and Property Managers: We require that salesmen pursue a minimum of three builders, restoration companies, or property managers at a time, and in a months time, and through multiple means such as phone calls, emails, setting up one-on-one meetings, hosting lunch presentations, and the like. We recommend that you make a list of three or more companies to pursue at the beginning of each month, and to pursue them hard and consistent for the course of that month. These companies should primarily within your designated area or Nashville proper.
4. Join a Networking Group: In your designated area, we recommend that you join a networking group of some kind, and especially a group that doesn't have a flooring company in it, unless it's a larger networking group like a chamber of commerce.



5. Post to your Area Socials: Your designated area will have social media pages that will allow you (sometimes at designated times) to advertise your business to the community. You should find a minimum of three commonly used socials in your area and routinely and consistently post/advertise to these pages.

6. Get Reviews and Shares: Once you've completed a project for a customer, so long as the project wasn't uncommonly mishandled, you should send the customer a Google review link for them to fill out. Reviews help optimize the google page which in turn gives us more estimate requests. You may also ask your customer to share about their experience on their personal social medias.

7. Set a Goal: Setting a goal of how much you'd like to sell in a month's time can be a great motivator to help you go a little further and harder to obtain new leads and clients. We recommend that you set an obtainable, yet challenging, sales goal at the beginning of each month to pursue.

8. Current Salesmen and Territories:
 - a. Ricky Darr- Columbia/Spring Hill
 - b. David Carter- Hermitage/Mount Juliet
 - c. Matt Barbosa- Murfreesboro/Smyrna
 - d. Judd Granzow- Franklin/Brentwood
 - e. Trey Wiedman- Dickson