# A POSITIVE WORKPLACE CULTURE AV WORKBOOK





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# **GRAHAM TAYLOR-EDWARDS**

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

# **GRAHAM HOLDS:**

- > ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT
- > DIPLOMA IN AUTOMOTIVE MANAGEMENT
- > DIPLOMA OF TRAINING AND EDUCATION AND DESIGN
- > CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING
- > CERTIFICATE IV IN BUSINESS SALES
- > NZ CERTIFICATE IN MARKETING
- > NLP PRACTITIONER.



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne. They now live in NZ.

# **WORKSHOP OBJECTIVES**

- 1. WHAT IS CULTURE
- 2. THE LEADERSHIP PICKLES
- 3. COMMUNICATION INTELLIGENCE AND BUILD MORALE WITH CIVILITY.
- 4. APPRECIATIVE INQUIRY (WEEKLY MEETINGS)
- 5. MANAGING CHANGE (ONBOARDING)
- 1. WHAT IS CULTURE?



# **OPENNESS OF THOUGHT.**

PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.

YOU AS THE LEADER CAN'T GET IT DONE UNLESS YOU DO IT THOUGH OTHER PEOPLE.

GET YOUR HANDS DIRTY. MAKE A CONNECTION.

**DEVELOP LEADERS.** 

# **LOVE MY JOB**

MAKE YOUR BUSINESS FANTASTIC BECAUSE OF THE PEOPLE THAT WORK THERE.

BE CIVIL AND FRIENDLY BECAUSE THEY WANT TO.

PEOPLE WILL FEEL IT.

HOW MANY NOAH'S DO YOU HAVE.

MANAGEMENT CARE.

CAN YOU BE YOURSELF.

# 2. THE LEADERSHIP PICKLES





THE PICKLE IS WHAT YOUR TEAM NEEDS FROM YOU. YOU HAVE TO BE BOTH MANAGER AND LEADER. CONTROL YOUR DAY OR YOUR DAY WILL CONROL YOU. MANAGERS DO THINGS RIGHT. LEADERS DO THE RIGHT THINGS.

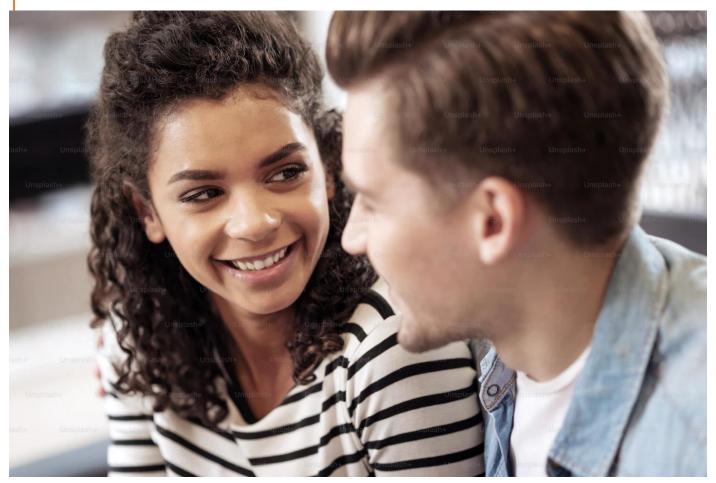
LEADERSHIP IS ABOUT CONSISTENCY. IT IS YOU PERIOD.

ENTHUSISM					
	NENERGY AND EXCITEMENT.				
	ITS YOUR JOB TO SPREAD ENTHUSIASM.				
	ARE YOU ENTHUSIASTIC NO MATTER WHAT.				
	DO IT RIGHT AND DO IT RIGHT NOW.				
	GET EVERYONE EXCITED. THAT'S HOW YOU WIN.				
	ENTHUSISM IS CONTAGIOUS; SO IS THE LACK OF IT.				
	YOU DON'T HAVE TO FEEL ENTHUSIASTIC YOU HAVE TO BE ENTHUSISTIC. IT'S SHOW TIME BABY.				
CONFI	DENCE				
	IT IS YOUR JOB IS TO ENSPIRE CONFIDENCE.				
	HELP PEOPLE TO ACHIEVE GREAT THINGS.				
	TAKE THE FEAR OUT OF THE FUTURE.				
	INSPIRE SELF CONFIDENCE.				
	WITHOUT CONFIDENCE PEOPLE WORRY.				
	KEEP THEM INFORMED.				
	ASK THEM WHAT'S WORKING AND WHAT NEEDS FIXING, SEEK THEIR ADVICE.				
	THINK YOU CAN OR THINK YOU CAN'T. YOU CAN CHANGE PEOPLES LIVES.				
INTEG	RITY				
	UPRIGHTNESS OF CHARACTER.				
	YOUR TEAM IS WATCHING YOU.				
	WHAT THEY SEE IS WHAT YOU WILL GET.				
	THAT'S HOW YOU LEAD PEOPLE.				
_	WALK YOUR TALK.				
	LEADERS ARE THE THOSE WHO SERVE THE PEOPLE WHO SERVE THE CUSTOMERS.				
	ARE YOU TAKING CARE OF THEIR NEEDS?				
	SOMEONE COULD SEE THE BEST IN YOU.				
ш	ITS NOW YOUR TURN.				
FIVE I	DAILY PRACTICES				
	RADIATE POSITIVE ENERGY EVERYDAY.				
	-VICTIMS MAKE EXCUSES/LEADERS DRIVE RESULTS.				
	-VICTIMS COMPLAIN/LEADERS GET THE JOB DONE CONSISTENTLY.				
П					
_	BRING YOUR "A" GAME EVERY DAY.				

□ NO MATTER HOW BUSY YOU ARE FOCUS ON LEARNING EVERYDAY. CHANGE BUSY TO

PRODUCTIVE.

# 3. COMMUNICATION INTELLIGENCE



WHEN YOU WORK TOGETHER THE RESULTS WILL FOLLOW. YOU CAN'T CHANGE PEOPLES PERSONALITIES BUT YOU CAN TEACH THEM TO COMMUNICATE ASSERTIVELY.

# **PASSIVE**

IS A STYLE IN WHICH YOU AVOID DIRECTLY SAYING WHAT YOU THINK OR WANT.

UNCOMFORTABLE BODY LANGUAGE.

BEAT AROUND THE BUSH.

SOFTLY SPOKEN.

LACK EYE CONTACT.

# **PASSIVE AGGRESSIVE**

ALWAYS SOMETHING TO SAY AFTER THE FACT.

PASSIVE AGGRESSIVE COMMUNICATORS AVOID CONFLICT.

RARELY SPEAK UP.

DISCUSS PROBLEMS WITH THOSE NOT INVOLVED.

POSSESS UNEXPRESSED ANGER AND FRUSTRATION.

AGGRESSIVE	
THEY HAVE STRONG OPINIONS AND IDEAS.	
NOT AFRAID TO EXPRESS THEM EVEN AT THE EXPENCE OF OTHERS.	
SEEM TO HAVE A CHIP ON THEIR SHOULDER.	
WILL OFTEN BE PERCEIVED AS OVERBEARING AND SARCASTIC.	
ASSERTIVE	
STANDS UP FOR THEMSELVES.	
EXPRESSES NEEDS AND CONCERNS IN DIRECT AND APPROPRIATE WAYS.	
ASSERTIVE COMMUNICATORS REPECT THEIR RIGHTS.	
THEY ALSO RESPECT THE RIGHTS OF OTHERS.	
OPEN BODY LANGUAGE.	
MAINTAINS EYE CONTACT.	
NOT AFRAID TO ASK WHY.	
WHAT'S YOUR COMMUNICATION STYLE	
WHAT'S YOUR COMMUNICATION STYLE  RATE YOUR COMMUNICATION STYLE 1 NOWHERE 5 GREAT.	□1 □2 □3 □4 □5
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# BUILD MORALE WITH CIVILITY





DISRESPECT OR RUDENESS.

MOCKING OR BELITTLING SOMEONE.

TEASING PEOPLE IN WAYS THAT STING.

TEXTING IN MEETINGS OR WHEN SOMEONE IS SPEAKING TO YOU.

WHAT OFFENDS SOME PEOPLE MAY NOT OFFEND OTHERS. IT'S IN THE EYES OF THE BEHOLDER.

IT HAS CONSEQUENCES.

CALLING SOMEONE AN IDIOT?

SMALL UNCIVIL ACTIONS CAN LEAD TO MUCH BIGGER PROBLEMS SUCH AS POOR PERFORMANCE, RESIGNATIONS AND THE BOTTOM LINE.

# ALWAYS ACT LIKE A LEADER: PEOPLE ARE WATCHING

YOU CANNOT WAIT UNTIL YOU FEEL LIKE IT.

YOU CANNOT LEAVE EMOTION TO CHANCE.

VULNERABILITY IS A STRENGTH: IT IS OKAY TO BE

WRONG OR NOT KNOW.

ADMIT YOUR MISTAKES AND LEARN FROM THEM.

IT IS OKAY TO ASK FOR SOME HELP.

CHECK YOUR EGO AT THE DOOR.

DO NOT TAKE YOURSELF SO SERIOUSLY.

TOUCH POINTS
PERSONAL THANK YOU NOTES
TOUGH ON PERFROMANCE GENLLE ON PEOPLE
LIFT EACH OTHER UP EVERYDAY

# **DOES CIVILITY PAY?**

YES!

BEING CIVIL DOESN'T MEAN YOUR JUST NOT A JERK.

NOT HOLDING SOMEONE DOWN IS NOT THE SAME AS LIFTING SOMEONE UP.

SMILING AND SAYING HELLO.

LISTENING FULLY WHEN SOMEONE IS SPEAKING.

YOU CAN HAVE DISAGREEMENTS, HAVE CONFLICT OR GIVE NEGATIVE FEEDBACK CIVILY.

DO IT WITH RESPECT, CARE PERSONALLY BUT CHALLENGE DIRECTLY (RADICAL CANDER).

WARM AND COMPETENT, FRIENDLY AND SMART.

IF YOU ARE CIVIL YOU WILL BE SEEN AS A BETTER LEADER.

# WHAT DO MOST PEOPLE WANT FROM THEIR LEADER: RESPECT

BEING RESPECTED WAS MORE IMPORTANT THAN RECOGNITION AND APPRECIATION.

THOSE THAT FELT RESPECTED:

**56% HEALTHIER** 

92% MORE FOCUSED

1.1X GREATER RETENTION

55% MORE ENGAGED

SMALL THINGS CAN MAKE A BIG DIFFRENCE: THANKING, VALUING, APPRECIATING, LISTENING ATTENTIVELY, HUMBLY ASKING QUESTIONS AND SMILING.

10/5 PROJECT.

WHO YOU CHOOSE TO BE MEANS EVERYTHING

# 4. APPRECIATIVE INQUIRY



WHEN WAS THE LAST TIME YOU IMPLEMENTED AN IDEA YOU GOT FROM ONE YOUR TEAM?	
WHAT IS ONE POSITIVE EXAMPLE OF YOUR LEADING BY WALKING AROUND THIS WEEK.	

# APPRECIATIVE INQUIRY

ORGANISATIONAL CHANGE METHODOLOGY.

ROBUST AND FLEXIBLE APPROACH.

INVOLVES OUR IMAGINATION AND DIVERSTIY OF EXPERIENCE.

PEOPLE AND PERSONAL BASED METHOD.

# IT BEGINS WITH MIND SET

# HELP EVERYONE TO THINK POSITIVELY

Studies have shown that there are five phrases that we should remove from our vocabulary in order to improve productivity and morale. Just - IMPORTANT.

Try - WILL DO IT.

Didn't have time - SCHEDULE TIME.

Can't - CAN.

Tried that in the past and it didn't work - IT COULD WORK NOW.

# HOW DOES APPRECIATIVE INQUIRY WORK?

WHAT WE FOCUS ON

HOW WE TALK TO ONE ANOTHER.

ORGANISATIONAL CHANGE STARTS WITH WHAT WE ALREADY DO WELL.

**BUILD ON THE POSITIVE** 

WHAT ARE THE BENEFITS OF APPRECIATIVE INQUIRY? FOCUSED ON THE PEOPLE IN THE ORGANISATION.

PEOPLE TO FEEL PART OF THE CHANGE.

IT IS VERY MOTIVATING.

**EVERYONE HAS INPUT FOR THE FUTURE** 

HELPS PULL THE CHANGE THROUGH TO REALITY.

APPRECIATIVE INQUIRY BASED LEADERSHIP TODAY

DIAGNOSE: What is working AND WHY.

DETERMINE: What OUR GOAL.

DECIDE: What can we do different, better, more of.

DELIVER: How do we do it.



DIAGNOSE - STRENGTHS	DETERMINE OUR GOAL - OPPORTUNITIES
WHAT'S WORKING NOW	WHAT IS IN FRONT OF US
WHAT DO WE STAND FOR	WHAT NEW MARKETS ARE AHEAD
WHAT MAKES US DIFFERENT	NAME 3 NEW OPPORTUNITIES
WHAT IS OUR BIGGEST STRENGTH	WHAT CAN WE DO DIFFERENTLY
WHAT DO OUR CUSTOMERS THINK OF US	HOW CAN WE DEVELOP OUR PEOPLE
WHAT DO WE PROVIDE THAT IS BETTER THAN MOST	HOW CAN WE IMPROVE COMMUNICATION
WHAT MAKES US THE BEST	WHAT SKILLS DO WE NEED TO HONE
	WHAT CAN WE DO MORE OF
DELIVER - RESULTS	DECIDE - ASPIRATIONS
HOW ARE WE TRACKING	WHAT ARE WE PASSIONATE ABOUT
WHAT SPECIFICALLY HAS IMPROVED	HOW DO WE BRING OUR VALUES TO LIFE
IS OUR REWARDS SYSTEM IN LINE WITH THE	THE WEST WEST STATE OF THE STAT
	WHAT ARE WE CHAMPIONING
ASPIRATIONS OF THE TEAM	
	WHAT ARE WE CHAMPIONING
ASPIRATIONS OF THE TEAM WHAT CAN WE DO DIFFERENT, MORE OF, BETTER	WHAT ARE WE CHAMPIONING WHAT TRAINING AND MENTORING CAN WE DO WHAT CAN WE IMPROVE IN PROCESS AND
ASPIRATIONS OF THE TEAM WHAT CAN WE DO DIFFERENT, MORE OF, BETTER	WHAT ARE WE CHAMPIONING WHAT TRAINING AND MENTORING CAN WE DO WHAT CAN WE IMPROVE IN PROCESS AND TECHNOLOGY
ASPIRATIONS OF THE TEAM WHAT CAN WE DO DIFFERENT, MORE OF, BETTER	WHAT ARE WE CHAMPIONING WHAT TRAINING AND MENTORING CAN WE DO WHAT CAN WE IMPROVE IN PROCESS AND TECHNOLOGY

## WEEKLY MEETINGS SOP

Running a positive team meeting is essential for fostering a motivated and productive sales team. Here are some key steps to ensure your sales team meetings are effective and positive:

SET CLEAR OBJECTIVES: Start by defining the purpose and objectives of the meeting. Be specific about what you want to achieve during the meeting, whether it's discussing performance, setting goals, sharing updates, or addressing challenges.



PLAN THE AGENDA: Create a well-structured agenda that outlines the topics to be discussed, the time allocated to each item, and who will lead each discussion. Make sure to include items like sales goals, progress updates, best practices, and challenges.

CHOOSE THE RIGHT TIME AND LOCATION: Schedule the meeting at a time that works for all team members and select a comfortable and distraction-free location, whether it's in person or virtual.

ENCOURAGE PARTICIPATION: A positive sales meeting should encourage active participation from all team members. Encourage open dialogue, questions, and the sharing of ideas and experiences. Ensure that quieter team members have an opportunity to speak as well.

CELEBRATE ACHIEVEMENTS: Recognise and celebrate the successes and milestones achieved by the team members. This helps boost morale and motivation. You can highlight individual and team achievements, such as hitting sales targets or securing significant deals.

ADDRESS CHALLENGES CONSTRUCTIVELY: Discuss any challenges or obstacles the team is facing but do so in a constructive manner. Focus on finding solutions rather than assigning blame. Encourage team members to share their thoughts on how to overcome obstacles. INCLUDE MANAGERS.

PROVIDE TRAINING AND DEVELOPMENT OPPORTUNITIES: INVEST in your team's growth by offering training and development opportunities. Share resources, tips, and best practices to help them improve their sales skills.

SHARE INFORMATION AND UPDATES: Keep the team informed about company updates, product changes, market trends, and any relevant industry news. Knowledgeable and informed salespeople are more confident and effective.

SET CLEAR ACTION ITEMS: At the end of the meeting, summarize key takeaways and action items. Ensure that everyone understands their responsibilities and deadlines. Follow up on these action items in the next meeting.

MAINTAIN A POSITIVE TONE: Keep the atmosphere of the meeting positive and encouraging. Avoid dwelling on negatives or using the meeting as a platform for reprimanding team members. Focus on solutions, growth, and teamwork.

KEEP IT TIME-EFFICIENT: Respect your team's time by starting and ending the meeting on time. Stay focused on the agenda items to avoid unnecessary tangents.

GATHER FEEDBACK: Periodically ask your team for feedback on the meetings to understand what's working and what could be improved. Adjust your approach accordingly to make the meetings more effective and engaging.

FOLLOW UP: After the meeting, distribute meeting notes or minutes to ensure everyone is on the same page regarding the discussed topics and action items. Follow up on the progress made between meetings.

By following these steps, you can run sales team meetings that are not only productive but also positive, motivating, and conducive to team growth and success.

# **WEEKLY MEETING WORKSHEET**

DIAGNOSE - STRENGTHS	DETERMINE OUR GOAL - OPPORTUNITIES
DELIVER - RESULTS	DECIDE - ASPIRATATIONS
☐ SET CLEAR EXPECTATIONS	
☐ AGENDA	
☐ TIME AND LOCATION START END	
☐ ENCOURAGE PARTICIPATION	
CELEBRATE ACHIEVEMENTS: Recognise and celebrate the successes and milestones achieved by the team members.	
ADDRESS CHALLENGES CONSTRUCTIVELY: Discuss any challenges or obstacles the team is facing but do so in a constructive manner. INCLUDE MANAGERS	
PROVIDE TRAINING AND DEVELOPMENT OPPORTUNITIES: Invest in your team's growth by offering training and development opportunities.	
SHARE INFORMATION AND UPDATES: Keep the team informed about company updates, product changes, market trends, and any relevant industry news.	
SET CLEAR ACTION ITEMS: At the end of the meeting, summarise key takeaways and action items. Follow up on these action items in the next meeting.	
FOLLOW UP: After the meeting, distribute meeting notes or minutes to ensure everyone is on the same page regarding the discussed topics and action items. Follow up on the progress made between meetings.	

## MANAGING CHANGE: ONBOARDING

Onboarding a new staff member is a crucial process that sets the tone for their experience within your organisation. A well-structured onboarding process helps new employees integrate into the team, understand their roles, and become productive quickly. Here's a step-by-step guide for onboarding a new staff member:

## PREPARATION BEFORE THE START DATE:

Welcome Email: Send a welcome email a few days before the new employee's start date. This can include logistical details, such as the first-day schedule, dress code, and parking information.

Prepare Workspace: Ensure that the new employee's workspace is ready with necessary equipment, supplies, and access to company systems.

# FIRST DAY WELCOME:

Meet and Greet: On the first day, personally welcome the new employee and introduce them to their team members and colleagues.

Paperwork: Complete any necessary paperwork, including tax forms, benefits enrolment, and company policies.

# **ORIENTATION:**

Company Overview: Provide an overview of the company's history, mission, values, and culture.

Conduct a tour of the office or workplace, highlighting essential facilities like restrooms, break areas, and emergency exits.

## TRAINING:

Job-specific Training: Offer job-specific training to help the employee understand their role and responsibilities.

SOFTWARE AND SYSTEMS: Provide training on the software and systems the employee will use in their

COMPLIANCE TRAINING: Ensure the employee completes any necessary compliance or safety training.

### INTRODUCTION TO COMPANY POLICIES:

Share and explain company policies, including those related to dress code, attendance, time-off requests, and workplace conduct.

# **BENEFITS AND COMPENSATION:**

Review the employee's benefits package, including health insurance, retirement plans, and any other perks. Discuss compensation details, including pay schedule and direct deposit information.

# HR DOCUMENTATION:

Ensure the employee completes any remaining HR paperwork, such as emergency contact information and the company's code of conduct.

# MEETINGS AND COMMUNICATION:

Introduce the employee to their immediate supervisor and team members. Schedule regular check-ins and establish open lines of communication.

## **SET EXPECTATIONS:**

Discuss performance expectations, goals, and KPIs for the new role. Share a clear job description and responsibilities.

# PROFESSIONAL DEVELOPMENT:

Explain opportunities for professional development, including training programs and growth within the organisation.

# **COMPANY CULTURE:**

Share insights into the company's culture, values, and expectations regarding teamwork and collaboration.

## PROVIDE RESOURCES:

Offer resources like an employee handbook, organisational chart, and any other materials that can help the new employee.

# **FEEDBACK AND EVALUATION:**

Discuss the performance evaluation process and how feedback is provided within the organisation.

# MENTORING OR BUDDY SYSTEM:

Assign a mentor or buddy who can help the new employee navigate the organisation and answer their questions.

# FOLLOW-UP AND CONTINUOUS SUPPORT:

Schedule follow-up meetings to address any questions or concerns. Provide ongoing support and training as needed.

Encourage the new employee to provide feedback about their onboarding experience and use this feedback to improve the process for future hires.

Remember that effective onboarding is not a one-time event but an ongoing process that can extend for several weeks or months. The goal is to help the new staff member feel comfortable, confident, and well-equipped to contribute to the organisation's success.

# NEW SALESPERSON ONBOARDING FIRST 30 DAYS

TRAINING AND COACHING TECHNIQUE. T.S.L.O.P (TELL THEM WITH A CHECKLIST/SHOW THEM WITH THE CHECKLIST/LET THEM TRY WITH THE CHECKLIST/OBSERVE/PRAISE AND REDIRECT.

NAME	MANAGER NAME	DATE

# **WEEK 1: INTRODUCTION TO COMPANY AND CULTURE**

DAY 1-2: ORIENTATION	COMPLETED BY	DATE
Welcome and introduction to the company.		
Overview of company history, mission, and values.		
Tour of the dealership facilities.		
Meet-and-greet with team members.		
DAY 3-5: PRODUCT KNOWLEDGE		
In-depth training on the car models sold at the dealership.		
Hands-on experience with the vehicles. Yard change etc.		
Understanding key features, specifications, and pricing.		
Role-play scenarios for demonstrating product knowledge.		
Meet and greet customers.		
WEEK 2: SALES TECHNIQUES		<u> </u>
DAY 6-7: SALES PROCESS OVERVIEW		
Introduction to the sales process from greeting to closing.		
Role play the process. Test drive route.		
Customer relationship management software training.		
Setting sales goals and expectations.		
Some customer interaction.		
DAY 8-10: SALES SKILLS		
Effective communication and active listening.		
Building rapport with customers.		
Handling objections and negotiations.		
Role-playing sales scenarios.		
Test drive with customers.		
WEEK 3: COMPLIANCE AND PROCEDURES		
DAY 11-13: LEGAL AND COMPLIANCE		
Overview of industry regulations and legal requirements.		
Ethics in sales and customer interactions.		
Compliance with dealership policies.		
Understanding financing and documentation.		
Selling to customers.		

DAY 14-16: CRM AND SALES TOOLS					
Training on CRM software and other sales tools.					
Prospecting techniques and lead management.					
Using technology for sales presentations.					
Finance applications.					
Selling to customers.					
WEEK 4: PRACTICAL TRAINING AND ONGOING SUPPORT					
DAY 17-20: PRACTICAL EXPERIENCE					
Shadowing experienced salespeople.					
Assisting with real customer interactions.					
Handling test drives and presentations.					
Working with customers start to finish.					
DAY 21-23: ROLE-PLAYING AND SCENARIOS					
Advanced role-playing exercises.					
Handling difficult customers or situations.					
Feedback and improvement sessions.					
Follow up techniques.					
DAY 24-27: SALES METRICS AND CLOSING TECHNIQUES					
Understanding key performance indicators (KPIs).					
Closing techniques and strategies.					
Sales strategy development.					
Completing the whole sales process.					
DAY 28-30: EVALUATION AND GRADUATION					
Final assessment of product knowledge and sales skills.					
Graduation ceremony and presentation of certificates.					
REVIEW OF THE ONBOARDING PROGRAM AND FEEDBACK COLLECTION.					
Throughout the 30-day program, it's essential to assign mentors or coaches to new salespeople for ongoing support and guidance. Additionally, continuous learning and development should be encouraged, as the automotive industry is constantly evolving.					
After the initial 30 days, consider implementing ongoing training and professional development opportunities to help salespeople stay updated with industry trends and maintain their skills. This can include regular sales meetings, workshops, and access to online resources.					
FEEDBACK FROM SALESPERSON					

TAKE AWAYS	S			