



# ORIENTATION



**Let's Get Started...**

*Welcome!*  
 Now that you're a part of the team, let's get you introduced to our fundamentals. Inside, you will find your training schedule, material on our foundations of marketing, our systems of successful working habits, and everything in between.



[www.delagroupmanagement.com](http://www.delagroupmanagement.com)





# PRODUCT KNOWLEDGE

# TRAVEL & EVENTS



## AT&T WIRELESS

- AT&T 5G / 5G+ with more reliable coverage.
- Unlimited text from the U.S to 200+ countries.
- Unlimited number of domestic calls and texts.
- HD video streaming.
- Unlimited data, talk, and text between U.S, Mexico and Canada.
- AT&T advanced mobile security.



## Business Beyond Borders

- **Company R&R travel**
- **Keys to Success National Meeting**
- **Regional Conferences**
- **Sports Events & Entertainment**
- **Office Road Trips**



# GARDEN THEORY

# HOW THE CLIENTS MAKE MONEY

Similar To Growing A Garden,  
We Work Our Territories Using  
A 2-Lap System To 'Weed' Out Non Buyers,  
& Plant Seeds For 'Harvest'

## LAP 1: WEEDING & SEEDING

*Customers You'll Run Into During These Hours:*

- 1 **OAF's** (Old & Friendly)
- 2 **Babysitters/Kids**
- 3 **Work From Home**
- 4 **Uncle Bobs** (Family Members)
- 5 **Unemployed**
- 6 **Roommates/Non-Decision Maker**

## LAP 2: HARVEST

*Customers You're Looking For:*

- **D.M's** = Decision Makers

**WEED OUT YOUR IMMEDIATE NO'S!**

'PLANT SEEDS' WITH SPOUSES & ROOMMATES TO STOP BACK ON LAP 2

**RELAP ROUTE & STOP BACK WHERE YOU HAVE PLANTED SEEDS TO REAP YOUR HARVEST**



1 New Customer = \$4,500

**LOCAL REVENUE GENERATION:**

150 CUSTOMERS/WEEK  
X 4 WEEKS

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600 CUSTOMERS/MONTH  
X 12 MONTHS

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7,200 CUSTOMERS/YEAR  
X \$4,500

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**\$657,000 / WEEKLY**  
**\$2,700,000 / MONTHLY**

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**\$32,400,000 / YEAR IN NEW AT&T CUSTOMER REVENUE**

**NATIONWIDE REVENUE GENERATION:**

4,000 CUSTOMERS/WEEK  
X 4 WEEKS

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8,000 CUSTOMERS/MONTH  
X 12 MONTHS

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96,000 CUSTOMERS/YEAR  
X \$4,500

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**\$18,000,000 / WEEKLY**  
**\$72,000,000 / MONTHLY**

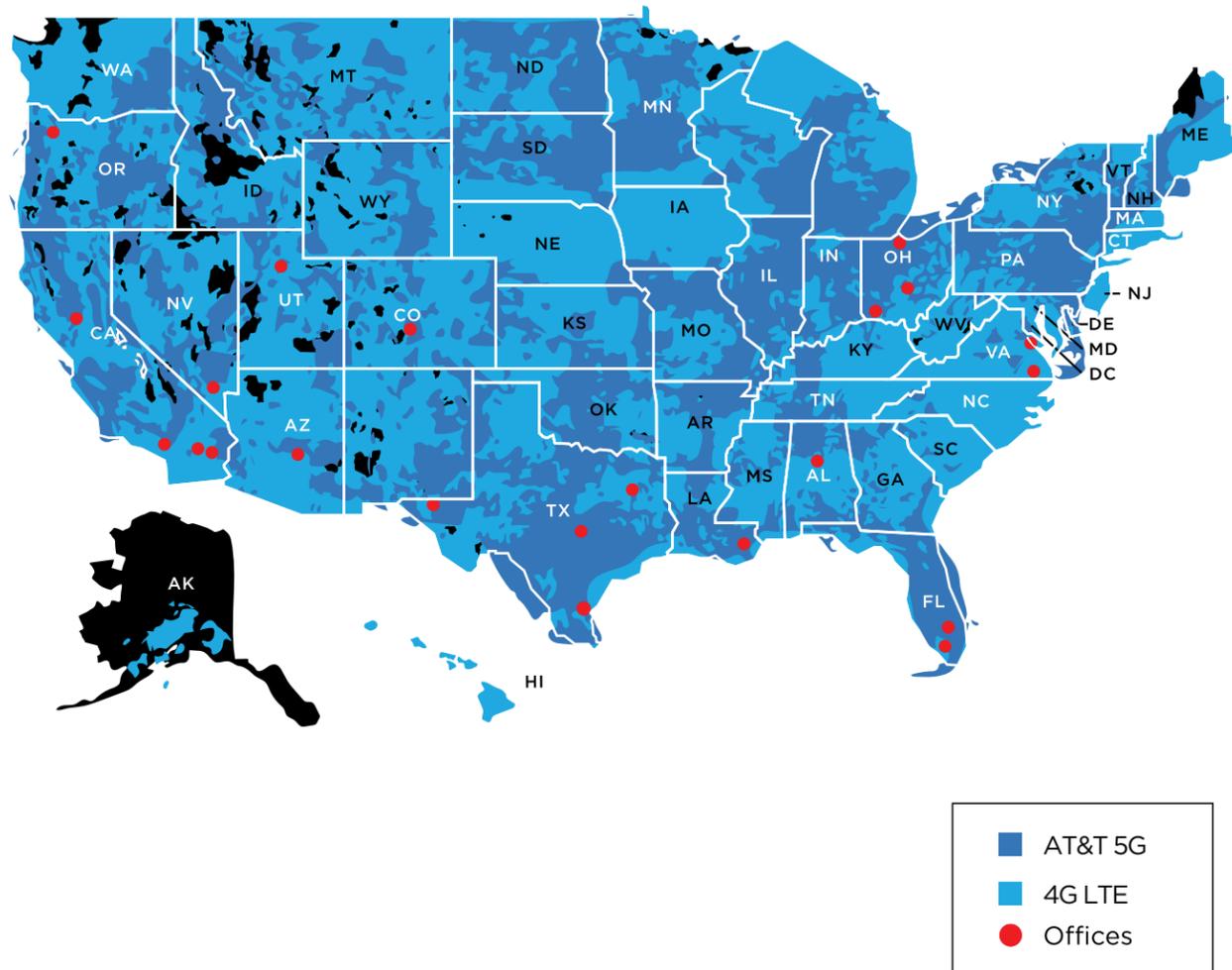
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**\$864,000,000 / YEAR**



# MAP AND CLIENTS

# PPA = APP



Since 2023, our longstanding partnership with AT&T has been instrumental in their expansion across the West Coast and the broader United States. By combining our expertise in innovative marketing and customer engagement strategies, we have successfully helped AT&T acquire a diverse new customer base and solidify its presence as a telecommunications leader in various regions. This collaboration has not only fueled AT&T's growth but also reinforced our commitment to driving success through enduring partnerships.

## There Are Only 3 Things You Can Control In The Field That Will Determine Your Outcome!

1

### **PITCH:**

#### *Ability To Communicate*

- Memorize Script
- Project Your Voice
- Pregnant Pauses (Knowing When to Stop Talking to Let Customer Engage)

2

### **PACE:**

#### *Work Ethic*

- Hitting 80 Houses
- Completing 2 Laps
- Garden Theory

3

### **ATTITUDE:**

#### *Results*

- Let Your ATTITUDE DETERMINE Your RESULTS, Never Let Your RESULTS DETERMINE Your ATTITUDE!
- Poker Face! SMILE, EYE CONTACT, ENTHUSIASM!
- 1% Better Everyday Mentality!

**PITCH, PACE, ATTITUDE** Are The 3 Things You Must Control To Get Your Desired Result, **APPS!**



# LAW OF AVERAGES (LOA)

# MANAGEMENT Training Program

## A System for Finding Buyers

Houses: 80  
Talk To's: 45  
Presentations: 15-20  
Closes: 5-10  
Sales: 1-3

**MORE = MORE**  
Exposure = Results  
\*Every No Will Put You One Step Closer To Your Yes

## 5 Types Of People:

- 1 Quick No's: No Time, No Interest
- 2 Lookers: Too Nice to Say No; Irrelevant Questions
- 3 Shoppers: Find Selling Point; They Know What They Want; Relevant Questions
- 4 Means & Rudes: Kill 'Em With Kindness
- 5 BUYERS

## 3 Types Of Days:

- |   | Fast "Morning"         | → | Slow "Afternoon"                                   |
|---|------------------------|---|----------------------------------------------------|
| 1 | Fast 1 <sup>st</sup>   | → | Slow 2 <sup>nd</sup> : Tests Your Work Ethic       |
| 2 | Slow 1 <sup>st</sup>   | → | Fast 2 <sup>nd</sup> : Tests Your Attitude         |
| 3 | Steady 1 <sup>st</sup> | → | 2 <sup>nd</sup> : Tests Your Attitude & Work Ethic |

<b>TRAINEE</b> (6 Days) <ul style="list-style-type: none"> <li>Product Knowledge</li> <li>Basic Marketing and Sales Training</li> <li>Hands On Training with Team Leader or Junior Director</li> </ul>	<b>CLIENT REPRESENTATIVE</b> (2-4 Weeks) <ul style="list-style-type: none"> <li>Mastery of Basic Marketing and Sales Concepts</li> <li>Communication Skills</li> <li>Strategic Goal Setting</li> <li>Leadership Checklist</li> <li>Consistency</li> </ul>
<b>TEAM LEADER</b> (2-4 Months) <ul style="list-style-type: none"> <li>Coach/Mentor &amp; Training/Managing</li> <li>2nd Round Interviews and Business Trips</li> <li>Public Speaking Training</li> <li>Classroom Style Training</li> <li>Leadership/Team Development</li> <li>Manage 2-3 Leaders</li> </ul>	<b>JUNIOR DIRECTOR</b> (2-4 Months) <ul style="list-style-type: none"> <li>Manage 5-6 Leaders</li> <li>Team Identity and Campaign Management</li> <li>Territory Management with Clients</li> <li>Sales Management</li> <li>Branch Management Training</li> <li>Leadership/Team Development</li> </ul>
<b>ASSISTANT DIRECTOR</b> (1-3 Months) <ul style="list-style-type: none"> <li>Oversee All Office Responsibilities</li> <li>Cross-Train to Management</li> <li>Financial Planning, Payroll, and Taxes</li> <li>HR Responsibilities and Recruiting</li> <li>P&amp;L Statements</li> <li>Learn to Manage Hiring Process</li> <li>Client Operations</li> </ul>	<b>DIRECTOR OF OPERATIONS</b> <ul style="list-style-type: none"> <li>Client Operations</li> <li>Oversee Business/Market</li> <li>Finances/Payroll/Taxes</li> <li>Conferences</li> <li>Client Meetings</li> <li>Human Resources</li> <li>Morning Meetings</li> <li>Managing 10+ Representatives Daily</li> </ul>
<b>REGIONAL CONSULTANT</b> <ul style="list-style-type: none"> <li>Oversee 5-10 Locations</li> <li>Earn Additional Overrides</li> </ul>	<b>NATIONAL CONSULTANT</b> <ul style="list-style-type: none"> <li>Oversee 10+ Locations</li> <li>Earn Additional Overrides</li> </ul>



# 8 STEPS TO SUCCESS

# 5 STEPS OF CONVERSATION

## A System For Successful Working Habits

- 1 Have A Great Attitude**
  - Success in the Business Will Come From 99% Attitude and 1% Ability
- 2 Be On Time**
  - If You Are Not Early, You're Late
- Be Prepared**
  - Mentally: Our Law of Averages Tell Us That There Will Be More No's Than Yes's
  - Physically: Eat, Bring Water, Comfortable Walking Shoes, Dress Weather Appropriate, etc.
- 4 Work A Full Day**
  - Maximize Results By Utilizing All Time in Office & Field
- 5 Maximize Your Territory**
  - Hit all leads. Talk to neighbors you see in passing. You never know who your sign-ups will be.
- 6 Protect Your Attitude**
  - It's only human to lose your attitude, how quickly you regain it is what's important.
  - You determine the outcome of your day with how quickly you bounce back!
- 7 Know Why You're Here & Where You're Going**
  - Have Goals: Short/Mid/Long Term (30/60/90 Day)
  - Find People In A Place You Want to Be In/Be Like. Chase Your White Rabbit, Success Breeds Success.
- 8 Take Control**
  - YOU Determine YOUR Success in the Business
  - Be Accountable For All Your Situations, That's Where Your Power Lies

## System To Building Impulse

- 1 INTRODUCTION:**  
**Name, Who You're With, What You're Doing**
  - **S.E.E.** Factors = **S**mile (Friendly/Comfortable/ Lowers Guard)  
**E**ye Contact (E establishes Trust)  
**E**nthusiasm (Builds Curiosity)
- 2 QUALIFYING Q UESTIONS:**  
**Customer's Current Provider, Services, and How Much They Pay Monthly**
  - **K.I.S.S.** = **K**eep **I**t **S**hort & **S**imple!
- 3 PRESENTATION:**  
**"WOW!" Factor**
  - Any Amount They Pay With Competitor is TOO MUCH!
  - Build Value Around Our Service Being Superior and Affordable
- 4 CLOSE:**
  - **M.I.M.S.** = **M**ake **I**t **M**ake**S**ense Why Customer Should Sign Up With You TODAY!
  - Better quality
- 5 REHASH:**  
**Last Words You Leave With Customer!**
  - Leave Them Excited For New Service, Free Install, Promotions, etc.