



# Get your Entire Team to Help Spread your Message

In this economy, we need to work smarter and more efficiently. One way to work more efficiently is to enroll others in helping you achieve your goals. There are many people around you who can become major contributors and assets. But, to get the best results, this task needs to be planned and executed properly. The best way to build a successful team is to follow these steps:

1. Enrolling - Show employees why it is in their own best interest to help their company succeed and how easy it can be.
2. Empower - Remove all the hard work by making it as simple as possible for your employees to help you get ahead.
3. Excite - Share the success and excitement of belonging to a winning team.
4. Execute - Explain the specific objectives of your sales tools and how they should be used by each employee or partner.
5. Measure - Create specific process, goals and procedures for measuring and providing feedback.

## Have it Ready to Play... *by Everyone*

Obviously, everyone in your company has different levels of ability when it comes to explaining your services. But, your Impact Movie always delivers a consistent message.

- Your team won't require any product-specific training. They merely need assistance in the areas listed below.
- The best programs are ones that only need to be set-up once. Although this may take some effort to set-up, the rewards will continue with little additional time and effort.

## Have it Ready to Play... *Everywhere*

Have your video ready to play wherever you host visitors.

- Copy it on all computers and mobile devices (conference and training rooms, cafeteria and lobby).
- Make it easy to find your video by using the same shortcut on each device where it is loaded.

**HINT:** Use the Tradeshow or Handout format. These don't need an Internet connection so it can be played in remote areas of your office or when your Internet connection is down.

## Potential Departments that may Assist

Identify all people who are in regular contact with customers and other stockholders. Here is a list of potential departments.

### PRODUCTION / MFG

Analysis, Spec's.  
Project Mgt, Dev.

### CUSTOMER SERVICE

Operations, Training  
Vendors, Suppliers

### AFFILIATES, PARTNERS

Reseller Channel  
Dealers, Agents

### MANAGEMENT

Business Alliances  
Boards of Directors

### COMM. RELATIONS

Interviews, Articles  
Industry Associations

### HUMAN RESOURCES

Recruiting, Educating  
Orientation, Training

### SOCIAL MEDIA

Yours & Employee  
Partners & Affiliates

### FINANCE & LEGAL

Lawyers, CPAs  
Insurance, Banking

### MEDIA & PR

Educating, Outreach  
Directory Listings

## Resources to Help other People Help You

We can provide you with tools to help make this process easy for you. Here are some of the resources that we can provide.

### TEXT FOR EMAILS

Text for email follow-ups when talking on the phone or chatting online.

### SIGNATURES & LINKS

Text for signature lines and assistance in setting these up for your team.

### SCRIPTS FOR FINDING OPPS

Sample scripts for everyday conversations that are helpful and friendly to uncover additional sales opportunities.

### TALKING POINTS

Ways to pleasantly mention your IM in conversations and ask for names of other people inside customer organizations.

### MSG FOR SOCIAL MEDIA

Sample messaging for your social media sites and those of your team members.

### MESSAGING FOR PARTNERS

Text to include in the websites and materials for all partners, resellers and affiliates.

## Your Rollout Meeting

### WHO TO INVITE

We suggest that you hold a Rollout Meeting with your team when your project is near completion. We will give you an agenda for this meeting. It is meant for two groups:

1. People who will use it to spread your message to your audience (Customers, Prospects, Affiliates, Partners.)
2. People who you will need to help support it (such as your IT Department for loading it on your servers, setting up reports and analytics; and Graphic Design and Programming for loading it into your website.)

### PREPARATION

There are some important things to prepare before this meeting.

1. Copies of your videos on CDs and USB drives.
2. Identifying the best uses for your departments and individuals.
3. Resources to help your team be successful (emails, scripts, etc.)
4. The specific objectives of this IM and how it will be used.

### HOLDING THE MEETING

We are happy to conduct this meeting for you. In some cases, having us moderate the meeting helps it flow easier and achieve your objectives faster.

Call us today to get started along a better path.

Your AngelCore Team  
503-799-4412