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Cheyney University

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Agents into Management

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MetLife[®]

Purpose of Today's Session

- Describe the Importance of Sales Management
- Compare and Contrast Sales and Field Sales Management Career
- Understand Key Responsibilities of a Sales Manager

Agenda

- Why Sales Management
- My Journey Towards Sales Management
- Making the Transition
- Sales Skills vs. Management Skills
- Review Sales Management Role and Key Competencies
- Q & A

The Career Opportunity



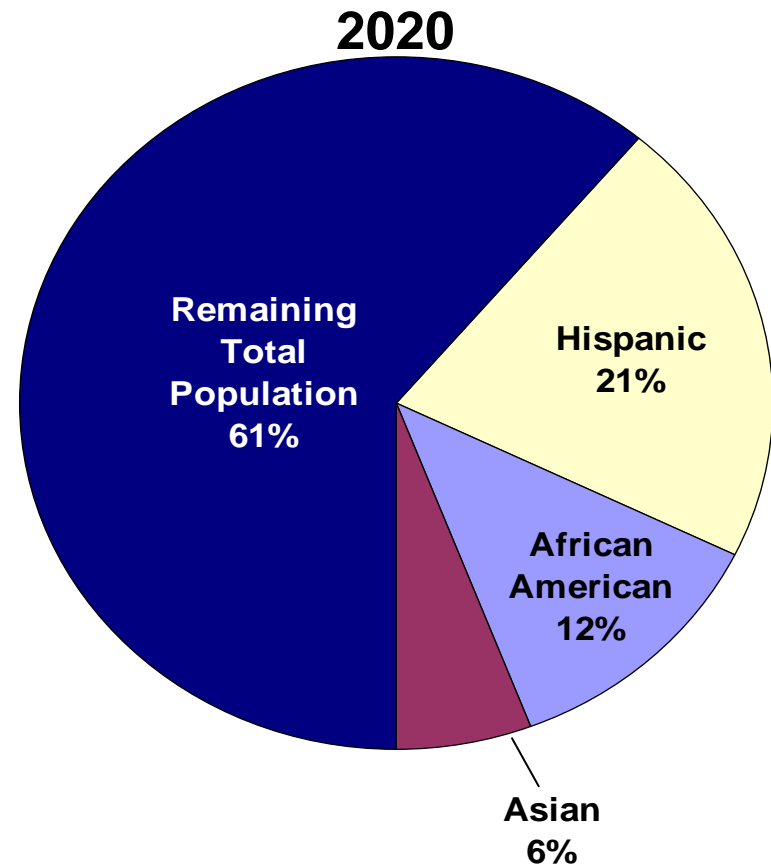
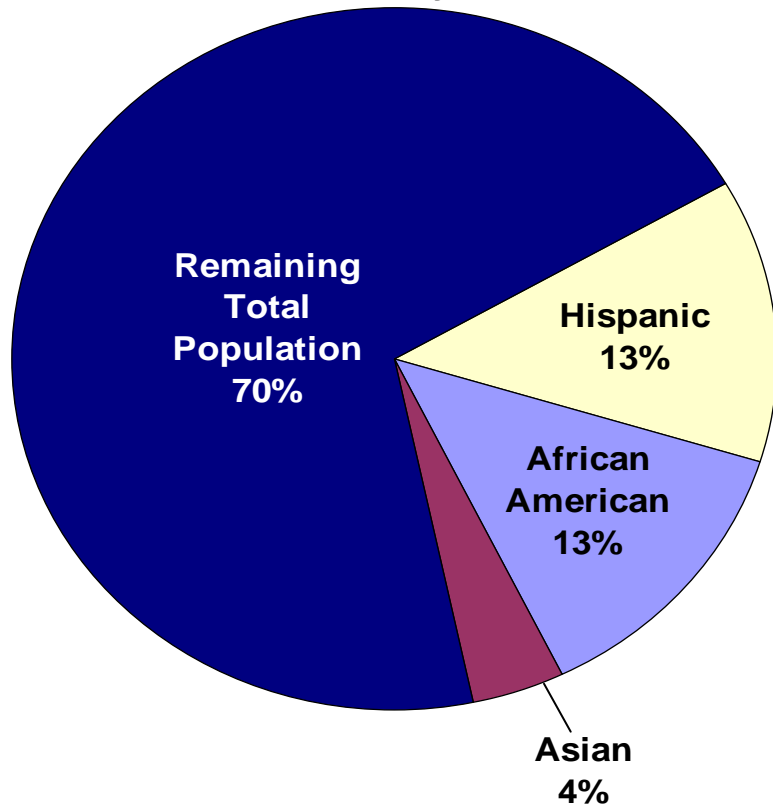
“Why consider a career in sales management?”

Why the Sales Manager Role is So Important

- Key to long-term growth strategy
- Primary source of new recruits
- Primary resource for sales training and development of new agents
- Proving ground for future management roles

Projected Total U.S. & Multicultural Population 2020

By 2020, 39% of the US population will be Multicultural



It's a Multicultural World...

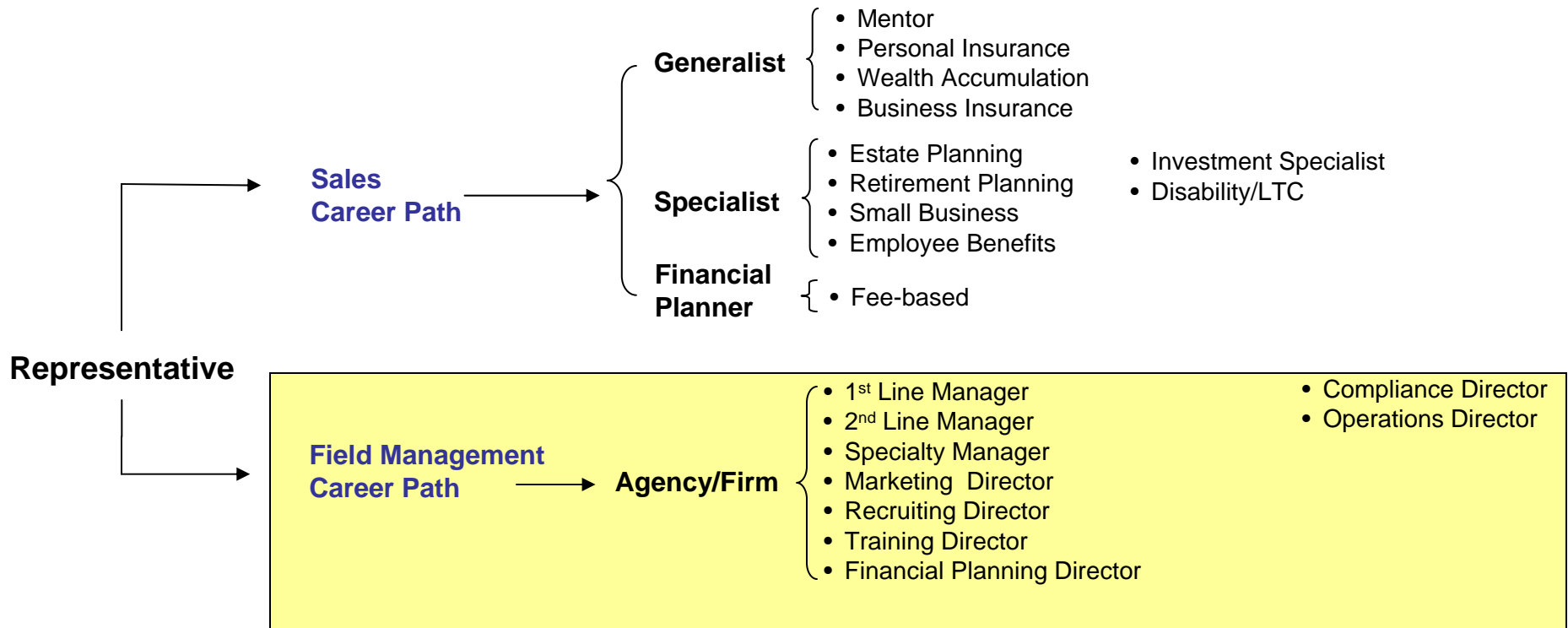
- Nearly **one** out every **three** U.S. residents represents a diverse ethnic background¹
- Nearly 1-in-5 people or 47 **Million** U.S. residents speak a language other than English at home²
- There are over 4 million minority owned businesses in United States³

¹Source: U.S Census, May 2007 Press Release

²Source: U.S Census, October 2003 Press Release

³Source: Minorities in Business: A Demographic Review of Minority Business Ownership, U.S. Small Business Administration, 2007

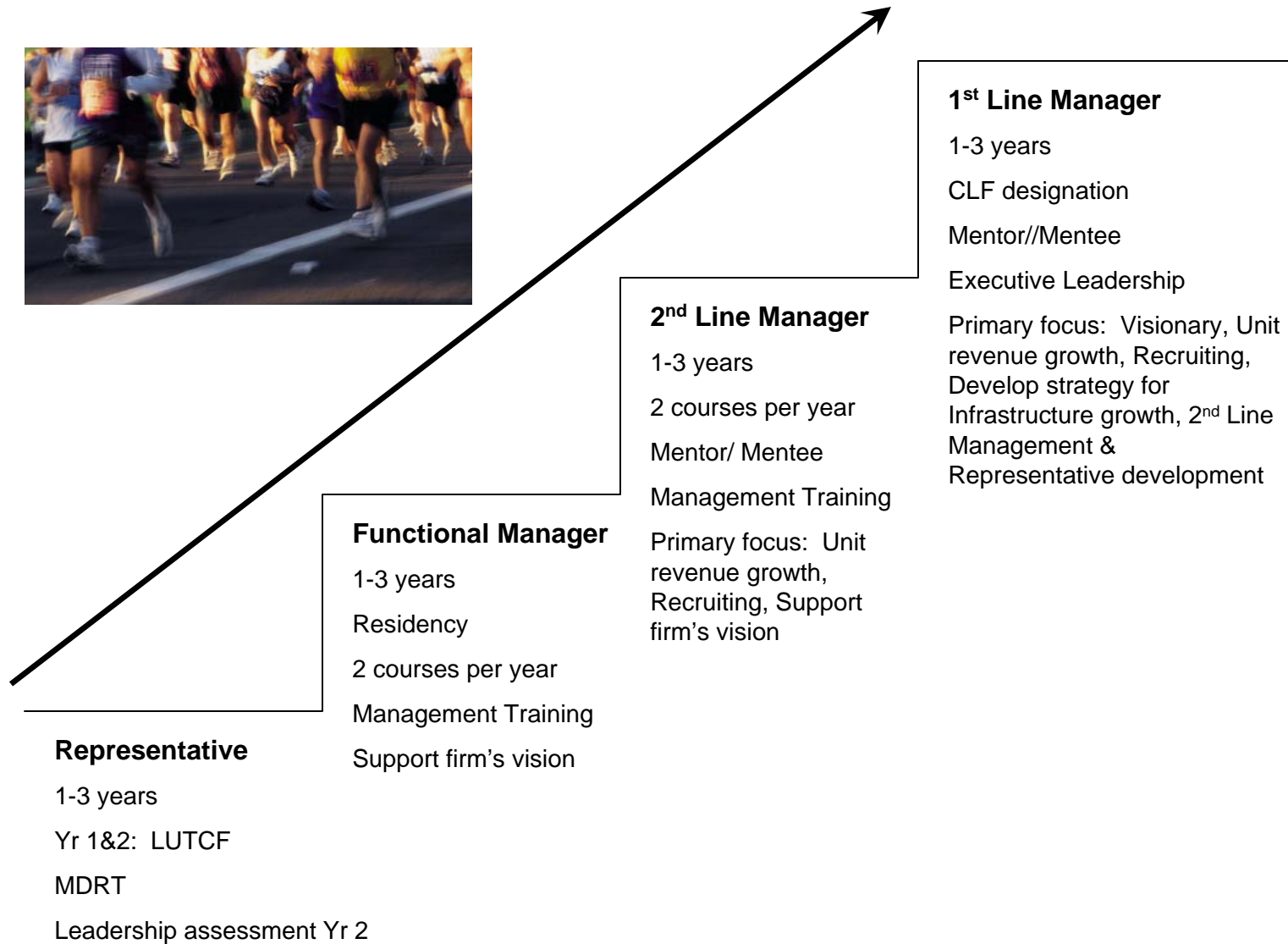
Representative Career Path Options





My Journey Towards Sales Management

Making the Transition



Functional Manager

- Support Firm's Vision
- Business Owner
- Management Training
- Management Rotation
- MDRT
- Licensing

2nd Line Manager

- Support Firm's Vision
- Franchisee
- Management Training
- Mentor/Mentee
- Unit Revenue growth
- Recruiting
- Licensing

1st Line Manager

- Visionary
- CEO
- Develop Strategy for Infrastructure growth
- Executive Leadership
- 2nd Line Management Development
- Representative Development

Selling Skills vs. Management Skills

Sales Requires:

- You to be self motivated
- You to know how to prospect and have a high closing ratio
- Your active involvement in each step of the sales process

Management Requires:

- You to develop and motivate a group of people to work together
- You to be able to transfer your skills to others
- Getting things done through others

Sales vs. Hiring Process

Sales

- Prospecting
 - Warm Sources
 - Referrals
 - Cold Sources
 - Direct Mail
- Qualifying Prospect
 - Initial Interview - getting data to determine going forward
- Fact Finding
 - Asking questions to help determine needs

Hiring

- Recruiting
 - Warm Sources
 - Referrals, Nominators
 - Cold Sources
 - Job Fairs, Internet
- Qualifying Candidate
 - Testing to determine the aptitude of the prospect to the career or not
- Selecting
 - Interviews to ask questions to help determine if the candidate fits in your culture and firm

Sales vs. Hiring Process (*continued*)

Sales

- Case Preparation
- Analyzing the data to present solutions
- Closing Presentation
 - Asking for the Sale

Hiring

- Job Sampling
 - Analyzing the candidate to determine if they are willing to do the job
- Hiring Presentation
 - Career Presentation and offering the position

Sales Management Candidate Profile

- Two years successful sales experience preferred
 - Production at MDRT or Conference Qualification
 - Mix of business weighted to core products
- Meets company licensing requirements
- Meets Compliance and Ethics Standards
- Proficient in sales systems
- Demonstrates management and leadership competencies
 - Mentoring and Joint Work Activities
- Working towards a Professional Designation

Key Competencies and Responsibilities

Recruiting
Training
Coaching

Sales Growth

Performance Management
Marketing
Sales

Productivity

Interpersonal Skills
Teamwork
Leadership

**Personal and Career
Growth**

Customer Service
Compliance
Operations

Management

Things to Consider

- Mentorship
- Training
- Leadership Development
- Compensation

Your Opportunity

Questions?

Evaluations

Please take a few moments to complete the evaluation for this workshop.

We appreciate and value your feedback.

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Thank you