



**Currie Best Practices Monthly Group
Facilitated by Robin Currie**

**Tuesday, November 12th, 11:00am to 4:00pm EST
On-line Meeting via Microsoft Teams**

Topics Covered

Segment One (about one hour): Overview of a Successful Distributor

Segment Two (about 90 minutes): Currie Financial Model, and Currie forecasting and staffing tools

Segment Three (about 90 minutes): Account Management and Sales Department Best Practices

- Revenue growth
- Market coverage
- expense control
- sales rep productivity
- staffing ratios
- department structure
- scripting for employees

Segment Four

- Sales Department case studies
- management and leadership skills development
- Preview of the new sales rep training: The Currie Sell, Sales Training in the New Normal (this is a preview only of a new program specifically for reps)
- communication skills and communication best practices

Next meeting is scheduled for Wednesday, December 9th and will cover leadership skills for executives and managers.