



## **Anna Taylor First 90 Days**

We are so glad that you are here. Rule #1 Scary and Fun. Rule #2 This is a 'living document' and we will evaluate and update it as we go.

We are in the people business, and the only way we get to serve them is if we can market and sell to the right ones. The right ones have

1. Big **V**ision: They see where they want their business to be in the future with clarity, conviction, and commitment.
2. Big **G**ap: There is a big GAP between where they are currently and their vision (Pain is involved)
3. Big **H**earth: Two things
  - a. Emotionally intelligent/self-aware. When asked about the cause of the gap, they say 'It's me.'
  - b. The Purpose of the business is more than just making money
4. Big **T**hirst: They are learners, ask them what they have read this month.

***The most difficult and complex work we do at XM Performance is finding these VGHT owners and enrolling them in a first engagement.***

In your first 90 days we have two critical objectives, get you on board and producing as quickly as possible while we simultaneously prepare for a teammate's maternity leave (Operation ML). Your role will have three major components in this window.

1. Learn and lead our marketing revolution. Digital, Ground Game, Cold Calling. After Operation ML we will be updating our branding, logos, and style.
2. Small Business Xcelerator for Ross. Sales pipeline, client management.
3. Managers to Leaders Program manager. You will be responsible for everything but delivery in this key revenue stream for growth.

**Big Picture:** At the end of 90 days, we need you to be able to be the Captain of our Marketing efforts focused on driving VGHT conversations and meetings. Understand the whole Managers to Leaders process and tell us how to make it better. Manage all of Ross' Texas-based prospect, client, and collaboration meetings. Mastery of how to talk about XM Performance in general, and a complete understanding of entry-level offerings for Teambuilding, SBX, and M2L.



## Objectives:

### First 30 Days: Immersion

- Learn and rehearse XMP talking points
  - Attend M2L G20 S1
    - Admin
    - Logistics
    - Recording
- } How do we talk about this in the Medium Biz market
- Read, highlight, and underline, talk to Ross about your key takeaways and what you are going to implement.
    - This is Marketing by Seth Godin
    - Founder and Force Multiplier by Adam Hergenrother for 1-1's with Ross
  - Attend a couple of networking meetings with Fanni
  - Learn the systems that we currently use
    - Nutshell
    - Klaviyo
    - Google Calendar
  - Ride alongs
    - Client meetings
    - Prospect meetings
    - Sales calls
  - Dig through old files on speaking engagements
  - Create/Collaborate social media postings for XMP
  - Digital Marketing

### 30-60 Days: Productivity

- Speaking engagement plan/marketing
- Prepare a 10-minute talk on XMP
- Write/help create weekly SM content
- Read – Story Brand by Donald Miller
- Best places for Ground Game
- TX client management (ALF, KAG, M2L)
- Deliver 2 VGHT meetings

### 60-90 Days: Traction

- Cohesive Digital marketing execution is happening
- Deliver 3 VGHT meetings
- Funnels are producing contact forms
- Strong understanding of the M2L process – Impact
  - Who needs this and how do we meet more of them?
- Read – Fanatical Prospecting by Jeb Blount
- SBX Hiring Process, where and how should you assist



### **First week:**

- Introduce software and systems. Give an overview of classes and how things are typically done.
- Have her put a sample M2L book together
- Understand where we keep materials (both physically and digitally)
- Setting up for M2L

Anna's Future Roles: There are many ways we can develop you for the future. At the end of 90 days, you will understand a lot more about what we do and how we do it. We will see you in action and have a better feel for where to use your talents and strengths. The possibilities are endless.

1. Outside Sales and Delivery: As you learn about our clients, if you want to be on the higher brackets of compensation here you must learn how to close deals and deliver high-quality, high-impact content. Could be marketing, leadership, etc.
2. Biz Dev Team Leader: Help reproduce the marketing and sales processes in Phoenix and beyond. Work with a team of outside agencies, marketing administrators, telemarketers, and outside sales team.
3. Director of Marketing
4. Trainer for Marketing, Leadership, and Hiring. What else?

Results equal autonomy, and results drive future opportunities. We have dozens of potential paths forward. We encourage you to take what we have and make it better.

You have permission!