



GIVE ME FIVE!

The Rea 2003 Sales Initiative

REA LAUNCHES NEW SALES INITIATIVE

On Thursday, May 29, 2003, Rea & Associates, Inc., launched a new sales initiative for the remainder of the calendar year.

One representative from each office attended a retreat at Cherry Valley Lodge in Newark to learn what will be expected from each team.

As part of the "Give Me Five!" initiative, each office will aim to bring in new business equal to 5% of last year's fees collected. New business for the purpose of this initiative includes any signed engagement agreement and not only fees actually collected.



Any office that reaches its sales goal by year end will receive 5% of the office's goal as a prize. Begin thinking about how your office will use this prize money – a team dinner at the local hotspot, a night at a ball game, a trip to an amusement park, etc. The opportunities are endless, and it is up to you and your team to decide how and when to celebrate.

There will also be random monthly prizes for high performing teams and outstanding progress. That means you need to start obtaining these new clients now to have the opportunity to receive additional incentives.

Results will be tallied monthly and circulated so each team can track its progress. This monthly newsletter will also be used as a medium to share your accomplishments with the entire Rea firm. Please be sure to share successes and any great competitive stories with Katie Tolin for inclusion.

Progress with prospective clients will be tracked with the new Rea Sales SEQUENCE. It is a 5 step process to obtaining new clients and is further explained elsewhere in this newsletter.

(Are you beginning to see a theme here with the number five—hence the initiative name "Give Me Five!")

The most important part of this initiative is the fact that the office goal is a team goal. Everyone has a place in the marketing process of the firm and YOU are expected to do your part. Whether you simply keep your ears open for potential opportunities or actually land a new client yourself, every effort counts. (Plus, the new business incentive is still in place for anyone referring new business to the firm.)

Get ready. Get set. GO! The race to the finish line has begun. We'll be cheering you on along the way and waiting at the finish line poised and ready to give you five!

REA & ASSOCIATES

June 2003

2003 NEW BUSINESS GOALS

<u>Office</u>	<u>Goal</u>
Cambridge	\$57,000
Columbus <i>(including Strategic Solutions)</i>	\$180,000
Coshocton	\$27,500
HR	\$11,500
Lima	\$83,000
Marietta	\$72,000
Medina	\$96,000
Millersburg	\$82,000
New Phila.	\$129,000
Pension	\$17,000
Wooster	\$54,000

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THE REA SEQUENCE FOR OBTAINING NEW BUSINESS

SEQUENCE is not only a popular board game, it is also the new Rea sales process. The Rea SEQUENCE is a five step process to obtaining new clients. The steps of the process must be completed in sequence for optimum results.

The object of the board game is to take the cards you are dealt and place chips on the corresponding spaces on the game board. There are “wild” cards that give you a lucky break and opponents you need to outsmart. However, when you have placed five chips in a row, you have completed a sequence and you win the game.

The Rea SEQUENCE works in the same manner. If you complete the five steps in sequence, you too will be a winner. There is competition that you must deal with throughout the process and obstacles to overcome, and sometimes you just have a little luck on your side to help you out. *“With a little strategy and a little luck...You’re a winner!”*

The time needed to complete each step varies by prospect and in some cases could take years to complete. New business development is a process and at times you will be discouraged. However, persistence pays off.

In step one, you build awareness for both yourself and the firm by meeting prospects. There are numerous ways to meet people including networking, speaking, and direct contact with those individuals you meet while being involved in your community. Contact can also be made through

cold calling or by the prospect contacting you directly.

After initial contact is made with a qualified prospect, it is time to discover as much as you can about the client. This will be a step that all your team members can assist you with.

The next step is the most exciting part of the process. It is where you show the vast amounts

of knowledge you have. Show the prospect how we can meet a specific need he/she has by talking about our experience. Regular contact and follow-up with the prospect is a huge part of this phase since it could take many years to complete this step alone.

Closing the sale means asking the prospect for his/her work.

There is no magic way to go about this so — *“Just Do It!”* However, there are signals that prospects give you when they are ready for you to ask. A few of

these signals include asking about availability, fees and additional services we offer.

Congratulations! Its the final step and you have landed a new client. Don’t just celebrate and move on to the next one. The sales process is never over! Follow-up is important because this is where your relationship begins to develop. It is much easier to foster this relationship, cross sell more services and ask for referrals, than to start from scratch. Be sure to get to know your clients and take good care of them. If you don’t — someone else will.

If you want to warm up for the Rea SEQUENCE, you may want to start by giving the board game a try. Your office has been given a copy of the board game that you are free to use to develop your strategic thinking skills.

As you are completing the steps, remember to use your team members for assistance. You don’t have to do it alone, just . . . in sequence.



THE REA SEQUENCE

*With a little strategy and a little luck...
You’re a winner!*

- 1.) Initial Contact
- 2.) Discovery
- 3.) Presentation
- 4.) Closing
- 5.) Follow-Up and Service