

Kallzu Live Bootcamp

6 Weeks, 12 Sessions

And 5 Clients Guaranteed!



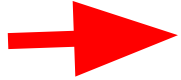
William Meers

Head Advisor of Kallzu Ads Division



Session 8: KPIs For All Positions

What We're Covering Today



- Mindset Reminder
- KPIs for All Positions
 - In House Call Center
 - Position 1
 - Position 2
 - Campaign Manager & Campaign Creation
 - Client Onboarding & Client Support
 - Manager
- Q & A

Mindset Preparation

Important Notes:

- Follow the training and do what we ask you to do here in the bootcamp.
- The faster you get it done, the more momentum you'll build.
- More momentum = faster results
- Get creative later, when you have the financial resources, the staff and the experience to try new things

Important Notes:

- This is a set of systems to help you build your OWN franchise model
- With this, you'll be able to scale your agency to as large as you want
- You can screw this up 6 ways from Sunday and still be successful
- Let's not do that. You'll be more successful than you "could have been" if we stick to what works first!

Important Notes:

- Every time you break away from what you need to do here, you kill your momentum.
- What happens when your momentum is at zero again?
 - You lose motivation to continue growing
 - You may see results, but not the results you really want
 - You'll have to "re launch the rocket"

Important Notes:

- 5 Clients is a minimum here
- Your target KPI for these systems is to first hit 1 client per day, 5 days per week
- 2nd KPI is to go to 2 clients per day, 5 days per week
- You do not have to implement all of these systems at once (not recommended)
- Work your way through each system. Set KPI tracking, company training and then move forward

Important Notes:

- Your business is a mirror. It reflects from who you are.
- A great mentor of mine told me once: If you want to grow your business, grow yourself!
- Examples of the “mirror effect”
- How do you grow yourself the “right way”?

What We're Covering Today

- Mindset Reminder
- KPIs for All Positions
 - In House Call Center
 - Position 1
 - Position 2
 - Campaign Manager & Campaign Creation
 - Client Onboarding & Client Support
 - Agency Manager
- Q & A

KPIs For In House Call Center:

- Position #1
 - 1 city per day dialed per position #1 staff member
 - Minimum 200-600 dials per day in Sales Dialers
 - Time on dialer (daily)
 - # of dials (daily)
 - # of answers (daily)
 - # hot leads in (daily)

KPIs For In House Call Center:

- Position #2 - each day (5 days a week)
 - # of dials to hot leads
 - # DMs
 - # Pitches
 - # Clients
 - Bonus: # of referrals dialed

KPIs For Campaign Manager:

- Target: 2 campaigns created per day per staff member
- Optimization:
 - Impressions
 - Clicks
 - Calls
 - Conversions
 - *****Billable Calls (tracked in Kallzu 2.0)***** START HERE and back track
 - Done daily and weekly (reports to manager)

KPIs For Onboarding:

- This is checklist style for each client. Did they do “X”? Yes/No.
- Use a Google Sheet to keep track of this, much easier to manage.
- Hint: color codes help

KPIs For Support:

- # of dials every day and every week
- Dates calls were made
 - Hint: Use timestamps on a Google Sheet
- # of Reups (client fund reloads into accounts)
 - Track amounts that were funded too!
- Reports go to manager position

KPIs For Agency Manager:

- Checklist style:
 - All KPI reports submitted from all positions (daily)
 - Employee Sign in (daily)
 - Problems handled and training provided by manager in company training area to keep same problem from happening again (daily)

What We're Covering Today

- Mindset Reminder
- KPIs for All Positions
 - In House Call Center
 - Position 1
 - Position 2
 - Campaign Manager & Campaign Creation
 - Client Onboarding & Client Support
 - Manager
- Q & A

Q & A

