

FAST **QUARTERBACK** PLAYBOOK

7 KEYS TO BUILDING SUCCESSFUL PRODUCERS

1		ASSIGN THE QUARTERBACK SOMEONE MUST OWN THE PROCESS.	• Every successful FAST office has a QB. • The QB drives accountability, coaching, and consistency.
2		SET ACTIVITY GOALS FIRST ACTIVITY CREATES PRODUCTION.	• Focus on controllable daily activity. • Production follows consistent execution.
3		TRACK EVERYTHING WHAT GETS TRACKED GETS IMPROVED.	• Update the FAST Tracking Spreadsheet daily. • Assign one person to own reporting accuracy.
4		HOLD A DAILY TEAM HUDDLE KEEP EVERYONE FOCUSED AND ACCOUNTABLE.	• Morning, Noon, or Afternoon. • Review activity. • Celebrate wins. • Address obstacles. • Reset priorities.
5		MAKE SUCCESS VISIBLE PEOPLE PERFORM WHAT PEOPLE CAN SEE.	• Use an office scoreboard or whiteboard. • Give every Grinder their own color. • Celebrate progress daily.
6		FOLLOW THE LEARNING PATH TRAIN BEFORE EXPECTING RESULTS.	• Every Grinder follows the FAST Learning Path. • The QB monitors progress and completion.
7		KEEP LEADS FLOWING A PIPELINE NEVER RUNS DRY.	• Use FAST campaigns. • Run Salesforce marketing consistently. • Never wait until you're out of leads.

FAST REMINDER



FOCUS

Know where you're going.



ACTIVITY

Do the work every day.



SIMPLIFY

Follow the proven process.



TRACK

Measure everything.



POWERED BY CONSISTENCY

Certain activity produces certain results.

THE RIGHT MINDSET. | THE RIGHT ACTIONS. | REAL RESULTS.