



“TOP 50”

Key Field Leadership Questions

1. If you were the CEO/President of this company and money was not an issue what 5 things would you change in the first 30, 60 and 90 days?
2. What do you feel is the biggest thing that is holding our company back from tremendous growth? What needs to change?
3. What compensation plan changes do we need to make and how will these changes help?
4. Do you feel we have an effective customer on-boarding system? How can we improve this?
5. Do you feel we have an effective Distributor on-boarding system? How can we improve this?
6. How could we enhance our Fast Start Program? What needs to be added or deleted?
7. What are the biggest challenges a new person has in getting started? How can we help in this process?
8. What training materials or programs are you currently using? What needs to change to make them more useful?
9. How could we improve our Customer Loyalty Program?
10. What is your favorite type of incentive program and how can we improve?

For additional questions go to: www.DirectSalesExperts.com



CRAIG A. FLEMING
FOUNDER AND CEO

ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel’s strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world’s leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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11. How can we help you in acquiring more new customers?

12. How long should our incentive programs be? What works best?

13. How can we impact retention, what changes need to take place?

14. What do you like about our mobile experience and what needs to change?

15. What do you like and dislike about our back office?

16. How could we change out Titles to better incentivize growth?

17. How could we make our Field Advisory Board more effective?

18. What type of Regional Events do you feel we need? How do we make them better?

19. What do you like about our recognition programs and how could we improve?

20. On a scale of 1-10 how would you rate our Customer Service? How can we improve?

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21. How can our Marketing Department better support you? What new materials do you need?
22. Do you use any company videos in your recruiting process? How can they be improved?
23. How could we do a better job in introducing new products?
24. How often should we be introducing new products?
25. What type of new products would you like to see?
26. What new product categories should we explore?
27. Do you like our gamification program? How can we improve?
28. How could we improve our Preferred Customer Program?
29. How do we do a better job in teaching people about compliance issues?
30. What title/rank do you promote to new people? Where do you want them to be in 30, 60 and 90 days?

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31. How can we improve our communications?

32. What new ways of communication do you feel we should try?

33. How can we increase our product training?

34. How can we improve our New Representative Training?

35. How easy is it to do business with us?

36. How can we do a better job in our return process?

37. What did you like best about our last National Conference?

38. Is our pricing for National Conference fair, what suggestions would you have?

39. What new things would you like to see added to the National Conference?

40. Do you feel we have a strong and accurate Mission Statement?

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41. Do you know the Vision of the company and how could we better communicate that?

42. How would you describe our culture?

43. What can we do to better educate people about the culture of the company?

44. What charities would you like to see us support?

45. Is it better to support local charities or national charities?

46. How can we improve our leadership training programs?

47. What new training programs would you like to see us develop?

48. How can we improve our social media templates to help people become more effective?

49. How can we improve our social media?

50. How can we improve our company web site?

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