

dialOS

How the Top High-Ticket Brands Run Setter Teams

(And Why Yours Isn't Working)

A bit about me...

My name's Nick Fisher.

I've co-founded 17+ high ticket offers (like Subto.com)

I built DialOS with Spencer Handley. It's an intelligence tool that **saves our sales managers 2-4 hours per day by spotting and correcting anti-patterns in real time.**



“What’s an Anti-Pattern?”

- It’s a negative activity or habit a sales rep has learned in order to hit their KPIs...whether it’s 200 dials per day, talk time, etc.
- So far EVERY sales floor or CSM team we’ve audited has shown between 1-17 different antipatterns.

Even well oiled teams like...



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Today I'm going to talk about:

1. What is RGAT?
2. The top 3 anti patterns we've found looking at data from the top sales teams in high ticket
3. How to double your setter team's performance in the next two weeks

“The leads are bad”

-every setter ever

But are the leads actually bad?? We need a way to know for sure...

Here's what we do know:

1. Inputs = Outputs
2. Most teams KPI inputs by # of Dials
3. That KPI sucks

Top Revenue Generating Activities:

- 1.) Being on a set call with a prospect
- 2.) Setting up a triage with a prospect
- 3.) Responding to inbound texts
- 4.) Outbound dialing new leads
- 5.) Dial prospects who applied but never booked a call
- 6.) Outbound dialing pipeline leads

RGAT

RGAT

Revenue Generating Activity Time

Dial time + Texting Time + Conversation Time

How much RGAT do you think you average
setter gets per day?

Industry Average: 2.05 hours

Not only that, as we looked at all of this data,
we started recognizing anti patterns that were
killing results.

(your team is very likely doing these)

Top 3 Anti Patterns on Every High-Ticket Setter Team

Anti Pattern #1 - Low Active Time

What it looks like:

RGAT < 2 hours

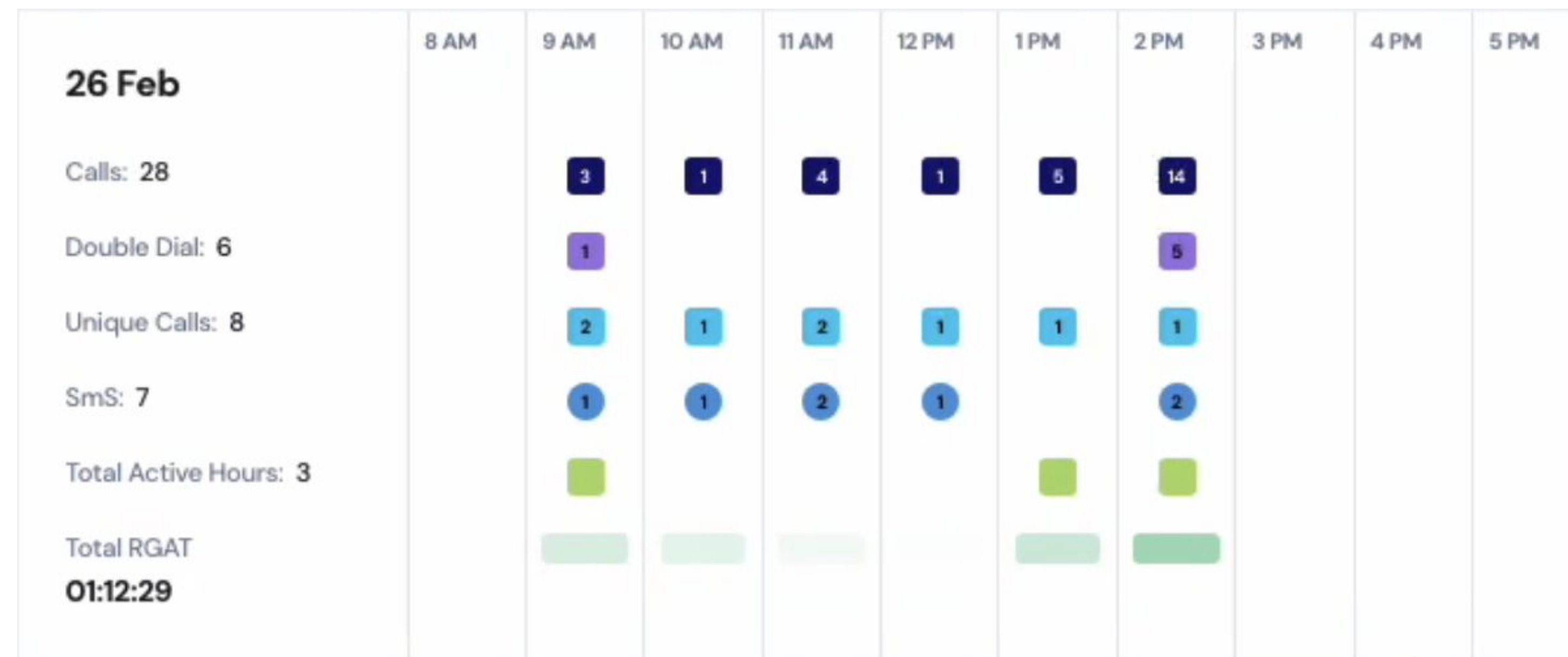
Usually sporadic and inconsistent

Setter is super leaned out and absent

Problem:

No results, usually very difficult to manage

No speed to lead and some leads aren't even getting dialed



Anti Pattern #2 - Blast Dialing

What it looks like:

High dial volume, low pickup and convo rate.

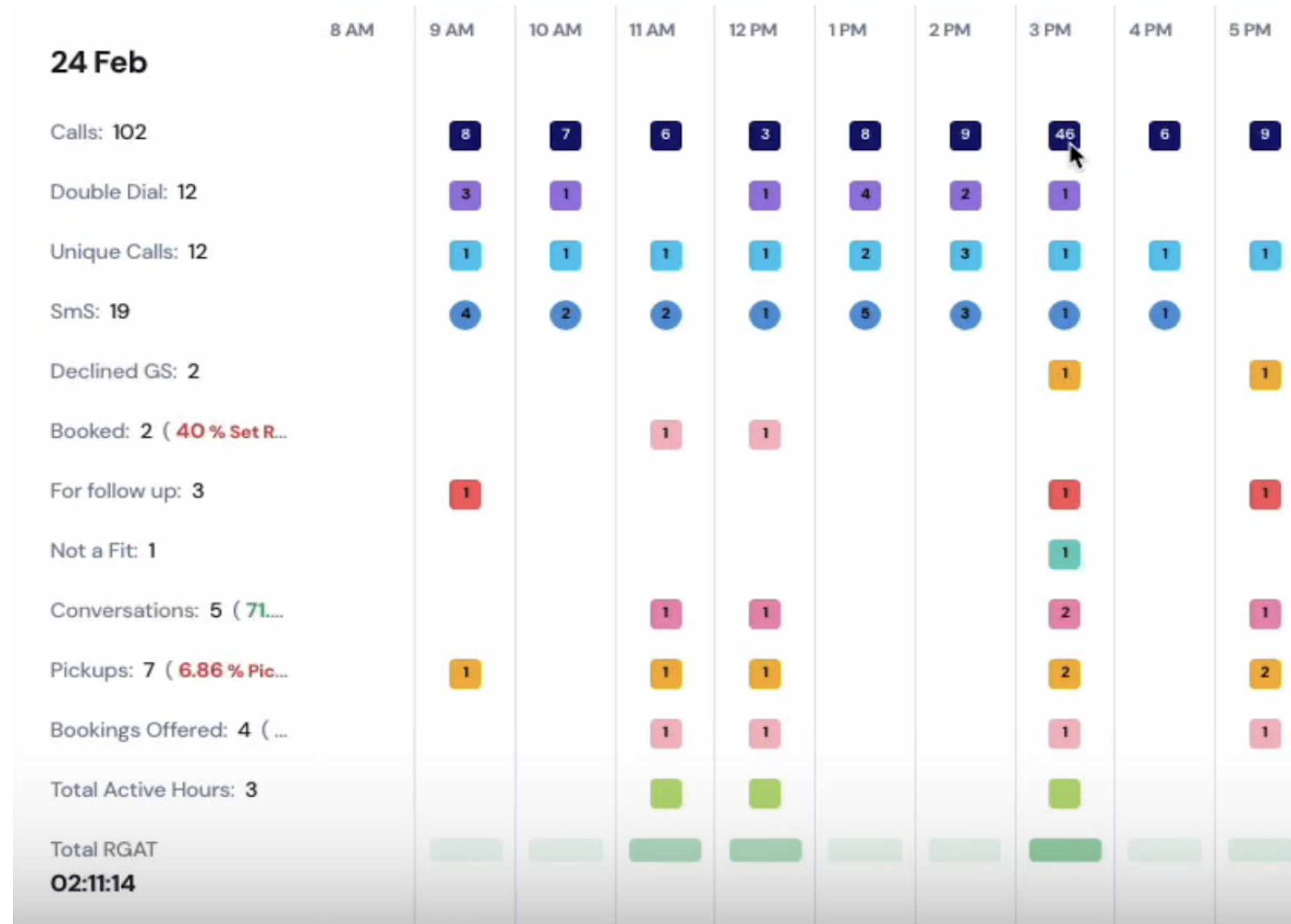
EOD report looks right, but no results.

Looks like bad leads. You only find it by looking at hourly RGAT.

Problem:

Kills Speed to Lead = Low pickup rate

Playing to not lose vs playing to win



Anti Pattern #3 - Early Hangups & Rushing

What it looks like:

They only let it ring once or twice and hang up

Dial count is high but pickup rate is low

Convos are short and shallow.

This one is difficult to detect without tooling because it looks like a normal dial.

Problem:

Spams the prospect and burns leads

Playing to not lose again

What if I have a rep that's getting 4+ hours of
RGAT but they still aren't getting sets?

Diagnosis - Setting Them Up for Success

1. Do they have enough new leads (25-30 new leads per setter per day)
2. Are they using a power dialer?
3. Do you have sequences that automate filling their dialer with 150-200 leads per day?

Diagnosis - Setter Performance

- 1. Are they getting at least 4 hours of RGAT per day?**
- 2. What's the pickup rate?** (Common KPI 10% - Industry and lead pool dependent)
 - a. If it's lower, look at speed to lead, double dialing new leads, being present throughout the day instead of batching it at the end.
- 3. What's pickup to convo rate?** (Common KPI 70%+)
 - a. If it's lower, it's a skill issue, look at the first 10 seconds of the call, opener, frame, tonality.
- 4. Convo to Offer Rate?** (Common KPI 30%+ - Industry and lead pool dependent)
 - a. If it's lower, they are either over qualifying or a legitimate lead issue. Listen to discovery.
- 5. Offer to Set Rate?** (KPI 80%+)
 - a. If it's lower, it's a skill issue, coach on building the value of the call and leadership/tonality
- 6. Show Rate?** (KPI 70%+)
 - a. If it's lower, look at the pitch, are they building value of the call? are they pigeonholing times? Are they tying down and getting calendar confirm? Are they being weird?

Diagnosing takes people out of victim mindset
and makes them leaders.

It takes emotional 1 on 1s and makes them
tactical.

It turns overwhelm into empowered team
mates.

How to Double Your Setter Team's Output

New KPI: RGAT or Sets

No more dial based KPIs

We recommend setting daily minimum to
4 hours of RGAT or 5 Sets
(whichever comes first)

Give your whole team access to the tool and **bonus around it.**

If you have a setter lead, have them manage through it.

Every team we have rolled this out to suffered from low RGAT, and within a week of rolling out the trackers...

...they either saw efficiency double or let go of under performers because the data made it incredibly clear who to cut.

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Sonora went from 2 hours of average RGAT to 4.2 hours
Average sets per setter per day went from 2 to 4.



Drumtrax doubled their setter output within the first 48 hours of rolling out the tool.



BNB Formula increased the efficiency of their setter team and were able to fill calendars with half the setters.

If you want to have us run some of your setter data through the RGAT tracker to see where you're losing efficiency....
Book a call with us and we'll show you.

