THE TRIAL HIRE PLAYBOOK

GREAT INTERVIEW. BAD HIRE.

A Recruiting & Hiring Strategy for the High-Ticket Sales Space

The data-backed strategy for hiring sales reps that actually work — and firing the ones that don't before they take a bazooka to your pipeline.

BY ZACH BROWN

SALES PIPELINE PROS

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CHAPTER 01

Hiring Is Guessing (And You're Losing)

Let me say the quiet part loud.

Every hire you've ever made was a guess.

You posted a job, you looked at some resumes, you got on a Zoom call, and you tried to figure out if the person on the other side of the screen was going to make you money or cost you money.

You asked them about their experience. You asked them to handle a mock objection. You liked their vibe. You hired them.

And then you hoped for the best.

Here is the uncomfortable truth: an interview can improve your judgment. It cannot tell you for certain how someone will perform in your business.

Google's old interview story gets used to dismiss interviews altogether. But structured interviews and unstructured chats are not the same thing.

> Sackett and colleagues found structured interviews among the strongest selection tools. Their 2023 discussion also stresses how much results vary by setting. Useful evidence, not certainty. See reference [4].

Use the interview to decide who is worth meeting and what you still need to check. Then use representative paid work to test that judgment.

According to a landmark study by Leadership IQ that tracked 20,000 new hires, **46% of them failed within 18 months.** Only 19% achieved unequivocal success.

46%
Failed within 18 months

89%
Failed due to attitude, not skill

19%
Achieved unequivocal success

And here is the kicker: 89% of those failures had nothing to do with whether the person could actually do the job. They failed because of coachability, emotional intelligence, motivation, and temperament.

A structured interview can give you clues about coachability and grit. Watching someone respond to feedback on real work gives you another way to check.

Watch them do the work. That helps you judge fit, not predict the future.

So what do you do?

Guess better.

> **The Thesis of This Playbook:** Hire fast. Fire faster. Promote the fastest. Use short, structured trial periods to generate real performance data before making a long-term commitment.

CHAPTER 02

The Real Cost of Getting It Wrong

Business owners love to talk about "scaling." Hiring closers. Building a sales team. Nobody wants to talk about what happens when that hire doesn't work out.

There isn't one universal price tag for a bad hire. Separate the revenue you might miss from the money you actually spend.

But you aren't in the corporate world. You are in high-ticket sales.

Many high-ticket sales roles are offered on commission. This is a non-statistical observation, not an industry estimate.

Because you aren't paying a base salary, it is easy to trick yourself into thinking a bad hire doesn't cost you anything. *"If they don't close, they don't get paid. No risk, right?"*

Wrong.

The cost of a bad hire in high-ticket sales isn't salary. It is **opportunity cost and burned pipeline.**

The Math

My March 3, 2026 internal report covers 273 high-ticket companies from 2023–2026. It is a historical business-record sample, not an industry census. See reference [8].

Here is an illustration, not a measured average cost per hire:

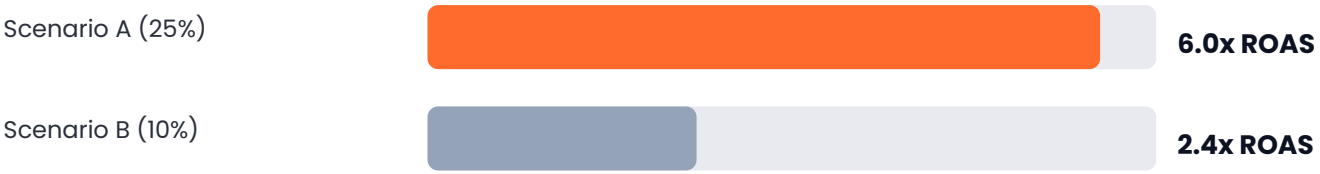
- **Offer Price:** $8,000
- **Scenario A Close Rate:** 25%
- **Scenario B Close Rate:** 10%
- **Cost Per Booked Call (Paid Ads):** ~$250
- **No-Show Rate:** 25% (meaning a *shown* call costs you $333)

Now, let's say you hire a "closer" who sounded great on the interview. You feed them 100 shown calls over their first two months.

$200K	$80K	$120K
Scenario A (25% CR) 25 deals at $8K	Scenario B (10% CR) 10 deals at $8K	Illustrative revenue difference

Both scenarios use about $33,333 in ad spend for 100 shown calls. Don't add it again as a loss caused by the hire. ROAS is 6x versus 2.4x, but neither figure tells you profit after commissions, refunds and fulfillment.

Return on Ad Spend Comparison



An Internal Pipeline Signal

The figure below comes from an internal review of Zach's own PipelineOS pipeline.

It is a historical signal from Zach's own records, not a broad comparison across recruiters or agencies.

Zach's internal PipelineOS pipeline analysis from around 2024 found 80% to 85% of reps churned within six months; a rerun is pending. It is neither an industry census nor a causal finding.

The March 2026 report estimated 12–26% of individual reps had over a year of current tenure. Separately, 62% of companies had at least one such rep. That snapshot is not a new hire's chance of lasting a year, or proof of six-month churn.

80–85%	12–26%	$33,333
Churn within 6 months	Estimated 1+ year tenure	Ad spend on 100 calls

Every hiring decision carries operational cost. A mismatch can consume leads, management time, and momentum.

A paid trial has a real cost. Compare it with your own economics, not a promise that every bad hire costs $120,000.

CHAPTER 03

What Interviews Can and Can't Tell You

I need to ruin something for you.

If you are like most business owners, you think you are a good judge of character. You think you have a “gut feeling” about people.

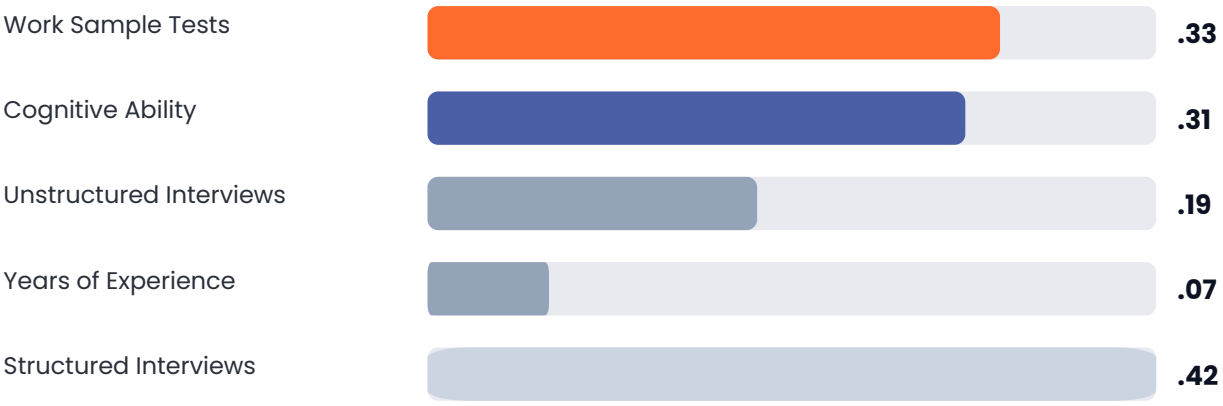
Your gut can help. It still needs checking.

In 2022, Sackett, Zhang, Berry, and Lievens revisited estimates from personnel-selection research. Their findings distinguish structured interviews from unstructured interviews and other selection tools.

These are selected 2022 corrected validity correlations with job performance, not percentages of hiring accuracy. The estimates vary across settings.

Selection Method	Validity
Work Sample Tests	.33
Cognitive Ability Tests	.31
Unstructured Interviews	.19
Years of Experience	.07
Structured Interviews	.42

Structured interviews had the highest mean validity in this review. Work samples are not the same as multiweek trial hires. Source and 2023 discussion: [4].



Structured interviews averaged .42 in this review; unstructured interviews averaged .19. Neither number is a success rate, and neither tells you what one person will do.

Years of experience alone tells you less than the work behind it.

Someone can interview well and struggle in the role. Someone can also interview well and do the job well. The conversation is one piece of evidence.

I want to see how they listen, diagnose the problem and handle feedback. An interview helps me decide what to look for. A work sample or paid trial lets me check that judgment against the work. Neither removes all uncertainty.

The Bias Stack

Interviews can be useful. They can also leave room for these biases:

- **Anchoring:** You over-value the first piece of information you hear.
- **The Halo Effect:** They went to a good school or worked at a company you respect, so you assume they are good at everything.
- **Affinity Bias:** They like the same sports team or grew up in the same state, so you like them more.
- **Confirmation Bias:** You decide you like them in the first 30 seconds, and spend the next 29 minutes looking for reasons to justify your decision.

A good interview improves the guess. It doesn't settle the decision. Check your first impression against the same job-relevant questions and evidence for each person.

Use the interview to improve the guess. Use real work to check it.

CHAPTER 04

The Trial Hire — What It Is and Why It Works

A Trial Hire is a 2-to-4 week structured engagement where a candidate performs real work for real compensation. Both sides evaluate the fit before making a long-term commitment.

It is a paid, mutual audition.

> **Critical Distinction** This is not an unpaid internship or "work for free until you prove yourself." Unpaid work can create wage-and-hour and classification risk, and may deter candidates. Get jurisdiction-specific legal advice before work begins.

Why High-Ticket Sales is Built for Trials

For a role with a long sales cycle, a short trial may not show closed deals. You can still look at representative work without pretending it proves the final outcome.

For offers with shorter sales cycles, you may see early results sooner.

A few weeks can reveal useful patterns if the rep gets enough representative work. That is not automatic statistical significance. Look at the sample, lead quality and support before treating the close rate as a verdict.

The Math of a Trial Hire

Let's address the elephant in the room: paying for the trial.

Many roles offer commission-only from Day 1 and call it a "trial." Zach's internal PipelineOS pipeline analysis from around 2024 found 80% to 85% of reps churned within six months; a rerun is pending. It is neither an industry census nor a causal finding.

Market the role with trial hire pay. Tell people what the work involves, how they will be paid and what support they will get. My view: make the trial workable for both sides. Paying fairly is not a promise of retention or sales.

> **Here is the principle: do not pick a number. Let the rep tell you.**
>
> Once you have identified the candidates you want to move forward with, ask them a simple question: *"What kind of compensation would you need during the 2-to-4 week trial period to make this work for you?"*
>
> Let them name their number. You will be surprised — most reps are reasonable. They are not looking to get rich during a trial. They are looking for a signal that you respect their time and that this is a real opportunity, not another revolving door.

This does three things:

- **It filters for seriousness.** A rep who names a reasonable number is someone who has thought about their finances, understands the arrangement, and is committed to showing up. A rep who asks for an absurd amount is telling you they are not bought in.
- **It builds trust from Day 1.** You are starting the relationship by asking what they need instead of dictating terms. That is the foundation of a partnership, not a transaction.
- **It gives you leverage in negotiation.** You now know their floor. You can meet it, counter it, or structure it creatively (e.g., a smaller weekly fee plus accelerated commission during the trial).

The $120,000 example is a revenue difference, not an average hiring loss. Both scenarios use the same ad spend. Agree on trial pay that works for both sides.

"But Top Talent Won't Accept a Trial"

Some will. Some won't.

A strong rep may welcome a fair paid trial.

They get to show their work and test your offer, leads and management. But a strong rep may still decline because the timing, pay or workload doesn't work for them.

The whole point of the Trial Hire is that the current rep **does not need to quit their current setup to trial with you.** You are not requiring exclusivity during the 30 days. You are giving them a safe runway to test your offer, your lead quality, and your management style.

Declining a trial doesn't tell you whether someone would have succeeded in the role.

CHAPTER 05

The Legal Stuff You Can't Ignore

> Disclaimer: I am a recruiter, not an employment or tax attorney. This is general information, not legal advice. Consult qualified counsel for your facts and jurisdictions.

Worker Status Is a Facts-and-Circumstances Question

Worker status depends on the facts and circumstances—not the label in a contract, a Form 1099, a commission plan, remote work, or calling a period a "trial." Under the IRS common-law framework, all information showing the degree of control and independence must be considered.

The IRS groups the evidence into three categories:

1. Behavioral control: Does the company control, or have the right to control, what the worker does and how the work is done? Instructions, evaluation systems, and training can matter.

2. Financial control: Who controls the economic aspects of the work? Relevant facts can include investment, unreimbursed expenses, opportunity for profit or loss, availability to the market, and method of payment.

3. Type of relationship: What do contracts, benefits, permanency, and the role of the services in the business show? A contract label alone does not determine status.

There is no magic number of factors, and no single factor stands alone. Consider the entire relationship, including the right to direct and control the worker, and document the factors used.

What This Means for a Trial Period

A temporary, introductory, or trial period does not determine classification by itself. If the actual relationship gives the business the right to control what will be done and how it will be done, the worker may be an employee under federal common-law rules—even when the work is remote.

Federal tax classification is only one layer. Wage-and-hour, unemployment, workers' compensation, and state or local classification tests may use different or stricter standards. Get jurisdiction-specific advice before the work begins.

How to Structure and Document the Trial

Start with the actual working relationship, not a preferred label. The following are planning paths—not automatic safe harbors:

1. Contractor path: Use it only when the facts support independent-contractor status. Define the result or deliverables, review the full control-and-independence analysis, and pay the agreed compensation for trial work. No single contract term settles the question.

2. Employee introductory period: If the facts point to employee status, classify and pay the worker accordingly from day one. Have counsel review payroll, wage-and-hour, benefits, termination, and notice requirements; do not assume "at will" answers every issue.

3. Staffing-agency path: A qualified agency may employ the worker during a temporary or temp-to-perm engagement. Confirm each party's duties with counsel; using an agency or contract does not automatically eliminate the client company's obligations.

Before Anyone Starts

• Ask counsel familiar with every relevant jurisdiction to review the arrangement.

• Review the actual facts: instructions and training; evaluation systems; tools and expenses; investment and opportunity for profit or loss; ability to serve the market; payment method; benefits and permanency; and whether the services are a key activity of the business.

• Put the real terms in writing, keep records of the classification analysis, and revisit it if the relationship changes.

• If federal tax status remains unclear, either the business or worker may file Form SS-8 with the IRS. The IRS says a determination may take at least six months.

Bottom line: Paid real-work trials can add useful hiring evidence, but a trial does not create an exception to worker-classification rules. Classify the relationship from the facts, meet the applicable pay and tax obligations, and get legal advice before the work begins.

IRS source: "Independent contractor (self-employed) or employee?" and linked guidance on behavioral control, financial control, type of relationship, and Form SS-8 (irs.gov). Source [7] in this playbook's references.

CHAPTER 06

The Playbook — How to Actually Run a Trial Hire

This is the chapter that pays for the whole book.

You cannot just throw someone on the phones for 30 days and see what happens. A Trial Hire requires a structured, data-driven pipeline.

The 5-Stage Pipeline

STAGE 1	**Application & Intake** Standardized application plus a mandatory 3-minute video submission (Loom). You are filtering for basic communication skills and ability to follow instructions.
STAGE 2	**Initial Screening** A 15-to-30 minute structured interview using a scorecard. You are testing for culture fit and basic sales acumen, not trying to make a final hiring decision.
STAGE 3	**Mini-Trial (1–3 Days)** A paid, low-risk test before the full 30-day trial. Example: Have them review three recorded sales calls and write a one-page diagnosis of what the rep did well and where they lost the deal. Compensate them for their time. Use the work alongside the interview, not as a guaranteed measure of sales ability.
STAGE 4	**Full Trial (2–4 Weeks)** The candidate enters a live selling environment with real leads, clear metrics, and weekly check-ins.
STAGE 5	**Go / No-Go Decision** Review the scorecard and the work. Decide whether to continue, stop, or gather named missing evidence. A thin sample is not a clear verdict.

What to Measure During the Trial (The Formulas)

In a 2-to-4 week trial, **leading indicators must be weighted more heavily than lagging indicators.** The core question is: *"Is this person doing the right things in the right way?"*

Every offer is different. A $25,000 B2B consulting package will have different metrics than a $3,000 fitness coaching program.

Instead of giving you arbitrary numbers, here is the formula to calculate your own benchmarks based on your specific economics:

1. Activity Metrics (Leading Indicators)

You need to define the minimum input required to generate your desired output.

Formula for Daily Calls:

(Target Monthly Revenue / Average Offer Price) / (Your Average Close Rate) = Total Calls Needed Per Month
Divide by 20 working days = Daily Call Target

Example: ($100k Target / $8k Offer) / 25% Close Rate = 50 Calls/Month = 2.5 Shown Calls/Day

During a trial, the rep should hit 80% of this target by Week 2, and 100% by Week 3.

2. Early Results (Lagging Indicators)

You need to know if they can actually close.

Formula for Trial Close Rate:

Look at your *average* closer's conversion rate. A trial rep should be hitting at least 60% to 70% of that average by the end of Week 3.

Example: If your team averages a 25% close rate, a trial rep should be closing at 15% to 17.5% by Week 3. If they are closing at 5%, cut them.

3. Behavioral Metrics (Highest Weight)

Watch these behaviors. They don't guarantee a long-term result.

- **Coachability (Weight: 30%):** How quickly do they implement feedback? Look for it in the work. That isn't a guarantee of long-term success.
- **Activity Compliance (Weight: 25%):** Do they hit the daily targets without being chased?
- **CRM Hygiene (Weight: 20%):** A proxy for professionalism and process orientation.
- **Cultural Alignment (Weight: 25%):** Participation, collaboration, attitude.



The 30-Day Model — Week by Week

Week 1: Training and Shadowing

Learn the offer. Watch call recordings. Practice scripts. Understand the CRM. Sit in on live calls with top performers.

Evaluate: Engagement, learning speed, quality of questions asked.

Weeks 2–3: Supervised Selling

Start taking live calls with mentor support. Gradually increase independence. Daily debriefs on calls taken.

Evaluate: Call quality, coachability, activity levels, conversion on initial calls. By the end of Week 3, they should have taken 20 to 30 calls and closed at least a couple of deals.

Week 4: Independent Selling

Full metrics tracking. Full lead allocation. Full autonomy.

Evaluate: Close rate, activity volume, pipeline management, communication consistency.

End of Week 4: Go/No-Go

Score the rubric. Review all data points. Make the call.

Red Flags During Trial: Declining activity levels, resistance to coaching, missed meetings, inconsistent CRM logging, blaming external factors for poor performance.

Green Flags During Trial: Increasing metrics week over week, proactive questions, self-sourcing opportunities, clean CRM hygiene without being told.

For “maybe” candidates: define 2-to-3 specific improvements, grant a 1-to-2 week extension with intensified check-ins, and default to “no” if the trajectory isn't clearly upward.

Missing evidence is not the same as evidence that someone can't do the job.

CHAPTER 07

The Rep's Perspective — Why They'll Love This

Here is where most business owners get it wrong.

They think a trial hire is a one-way evaluation. Like they are doing the rep a favor by "letting them prove themselves."

Nah.

A properly structured trial hire is a **mutual audition.** And good reps — the ones you actually want — know this. They are not just proving themselves to you. They are testing *you*.

What Reps Are Actually Evaluating

During a trial, a smart rep is looking at:

- **Lead Quality:** Are these actual warm leads or recycled garbage?
- **Support Systems:** Is there onboarding? Training? Or just "here's the CRM, good luck"?
- **Management Quality:** Does the founder actually know their numbers? Are they reasonable?
- **The Offer Itself:** Does it actually convert? Is there product-market fit?
- **Culture:** Is this a team or a revolving door?
- **Compensation Fairness:** Is the commission structure sustainable?

> **For reps reading this:** If a company offers you a structured, paid trial with clear metrics and transparent expectations — that is a GREEN flag. It means they have thought about their process, they value your time, and they are confident enough in their offer to let you test it. The companies that should worry you are the ones who "hire" you in 24 hours, throw you on the phones, and ghost you when the results aren't instant.

How to Frame This to Candidates

Messaging matters. Here is what works:

- *"We do a 2-to-4 week paid trial because we've found it's the best way for BOTH sides to know if this is the right fit. You're evaluating us just as much as we're evaluating you."*
- *"What kind of compensation would you need during the trial to make this work for you?"*
- *"We guarantee a minimum lead volume during the trial so you have a fair shot."*
- *"Here is exactly what we're measuring, here is what good looks like, and here is what happens at the end of the trial."*

CHAPTER 08

Making the Switch

I get it. You have been hiring the old way forever. "Post the role. Interview. Hire. Hope."

Switching to a trial hire model feels like a lot. But here is the thing — you don't have to overhaul everything overnight.

Start With Your Next Hire

You don't need a perfect system to start. You need:

- A written agreement covering the trial terms (duration, compensation, metrics, and exit criteria).
- A scorecard with your evaluation criteria weighted and defined.
- A buddy or mentor assigned to the trial hire.
- Enough leads to give them a fair shot.
- A calendar date for the go/no-go decision.

That is it. Start there. Refine after every trial. The first version doesn't have to be perfect. It just has to be better than *"let's hire this person and see what happens."*

The Mindset Shift

The hardest part isn't the logistics. It is the mental shift from:

Old Mindset	New Mindset
"We need to find the right person"	"We need to find out fast"
"Interviews tell me what I need to know"	"Real work helps check the decision"
"Let's give them time to ramp up"	"Let's see the trajectory in 30 days"
"Firing means we failed"	"A trial ending means the system worked"
"We invested too much to quit now"	"Every day we wait costs more"

A trial gives both sides more evidence to work with. It can also show you where the setup needs work: leads, onboarding, support or compensation. That is useful. It is not proof that retention, sales or ROI will improve just because you ran a trial.

FINAL THOUGHTS

Hiring is guessing. It always has been. And that's okay.

You don't have to keep guessing blindly. Give people fair, paid work and look at what it shows you, including what you still don't know.

Research supports job-relevant selection tools, including structured interviews and work samples. That doesn't validate every trial design or guarantee a successful hire.

Build the trial around the job, not a promise of certainty.

Hire fast. Fire faster. Promote the fastest. Great interview. Bad hire. Fix that.

— **Zach Brown**, *Sales Pipeline Pros*

WHAT TO DO NEXT

You now have the playbook. You know the math. You know the 5-Stage Pipeline. You know the exact mindset shift required to stop burning leads on bad hires.

You have two choices.

Option 1: Do It Yourself

You can spend the next 40 hours building the scorecards, sourcing the candidates, reviewing dozens of Loom videos, managing the 30-day trial process, and hoping you got the legal structure right. It is hard work, but it is worth it.

Option 2: Let Me Do It For You

If you are a business owner doing $50k+ a month, your time is too valuable to spend digging through resumes and managing trial logistics.

At **Sales Pipeline Pros**, I source, vet, and place top-tier reps who are ready to enter your Trial Hire system.

Here is how it works:

- I find the A-players.
- I run them through the initial screening and Loom evaluations.
- I hand you a curated shortlist of pre-vetted candidates ready for a 30-day trial.

My placement fee is $4,000 for a setter, closer, or client success hire. Sales managers are $5,000 per hire. That's the recruiting fee, not what you pay the person you hire.

The standard window is 30 calendar days for setters, closers, and client success hires, or 45 for sales managers. If the agreement's conditions are met, I'll run another search at no additional placement fee, up to three replacement searches per role.

Replacement coverage: salespipelinepros.agency/faq

Let's get you a closer who actually closes.

Book a Call to Discuss Your Next Hire

salespipelinepros.agency

APPENDIX
The Trial Hire Toolkit

Here are the frameworks and templates you need to run your first Trial Hire without starting from scratch.

Template 1: The 30-Day Trial Scorecard

Use this rubric to organize evidence, not to turn a thin sample into certainty.

1. Coachability (30%)

- **1 (Fail):** Defensive when given feedback. Repeats the same mistakes. Blames external factors.
- **3 (Pass):** Accepts feedback but requires multiple reminders to implement it consistently.
- **5 (Exceptional):** Proactively asks for feedback. Implements it immediately on the next call. Never makes the same mistake twice.

2. Activity Compliance (25%)

- **1 (Fail):** Consistently misses daily call/outreach targets. Excuses for low volume.
- **3 (Pass):** Hits targets most days, but requires management follow-up.
- **5 (Exceptional):** Exceeds daily targets. Self-sources opportunities. Never needs to be reminded about volume.

3. Early Results / Conversion (25%)

- **1 (Fail):** Closing below 10% on qualified, shown calls by Week 3.
- **3 (Pass):** Closing at 15-20% (or roughly 60-70% of your veteran reps' average).
- **5 (Exceptional):** Closing at 25%+ on par with or exceeding your veteran reps.

4. CRM Hygiene & Professionalism (20%)

- **1 (Fail):** Notes are missing or vague. Pipeline is messy. Late to meetings.
- **3 (Pass):** Notes are adequate. Pipeline is generally updated by end of day. On time.
- **5 (Exceptional):** Impeccable notes. Pipeline is perfectly accurate in real-time. Early to meetings, prepared with questions.

The Go/No-Go Decision:

- Score of 18–20: **Clear Yes.** (Hire them immediately)
- Score of 14–17: **Maybe.** (Extend trial by 1–2 weeks with specific, measurable improvement goals)
- Score of 13 or below: **Clear No.** (Terminate trial)

Template 2: The Trial Agreement Outline

This is a planning outline, not a compliance guarantee or classification safe harbor. Have counsel draft it for the actual facts and jurisdictions. A "1099," "contractor," or "trial" label does not decide worker status.

1. Scope of Work (The Deliverables)

- Define the exact expectations (e.g., "Contractor will conduct up to 40 inbound sales consultations over a 30-day period").
- Do not mandate specific hours. Define the *output*, not the *input*.

2. Term and Termination

- Explicitly state the start and end dates (e.g., "This Agreement shall commence on [Date] and terminate on [Date], not to exceed 30 days").
- Include a clause that either party may terminate the agreement at any time, with or without cause, with 24 hours' written notice.

3. Compensation Structure

- **Project Fee:** [Agreed-upon amount] per week, paid weekly, for the completion of the defined scope of work. (Remember: let the rep name their number. See Chapter 4.)
- **Commission:** [X]% of cash collected on deals closed during the trial period.
- **Payment Terms:** Commissions paid on the [1st and 15th] of the month following the collection of funds.

4. Worker Classification and Responsibilities

- Describe the actual relationship and have counsel assess classification; the agreement label does not decide worker status.
- Allocate tax, insurance, and benefits obligations only after classification under applicable law.

- State that the contractor is free to provide services to other clients during the term of this agreement (No Exclusivity).

5. Confidentiality & Non-Solicitation

- Standard NDA language protecting your leads, CRM data, and intellectual property.
- Non-solicitation clause preventing them from taking your clients if the trial ends.

Template 3: The Day 1 Kit Checklist

Do not start a trial until you have these assets ready. This dramatically reduces your onboarding time and sets the rep up for success from Day 1.

Access & Logins: Email address, Slack/Discord access, CRM login, Calendar links.

The Offer Doc: A 1-to-2 page summary of what you sell, who it is for, the exact deliverables, and the price points.

The Script/Framework: Your standard sales call structure (Discovery, Pitch, Objection Handling).

The Objection Vault: A document listing the top 5 most common objections (Price, Partner, Time, Think About It) and exactly how your best reps handle them.

The Call Library: Links to 3 recordings of excellent closed-won calls, and 2 recordings of lost calls with notes on why they were lost.

The Buddy Assignment: The name and contact info of a veteran rep who will answer their day-to-day questions (so they don't bother you every hour).

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