

Sales Training Agenda

Day 1 – 9:00AM

1. The Fundamental Question

- ❖ *Why would a consumer choose my company?*

2. Let's Look at the Numbers

- ❖ *Efficiency = \$\$\$\$*

3. Building the Foundation.

- ❖ *The Sequence of Events*

4. The Sales Process Defined

- ❖ *This should not be chaos*

5. What Should Happen When You Go Outside

- ❖ *Winning points in the backyard.*

6. Before We Deliver the Price

- ❖ *An important step in the process*

Day 2 – 8:00AM

1. The Moment of Truth – Pricing and Delivery

- ❖ *Relax – What's the worst thing that could happen?*
- ❖ *Some thoughts on technique*

2. Objections, Negotiating and Closing

- ❖ *This segment will include a deeper analysis of sales behaviors “at the moment of truth”. What do we do when we've done everything right- but still don't have the deal...?*

