

SALES TRAINING AGENDA

- THE SALES PROCESS
 - The Selling Steps
 - How these Steps Create Higher Gross
 - Understanding the Customer
 - Type A Vs Type B Personalities
 - 5 Points to Sell Yourself
 - The Importance of Being Different, Unique & Inspiring
 - The Importance of Product Knowledge & Structure
 - Overcoming Sales Obstacles
 - Trial Closes - Pros & Cons

- NEGOTIATIONS
 - Customer Postures
 - Accomplishing Your Goals
 - The Customer and Negotiations
 - 3 Things You Must Sell to Every Customer
 - How To Identify the Plateau Number
 - Why Salespeople Are Poor Negotiators
 - The Counteroffer
 - The Essential T.O. Process
 - Presenting The Figures

- OBJECTIONS
 - The Difference Between Objections & Obstacles
 - Main Causes of Objections
 - The 4 Buying Motivating Factors
 - The Difference Between a Cement And Sand Objections
 - The "Old" Process
 - The 4 Rules to Sales Success
 - The DLA Objection Process
 - The Close
 - The Payment Is Too High
 - You Are Not Giving Me Enough for My Trade
 - I Want To Go Home and Think About It

- **PHONE-UPS**
 - Why Phone-Up Skills Are Important
 - Understanding the Phone-Up Customer
 - The Importance of Structure
 - The Phone-Up Motivation
 - Customer Turnoffs
 - Common Examples of Bad Dialogue
 - 4 Rules to Sales Success
 - 4 Phone-Up Rules
 - The Meet & Greet
 - The Reply
 - The Appointment
 - The Confirmation
 - Handling the Persistent Caller
 - Responsibilities After the Call

- **PROSPECTING & FOLLOW-UP**
 - How To Be an Exceptional Prospector
 - Why Salespeople Fail To Prospect
 - The Two Types of Prospects
 - Unsold Customer Follow-Up
 - The DLA Follow-Up Call
 - The Three Ways To Follow-Up
 - How To Create Dialogue and Be Unique
 - Facts About Top Producers
 - The "Old Fashioned" Method
 - Why Digital Prospecting Is Important
 - Top Social Media Sites
 - Managing Your Timeline
 - How To Manage Two Different Prospecting Opportunities
 - Using Video To Increase Be Backs