

Course Syllabus

Purpose:

This program is geared towards the fundamentals of selling maintenance service agreements for the commercial HVAC contractor salesperson. The purpose of this program is to help:

- New salespeople develop selling skills
- Experienced salespeople sharpen their skills
- Target and maximize the selling effort

Learn how to grow your commercial service department by identifying key markets, developing prospecting strategies, and utilizing a thorough sales process. We will introduce you to the term "Business Acumen" and strategies that encourage long-term relationships combined with "competition-reducing" approaches for success in commercial service agreement sales.

Learn the Traits of a High Achiever Salesperson.

- Understand what core and skill specific competencies constitute a high achiever
- Understand the importance of knowledge of your markets, products/services, competitors and the sales skills to successfully position yourself with your customers
- Understand how to self assess your sales skills to identify areas for skill development.

Honesty and integrity are "core competencies" - behaviors required across all job function types. Consultive selling is a "skill specific competency" - behavior that is required to be successful in the sales job function.

This program demonstrates a step-by-step system that gives contractors the tools and support documents they need to grow commercial service business.

Topics covered:

- Introduction to Conceptual Selling
- Service Agreement Marketing Approach
- Service Agreement Sales Process Overview
- Planning & Prospecting Strategies
- Setting Appointments & First Structured Meetings (**Role Play**)
- Qualifying, Surveying, Estimating & Operating Cost Analysis
- Confirming Information & Financials (**Role Play**)
- Proposal Generating and Presenting
- Closing, Gaining Agreement (**Role Play**)
- Delivery, Activity Management & Performance Review (**Implementation**)

The Importance of Sales Training and Skill Development

Sales training and skill level development are the critical factors that influence productivity and improve efficiency of any sales force. Without knowledgeable and up-to-date salespeople, organizations that deal with building owners and managers cannot compete in today's complex marketing environment.

Regardless of how long you have worked with building owners and managers, you need to stay sharp to attain new standards of professional excellence. Individuals who are new to the sales position and even veteran sales reps who feel they have reached a plateau, should invest in training, at any level in their career, if they want to make a huge impact in their performance.

Why Master Face-to-Face Selling Fundamentals?

Customers no longer buy products or services in a vacuum. They have been educated and don't want to be told what to buy. They want to be shown, assured, asked, answered, reassured, respected, served, and then sold. This requires that you master face-to-face selling skills.

The heart of face-to-face selling is consultative problem solving while working together with your customer to identify concerns and to find solutions where your product or service can benefit them. Consultative selling does not require you to learn a set of sales pitches, but rather rely on adding your sales skills and brainpower to those of the prospect to solve problems. You must practice the basics of face-to-face selling. Once you have practiced them a few times you will find selling increasingly more exciting.

Develop your own unique style via these and other important face-to-face selling factors such as:

- Your personal image
- Your attention to your customers needs
- Your business and technical expertise
- Your in-depth product or service knowledge
- Your willingness to work with your customer to develop benefits and uses for your products and services

The Importance of Role Playing in Learning Fundamentals

Role-playing is a special type of demonstration tool that is useful for developing people skills. The purpose of role-playing is to practice what you can say during a given sales situation. In this program we use it for conducting short, informal, "low-key" practice situations.

At the end of each of the fundamental skill areas you will break out into small groups of usually three participants. Each breakout will give you enough time to prepare and present. Two members of the group will practice the situation as salesperson and prospect while the third is the observer who keeps discussions on track and provides feedback on performance. Each group member will get the chance to participate in all three roles:

- Setting Appointments & First Structured Meetings
- Confirming Information & Financials (Owning & Operating Costs Analysis)
- Closing, Gaining Agreement

The focus of this exercise is for each group member to practice fundamental selling skills and you are encouraged to concentrate on these skills only and not the participant's product or business knowledge.

How Sales 101 Fits Into This Program

Sales 101, as it is referred to, is the selling skill fundamentals required to establish communication between you and the customer, while the rest of the program provides you with the business and technical aspects of the commercial service agreement sales skill requirements. We know that no two people or their territory opportunities are the same. It is for this reason that we designed this and the rest of the program to allow for different selling styles and market approaches.

This training program is designed to increase your selling effectiveness and overall sales productivity. Both of these attributes will positively impact your organization and your own personal bottom line. This course will help you get, and stay, on the right side of the 80/20 rule.