

*Professional Sales Training for the
Materials Supply Industry
Presented by Carwie & Associates*

*Level 1 Class Agenda
November 10-12, 2025 Tampa, FL*

Monday

Short breaks throughout the day

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|------------------|---|
| 8:30 – 9:30 AM | Welcome and Introductions |
| 9:30 – 10:45 AM | Fundamental of Professional Selling <ul style="list-style-type: none">• Why is selling harder than ever?• Professionalism• Relationships versus transactions• Win-win salespeople• Exercise: Elevator speech |
| 10:45 – 12:00 PM | Excellence in Marketing and Sales <ul style="list-style-type: none">• Industry overview• Total product concept• Defining a commodity• Purchasing differentiators• Article review: <u><i>How to Brand Sand</i></u> |
| 12:00 - 1:15 PM | Lunch in room – Guest Speaker – Artificial Intelligence for Salespeople |
| 1:15 – 3:00 PM | Time and Technology Management <ul style="list-style-type: none">• Defining urgency• The problem with “AA”• 12 step planning program• Exercise: Blended communication chart |
| 3:00 – 4:30 PM | Strategic Selling <ul style="list-style-type: none">• Buying influencers• Characteristics of best customers• Customer value proposition• Exercise: ABC analysis |
| 5:30 – 8:30 PM | Class Reception |

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Tuesday

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7:30 AM

Breakfast, Coffee available in room

8:00 – 10:00 AM

Segmenting Customers for Maximum Results

- Market segmentation strategies
- Segment customers by type of business
- Analyzing needs by segment
- Exercise: Segment strategy work session

10:00 - 12:00 PM

All About the Buyers

- Profiles
- Communication
- Buyer personality types
- Exercise: Sales approaches to different buyers

12:00-1:30 PM

Lunch on your own

1:30 – 1:45 PM

Class Photo

1:45 – 3:00 PM

Customer Service and Satisfaction

- Customer satisfaction cycle
- Measuring and sustaining customer satisfaction
- Hugging your haters
- Exercise: Customer dissatisfiers

3:00 - 3:30 PM

Introduction into Role Play and Assignments

- Communications
- Sample role plays

3:30 - 4:30 PM

Industry Panel

Dinner on your own

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Wednesday

- 7:30 AM Breakfast, Coffee available in room
- 8:00 AM – 1:00 PM Role Play Presentations and Feedback
- Video 4-minute role plays
- 11:45 - 12:30 PM Lunch In-Room (during Role Plays)
- 1:00 - 1:30 PM Wrap Up
- Personal action plan
 - Continuous learning
 - Evaluations
- 1:30 - 2:00 PM Graduation and Adjournment

Note: We suggest you check out before class. Bags can be stored in the room for quick departure.