

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

Level 1 Class Agenda

| | |
|----------------------|--|
| <u>Monday</u> | Short breaks throughout the day |
| 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 – 11:45 AM | Excellence in Marketing and Sales <ul style="list-style-type: none">• Total product concept• Translating features to value• Other than price, why do people buy?• Article Review: <u>How to Brand Sand</u> |
| 11:45 – 1:00 PM | Lunch in room – Guest Speaker – AI for Salespeople |
| 1:00 – 1:15 PM | Class Photo |
| 1:15 – 3:00 PM | Time and Technology Management <ul style="list-style-type: none">• What are the biggest time wasters?• 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 |
| 5:00 – 8:00 PM | Class Reception |

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

Level 1 Class Agenda

| | |
|-----------------------|--|
| <u>Tuesday</u> | Short breaks throughout the day |
| 7:30 AM | Breakfast, Coffee available in room |
| 8:00 – 10:00 AM | Segmenting Customers for Maximum Results <ul style="list-style-type: none">• Market segmentation strategies• Segment customers by type of business• Analyzing needs by segment• Exercise: Segment strategy work session |
| 10:00 - 11:30 AM | All About the Buyers <ul style="list-style-type: none">• Profiles• Communication• Buyer personality types• Exercise: Sales approaches to different buyer types |
| 11:30 - 1:00 PM | Lunch on your own |
| 2:00 - 3:00 PM | Customer Service and Satisfaction <ul style="list-style-type: none">• Customer satisfaction cycle• Most common customer complaints• Hugging your haters• Exercise: Customer dissatisfiers |
| 3:00 - 4:00 PM | Introduction into Role Play and Assignments <ul style="list-style-type: none">• Communications• Sample role plays |
| 4:00 - 5:00 PM | Customer Panel |
| | Dinner on your own |

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

Level 1 Class Agenda

Wednesday

7:30 AM Breakfast, Coffee available in room

8:00 AM – 1:30 PM Role Play Presentations and Feedback

- Video 4-minute role plays

11:45 - 12:30 PM Lunch In-Room (during Role Plays)

1:30 - 2:00 PM Wrap Up

- Personal action plan
- Continuous learning
- Evaluations

2:00 - 2:30 PM Graduation and Adjournment

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