

*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

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<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

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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.