

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

Level 2 Class Agenda

Tuesday March 10th

Short breaks throughout the day

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|----------------|---|
| 9:00 AM | Welcome and Introductions |
| 10:00-11:00 AM | Salesperson Toolkit (Review of the Level 1 Basics) <ul style="list-style-type: none">• Professional Salesmanship• Total Product Concept• Time & Technology Management• Blended Communication• Strategic Selling• Market Segmentation• Customer Satisfaction |
| 11:00-12:00 PM | Preparing for a Critical Sales Call <ul style="list-style-type: none">• Review what you know• Identify what & who you need to know• Defining success & obtaining commitment• Exercise: Question preparation |
| 12:00-1:00 PM | Lunch in Room |
| 1:00-3:30 PM | Delivering Value <ul style="list-style-type: none">• RICP-V• Pricing Methods for Materials• Significance to the Customer• <u>Article: How to Fight a Price War</u>• Translating Features to Value• Exercise |
| 3:30-5:00 PM | Selling the Price Increase <ul style="list-style-type: none">• Disrupting the Fear Mindset• Price Increase Framework• The Message Matters• The Delivery Matters• Exercise |
| 5:30-7:00 PM | Class Reception |

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Wednesday March 11th Short breaks during the day

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|---------------|---|
| 7:30 AM | Breakfast in Room |
| 8:00-9:30 AM | Industry Trends <ul style="list-style-type: none">• Impacting the Supply / Demand Model• Roadbuilding 101• Substitute Products• Exercises |
| 9:30-12:00 PM | Negotiation <ul style="list-style-type: none">• Common Tricky Tactics• Positional Bargaining & BATNA• Logical Vs Emotional Process• Exercise: Conflict / Negotiation Model• Exercise: Negotiation Role Play |
| 12:00–1:15 PM | Lunch on your Own |
| 1:15-1:30 PM | Class Photo |
| 1:30-4:00 PM | DISC Personality Profiling and Exercises <ul style="list-style-type: none">• Introduction to DISC Selling• Personal DISC Profile• Understanding & Recognizing Different Buyer Types• Adapting your Style to Meet Customer Needs• Driving Forces (Motivators)• Exercise |
| 4:00-5:00 PM | Industry Panel |

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Thursday March 12th Short breaks throughout the day

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|----------------|--|
| 7:00 AM | Breakfast in Room |
| 7:30-8:00 AM | Role Play Introductions and Explanations |
| 8:00-11:30 AM | Roles Plays |
| 11:30-12:00 PM | Wrap up and Adjournment <ul style="list-style-type: none">• Personal Action Plan• Continuous Learning |

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