

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

***Level 2 Class Agenda***

**Tuesday March 10<sup>th</sup>**      Short breaks throughout the day

9:00 AM      Welcome and Introductions

10:00-11:00 AM      Salesperson Toolkit (Review of the Level 1 Basics)

- 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

- 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

- RICP-V
- Pricing Methods for Materials
- Significance to the Customer
- Article: How to Fight a Price War
- Translating Features to Value
- Exercise

3:30-5:00 PM      Selling the Price Increase

- 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 11<sup>th</sup>**   Short breaks during the day

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

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**Thursday March 12<sup>th</sup>**      Short breaks throughout the day

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

- Personal Action Plan
- Continuous Learning

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