

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

Level 2 Class Agenda

- Monday March 8th** Short breaks throughout the day
- 8:30 AM Welcome and Introductions
- 9:30-11:00 AM Salesperson Toolkit (Review of Level 1)
- Professional Salesmanship
 - Total Product Concept
 - Time & Technology Management
 - Blended Communication
 - Strategic Selling
 - Market Segmentation & Differentiation
 - Buyer Personality Types
 - Customer Service & Satisfaction
- 11:00-12:00 PM Preparing for a Critical Sales Call
- Review of 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 – Simulation Introduction
- 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
- 5:30-7:30 PM Class Reception

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Tuesday March 9th

Short breaks throughout the day

- 7:30 AM Breakfast in Room
- 8:00-9:30 AM Industry Trends
- Impacting the Supply / Demand Model
 - Roadbuilding 101
 - Substitute Products
 - Exercises
- 9:30-12:00 PM Negotiation
- 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 – Simulation Game Start
- 1:15-1:30 PM Class Photo
- 1:30-4:30 PM DISC Personality Profiling and Exercises
- Introduction to DISC Selling
 - Personal DISC Profile
 - Understanding & Recognizing Different Buyer Types
 - Adapting your Style to Meet Customer Needs
 - Driving Forces (Motivators)
 - Exercise
- 4:30-5:00 PM Simulation Questions & Answers

Dinner on your own

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Wednesday March 10th Short breaks throughout the day

7:00 AM Breakfast in Room – Simulation Interviews

7:30-8:00 AM Role Play Introductions and Explanations

8:00-11:30 AM Roles Plays & Simulation Exercises

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.