

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

Level 2 Class Agenda

Monday	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 • <u>Article: How to Fight a Price War</u> • 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	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	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.