Starting On Time

1. Everyone move Closer
2. Introduce all in the Room
   - ❑ Name
   - ❑ Company
   - ❑ How Long in Industry
   - ❑ One thing you want people to know
3. Hand Out Cards to start Activity
4. Start Activity

https://www.timeanddate.com/timer/ 6min

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ASSOCIATION OF WATER TECHNOLOGIES

Training Seminars

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- **This training / presentation is intended to be educational and should not be construed as legal guidance or technical advice.**
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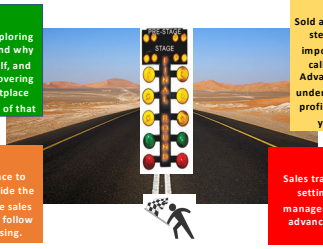
"How To" Sales Course Drag Race

Burn Out!
Why Sell, What sales is, exploring why some are successful and why not, understanding yourself, and what your are selling. Discovering who you are in the marketplace and how to take advantage of that



Launch
Sold accounts, losing sales, next steps, I understanding the importance of Sales, Why it's called professional selling. Advanced Sales, Competition, understanding your personality profile and the people around you, the sales pyramid

Staging!
Finding leads, getting a face to face, having everyone provide the same message, steps of the sales process, survey, proposals, follow up, presentation and closing.

FINISH LINE!
Sales tracking/metrics/scorecard, setting goals, time/territory management, value related sales, advanced closing, losing/saving accounts

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Section 1: Questions
(Poll Everywhere)

- How many years experience do you have in our industry?
- Do you Currently Sell, Service or do both?
- Do you feel comfortable Selling?
- Is your first official sales training?
- Have you attended Colin Frayne's Sales Training?
- What part of the country are you from Northeast, Southeast, Mid-west, Northwest, Southwest?

SHUTDOWN CELL PHONES

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INTERACTIVE #1

TOP 3 Things you would like to get out of this course?

(Best Hand Writing needed)

https://www.timeanddate.com/timer/ 2 min

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Who (in WT) should be involved with Sales?

EVERYONE!!!!

PROOF?

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Why Should You Care About Selling?

1. $$
2. Grow company/ Stay in business
3. Brand Awareness
4. Customer/prospect is your boss
5. Junk Leads
6. Competition
7. Salespeople are soliciting your business

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What is Sales ?

IS	IS NOT
Needs	Used Car
Wants	Win-Lose
Truth	Paying bills
Destiny	Short-Term
Removing anxiety	
Win – Win	
Relationships	
FOREVER	

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How Should You Sell?

- Build Rapport
- Honesty = Sustainability = Reputation
- Win-Win
- Based on a need/want
- Sell Yourself

- Buyers – Like, Trust, Relate to, Value
  - Practice – Family/Friends/Customers

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DO PEOPLE LIKE YOU?

When they first meet you?

After they get to know you?

People like people that are like themselves or have traits that they wish they had.

They also like people that they feel superior to….

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WHAT DO MOST PEOPLE LIKE IN A SALES PERSON?

- **Neutral/Slightly Positive**
- **Hygiene/Clean**
- **Looks Matter**
- **Look/Act Like a Professional**
- **Be Respectful**

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WHAT TO DO IF PEOPLE DON'T LIKE YOU?

- Have someone vouch for you
- Bring coffee, snacks, shirts, etc.
- Light about business, focus on person
- Seem interested
- Talk about them leave one lasting impression
- Promise that you can "make good on" leads to second meeting and trust.

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Perception vs. Reality

- What people see on the outside is what you are on the inside!
- **Confident**, but not **"Cocky".**
- **Knowledgeable**, but not **"a know it all".**
- **Successful**, but not **"Ferrari's and Mansions"**
- **Forthcoming** with personal but **"Appropriate"**
- **Social** but not the **"Life of the Party"**
- **Sensitive**, but not **"mushy"**

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KNOW YOUR AUDIENCE

Before you have a real relationship

- Ask questions
- Be humble
- Allow them to "one up you"
- Stay away from politics, religion, women
- Don't assume all people in the audience are the same

Once you have a relationship

- Understand your limits
- Treating everyone as an individual
- Be the version of you, that is appropriate for that particular relationship

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Interactive #2
Knowing yourself

Get Some Examples

Strengths **Weakness**

https://www.timeanddate.com/timer/ 3min

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Interactive #2
Knowing yourself

Get Some Examples

Strengths

- Honest
- Caring
- Kind
- Considerate
- People-Pleasing
- High Energy
- Thoughtful
- Work Hard/Play Hard
- Passionate

Weakness

- Lack of Patience
- Easily Distracted
- Lack Confidence in Others
- Managing of People
- Sticking to the Facts

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WHAT DO I SELL?

BEFORE YOU BEGIN

- **MARKETING 101**
- **Develop your brand**
- **Know your Product/Services, Company, and Abilities**
- **Know what your company won't do**

- **DON'T "REINVENT THE WHEEL" until you learn the "companies way" first; then suggest a reason to consider a change.**

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WHAT IS A BRAND?

- It is what people think of when they hear your companies name. (Their emotions good and bad)
  - **Apple**
  - **IBM**
  - **Amazon**
  - **NALCO**
- It's your identity……

- Do you really know your companies Brand?
- How do you know?
- Does your company have more than one brand?
- Do you have a brand?
- How are brands made, developed, or formed?

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MARKETING vs. SALES

- Marketing = *everything you do to reach and persuade prospects*
- Sales = *everything done to make the prospect agree to use your service*

Offense and Branding is your BEST DEFENSE:

- Brand: *Outward perception - what you stand for*
- Values: *Are what builds your Culture*
- Feature: *What the product or services has*
- Advantage: *What the product or service does*
- Benefit: *What this means to them in their terms*

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MARKETING now UNDERSTANDS

1. *Buyers are more educated than ever before*
2. *Buyers have many choices*
3. *Morals & ethics drive good business*
4. *That it must be constantly reinventing the company and its offers (Ex: Coca-Cola)*

Best Defense is a GREAT Offense and Brand

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HOW TO BRAND YOUR COMPANY?
Need 5 People

- Making sure to have the right people (Successful) in one room
- Find the Traits/Values of Successful People
- Pick the top 4-6 traits – these become your core values
- Defining and Stating these core values properly is important
  As you will now hire, fire, and promote based on these.

- Establishing Core Values – Example Questions
  - What do we look like?
  - What experience do you get when working with Us?
  - Where do we stand in our market? Who are our clients?
  - What do we do? What don't we do?
  - What makes Us unique?

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Interactive #3

What products or services does your company NOT sell?

Because less than 5-10% of our business comes from these, they will consume large amounts of time and training when it comes time to take these jobs on or they might have to be done by the owner or a high end person in your company. (if the person leaves you, then you can not do this service.)

https://www.timeanddate.com/timer/ 3min

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Interactive #4 / Homework
Choosing Core Values

Break up into Teams –

- Give Them the core values sheet
- Have each individual decide on their core values (You can also use your positive traits for interactive 2).
- Compare theirs to the group and write down the top 4-6 that they all have in common
- Define these top 4-6 in terms of your business if possible.

https://www.timeanddate.com/timer/ 7.0min

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https://www.timeanddate.com/timer/ 10min

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Interactive #5 / Homework
Developing a Brand

What does your company do?

What does your company NOT do or should NOT do?

What is your position in the Market Place? (Want to be in the top 3 for some reason)

What are you the best or almost the best in?

Examples

- Best Value, Best Price, Best Delivery, Best at something else

What are your values?

What makes your company unique? (When these 3 things are added together no other company can say)

What should our team look like? (Shirt/Tie, Overalls, Golf Shirts, Uniforms, etc.)

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RECAP 1

- WHY SELL?
  - *Grow company/ Stay in business*
  - *Build brand*
  - *Keep other companies out of your business*
- WHAT SALES IS?
  - *Satisfies a want or need*
  - *Truthful*
  - *Building relationships*
  - *Win-Win*
- *WHO SELLS?*
  - *EVERYONE*
- HOW TO SELL?
  - *Honesty*
  - *Relationship*
  - *Selling yourself*
  - *Based on a need*
  - *Win-Win*
  - *Practice*
- WHAT DO I SELL?
  - *YOU*
  - *Your brand*
  - *Your products/capabilities*
- WHERE DO I SELL?
  - Your Target Market
- WHAT MAKES YOUR COMPANY UNIQUE?

Choose Someone to hold you accountable for Homework

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“How To” Sales Course Drag Race

Successful Burnout please Move your car to the staging lane!