

Foundations of Increased Sales and Profits

3 hours video instruction, ±16 hours to complete with review of content, exercises, and quizzes.

- ✓ Quizzes and practice exercises
- ✓ No final test
- ✓ Certificate of Completion



COURSE DESCRIPTION

Many contracting companies don't build the roadmap to success or align marketing with sales, and end up wasting valuable leads with ineffective sales. The course will help you align your business to drive sales and help you avoid common sales pitfalls. Build the foundation for managing your business to improve profitability and sales.

Objectives

- Describe the importance of operating plans and marketing plans in the sales cycle
- Explain the importance of communicating with your customer
- Explain the four primary purposes of asking appropriate questions during consultative sales process, and give examples of each
- Demonstrate ways of handling objections from customers

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COURSE OUTLINE

Module 1: Why Sales are Important!

You Need A Sales Roadmap

Build An Operating Plan

Setting an Annual Budget

Operating Plan as Management Tool

Module 2: Your Marketing Plan

What is a Marketing Plan?

Build A Marketing Plan

Make the Numbers Work

Get Better at Marketing

Module 3: Communicating with Your Customer

Dump the Jargon

Value Propositions

What Your Customer Cares About

The Gas Pump Pitch

Sales: Everything You Do

Module 4: Consultative Sales: Become An Objective, Trusted Advisor

Introduction

Framework: Let's Visit the Home

Think Big Value

Module 5: Helping People Decide to Buy

Introduction

Focus on Each Homeowners' Concerns

Make Concrete Recommendations

Help Customers Decide

Module 6: Objection Handling

Introduction

Handling Buying Objections

Role Play Example

Objection Handling Overview

Role Play Feedback