



WayPoint Track Selling System™ 3-Day Workshop Course Outline

PROGRAM OBJECTIVES

To help participants understand selling as a profession, which requires a well-trained, competent professional.

To demonstrate how to translate specific product features into customer benefits to motivate prospects to buy.

To motivate participants to use newly learned techniques for greater success in their business and personal lives.

To teach the concept that selling must be "customer-oriented" and not "product-centered".

To teach participants a proven, effective, scientific selling procedure that leaves nothing to chance, and to close more sales without pressure.

FIRST DAY, October 18

8:29am - 5:00pm

- 1 Determining each participant's attitude towards selling.
- 2 Examination of the profession of selling.
- 3 Building a professional sales career in wholesale distribution.
- 4 Introducing key aspects of the WayPoint advantage to sales organizations.
- 5 Definition of a wholesale distribution salesperson.
- 6 The attributes of a successful salesperson.
- 7 Review of Greenberg/Harvard Business Review Sales Research.
- 8 Importance of rapport and how to develop it.
- 9 Importance of physical appearance in the sales process.
- 10 Attitude of the salesperson and its effect on sales.
- 11 Non-verbal communication signals and impact.
- 12 Understanding WayPoint Analytics reporting and how to apply it to the sales cycle.
- 13 Tangible vs. intangible sales.
- 14 Exploration of "Why people buy" and "How people buy."
- 15 Examination of the five decisions that must be made by a customer prior to the decision to buy, followed by an examination of the techniques that a salesperson can use to prompt each decision to be made.
- 16 Listening - the untaught skill.
- 17 Information gathering: Asking the right questions.
- 18 Needs assessment: Understanding your prospect's unique situation.
- 19 Questioning techniques: Kinds, types and when to use.
- 20 Today's Most Important Idea.
- 21 Homework assignment: Develop two interest-getting statements followed by an open-ended question. Develop two open-ended interest-getting questions. Develop a standardized list of 10 to 20 open-ended qualification questions. Use the newly learned skills in a realworld contact.

SECOND DAY, Oct. 19

8:29am - 5:00pm

- ① Review of homework assignment.
- ② Participants will be shown how to motivate the customer to want to hear the salesperson's story.
- ③ Introduce the six universal Buying Motives and how they apply to wholesale distribution.
- ④ How to be a great salesperson combining WayPoint reporting and professional selling skills.
- ⑤ Understanding the prospect's logistical needs means more profitable (NBC) sales.
- ⑥ Why do business with your company?
- ⑦ What your prospect needs to know about your company.
- ⑧ Describing your product or service: Features, benefits and reaction questions.
- ⑨ Sell — don't tell.
- ⑩ Use of visuals: How, when, and why.
- ⑪ How to get your price without "giving away the store."
- ⑫ Participation in simulated sales situations being both the "salesperson" (selling his/her own product), the "customer," and an observer. Role plays are conducted in a non-threatening setting using skills acquired in the first two days of the workshop.
- ⑬ Discussion of role plays will be conducted by instructors and class members:
 - ✓ Pinpoint and emphasize essential techniques.
 - ✓ Correct ineffective selling habits.
 - ✓ Analyze "customer" reaction to the selling techniques for the purpose of strengthening awareness and sensitivity of the "salesperson."
- ⑭ Today's Most Important Idea.
- ⑮ Homework assignment: Participants develop a Sales Plan and "Track Dialogue" on a real world new prospect.

THIRD DAY, October 20

8:29am - 5:00pm

- ① Review homework assignment.
- ② Mastering the WayPoint advantage in selling.
- ③ A low-pressure, yet persuasive method to close.
- ④ How to close a sale more than once.
- ⑤ Positive and effective method of handling objections.
- ⑥ Identifying next steps: Making sure your prospect knows what happens next.
- ⑦ How to keep the sale sold: Prevent buyer's remorse.
- ⑧ Building relationships builds your business.
- ⑨ Attention to detail: "The little difference that makes all the difference."
- ⑩ The universal application of the Track Selling System.
- ⑪ The difference between winning and second place.
- ⑫ How knowledge, skill, and attitude determine your success.
- ⑬ Wheel of Activity: Doing all the "right" things, all the time.
- ⑭ How to be more effective through a goal-setting process.
- ⑮ Continuing personal and professional development throughout the year.
- ⑯ Today's Most Important Idea.
- ⑰ The Most Important Idea overall learned in the Workshop.
- ⑱ Awarding of Certificates to all participants.
- ⑲ Personal consultations with instructors.

Next WayPoint Sales Training Workshop: October 18 – 20, 2017 in Phoenix. Per person investment is \$1,495. Call Ron Holm at 651-269-8863 (or email ron@maxsacks.com) to register.



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