

BSA & Joe Ellers Present:

Internet-Based Sales Training Programs Developed Exclusively for BSA Members

PROGRAM 1: Inside Knowledge: *Professional Sales at BSA*

PROGRAM 2: Outside the Box: *Professional Sales for Field Salespeople*

NOTES for Tele Conference Preview

**Please take a moment and print out these notes pages or copy/pasted this text into WORD or other processor and take notes that way. Joe will be covering a lot of ground and this outline of what's to be covered will make it easy to keep notes for reference.

What Will Be Covered:

1. About the two programs & how the programs were customized & developed especially for companies serving the specialty bearing industry

2. The case for online training of Inside & Outside sales professionals.

3. Training format for each program

- A pre-assignment
- The workbook
- The lecture
- The test

The Management Companion

All of the above and guidance on how to use the program

Continued.....

ABOUT- Inside Knowledge: Professional Sales at BSA

Module 1: You, the customer and what they expect...

A look at the people side of business...how you think...how they think and what they expect from you

Module 2: What are you supposed to do?

A clear understanding of your role as an inside/counter sales professional and some Tricks of the trade for managing your time

Module 3: The Sales Process

Selling has specific steps that have to be done in order. The goal of this module is to make it easier for you to sell by showing you what the steps are; what you need to do at each phase and what is supposed to happen next.

Module 4: The Quote Process

Professional selling on the inside means doing the best you can with quotes. We will show you how to do more with the opportunities that you get.

Module 5: The Proactive Inside Sales Professional

You can have an impact on sales by the way you handle the inbound calls (and visits). We will show you ways to increase the value of the sale by presenting the four basics of inside proactivity---upselling; companion-selling; cross-selling and dead/slow-moving inventory.

Module 6: Handling objections—especially price objections

Objections are part of the sales job. We will show you why you should welcome them and more importantly, what to do when you get them.

Module 7: The Inside Sales Call

Sales calls are part of the job—even on the inside. We will show you how they are supposed to look and what you can do to increase the value of this important part of the sales process.

Module 8: Handling complaints

Your job does not end with the sales—but when we have a satisfied customer. In this module, we will show you how to turn bad situations into good ones—and help to retain the customer in the process.

Module 9: Inside presentations

Whether you think you make presentations or not—you do. This module will help you to feel more confident when you have to give the customer the information that they need.

Module 10: The Inside/Outside Partnership

This section describes how to strengthen the partnership between what you do and the outside sales team that you work with.

ABOUT- Outside the Box: Professional Sales for Field Salespeople

Module 1: Start at the beginning...goals and sales plans

What is the job of a field sales professional? In this module, we lay it out for you including a special section on goal clarity and simple account planning.

Module 2: Creating a winning value proposition

To win, you have to be clear on why your solution is better than your competitors. We will give you everything that you need to develop and document your value proposition—so that you can begin fighting the price objection from the beginning.

Module 3: The Art of Selling

Most of this program is about the “science” of selling but we will spend some time working with you to create some ways that you can be more “likeable” with your customers.

Module 4: The 6 step sales process

In this module, we will expose you to a formalized (not scripted) sales process that will help you to be more effective. We will discuss the first two steps of this process—and also show you how to improve your prospecting.

Module 5: The rest of the story

Here, we will show you the rest of the sales process (Steps 3-6) and show you how to get more business—with less work.

Module 6: The Perfect Sales Call

The sales call is the building block of the sales relationship and we will show you the definition of a professional call and how to get more out of what you are doing.

Module 7: Telling your story

Presentations are part of what a sales professional does and we will give you ways to increase the quality of your presentations.

Module 8: Fighting the price objection

The key objection is the price objection and we will give you many different ways to fight it—and win.

Module 9: Managing your Time

As a sales professional, you know that your most important asset is your time. Learn the things you do that waste time and ways to get more out of your day without working harder.

Module 10: Sales Management Tools and You

You may think that they are for managers, only, but the tools they ask you to use--- like itineraries, account profiles, target account lists and opportunity tracking are really for you. Learn how to make money from them.

Management Responsibility

About the Current BSA Member Participants

Pricing and Getting Started

www.JoeEilers.com/bsasales