

Take the Complexity Out of Selling for **BETTER RESULTS. INCREASED SALES.**

Track Selling MicroTrack™

Online, on-demand, guided reinforcement lessons
for Track Selling System™ Core Skills

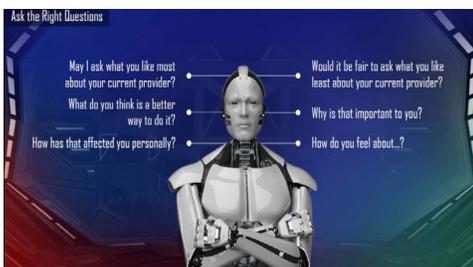
QUESTION What is a highly valued –yet rarely found –skill of sales managers?

ANSWER An ability to provide high-quality, personal sales coaching for their sales team.

SUGGESTION Track Selling MicroTrack™, an on-demand, self-paced Track Selling resource that enables sales managers to comprehensively review, reinforce, and expand the skills that salespeople learn in a Track Selling in-person, virtual, or on-demand workshop.

Track Selling MicroTrack has nine lessons that reinforce the Track Selling process. Lessons include brief training micro-videos, participant worksheets, and a detailed Leader Discussion Guide that enables managers to increase the effectiveness of each lesson. Sales managers use MicroTrack as a 15 - 20 minute training component of weekly sales meetings.

MicroTrack is part of our **Learn-Practice-Reinforce** sales training model, which is unique in the industry because of its approach, content, and totality. This training model enables salespeople and teams to overcome the Ebbinghaus Forgetting Curve. The Ebbinghaus Study describes how memory retention decreases over time if information and skills are not reviewed, reinforced, and practiced.



This MAX thumbnail is from Step 2 - Qualification

The two video presenters are MAX, a futuristic avatar, and Ron Holm, cofounder of the Track Selling Institute. The videos are brief micro-lessons that introduce each step and provide training content.

MAX and Ron are depicted in the thumbnails.

MicroTrack can also be used by those who want to reinforce their knowledge at their own pace.

MicroTrack can be applied to any industry, product, or service and to organizations of any size. The skills gained are helpful to a participant's professional and personal life.



This RON thumbnail is from Step 1 - Approach

Track Selling™
INSTITUTE
TRANSFORMATIVE SALES TRAINING

Our Story

The Track Selling System has been a leading global sales training methodology for over 60 years.

We have trained over 250,000 sales professionals and sales leaders from over 3,000 companies in 22 countries.

Our graduates hail from industry leaders such as IBM, Apple®, Bank of America, Coca-Cola, and Hewlett-Packard, as well as small businesses with a sales staff of one or two professionals.

The Track Selling System is a proven, field-tested methodology for selling. It's based on the science and psychology of how and why people buy.

It eliminates the stereotypes of salespeople maneuvering, tricking, or cajoling prospects into buying.

According to a Pepperdine University survey, on average graduates see sales increase by 25% or more, year-over-year after attending the training.



Learn more and register now at <https://tracksellinginstitute.com/microtrack>

TrackSelling MicroTrack™

These Video Micro-lessons are a reinforcement to learning Track Selling System™ Core Skills

Lesson 1: Introduction

Video topics: Five Buying Decisions and the Seven Steps of Track Selling.

Discussion questions: How do people prefer to buy? What are a salesperson's affirmation statements for each of the seven steps?

Lesson 2: Step 1 - Approach

Video topics: Seven ways to create rapport with a new prospect.

Discussion questions: How do you establish rapport? Which of the seven ways to create rapport is most difficult for you? How can you improve?

Lesson 3: Step 2 - Qualification

Video topics: The characteristics of a qualified prospect. The most dynamic questions in selling.

Discussion questions: Why are feeling-finding questions so powerful in sales and life? How can you adapt your sales process to include them?

Lesson 4: Step 3 - Agreement on Need

Video topics: The advantages of understanding prospect needs before presenting a solution.

Discussion questions: Create an agreement on need statement for a live prospect that you're trying to sell by identifying three needs, then ask "Is that correct?"

Lesson 5: Step 4 - Sell the Company

Video topics: Recap of the previous three steps. Determine what to present about your company. The power and influence of visuals to tell your story.

Discussion questions: How do you determine what information to provide a prospect in Sell the Company? What visuals might you include?

Lesson 6: Step 5 - Fill the Need

Video topics: Emphasize benefits. TELL features and SELL benefits. Present your three best feature/benefits in increasing order of importance to the prospect.

Discussion questions: Pair two features and benefits from a recent sales call. What visuals will make your features and benefits more impactful to the prospect?

Lesson 7: Step 6 - Act of Commitment

Video topics: When and how to close a sale. Overcome the fear of closing.

Discussion questions: How would you handle an Act of Commitment for two scenarios? One is to close a sale, and the other to get a next meeting.

Lesson 8: Step 6a - Objection Handling

Video topics: How often is the first objection the real objection? How to close a second time when they object to your first close.

Discussion questions: How can you close a second time after the prospect objects? What are the most common objections? How can you overcome them?

Lesson 9: Step 7 - Cement the Sale

Video topics: Thank, assure, and schedule next steps to prevent buyer's remorse.

Discussion questions: How do you communicate to new customers that you care about them after the close? What Cement the Sale options do you have, including handwritten thank-you cards?

Course Curriculum OBJECTIVES

REVIEW KEY CONCEPTS

Each lesson covers one or more key concepts for that step

ENGAGE PARTICIPANTS

Lesson worksheets encourage active participant engagement

WATCH SUPPORTING VIDEOS

Lessons are supported by one or two short videos

USE LEADER GUIDE

A 45 page guide provides step-by-step instructions for coaching sessions.

Learn more at <https://tracksellinginstitute.com/microtrack>



LEARN MORE

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