

Track Selling PracticeTrack™

Instructor-led, Virtual Role-play Practice Sessions
for Track Selling System™ Core Skills

You've heard the phrase, *"Practice makes perfect."*

"That's wrong," asserts Roy Chitwood, developer of the Track Selling System. Roy's observation, after 50 years of selling and sales training, was *"To be perfect in selling, you need to practice selling principles and a sales process that works. Otherwise, you're getting better at getting worse every day."*

His conclusion, *"Perfect practice makes perfect."*

Introducing **Track Selling PracticeTrack™**, our instructor-led, virtual (Zoom) role-play product. **PracticeTrack** is the ideal complement to **Track Selling LearnTrack™**, our online, on-demand, self-paced Track Selling System™ Core Skills curriculum. After you take the online course — or ideally while you're taking it — you can practice the skills you've learned using simulated sales scenarios in live, instructor-led role-play sessions with fellow sales professionals.

PracticeTrack can also be used as a refresher for the skills you learned in our instructor-led, in-person or virtual training. No matter when or where you learned Track Selling, PracticeTrack will refresh and strengthen its timeless principles and skills.

Why practice?

Perfect practice of the Track Selling System is based on three principles: LEARN, PRACTICE, and REINFORCE.

LEARN the Track Selling System

It's the what-to-do and how-to-do it of selling. It's the foundation for serving your clients, increasing your sales, and advancing your career.

PRACTICE the Track Selling System

No professional in any field became skillful by simply sitting in a classroom and learning theory. They practice their learned skills in the field, sometimes for years, before they became highly competent. You often hear the question, "How long have you been practicing?" Sales professionals have a commitment to their calling and have the training, education, and expertise that an amateur does not have. Successful professionals seek continual improvement through practice.

REINFORCE the Track Selling System

Many professions require continuing education to maintain and build their skill set as well as retain their certification or licensing. If you're learning, you're growing. School is never out for the sales professional.

The **Track Selling Institute** provides several ways to learn, practice, and reinforce your selling skills. All include role-play sessions. The more you practice using role-plays, the better you become in live selling situations.

Track Selling™
INSTITUTE
TRANSFORMATIVE SALES TRAINING

Role-play OBJECTIVES

DEFINE SALES PROFESSIONALISM

Understand what it takes to be a competent, successful sales professional

MOTIVATE PROSPECTS

Learn how to translate specific product features into customer benefits.

APPLY SALES TECHNIQUES

Implement newly learned techniques for improving success in business and in life.

FOCUS ON THE CUSTOMER

Learn the concept that selling **MUST BE** "customer-oriented" and not "product-centered."



LEARN MORE

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

Track Selling PracticeTrack™

Instructor-led, Virtual Role-play Practice Sessions for Track Selling System™ Core Skills

What is role-playing?

Role-playing means engaging in a simulated selling scenario where you use the skills you've learned throughout the Track Selling course.

Typically, Track Selling sales role-play scenarios consist of a team of three people working together. Each member of the trio is assigned a rotating role:

SALESPERSON	PROSPECT	OBSERVER
A person who sells their product or service using the Track Dialogue™	A potential buyer of the product or service the salesperson is selling	A person not involved in the selling scenario, providing feedback to the salesperson after the role play (checklist provided)

A role-play scenario can revolve around selling a generic product or service or, preferably, based on a product or service that you actually sell. The more realistic and personal the scenario, the better the reinforcing experience.

How does the role-play work?

Track Selling PracticeTrack consists of three interactive, instructor-led virtual (Zoom) role-play sessions.

SESSION A	SESSION B	SESSION C
Track Selling Steps 1 - 3 Approach, Qualification, and Agreement on Need	Track Selling Steps 3 - 5 Agreement on Need, Sell the Company, and Fill the Need	Track Selling Steps 1 - 7 Steps listed in A & B, plus Act of Commitment and Cement the Sale

Role-play Sessions A & B (each 90 minutes) are structured as follows:

1. The instructor introduces the role-play setting and the steps to be practiced.
2. The workshop attendees are divided into three-person groups and assigned a Zoom breakout room. Each person in the trio takes a turn playing the role of a salesperson, a prospect, and an observer. This is repeated several times so everyone in the group learns from each other.
3. All workshop attendees come back together for a debrief session.
4. After the debrief, you will repeat the role-play sessions (item 2 above) using the experience you gained from the first role-play and the debrief session.
5. All workshop attendees come back together for a short recap and discussion of participants' most important ideas learned.

Role-play Session C (90 minutes) covers all Seven Steps of the Track Selling System.

1. The instructor facilitates an interactive introduction that includes closing and objection-handling.
2. The workshop attendees are divided into three-person groups and assigned to a Zoom breakout room with each person taking their turn playing the role of a salesperson, a prospect, or an observer. Each member tests their skills in a 15-minute presentation, covering all seven steps of the Track Selling System.
3. All workshop attendees come back together for a short recap and discussion of participants' most important ideas learned.

LearnTrack and PracticeTrack will set you apart from your competition.



"I don't know of a salesperson who likes to role-play. However, the Track Selling role-play sessions I've participated in are the best for actually learning a sales skill. I actually enjoyed role-play and what I learned from it. Try it. You just might like it."

- William K.

"During my role-play, I practiced the Seven Steps using the scenario of an actual client I was trying to close. During the role-play sessions, I got significantly better each time I practiced. When I went back to my client after Track Selling Training, I got my prospect to sign the agreement in my first meeting. It does work!"

- Sally M.

"Ron always asks for your most important idea at the end of a training session. I'll never forget the words of Roy Chitwood, as repeated by Ron, "Perfect practice makes perfect." I've now built perfect practice into a weekly habit that has helped me increase revenue by 46% over last year."

- Deshaun W.



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