



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

The **Track Selling System** is a proven selling process based on the science and psychology of how and why people buy.

How much could sale productivity jump if your sales team had a standardized selling language and easy-to-understand process?

How can your sales team take advantage of the current economy?

The Track Selling System is a structured selling approach used by industry leaders such as IBM, Apple®, Bank of America and more than 3,000 other corporate clients. Participants typically increase sales by 30%, according to a survey of graduates by Pepperdine University.

The Track Selling System combines a scientific process with an ethical philosophy that you can rely on; a win-win philosophy of serving the customer. It eliminates the stereotypes of salespeople maneuvering, tricking or cajoling prospects into buying. If the customer doesn't benefit from the sale, the sale shouldn't take place.

In the workshop, you'll learn the Five Buying Decisions that prospects make before buying. We cover the Six Buying Motives that drive and motivate the buyer. Then you'll learn the Seven Steps of the Track Selling System that carry sales people smoothly through each of the prospects' buying decisions in the correct order. The entire process is adapted to your products, services and sales cycle.

The Track Selling System has been a leading global sales training methodology for the past 60 years. We have trained more than 250,000 sale professionals and sales leaders from over 3000 companies in 22 countries.

Client satisfaction is guaranteed!



Learn more at TrackSellingInstitute.com/course-schedule

WORKSHOP
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."



Overview Sales Training Workshop

FIRST DAY

- 1 Determine each participant's attitude towards selling.
- 3 Examination of the sales profession.
- 3 Build a professional sales career.
- 4 Attributes of a successful salesperson.
- 3 Review of Greenberg/Harvard Business Review Sales Research.
- 6 Importance of rapport and how to develop it.
- 7 Importance of physical appearance in the sales process.
- 8 Attitude of the salesperson and its effect on sales.
- 9 Non-verbal communication signals and impact.
- 10 Understanding the sales cycle.
- 11 Tangible vs. intangible sales.
- 12 Exploration of "Why people buy" and "How people buy."
- 13 Examination of the five decisions made by a customer prior to the decision to buy, examine the techniques a salesperson can use to prompt each decision to be made.
- 14 The lost art of Listening
- 15 Information gathering: Asking the right questions.
- 16 Needs assessment: Understanding your prospect's unique situation.
- 17 Questioning techniques
- 18 Today's Most Important Idea.
- 19 Homework assignment: Develop a standardized list of 10 to 20 open-ended qualification questions. Use the newly learned skills in a real-world contact.

SECOND DAY

- 1 Review of homework assignment.
- 3 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 sales.
- 4 Understanding the prospect's/client's needs means more profitable sales.
- 3 Why do business with your company?
- 6 What your prospect needs to know about your company.
- 7 Describing your product or service: features, benefits and reaction questions.
- 8 Sell - don't tell.
- 9 Use of visuals: How, when, and why.
- 10 How to get your price without "giving away the store."
- 11 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 environment using skills acquired in the first two days of the workshop.
- 12 A low-pressure, yet persuasive method to close the sale with positive, effective methods of handling objections.
- 13 How to close the sale more than once.
- 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

- 1 Review of homework assignment.
- 3 Mastering the Track Selling advantage in selling.
- 3 Identifying next steps: Making sure your prospect knows what happens next.
- 4 How to keep the sale sold: Preventing buyer's remorse.
- 3 Building relationships builds your business.
- 6 Attention to detail: "The little differences that make all the difference."
- 7 The universal application of the Track Selling System.
- 8 The difference between winning and second place.
- 9 How knowledge, skill, and attitude determine your success.
- 10 Wheel of Activity: Doing all the "right" things, all the time.
- 11 How to be more effective through the goal-setting process.
- 12 Continuing personal and professional development throughout your career.
- 13 Today's Most Important idea.
- 14 The Most Important Idea overall learned in Workshop.
- 15 Awarding of Certificates to all participants.



Information you need to know

Your Instructor - Ron Holm

This 3 day Track Selling workshop is presented by Ronald Holm in conjunction with the Track Selling Institute. Ron has been a sales strategist and senior trainer for the Track Selling System for more than 30 years.

Ron says, "When selling becomes a procedure, it ceases to be a problem. If it's not a procedure, it will always be a problem. Track Selling is a winner, a field-tested, proven procedure for selling that is planned, not canned."

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Learn More and Register Now!

TrackSellingInstitute.com/course-schedule

"I have employed the Track Selling System™ successfully. The unique mix of straightforward process and sophisticated marketing concepts make it a useful tool for the beginner and seasoned professional. If you are seeking to improve sales effectiveness for your customer, I highly recommend that you use Track Selling."

- Steve Tonissen Senior VP, Comshare, Inc.

"We have initiated the Track Selling™ concepts and techniques to nearly 1,000 of our channel partners and have trained our internal sales staff on it as well.

The results are outstanding! "

- Dave W. Hanna
 President and CEO, State of the Art Division of Sage Software

"In the past, only the large companies had the resources to develop a truly professional salesperson. The Track Selling System has finally and comprehensively documented professional sales training that any company or any aspiring professional salesperson can thrive on. You can't afford to let the Track Selling System™ pass."

- Howard P. Stevens, The HR Chally Group

"Track Selling™ is a practical and proven approach that explains the 'how-to' of the sales process. The application of the insights and process outlined will give your professional sales team a competitive advantage."

- Tom Bligh
 VP of Strategy and Business Development, Genie Industries/Terex

"Track Selling™ is a must for anyone selling or responsible for sales. It gives clarity and focus for the sales process. It is so much bigger than sales – this is a life focus."

- Sue DeFlorio
 COO, FiberCloud, Inc.

"Successful selling involves the art of persuasion. Therefore it can be taught and learned. Track Selling™ provides an excellent road map to accomplish that objective."

- F.G. "Buck" Rodgers, Former VP of Marketing, IBM
 Author of *The IBM Way*