

# Virtual Instructor-led SALES TRAINING WORKSHOP



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

How can your sales team be effective in today's ever changing business climate ?

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 can see sales increase by 30% or more, 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 this Virtual Instructor-led Workshop, you will be in a small virtual group working directly with a Track Selling Training Professional. This small group format ensures you will learn the Five Buying Decisions that prospects make before buying. We cover the Six Buying Motives that drive and motivate the buyer. Then you will 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.*



VIRTUAL SALES TRAINING WORKSHOP SPONSORED BY

**Track Selling**  
INSTITUTE  
TRANSFORMATIVE SALES TRAINING

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

## 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.

### BEST PRACTICES

Implement newly learned approaches 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."

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## Sales Training Workshop Course Outline

### Day One

#### Overview of the Track Selling System™

- Brief discussion on selling during the world-wide pandemic – What does it change?
- How people prefer to buy: The 5 Buying Decisions
- Why do people buy? The 6 Buying Motives
- In what order do people buy: The 7 Steps of the Successful Sale

#### Step 1: Approach

(Build rapport and trust)

- Importance of building trust and rapport and how to quickly build it
- How to maintain a positive attitude and why it is important
- Non-verbal communication signals and their impact

#### Step 2: Qualification

(Get better at asking questions)

- The value of planning and development of a Track Selling Sales Plan™
- How to improve listening skills
- Understanding the types and kinds of questions to ask
- Selling yourself by asking the right questions

#### Step 3: Agreement on Need

(Summarize and verify your prospects needs, wants, and desires)

- Introduction of the Track Selling Track Dialogue™- *planning and role-playing*
- The difference between success and failure in selling - The Agreement on Need
- Role play Steps 1 - 3
- Homefun #1: After class independent bonus activity

### Day Two

#### Step 4: Sell the Company

(Show and tell your organization's story)

- Why do business with your organization?
- Determining what your prospect needs to know about your organization
- Boosting communication by adding visuals

#### Step 5: Fill the Need

(Show and tell the most relevant features and benefits for each prospect)

- Describe your product or service: features/benefits/reaction questions.
- Sell - don't tell
- How to present your price
- How to sell value and not reduce your price
- Role play steps 3 - 5
- Homefun #2: After class independent bonus activity



*"A tremendous competitive advantage! Our company rigorously utilizes Track Selling as our primary sales tool. Our growth rate has tripled that of the rest of the industry over the last two years! I encourage all selling professionals, except our competition, to utilize it."*

- William Holl, Former President,  
Coca-Cola Enterprises, Inc.

### Day Three

#### Step 6: Act of Commitment

(Close the sale)

- A low-pressure, yet persuasive method to close the sale with positive
- Effective methods of handling objections
- How to close the sale more than once
- Working with the Track Selling Partnership Agreement™ form – helping to close more sales

#### Step 7: Cement the Sale

(Proactively addressing buyer's remorse)

- Thank, assure, and schedule next steps
- Keep it sold
- Role play steps 1 - 7

#### Final Topics

- Final Review
- Using the Track Selling advantage in your personal life
- How to be more effective through the goal-setting process
- Post-workshop activities: Continuing personal and professional development throughout your career
- Tip of the Week Reinforcement Program



*"The instructor immediately grabbed my attention and pulled me in. I learned more in 3 days than I have had in most of my degrees. I am truly grateful of the practices, tools and process taught. I would recommended Track Selling Workshops to all levels of employees and would love to come back for more."*

- Matthew Gormley, Digital X-Ray/  
CT Implementation Provider

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