

# Foundations of Increased Sales and Profits

±16+ hours to complete.

- ✓ Quizzes and practice exercises
- ✓ No final test
- ✓ Certificate of Completion



## COURSE DESCRIPTION

Many contracting companies don't build the roadmap to success or align marketing with sales, and end up wasting valuable leads with ineffective sales. The course will help you align your business to drive sales and help you avoid common sales pitfalls. Build the foundation for managing your business to improve profitability and sales.

## Objectives

- Describe the importance of operating plans and marketing plans in the sales cycle
- Explain the importance of communicating with your customer
- Explain the four primary purposes of asking appropriate questions during consultative sales process, and give examples of each
- Demonstrate ways of handling objections from customers

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## COURSE OUTLINE

### **Module 1: Why Sales are Important!**

You Need A Sales Roadmap

Build An Operating Plan

Setting an Annual Budget

Operating Plan as Management Tool

### **Module 2: Your Marketing Plan**

What is a Marketing Plan?

Build A Marketing Plan

Make the Numbers Work

Get Better at Marketing

### **Module 3: Communicating with Your Customer**

Dump the Jargon

Value Propositions

What Your Customer Cares About

The Gas Pump Pitch

Sales: Everything You Do

### **Module 4: Consultative Sales: Become An Objective, Trusted Advisor**

Introduction

Framework: Let's Visit the Home

Think Big Value

### **Module 5: Helping People Decide to Buy**

Introduction

Focus on Each Homeowners' Concerns

Make Concrete Recommendations

Help Customers Decide

### **Module 6: Objection Handling**

Introduction

Handling Buying Objections

Role Play Example

Objection Handling Overview

Role Play Feedback