

# Fundamentals of Selling

## One Day Workshop Agenda - Interactive Workshop

**LOCATION:** Best Western - 1714 Pembina Hwy  
**DATE & TIME:** Thursday, June 14th, 2012. Registration is 8:30am sharp.  
 Workshop begins promptly at 9:00am and is adjourned at 4:30pm.

Time	Topics	Lead	Duration
8:30 am	Registration & Introductions	Dan	30 minutes
9:00 am	Review of Workshop Objectives: <ul style="list-style-type: none"> <li>• Developing Your Reputation;</li> <li>• The Power of Geometric Growth;</li> <li>• Customer Profiling;</li> <li>• Customer Prioritization;</li> <li>• 7-Step Sales Strategy Process.</li> </ul>	Dan	10 minutes
9:10 am	Developing Your Reputation: <ul style="list-style-type: none"> <li>• The Salesperson's Conundrum;</li> <li>• What do you want your reputation to be?</li> <li>• Tips on Effective Networking;</li> <li>• Develop Your Customer Value Proposition</li> </ul>	Dan	30 minutes
9:40 am	WORKSHOP Breakout –Each participant will demonstrate his or her expertise while networking (role play).	ALL	20 minutes
10:00 am	Coffee Break	ALL	10 minutes
10:10 am	The Power of Geometric Growth: <ul style="list-style-type: none"> <li>• Three ways to grow your business;</li> <li>• Identification of leverage points helps focus your output more effectively.</li> </ul>	Dan	20 minutes
10:30 am	WORKSHOP Breakout – into groups of two or three and identify leverage points within each participant's respective business.	ALL	30 minutes
11:00 am	Customer profiling: <ul style="list-style-type: none"> <li>• Introduce the 20/80 rule;</li> <li>• B2B vs. B2C;</li> <li>• Why &amp; How to Profile.</li> </ul>	Dan	30 minutes
11:30 am	Lunch	ALL	40 minutes
12:10 pm	WORKSHOP Breakout – Each participant will demonstrate their leadership while networking (role play).	ALL	20 minutes
12:30 pm	Customer Prioritization <ul style="list-style-type: none"> <li>• Prioritization Strategy;</li> <li>• Time management;</li> <li>• Dream "Bs".</li> </ul>	Dan	30 minutes
1:00 pm	WORKSHOP Breakout - Profiling. Each participant takes the time to	ALL	40 minutes

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	describe their most profitable and desirable customer.		
1:40 pm	Introducing the 7 Steps Sales Strategy Process: <ul style="list-style-type: none"> <li>• Lead generation;</li> <li>• Selling Cycle;</li> <li>• Account Management (customer service).</li> </ul>	Dan	30 minutes
2:10 pm	Coffee Break	ALL	10 minutes
2:20 pm	Optimizing the 7 Steps Sales Strategy Process: <ul style="list-style-type: none"> <li>• Introduce the tips and techniques to help push you through the selling cycle;</li> <li>• Introduce the tool box or the tools required to help you succeed.</li> </ul>	Dan	40 minutes
3:00 pm	WORKSHOP Breakout. Each participant will develop the questions required to qualify a prospect as a hot, warm or cold lead.	ALL	20 minutes
3:20 pm	WORKSHOP Breakout. Each participant will develop a questionnaire required to ask a hot prospect when meeting them face to face for the first time: <ul style="list-style-type: none"> <li>• What do you need to know to be able to customize their needs?</li> <li>• What do you need to teach them?</li> </ul>	ALL	30 minutes
3:50 pm	WORKSHOP Breakout. Each participant will prioritize their current clients and prospects. We will then roll play in smaller breakout groups the techniques they need to implement to readily identify a hot prospect and engage in the selling process.	ALL	30 minutes
4:20 pm	Workshop Summary. Next Steps if interested. Meeting adjourned.	Dan	10 minutes