

VIOLAND



MANAGEMENT  
ASSOCIATES

# Sales Force Development

*Conquer Your Market*

**Continuous Enrollment**



**Web-based**

See Back for Details



## Why Do Some in Restoration Sales Struggle?

Those who struggle in sales are unable to explain how what their company does will benefit the customer. They stop at simply explaining what their company does, often because they don't understand how the customer will benefit. Sales people are hired for their potential, but in many cases instead of receiving comprehensive sales training, they're driven around to a few key contacts, equipped with business cards and goodie bags, and told to go sell. The owner of the company then watches while they lose focus and direction and later wonders why they didn't close enough sales.

**“ I was able to come away with great ideas to grow upon and have quickly incorporated a lot of them already. I meet with our staff regarding how marketing is everyone's job, just as safety is! I have already suggested your company to others in our DKI network. ”**

**—Laura Clark, Bouchard Cleaning and Restoration, Bangor, ME**



## Empower Your Sales Force

Those who are successful in sales understand the need to always be closing, not always closing the deal but always moving to the next step in the selling process to progress to the sale. Graduates of Sales Force Development understand:

- The business needs of each market
- The sales process as it relates to individual market segments
- Proven strategies and techniques for developing trust and earning customers

Consistent application of these behaviors and techniques result in increased confidence, a higher success rate and growing a diversified and profitable book of business.

## Who Should Attend?

This program is designed for the Sales Representative who is relatively new to the restoration industry and has some previous sales experience. The Rep you've hired within the past few years who has the ability to sell, but perhaps has not met expectations. Those who will benefit from:

- Better understanding the needs, issues and challenges of the customer's business
- Proven sales processes focused on specific markets, including scripts, overcoming objections and strategies for gaining access to decision-makers
- Understanding individual behavior and selling styles and the need to adapt based on the customer
- Professional sales behaviors and practices. Developing consistent planning, action, follow-up and communication habits
- Understanding the concept of differentiation and building confidence in their ability to effectively distinguish your Company from the competition.

## Structure of the Program

The Sales Force Development program is structured to provide ample time for learning without taking your Sales Rep out of the market for days or weeks at a time and encourages immediate application of the strategies, techniques and behaviors. This is a 16-week web-based, restoration specific program with each class being limited to 10 participants to ensure individual participation and group discussion. Participants complete 8 assignments to gauge their understanding of the concepts and to drive their application in real-world selling. Outside reading is included to provide additional insights. Each participant will receive sales process maps, scripts and detailed support materials tailored to individual segments of the restoration industry.

## Course Content Includes:

- Effective appointments and meetings
- Sales planning and activity tracking
- Understanding personality types
- The sales processes for individual target markets including:
  - Insurance agents and adjusters
  - Plumbing contractors
  - Residential and commercial property managers
  - Partnering contractors
  - Healthcare
  - Educational institutions
- Social media implementation
- Delivering effective presentations
- Integrating Sales with the total organization
- Participating in industry associations and organizations



“Attending this course and integrating the knowledge into my efforts has been a game changer.”

– Rusty Zellars, RestorePro, Inc.  
Sandusky, OH

## Optional 1.5 Day Seminar

Participants have the option to enroll in a 1.5 day in-person seminar in Canton, Ohio designed for those with less than 2 years of experience in restoration. The seminar will ensure that all participants have a base level understanding of the industry: what restoration contractors do, for whom, and what they are actually selling. Topics include:

- Industry overview, customer identification
- Profile of successful sales people and target markets
- Route selling, psychology of persuasion
- Accountability
- Why customers buy
- Market segments
- Networking



If a company has an employee quit their job within 365 days of completing a Violand professional training program, Violand Management will extend a free seat to the company for the same class to be attended within the next 365 days.

“I would encourage newer sales people to attend. I took away strategies to tackle the market and great information. Now I will have an objective for every customer contact!”

—Deborah Chavez, Williamson Restoration  
Albuquerque, NM

#### Sales Force Development participants earn:

- 24 contact hours from RIA
- 14 CECs from IICRC

## About the Presentors

### Tom Cline



Tom is a Business Development Advisor at Violand Management Associates, as well as a former consultant, trainer, and adjunct professor at Stark State College. Tom's background includes over 35 years in sales, marketing, and operations management, along with experience in executive coaching, job costing, sales management and sales force development. Tom's educational degrees include a bachelor's Degree in Economics and Mathematics from Denison University and a master's Degree in Operations and Finance from the University of Pittsburgh.

### Jim Ryerson



Jim is the founder of SalesOctane, an Ohio-based company committed to shaping the next generation of sales professionals. Jim started his selling career with Herman Miller Inc., where he developed several selling models. During his tenure as president of Herman Miller Workplace Resource, a distributor of office furniture and health care products, the company experienced a 20 percent annual growth rate in the top line and a 2000 percent increase in the bottom line. Jim holds a bachelor's degree in business administration from Davenport University and is an active member in the World Entrepreneurs Organization and The Edison Creativity Council where he trains on innovation and creativity.

*Violand Management Associates, LLC is a consulting firm that works internationally helping entrepreneurial companies achieve sustained profitable growth. Sales Force Development is one of several executive development programs offered in addition to our Advisory Services. For more information, visit our website at [violand.com](http://violand.com) or call +1 800 360 3513.*

