

# RESTORATION SALES FORCE DEVELOPMENT

## ONLINE CLASSES

### WHY SHOULD YOUR SALESPEOPLE ATTEND?

Best practices and proven strategies for **new and experienced sales professionals**; fusing traditional sales methods with **innovative digital prospecting methods**. Your salesperson will learn to develop, implement, execute, measure, and report an effective Sales Plan. **Discover how to build relationships and close industry targets** such as insurance adjusters, home contractors, healthcare institutions, and educational institutions.

### HOW DOES THIS BENEFIT YOUR BUSINESS?

Your goal is to **discover new markets, create inbound prospects, amass leads**, and most importantly **increase revenue**. High-performing salespeople rely on established sales habits and consistent, effective prospecting. We focus on preparing your restoration salespeople to **devise a tailored sales plan fit to your business**, while providing the **tools and knowledge needed to successfully execute** and report on their progress.

## TOPICS

Learn, develop, and implement modern sales processes in the digital age. New and experienced sales professionals will utilize current technology and traditional methods to prospect and WIN customers.

- Sales Management
- Performance Measurement
- Use of Technology
- Developing a Sales Plan
- Generate Prospects Online
- Effective Social Media Use
- Personality Types
- Value Proposition and Branding
- Email Marketing
- Digitally Targeted Ads
- Effective Presentations
- Organizational Integration

### RESERVE YOUR SPOT TODAY

# PROGRAM SCHEDULE

## CONTINUOUS ENROLLMENT

### PROGRAM OVERVIEW

The program runs for 19 weeks, with each session lasting 90 minutes. Divided into 2 distinct segments, the first is a 3-week training for the attendee's manager. These sessions will give the sales managers insight into best practices for managing their sales force.

For the attendee, the class begins with a 3-week focus on creating a roadmap. This roadmap will be transformed into a functional sales plan throughout the class. Attendees will each complete a DiSC assessment to understand their personal style and how it impacts sales interactions. The focus then turns to executable marketing strategies aimed at industry-specific markets while utilizing social media and the internet. The final weeks are devoted to internal operations dealing with CRM technology and teamwork within the organization.

### PROGRAM PERSPECTIVE

This program was recently restructured to provide organizations with sales methods that unite proven sales strategies with modern technology. The internet is one of the most effective tools a salesperson can utilize to extend their reach and increase their audience. A good salesperson can become great by using the internet to adapt their already successful approach.

**REGISTER YOUR SEAT TODAY**  
**LIMITED SPACE AVAILABLE**

### PROGRAM CLASS SCHEDULE

- Developing Your Sales Plan
- Market Analysis/SWOT/Differentiators
- Marketing Strategy
- Social Media – Be a Trusted Advisor
- Personality Types
- Connecting with Prospects
- Virtual Proposals, Emails, and Other Forms of Communication
- Don't Sell, Create Value
- Effective Presentations
- Target Market – Insurance Brokers and Real Estate Agents
- Target Market – Plumbing and Partnering Contractors
- Target Market – Residential/Commercial Property Managers
- Target Market – Medical/Schools/Senior Living/Municipalities
- Networking and Leveraging Your Connections
- Organization – Do I Need a CRM?
- Teamwork

The group will discuss the power of research to discover the challenges facing their prospective customer base. The next step is identifying the participant's target markets and competition to determine their unique selling points. Attendees will learn how to create presentations illustrating these points. The result will be measurable actions to help the salesperson build trust and relationships with the target markets.

VIOLAND'S

GUARANTEE

365 DAY