



**SPONSORED BY**



Sales people aren't born; they're made – from hard work, practice and pursuit of a skill set that needs to be developed and instituted into the personality. Sales presentation role playing is paramount in the success of the sales staff. So this intense interactive learning experience includes role playing, individual, and group sales presentations. Attendees participate in interactive role play exercises to hone their skills presenting to professional buyers, and then going through tough critique so as to discern how best to “make the deal” come to fruition. Attendees actually compete for the honor of “Best Individual Presentation” and “Best Group Presentation.” Snow professionals are educated on how to most effectively present themselves to prospects. Included is an overview of the greatest way to get the message across to the best customers. Attendees also learn how to build a successful sales strategy.

## 2019 FORUM FOR SALES FACILITATORS



JOHN ALLIN



SHELLY KIPP

### Monday – August 26, 2019

- 12:45PM Flagship Trolley will pick up the group at the hotel.
- 1:00 PM Welcome to 2019 **Forum for Sales** Event.  
What are you here for? What will we accomplish?
- 2:00 PM Tell us about yourself and your company. The 3-minute elevator speech is a great way to ascertain what you and your company offers.
- 2:30 PM Marketing, Branding, Etc.  
How are you differentiating yourselves from “the competition”? What sets you and your company apart from “them”? Let’s discuss the various ways you can market yourself and your company to potential customers.
- 3:15 PM Break.
- 3:30 PM Prospecting – The Right Way.

Reading the Market.

There may be an awful lot of “customer shuffling” going on this year. Tap into that and come out ahead of the pack. Let prospects know that you are risk managers and not “plow guys.” When the pain of change is less than the pain of staying the same, they WILL make the change... to your company.

4:30PM Break for Group Dinner.

## Tuesday – August 27, 2019

8:15 AM Flagship Trolley will pick up the group at the hotel.

8:30 AM Can you get a chance to quote the work? We will have each member of our class make a “sales presentation” with the specific intent of obtaining an RFP for consideration. You’re on your own; so do your best, in the short time provided, to explain your company, what you can offer, and, most importantly, why you should be allowed the privilege of quoting your prospects’ work.

9:45 AM Break.

10:00 AM Goal Setting for the Sales Staff.

The fundamental strategy for effective time management for sales people is to spend more time doing those things that are most important. Before a sales person can do that, he/she must identify what those important things are. That's where goal setting comes in. What is the expectation and how to set realistic goals? Next, there is a need to track efforts so as to properly gauge progress, success, or failure.

11:00 AM Relationship Building.

How is snow and ice management success built? It is built upon relationships. When the pain of change is less than the pain of staying the same, change will occur. With the constantly changing customer climate, how can we ascertain where the “pain” is? Then how do we resolve it to assure customer satisfaction? How do you “read” and respond to your customer? Sometimes all you have to do is ask. It’s “how” you ask that is important.

11:45 AM They’re buying “Price”; you’re selling “Value”.

Develop pricing strategies, tactics, and proposals that make both sides happy. How do we make everybody happy? There are a number of sales attitudes and practices that can prevent miscommunication in this regard. After all, the only thing the company wants from a sales person is RESULTS.

12:30 PM Lunch in Boardroom.

1:00 PM You want to be considered for quoting the prospects work. You need to understand how to “open the relationship.” We’ll determine what needs to happen and how to go about it.

- 2:00 PM The Sales Presentation - Who, what and how to present.  
This is about how to build that relationship and make it into the positive experience everyone wants and needs. Customers want to know they are important to your company and that they are your only customer. We need them to believe your only goal is their satisfaction.
- 2:30 PM Objections – Know what “no” really means. They are your friend, or rather, they should be your friend. So how do we use that to our advantage? What kinds of objections do you experience? This interactive session will demand participation of all attendees in the process of learning how to best approach the reluctant customer.
- 3:00 PM Break.
- 3:15 PM Defining the role play experience is our ultimate objective.  
Assignments will be made – here’s the prospect, here’s what you have to sell him/her, plan the exercise, execute appropriately.
- 4:00 PM Break-out sessions into groups of 3-5 to discuss YOUR group’s sales presentation and how to approach the prospective customer.
- 4:30PM Picked up for group dinner by Flagship Trolley at Institute.  
Groups are encouraged to continue their preparation for tomorrow’s role playing/sales presentations after returning to the hotel.

**Wednesday – August 28, 2019**

- 8:15 AM Flagship Trolley will pick up the group at the hotel.
- 8:30 AM The Sales Presentation.  
Each group will make a presentation to a prospective customer per the assignment and be critiqued by the entire group. This is often a fearful experience, but we must overcome our fear of rejection. This exercise will confront those fears while dealing with the discriminating customer.
- 9:45 AM Break.
- 10:00 AM Continue the role play presentation exercise with remaining groups.
- Noon Lunch in Boardroom.
- 1:00 PM Critique the day’s role play presentations.
- 3:00 PM Break.
- 3:15 PM Selling Value.  
After the role play exercise, we should all have a much better idea of what “value” is. We will discuss the exercise and how this fits into the sales culture in your market(s). How do we deal with the eventuality of complaints, product shortages, unreasonable client expectations, and how to deal with the client who doesn’t care what the spec says because they want it done THIS way?
- 4:00 PM Commodity clone or sales consultant? Is your market becoming a lineup of faceless vendors where commodity thinking clouds the customer's mind and low price usually wins? Let’s break through that status quo quagmire and stand apart as the most qualified company with which to

do business. More and more customers view all suppliers as being alike. It's difficult to stand out in the customer's mind. We'll discuss proven strategies and tactics to differentiate yourself from others so that you are not a "me too" and to carve out a special niche in the customer's mind making you the one worth doing business with. Hint: Start at the top – the VERY top – and work your way down.

4:30 PM Flagship Trolley to pick up group for dinner.  
Presentation of awards for Best Sales Presentation(s).

**Thursday – August 29, 2019**

8:15 AM Flagship Trolley will pick up the group at the hotel (some may elect to drive to the Institute if they are driving home).

8:30 AM "Closing the sale."  
The best sales people understand that before you can close the sale, you must open it. Most of the competition can satisfy the technical part of clearing a site. The sale often goes to the service provider who takes the time to understand the personal and situational aspects of the buying dynamics of the customer. Closing is a science, and it can be learned. It just requires some study and preparation. We need to reinforce the buying signals. We need to earn the right to close the deal. We need to view "closing" as the middle of the process, not the end result, and customers need to view it that way too.

10:30 AM "Estimating."  
As competent sales people, we should never "bid" snowplowing projects. However, we do need to prepare appropriate estimates of what it will take to complete the work at a viable profit for the company. We will go over what it takes to prepare an estimate and how not to be drawn into the "bid" wormhole.

1:00 PM Lunch in the Boardroom.  
Thank you for attending this Forum for Sales Event!

**Go back home and blow away all the sales records!!**

Notes:

Snowfighters Institute will supply transportation with Hansen's Errand Service to the Erie Airport at no charge to the attendees. Transportation to the Cleveland-Pittsburgh-Buffalo Airports can be provided at a nominal charge. Please contact Debbie at 814-455-1991 or [debbie@SnowFightersInstitute.com](mailto:debbie@SnowFightersInstitute.com) if you need further assistance.

Your itinerary should be sent to [debbie@SnowfightersInstitute.com](mailto:debbie@SnowfightersInstitute.com) to allow for proper planning of transportation to and from the airport.

**Included in registration fees:**

- Group Lunch on Tuesday, Wednesday, and Thursday
- Group Dinner on Monday, Tuesday, and Wednesday
- All handout materials
- Transportation from and to Erie Airport as/if needed
- Transportation to and from hotel to Snowfighters Institute

Hotel reservations must be made by August 4, 2019, to guarantee discounted rate. Please call the TownePlace Suites by Marriott at 814-866-7100. Be sure to mention Snowfighters Institute to get into the room block at \$109.00 a night for a King size bed. Should you need a Two Bedroom Suite, please contact Snowfighters Institute for assistance. To make your reservation, please click here to [book your group rate for Forum for Sales](#).

**Wednesday Night Dinner Options**

Here are some dining options available near the hotel:

