



COUNTER SALES TRAINING

**DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS**

Training designed specifically to increase counter sales

Why Counter Sales Training?

Every counter sale is an opportunity to back-stop your customers. When HVAC technicians have the right parts on their trucks they are more productive. The more you help increase their productivity, the more you improve your sales.

Backstop Customers with Kits

How many times does a customer buy a compressor from you then makes a special trip to your competitor to buy driers and refrigerant? Show how your customized kits save time and make money.

Document truck stock value

If your customized truck stock saved three service techs two hours per week chasing parts, you helped their company create 300 additional billable hours per year! If their average service ticket is \$500, show how having the right parts on every truck could improve their income by \$150,000 every year.

Build Customer Loyalty

Provide a loyalty-worthy experience

You have more direct customer contact than almost anyone else in the company. Sometimes things happen and customers get upset. Knowing how to comfortably handle tough customer service challenges is the trademark of a real pro. At Counter Sales Training you will discover how to:

- Provide top-quality customer support
- Create rapid rapport
- Comfortably handle complaints
- Defuse upset customers
- Build performance-based trust
- Deal with objections
- Follow-up effectively
- Become the go-to parts consultant
- Challenge assumptions

Fax completed form to 602.216.2148 or email register@nopressureselling.com today



MORE INFORMATION:

AVAILABLE CLASSES IN MY AREA.

AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS:

Includes 2-day course, comprehensive workbook, class materials, copyrighted tools, breakfast, lunch and snacks

ATTENDEES

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COMPANY

TM

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIP CODE

COUNTER SALES TRAINING

Who Should Attend?

Everyone on the counter sales team, from the newest trainee to senior leadership, will learn a proven process to improve counter sales, company profits and dealer loyalty.



Learn to sell with C.A.R.E.™

Your customers make much more money when they have the right parts at their office or on their trucks. At Counter Sales Training you will learn how to use the C.A.R.E.™ process to help your customers get each job done quicker, with less stress and more profits.

- Give customers a Choice
- Ask the right questions
- Recommend the best course of action
- Encourage customers to do what's best

Words tell, questions sell

At Counter Sales Training you'll learn how asking the right questions sells parts:

- How far is the job?
- Are you using flat-rate pricing?
- Do you know what caused it to go bad?
- Would you send me your current truck stock list?
- Are you going on other jobs that need parts/supplies?

How Will Counter Sales Training Benefit You?

True learning takes place by doing. You can't master the art of selling by reading a book. You must actively practice new skills to make them habits. The biggest "aha" moments happen during the one-on-one skills practice. You will have several opportunities to practice new skills and then receive beneficial feedback from your instructor and peers. The opportunity to practice and enhance sales skills in a friendly environment makes selling fun.

Agenda

Day One

The value of your Wheel of Value®

- Your Company
- The Greatest Peace of Mind®
- The Greatest Profit Improvement™
- You

Providing a loyalty-worthy experience

- Provide amazing service
- Make everyone feel important
- Protect your customer's back

Listening is selling

- Questions that sell kits
- Questions that sell parts
- Questions that sell truck stock

Skills practice – Customer Concerns List™

Day Two

Don't Sell – C.A.R.E.™

- Protect customers with choices
- 7 key questions
- Customer Concerns List™
- Recommend Peace of Mind Kit
- Recommend Customized Truck Stock
- Tell the benefits in dollars and cents
- Encouraging customer to do what's best
- Use Customer Concerns List™ to eliminate price objections
- Use your Wheel of Value® to eliminate comparison objections

Skills practice – Recommend Kits and Truck Stock

(800)-515-0034

www.NoPressureSelling.com

REGISTER TODAY!