



Territory Manager Graduate School

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

Grow your market share, margin, loyalty and career.

Point of the Spear

As a territory manager, you have an important responsibility. Thousands of people are relying on you to make sales happen. What makes your job especially hard is the fact that 100% of your sales success is determined by your dealers' sales abilities.

Catapult Your Success

There is a large and growing number of contractors anxious to work with someone who can help them profitably grow sales. After Grad School you will have the processes, skills and confidence to help any size dealer grow their sales and margins in good times and bad.

Maximize Your Sales

Most smart contractors will gladly change distributors to get a TM that is serious about helping them grow their business. It would cost your dealers a lot of money to hire a consultant to routinely help them improve sales. After TM Grad School you will have the skills to help your dealers gain significant sales success, and it won't cost them a penny!

Lasting Loyalty

Reciprocity is one of the most important social norms governing human behavior. The more you help your dealers grow their sales, the more loyalty you inspire.

The Best Investment

It would be hard if not impossible to find a better investment than teaching your dealers the best way to sell your products.

Process Determines Sales

A low-price sales process produces ruinous competition, lower margins and negative reviews from buyers who expected more than they got. When you help your dealers follow the No Pressure Selling® process, they create an atmosphere that makes owning premium comfort easy and closing the sale the buyer's idea.

Proven Over 30 Years

For over 30 years we have taught Territory Managers and contractors the right process to consistently grow sales and margins in any economy.

TM Graduate School

Territory Manager Graduate School is a comprehensive dealer development program designed to significantly improve distributor sales and margins. 2-day courses include dealer;

- Sales Improvement
- Business Development
- Acquisition
- Lead Development
- Commercial Sales
- Parts Sales

Call 800-515-0034 or email register@NoPressureSelling.com

MORE INFORMATION: AVAILABLE CLASSES IN MY AREA AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: 4-day program includes; comprehensive workbook, tools, materials, breakfast, snacks and lunch.

ATTENDEES

1. 2.

3. 4.

COMPANY TM

EMAIL PHONE

AUTHORIZED SIGNATURE

Call 800-515-0034 for additional information

www.NoPressureSelling.com

Territory Manager Graduate School

The #1 job in 2-step distribution is helping your dealers improve sales.

Pathway to Profits

The fastest way to help your dealers profitability grow their business is by helping them sell high-margin premium comfort equipment and accessories.

Profits are made on equipment not labor

Your dealers' profits soar because it takes the same overhead to install premium comfort as it does basic heating and air.

	Typical	Premium
Sales Price	\$5,000	\$10,000
Equipment	\$2,000	\$ 4,700
Labor	\$ 900	\$ 1,200
Materials	\$ 350	\$ 600
Overhead	<u>\$1,500</u>	<u>\$ 1,500</u>
Net Profit	\$ 250	\$ 2,000

When you routinely review the No Pressure Selling® process with your dealers they will naturally sell more high margin premium comfort solutions.

Discover Opportunities

Do your dealers ...

- Ask good questions?
- Take great notes?
- Design each buyers Ideal Comfort Solution®?
- Document the Greatest Peace of Mind®?
- Confidently handle objections?
- Receive referrals and 5-Star reviews?

Gain New Skills

At TM Boot Camp you will have opportunities to practice the skills you will use to help improve your dealers' sales skills. What makes this experience so powerful is the constructive feedback you'll receive from your instructor and peers. You will leave with everything you'll need to help both you and your dealers achieve lasting sales success.

Boost Your Career

Loyal dealers, high margins, and growing market share are the key ingredients in the territory manager formula for success.

Who should attend?

Territory managers, sales managers, regional managers and leadership.

Core Course

Dealer Sales Development

Learn how to help your dealers ...

- Increase closing ratios (share)
- Improve premium sales (margin)
- Build lasting dealer loyalty
- Design buyer's Ideal Comfort Solution®
- Eliminate competition with their Wheel of Value®
- Use financing to close more sales
- Skills practice; Closing the sale

Dealer Business Development

Learn how to ...

- Design a Dealer Development Plan
- Use dealer P&L to measure performance
- Increase mild-weather cash flow
- Reduce unapplied labor
- Improve dealers' bottom-line
- Double dealers' net by adding a comfort consultant
- Skills practice: Dealer business conversations

Dealer Acquisition

Learn how to ...

- Pinpoint the best future dealers
- Discover dealers' unique desires
- Present their Ideal Solution™
- Document your value in dollars and cents
- Use tools to comfortably handle objections
- Develop an on boarding plan
- Skills practice; Dealer acquisition conversations