



ACUITY SYSTEMS INC.

PRO*ACT Sales Coaching Boot Camp



Day One (8 AM – 3 PM)

Why Have a System

Many Produce salespeople “wing it,” cross their fingers, and hope that they get the sale. Learn the Pro*Act system that results in four predictable outcomes, duplicates success, and qualifies prospects rather than disqualifying you.

Sales are about more than fancy techniques. Learn how behavior, attitude, and technique impact your sales success. You will also discover how to prospect more effectively, identify your most profitable selling activities, and develop a roadmap to your success.

Bonding & Rapport

Rapport is more than having a good conversation with someone. It's about being in sync and understanding how different people communicate. In this session, you learn how to identify and adapt to different behavioral styles, the three ego states, and communication styles. Building relationships for a sale or to create a need for a Pro*Act meeting could be the difference between a second meeting orKeep in touch.

Setting Expectations

Have you ever got to the end of a presentation or sales call and the prospect said they wanted to “think it over.” Learn how to set ground rules with prospects at the beginning to avoid think-it-overs at the end. Have you ever Brought Pro*Act into an account and the end result wasn't what you imagined it would be. You will also learn what a clear next step is and why it is so important in the sales process.

Day One (3:30 PM - 5:00 PM) for Sales Managers

Create action plans to reinforce the training

Day Two (8 AM – 3 PM)

Selling Value with Pain

Your prospects don't buy because of your features or benefits. While they may be great, prospects buy because they are in pain or want to avoid pain. Learn the difference between a problem and pain, how to find your prospect's pain, and what to do with it when you find it. Learn while you might not think this is a national account and warrant a Pro*Act conversation, that the Pro*Act Questioning technique might just win you a local restaurant

Questioning Strategies

One of the biggest mistakes that salespeople make is trying to convince prospects why they should buy from them. Learn how to use different questioning strategies to uncover what's important to your prospects. Learn that asking the right questions will get you a sale faster than a presentation.

Budget & DMP

Tired of hearing your price is too high? Learn how the pain you found earlier in the process impacts the budget step. You will also learn how to find out the prospect's decision making process before you make the presentation. Learn how and when to bring Pro*Act into the conversation about price.

Closing the Sale

At this point, you've weeded out any unqualified prospects and now it's time to close the sale! Learn how to present to your prospects pain, set up a clear next step, and re-close the deal. Re-closing the deal addresses buyer's remorse when you're still in front of the prospect instead of after you leave.

Day Two (3:30 PM - 5:00 PM) for Sales Managers

Create action plans to reinforce the training