



Course Name: ON TRACK! SELLING Foundations

Description:

ON TRACK! SELLING (OTS) is DPC's unique sales strategy and road map to sales success. The OTS process was developed for DuPont and Jobber personnel by DuPont and Jobber personnel, specifically for our industry.

OTS differentiates us from all of our competitors by integrating needs-based segmentation, a winning sales process, best practice selling skills, and POSITUDE® training.

During this program we will:

This two-day interactive and participative workshop focuses on developing long-term WIN-WIN-WIN relationships with DPC partners and customers.

The OTS sales process consists of six steps:

1. Set-Up: Target Your Wins and Plan Your Race
2. Qualify: Develop Relationships and Discover Needs.
3. Choose Customer Track: Segment the Customer and Develop Solutions
4. Begin the Race: Propose Solutions
5. Cross the Finish Line: Close the Account
6. Victory Lane: Install and Support

As a participant, a few of the benefits for attending Include:

- ◆ Increased close rate
- ◆ Improved productivity
- ◆ Increased profitability
- ◆ Reduced sales cycle time
- ◆ More sustainable customer loyalty
- ◆ More effective partnership selling efforts

What You Can Expect to Learn:

As a result of attending this class you will be able to:

- ◆ Apply a targeting process to help prioritize winning prospects
- ◆ Plan sales calls that make a positive impression, achieve call and commitment objectives, and successfully move a sales opportunity towards closure
- ◆ Develop solid business relationships by climbing the Trust Ladder
- ◆ Utilize skillful decision maker interviews to discover customer needs
- ◆ Better understand the five customer segments in the collision industry
- ◆ Apply needs-based segmentation to develop solutions that target the decision maker's delighters
- ◆ Prepare and present high impact sales proposals
- ◆ More effectively gain customer commitment and close new business
- ◆ Utilize Loyalty Building Plans to market your work, protect and grow business

Who Should Attend:

Champion Jobber Owners, Managers and Sales people are the primary audience for this workshop.

Contact hours: 2 day course, 16 hours

Cost: \$800