



IST© Seminar

(Training for the inside sales team)

Who has more contact with customers than anyone else in the company? The inside sales team. Train them to help the customer with more than just a motor, help them with their business!

This powerful seminar will show them:

- ☑ Your role as your customer's parts consultant. *(Selling value instead of order taking)*
- ☑ Understanding residential and light commercial system operation. *(What broke and why it broke!)*
- ☑ Using the **V.A.L.U.E.** formula to open and close sales.
- ☑ Selling a parts "kit". *(Why your customer need the part they ask for, and what additional parts they'll require-understanding your window of opportunity)*
- ☑ Telephone sales Skills
 - Asking for and getting ALL the information necessary
 - Sell add-on special over the phone in 30 seconds
 - Tell why you should be the customer's primary parts distributor *(Asking for the business you're not getting)*
- ☑ Top Quality Customer Service and how to provide it.
- ☑ Understanding all the benefits customers are looking for and how to provide them. *(It's not just the parts)*
- ☑ How to deal with the busiest day of the year for the customer and you.
- ☑ 20 keys to success-dealing with an angry customer-and more. *(What to say, what not to say)*
- ☑ How to develop sales.
- ☑ How to track the sale, follow-up, and close pending sales.
- ☑ How to handle common objections:
 - You only handle expensive parts
 - Your price is too high
 - We need to get other prices
- ☑ Share marketing ideas that worked, and how to implement them.