

# TERRITORY MANAGER WORKSHOP

Dealer Recruiting, Time Management and Consultative Selling Skills

## For HVAC Professionals

This program is focused on getting your Territory Managers in front of more dealer prospects. The workshop is tailored, including direct contact scripts and nurture campaigns. A tracking system is provided for Sales Managers to monitor the success of their Territory Managers.

## Workshop Agenda

- Strategy and Positioning
- Territory and Calendar
- Dealer Recruiting
- First Contact
- Sales Planning
- Business Conversation
- Sales Time Management

*"Fast paced, energetic, fun and informative! I enjoyed the relaxed teaching style and constant involvement with participants. The whole session was very helpful. Great combination of lectures with class involvement and discussions with the team."*



## TM as advisor, helper, expert

Contractors desire a competent, professional salesperson to help them make good business decisions. They want a salesperson who is knowledgeable, experienced and well informed. They need a salesperson who asks good questions and who listens carefully to their answers before making a recommendation.

Asking contractors to untether themselves from their current equipment supplier is difficult and challenging. The process of persuading people to switch is complex. Business decisions are often made because of the competence of the Territory Manager alone.

While customers may not be able to sort out the conflicting claims of various competitive offerings, they can and will rely on their own personal judgment with regard to the character of the salesperson. The customer's confidence increases and his fear of making a mistake decreases in direct proportion to the quality of the TM.

The customer is reassured by a professional sales presentation, thoroughly prepared, carefully organized, and followed in a logical and sequential manner. Even the quality of the questions asked have an enormous bearing on whether the contractor becomes one of your dealer customers. Customers today want the simple truth about your company's offering and how it can help them improve their business. They don't want to be sold; they want to be helped to buy.