



Purpose – To provide an outline of the topics trained. Generally:

- Any of these topics and sub-topics can be trained (or spoken on) as stand-alone topics. Examples:
 - Lakeside International opted for two different topics, given eight times each to meet customer and staff needs:
 - Incoming and In-person Greeting as a 1 ½-hour training
 - Suggestive Selling as a 2-hour training
 - O’Halloran International opted for two topics, given four times to meet customer and staff needs:
 - Cold Call/Warm Call Scripts – Given to outside sales and managers as a 1-hour training – one session
 - Incoming Greeting – Given to inside staff as a 1-hour training – three sessions
 - Class size is maxed at 16 to keep lessons interactive. Shorter sessions may require smaller classes to maintain interactive needs of the topic.
 - Due to travel costs, shorter sessions may need to be delivered by via web; HOWEVER, we like to block book (lump sessions together in geographic regions). So we will work to schedule a training or speaking engagement adjacent to yours with a dealer or shop not in your AOR or industry (i.e. automotive if your truck; truck if your automotive), increasing the chance to deliver your agenda in person.
 - These topics given as laid out in this agenda take approximately four hours to train. Each topic, particularly probing and addressing, can be flushed out take longer—up to two weeks with eight hours of training each day for one class!
 - **ROSTERS ARE REQUESTED AHEAD OF A TRAINING.** In this manner, we can curtail each training session to meet the needs of the attendees. Examples:
 - When training McCandless Truck Center, classes including only counter staff did not receive outgoing greeting content beyond an introduction to the topic.
 - When preparing for RWC Group training, the class including only truck sales staff had incoming greeting content removed, replaced with more in-depth outgoing greeting content.
- If a class includes a large cross-section of staff, for certain topics learners will be given different exercises, simultaneously. Example:
- When training McCandless Truck Center, classes including outside sales staff saw them work on cold/warm call greeting scripts while parts and counter staff worked on incoming call greeting scripts.
- When you begin to discuss scheduling a training with us, you will be sent a Word version of this itinerary, so that you can edit topics to better meet your needs, then send back to us so we can adjust content, accordingly.
 - This itinerary is far from inclusive. All soft skills are available for training, such as internal communication, pipeline management, leadership development, and so forth.





- Define customer service
- Stages of Learning (how to make the most of the training and expectations for learners)
- Delivery > Content in communication
- Greet (Outgoing)
 - Elevator Pitch (create own including all elements taught)
 - Industry Pitch (create own including all elements taught)
 - Gatekeeper Script (create own including all elements taught)
 - Cold Call/Warm Call Script (create own including all elements taught)
 - Conversation Overview
- Greet (Incoming)
 - SIA (Salutation, Identification, Assert control of conversation)
 - Gather lead information
 - Never ask, "How may I help you?"
 - Person asking questions is in charge of the conversation - how to always be that person
 - Suggestive Selling
- Probe
 - Staple Questions
 - Never answer a question with anything but a question in order to determine and answer the real question (the question behind the question that always exists)
 - Purpose of staple questions - determine which questions to ask next; drive the conversation
 - Filler
 - Product Knowledge
 - Soft skills give you the ability to ask questions; technical skills give you the ability to know which questions to ask
 - Identifying the customer's "Why"
 - Objection handling - diffuse the bomb *before* it goes off NOT when providing your solution or sale details (price, etc)
 - Negotiation
 - Negotiate on value NOT price
 - Creating urgency
- Address
 - Provide a solution
 - Set the expectation
- Time Management
 - Block booking (lump scheduling appointments in areas)
 - Pipeline management
- Collateral
 - Create marketing that doesn't sell but that creates questions that can only be answered by speaking with you
- Achievement Model
 - Popular personality/star story and music to motivate/fire up

