



# SEN UNIVERSITY SALES SEMINAR

## FROM HELLO TO RETAINER IN YOUR FIRST MEETING



*Featured Speaker*  
**Dan Luck**  
*Senior VP and Instructor*

Sponsored by:



TIME	TITLE
8:15*	<b>Registration, Continental Breakfast, &amp; Sponsor Meet 'n' Greet</b>
9:00	<b>Welcome, Introductions, &amp; Housekeeping</b>
9:15	<b>Introduction to a Transformational Sales Process</b> <i>Historical Approach to Sales</i> <i>Benefits of a Proven Sales Process</i> <i>Unnecessary Roadblocks</i> <i>4 Helpful Lists</i>
10:00	<b>On Being Perceived as a Superior Value</b> <i>Positioning as Educational Resource</i> <i>Storyboards: Conditioning Prospects What to Expect</i> <i>Cabinet Comparison Display</i> <i>Marketing Your Team Intangibles: Project Budgeting</i>
10:45	<b>Break</b>
11:00	<b>The Magic of Interactive Project Budgeting</b> <i>Good-Better-Best principles and methodology</i> <i>Shock-Proof, Transparent Pricing: Double Sales in 1/2 the Time</i> <i>Dealer/Designer Return on Investment (ROI) from DesignAlign</i>
12:00	<b>Lunch Break</b>
12:45	<b>DesignAlign: Good-Better-Best Selling on Steroids</b> <i>Benefits of New Industry-Specific Sales Consultation Tool</i> <i>How DesignAlign Works: Template Creation &amp; Provisioning</i> <i>Mining DesignAlign Data to Scale Operations</i>
1:45	<b>Break</b>
2:00	<b>Role-Playing with DesignAlign Platform</b> <i>Overcoming Fears of Making a Sales Process Change</i> <i>Series of Role-Playing Segments</i>
3:30	<b>Wrap-Up &amp; Evaluations</b> <i>Invitation to start DesignAlign FREE Trial of 10 Days</i> <i>Invitation to SEN U 8-Session Set-Up &amp; Adoption Coaching</i>
4:00 - 5:30	<b>Cosentino Center Tour</b>

\*Note: This curriculum is in Eastern Time