



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*	Registration, Continental Breakfast, & Sponsor Meet 'n' Greet
9:00	Welcome, Introductions, & Housekeeping
9:15	Introduction to a Transformational Sales Process <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	On Being Perceived as a Superior Value <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	Break
11:00	The Magic of Interactive Project Budgeting <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	Lunch Break
12:45	DesignAlign: Good-Better-Best Selling on Steroids <i>Benefits of New Industry-Specific Sales Consultation Tool</i> <i>How DesignAlign Works: Template Creation & Provisioning</i> <i>Mining DesignAlign Data to Scale Operations</i>
1:45	Break
2:00	Role-Playing with DesignAlign Platform <i>Overcoming Fears of Making a Sales Process Change</i> <i>Series of Role-Playing Segments</i>
3:30	Wrap-Up & Evaluations <i>Invitation to start DesignAlign FREE Trial of 10 Days</i> <i>Invitation to SEN U 8-Session Set-Up & Adoption Coaching</i>
4:00 - 5:30	Happy Hour & Cosentino Center Tour

*Note: This curriculum is in Eastern Time