



# ONE DAY SALES SEMINAR

## FROM HELLO TO RETAINER IN YOUR FIRST MEETING



**Featured Speaker**  
**Dan Luck**  
 Senior Vice President

TIME	TITLE
8:15	<b>Registration, Continental Breakfast, &amp; Sponsor Meet 'n' Greet</b>
9:00	<b>Welcome, Course Binders, 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>Numbers Game</i>
10:00	<b>On Being Perceived as a Superior Value</b> <i>Positioning as an Educational Resource</i> <i>Storyboards: Conditioning Prospects on What to Expect</i> <i>Cabinet Comparison Display</i> <i>Marketing the Intangibles</i>
10:45	<b>Break</b>
11:00	<b>Establishing a Solid Sales Foundation</b> <i>Developing Bond and Rapport</i> <i>Forms of Communication</i> <i>The First Meeting</i> <i>TTAP+R Strategy</i>
12:00	<b>Lunch Break - Lunch will be provided!</b>
12:45	<b>The Magic of Interactive Project Budgeting</b> <i>Good-Better-Best Principles and Methodology</i> <i>Shock-Proof, Transparent Pricing</i> <i>Dealer/Designer Return on Investment (ROI)</i>
1:45	<b>Break</b>
2:00	<b>Retainers: Key to a Fast Commitment</b> <i>Difference Between a Design Fee and a Retainer</i> <i>Retainer Benefits</i> <i>Creating a Retainer Agreement</i>
2:45	<b>The Rest of the Story</b> <i>The Value of Questions</i> <i>Pain vs Interest</i> <i>Exceptional Showroom Experience</i> <i>Role Playing</i>
3:45	<b>Wrap-Up and Evaluations</b>
4:00	<b>Host Tour &amp; Networking</b>