



GOOD - BETTER - BEST SALES SCHOOL CURRICULUM

Mastering the GBB Sales Process for maximum return

DAY 1	SUBJECT/CLASS	TITLE
8:30		Welcome, Course Binders, Introductions, & Housekeeping
8:45	Sales 101	Why Have a Sales Process? Historical Approach to Sales Benefits Roadblocks 4 Helpful List
9:30	Sales 102	Introduction to a Proven Sales Process <i>Key Sales Principles</i> <i>Primary Client Profile</i> <i>Supporting vs Secondary Clients</i> <i>Developing a Thirty Second Commercial</i>
10:45	-----	15-Minute Break
11:00	Sales 103	Prospecting Part 1 <i>Contacts/Leads/Opportunities - Proper Definitions</i> <i>Capturing and Managing Data</i> <i>Forms of Communication</i>
12:00	-----	30-Minute Lunch Break
12:30	Sales 104	Developing Rapport <i>Three Critical Keys</i> <i>Chameleon Strategy</i> <i>Leveraging Profile Assessments</i>
1:15	Sales 105	First Meeting: The Showroom Visit <i>TTAP</i> <i>Preferred Outcome</i> <i>The Handoff</i>
2:00	Sales 106	The Initial Interview <i>Three Critical Discoveries</i> <i>Pain vs Interest</i> <i>The Value of Questions</i>
3:00	-----	15-Minute Break



3:15	Sales 107	Exceptional Showroom Experience <i>Story Boards</i> <i>Cabinet Comparison Wall</i> <i>Awards and Certificates</i> <i>Testimonials</i>
4:00	Sales 108	Rules To Follow <i>Setting Expectations</i> <i>Timelines</i> <i>What's Next</i>
5:00	-----	Wrap-up & Evaluations
5:15	-----	Adjournment and Dinner

DAY 2	SUBJECT/CLASS	TITLE
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8:30		Day One Takeaways
8:45	Sales 109	Good-Better-Best Methodology Part 1 <i>Key GBB Principles</i> <i>Three Prevailing Rules</i> <i>Template Creation and Provisioning</i> <i>Shock Proof Pricing</i>
10:30	-----	15-Minute Break
10:45	Sales 110	Good-Better-Best Methodology Part 2 <i>Three Column Budget Analysis</i> <i>Interactive Budgeting</i>
12:00	-----	30-Minute Lunch Break
12:30	Sales 111	Retainers: Key to a Fast Commitment <i>Difference Between a Design Fee and a Retainer</i> <i>Establishing the Proper Amount</i> <i>Creating a Retainer Agreement</i>
1:15	Sales 112	Prospecting Part 2 <i>Pathway Creation</i> <i>Networking</i> <i>Techniques and Behaviors</i> <i>Pipeline</i> <i>Sales Forecasting</i>
2:30	-----	15-Minute Break
2:45	Sales 113	Leveraging DesignAlign <i>The First Step</i> <i>Top-Down Commitment</i>
4:00	Sales 114	The Rest of the Story <i>Scripting</i> <i>Getting to No</i> <i>Blocking and Tackling</i> <i>Role Playing</i>
5:00	-----	Wrap-up, Action Plan, & Evaluations
5:30	-----	Adjournment