



## Curriculum #2: Fundamentals of Selling Course

This program is for industry rookies aspiring to fill, or recently filling, a Sales Designer position. Also for veteran Sales Designers who haven't experienced formal sales training. It is recommended that all participants have scored well on the DISC/TTI online test that specifically measures motivation. And, for rookies, either completed (a) the Basic Kitchen Design Course or (b) have at least one year industry experience working as a Design Assistant or Project Manager. But none of these endeavors are mandatory for taking the course. All attendees will receive handouts in advance of each class. All attendees will be expected to complete any homework assignments by the following class.

**# of Online Classes:** 5      **Duration:** 5 Weeks      **Time:** Typically 4-6 pm ET      **Minimum Class Size:** 2

**2017 Start Dates:** March 14      **Tuition Fee:** List \$899; SEN Buying Member \$599; SEN Full Member \$499  
 Sept. 12

<u>Class #1</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 101	Fundamentals Of Selling - Part 1	7 Requirements of a Salesperson 5 Elements of Successful Appointments Dale Carnegie's 5 Steps To Sales Success Motivating People To Buy!

Homework Assignment: 20 Units of Conviction: Why People Should Buy From Your Company

<u>Class #2</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 102	Fundamentals of Selling - Part 2	How People Buy: The 5 Buying Decisions How To Handle Objections The F.U.D. Factor Role-Playing

Homework Assignment: Written 6-Step Objection Strategy for "Half-Baked" Excuse of "Not Enough Info"

<u>Class #3</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 103	How To Earn Higher Gross Profit %s	Key Marketing Axioms The "Halo Effect" Cabinet Comparison Display Storyboard Concept Making Tangible The Intangible Sources of Pricing Pressure Pricing Principles

Homework Assignment: Identifying/Developing Proof for each of the Selected 20 Units of Conviction

<u>Class #4</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 104	Earning A Retainer Fee	Competitors Don't, But Why You Should Retainer vs. Design Fee Best Time To Ask For A Retainer
	Effective Communication	Types of Communication & Documentation "Farming" For New Business