



SALES EXCELLENCE
TRAINING

Teaching you the skills you need!





SALES MANAGEMENT TRAINING



WHO SHOULD ATTEND

This training event is targeted to members of DMP dealer sales management who:

- sell in the residential and/or small commercial space
- want to improve their onboarding process and leadership skills
- want to learn management skills for a position they are working toward in the future

COURSE COST: \$1295 PER STUDENT

- 3 and 1/2 days of instruction, discussion and role-play
- 4-night hotel stay at the DoubleTree by Hilton
- Daily transportation to/from DoubleTree to DMP
- Sales Management Academy challenge coin
- Online certificate
- Workbook
- Personalized computer case and watch
- Lunches and breaks
- Participation incentives

LOCATION

DMP HEADQUARTERS

2500 N Partnership Blvd
Springfield, MO 65803

MANAGEMENT COURSE DESCRIPTIONS

PLANNING

How can you ensure sales success for sales representatives? In this section, you will learn how to plan effectively to ensure sales success.

RECRUITING

Learn recruiting best practices, recruitment commandments and introduces valuable sources for managers to use to assist them in ensuring excellent, competent staff is hired.

INTERVIEWING

This section covers the questions to ask during an interview, how to analyze interviewee responses and how to compare candidates to ensure you hire the best salespeople.

HIRING

Review a sample hiring process, hiring best practices and how to ensure you set the stage to effectively train your new-hire.

TRAINING

Determine how to develop effective sales training and why it is important during the first 90-days of on-boarding a new-hire.

TERRITORY MANAGEMENT

Define your target market, determine a market strategy, analyze a territory and learn how to prospect in your preferred territories.

LEAD TRACKING & FORECASTING

Tracking leads can be difficult, with the tools you will learn in this course, you will be able to get a handle on lead tracking and forecast for successful sales numbers.

FIELD OBSERVATION

Giving effective feedback encourages your salespeople to grow- learn this important skill in this section.

MONTHLY ASSESSMENTS

You will be taught effective assessment measuring categories and how often to assess your sales reps.

TIME MANAGEMENT

Plan your time appropriately to ensure administrative and manager duties are completed every month.

Visit Events.DMP.com to register.



SALES MANAGEMENT ACADEMY TRAINING DETAILS

CYCLE OF DEVELOPMENT



TERRITORY EVALUATION

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none"> Things the company does really well. Qualities and characteristics which give you an advantage over the competition. Internal resources such as dedicated and knowledgeable staff. Assets such as capital, intellectual property, etc. 	<ul style="list-style-type: none"> Things the company lacks. Things the competition does better. Limited resources. 	<ul style="list-style-type: none"> Untapped or underserved markets. Few competitors. Growing demand for your products or services. Goodwill amongst target audience. 	<ul style="list-style-type: none"> New competition. New industry and/or regulatory standards. Negative press/media coverage. Lack of goodwill.

COMPETENCY SKILLS



SWAG



CHALLENGE COIN



DMP BRIEFCASE



MARBLE DESKTOP CARDHOLDER



LEATHER PADFOLIO



WATCH



SALES MANAGEMENT ACADEMY

MANAGEMENT TRAINING COURSES



PLANNING



RECRUITING



INTERVIEWING



HIRING



TRAINING



TERRITORY MANAGEMENT



LEAD TRACKING & FORECASTING



FIELD OBSERVATION



MONTHLY ASSESSMENTS



TIME MANAGEMENT

MANAGEMENT RESOURCES

- Business Plan
- Job Rating Factors
- Candidate Ratings & Summary
- Action Plan
- Screening Questionnaire
- Interview Analysis
- Candidate Comparison Log
- Daily Success Plan
- Daily Planner - Residential & Commercial
- Field Performance Evaluation
- Manager's One on One
- Monthly Sales Assessment



SALES ACADEMY TRAINING



WHO SHOULD ATTEND

This training event is targeted towards DMP dealer sales consultants who:

- are new to the industry
- sell in the residential and/or small commercial space
- want to improve their close rate on transactional selling
- are looking to sharpen their selling skills and DMP product feature knowledge

Sales managers may also wish to attend to learn sales processes and techniques for incorporating into their own selling program.

COURSE COST: \$995 PER STUDENT

- 3 and 1/2 days of instruction and role-play
- 4-night hotel stay at the DoubleTree by Hilton
- Daily transportation to/from DoubleTree to DMP
- Sales Academy challenge coin
- Skill cards
- Online certificate
- Workbook
- Sales Academy backpack and jacket
- Lunches and breaks

LOCATION

DMP HEADQUARTERS

2500 N Partnership Blvd
Springfield, MO 65803

SALES ACADEMY COURSE DESCRIPTIONS

PROSPECTING

In this course you will learn skills to become a better prospector, thus increasing your confidence and ensuring success as a long-term sales professional.

APPROACH

You have found a prospect who is qualified to be a customer—now what? Here, you will learn what to say to your prospect and establish yourself as someone worth talking to.

UPSELLING

The information in this course will help you learn how to generate leads and self-generated sales through value, exceptional customer service, integrity, and professionalism — all while building a prospecting cycle that maximizes your effectiveness and time.

NEEDS ANALYSIS

You will learn how to develop a questioning system to find your prospect's true emotional buying motive in this course.

VALUE SELLING

This course will help you learn how to create a proposition so valuable they cannot say no.

CLOSING

This course will teach you why we all have a natural fear of closing and how to overcome that fear.

HANDLING OBJECTIONS

You will learn to love objections and be taught a system to convert them into sales in this course.

TIME MANAGEMENT

In this course you will learn tried-and-true time management and goal-setting techniques to help you increase your productivity and happiness.

SALES PRESENTATION

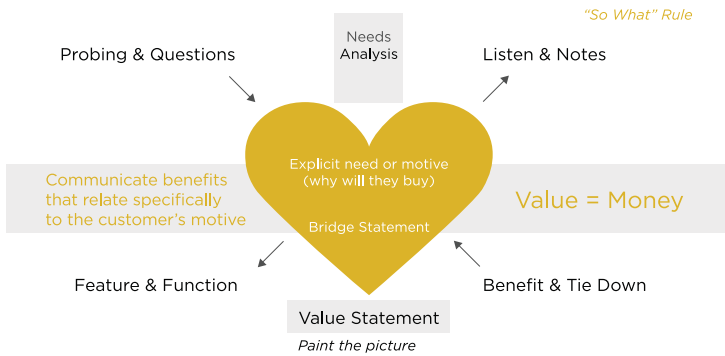
This post-event Zoom course will teach you how to give an effective presentation to reinforce everything you learned at Sales Academy.

Visit Events.DMP.com to register.

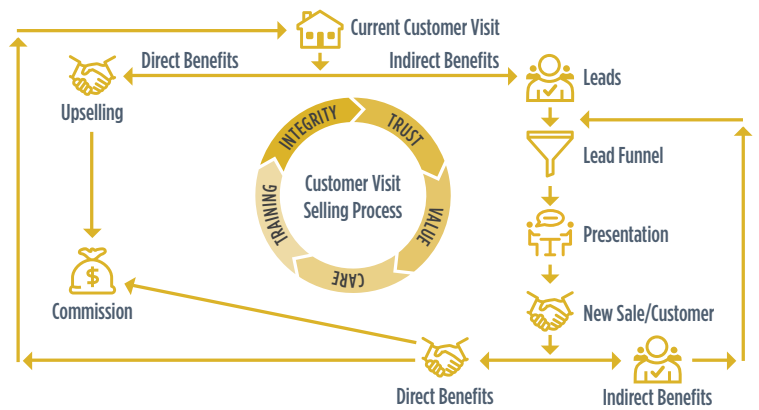


SALES ACADEMY TRAINING DETAILS

VALUE SELLING



CUSTOMER VISIT SELLING



VALUE STATEMENTS

F	FEATURE A distinctive attribute or aspect or something
F	FUNCTION The purpose or application for which something is designed or exists
B	BRIDGE Something that is intended to reconcile or form a connection between two things
B	BENEFIT An advantage or profit gained from something communicated with emotion and tied to motive
T	TIE-DOWN Positive affirmation that creates an opportunity for prospect to agree



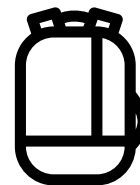
SWAG



JACKET



CHALLENGE COIN



BACKPACK

OVERCOMING OBJECTIONS

C	CONCEDE Let the prospect know that you respect the importance of their objection
C	CLARIFY Make sure you completely understand what their meaning of the objection is
I	ISOLATE Isolate this as the only objection or if it is one of many that you will need to deal with
C	CONVINCE This is your opportunity to reestablish your value proposition
C	CLOSE After you have reestablished your value proposition you go back to an appropriate close for objection

SALES TRAINING COURSES



ALARM SYSTEM



PROSPECTING



APPROACH



UPSELLING



NEEDS ANALYSIS



VALUE SELLING



SALES PRESENTATION



CLOSING



HANDLING OBJECTIONS



TIME MANAGEMENT

FEATURES



ROLEPLAY



PRODUCT TRAINING



WORKSHEETS



SALES TOOLS

PRODUCT TRAINING



PANELS



KEYPADS



ACCESS CONTROL



AUTOMATION



TAKEOVER



VIDEO & DOORBELL



VIRTUAL KEYPAD



1100 SERIES WIRELESS



SALES EXCELLENCE TRAINING



***Your employees are the backbone
of your business.***

Whether they install, service, monitor, market or sell... your profits depend on their competency. To enhance your team's sales skills and add value to your customers, DMP is offering several sales training opportunities.

WHO SHOULD ATTEND

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- want to improve their close rate on transactional selling
- are looking to sharpen their selling skills and DMP product feature knowledge

WHAT'S INCLUDED

- Instruction and/or role-play
- Online certificate
- Workbook

LOCATION

- Regional or dealer's location, depending on training selected.

SALES EXCELLENCE TRAINING COURSE DESCRIPTIONS

SALES SKILLS

This is an abbreviated version of Sales Academy with more time and opportunity for each salesperson to learn from other sales professionals in addition to sales and product training. It is truly a fun, motivational and rewarding experience.

UPSELLING

This class teaches a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity and professionalism. It's one of the best ways to generate new business leads while making money. If you're looking for ways to fortify your residential or commercial business with existing customers, this class is for you.

PROSPECTING/UPSELLING

This course combines the methods taught in the upselling course with prospecting techniques for a truly unique and information-packed training. This class will leave you feeling confident and show you how to successfully prospect to meet your sales goals.

INSIDE SALES: UPSPELLING

This class teaches inside sales representatives to generate sales through value, exceptional customer service, integrity and professionalism. It's one of the best ways to generate new business leads and upsell current customers using your customer service representatives as an asset to supplement your sales process.

Contact JConard@DMP.com for training.



SALES EXCELLENCE TRAINING OPTIONS

SALES SKILLS

- 1 day
- Lecture
- Testing
- Role-Play
- Group exercises
- Multiple dealers
- Regional location

PROSPECTING / UPSELLING

- ½ day
- Lecture
- Testing
- Role-Play
- Single dealer
- Your location

UPSELLING

- ½ day
- Lecture
- Testing
- Single dealer
- Your location

INSIDE SALES: UPSSELLING

- ½ day
- Lecture
- Testing
- Single dealer
- Your location

SEE WHAT ATTENDEES HAVE SAID ABOUT SALES EXCELLENCE TRAINING:

"This is a tried and true approach to security sales, especially for sales people new to the industry."

"I highly recommend Jack. He combines old school techniques with a fresh approach. You'll walk away excited to get out there and put everything into practice."

"Just by managing my time to Jack's recommendation, I can see my commissions take a 25% jump!"

"Been selling a long time, but I know this course will make me a better salesman and make me more money."

"Dealers should recommend this class to any of their sales professionals. The information will benefit the employee as much as the dealer."

"Whatever you think you know, Jack can teach you a new or better way to get it done."

"If you aren't doing this sales training for your team, your competition will out-sell you!"

SALES EXCELLENCE TRAINING STATISTICS:

- 99.7% of attendees agree that Jack is knowledgeable about the topics he presents.
- 98% of attendees agree that the training experience will be useful in their work.
- 95% of attendees agree that the topics covered were relevant to them.

MEET THE INSTRUCTOR: JACK CONARD



“It isn’t the mountains ahead to climb that wear you out, it’s the pebble in your shoe. -Muhammad Ali

There is no such thing as a born salesman. You can learn the necessary skills needed to ensure you are successful in sales. I provide training which helps ensure that you are not worn out by the pebble in your shoe and you continue the upward climb to success in the sales industry. During my sales training, I teach you the words to say, how to present yourself, and the preparation that is necessary to ensure a close. I can guarantee that you will leave having learned skills that you will put to work upon returning to your office after my training. I look forward to seeing you in my classes and I hope that you also benefit from our follow-up calls and e-mails to reinforce what you learn in the classroom. Good luck and happy selling!



(800) 641-4282 ext. 453

JConard@DMP.com

ABOUT JACK:

TITLE

Director of Sales Training

DISC TYPE

D - Dominance

D-styles tend to be quite competitive and results-oriented.

EDUCATION

B.S. Industrial Technology

EXPERIENCE

45 years in sales

35 years in security industry

FAVORITE THINGS

Family

Kansas City Chiefs

DMP

Hunting

ADDITIONAL RESOURCES:

CUSTOMIZABLE TRAINING OPTIONS

E-mail me to set up a customized sales training for your company. Choose the topic, time, date and place and I will come train your team at your convenience.

SALES CIRCLE

Once you attend one of my in-person trainings, you will receive e-mail invitations to my monthly Zoom meetings where I discuss key sales topics.

THE SALES SKINNY E-NEWSLETTER

Sign up by visiting DMP.com/Sales-Training and clicking the “Subscribe Here” button at the bottom of the page, then subscribe to the “Sales Training - Jack Conard” topic.

CUSTOMIZABLE SELL CARDS

Use this sales roadmap to simplify your sales process for your customer. Find out more information by visiting DMP.com/sellcards.

ASK JACK WEBINAR TRAINING

Log in to DMP’s Learning Management System to view this webinar series at Training.DMP.com.