

# SALES TRAINING

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## Key Steps to Successful Easy Ice Sales

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# AGENDA

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- ◆ The Role of the Sales Team
- ◆ The What and the How
- ◆ Elements of a Sales Call
- ◆ The Easy Ice Subscription Program
- ◆ Build a Relationship
- ◆ Create the Value
- ◆ Exchange Data
- ◆ Closing the Sale
- ◆ Teeing Up for Follow Up
- ◆ Evaluating Your Calls
- ◆ Setting Goals
- ◆ What Does it Mean to be Accountable?
- ◆ How Do I Need to “BE” to Be Successful?

# The Role of the Sales Team

- Why is this training important to me and the company?
- This training series will teach you the what and the how of making great sales calls
  1. How to make a good first sales call
  2. How do follow up a sales call
- By the end of the training, you should understand:
  1. Your role as a member of the Easy Ice Sales Team
  2. How to make a good first call
  3. How to close the sale by great follow up
  4. How to “BE” what you need to be, when you take on your role as an Easy Ice Sales Rep

# The What and the How

- What do you need to accomplish?
- How are you going to accomplish it?

# Elements of a Sales Call

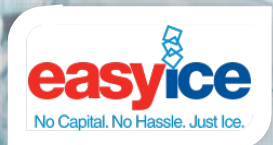
1. Build a Relationship
2. Determine the Customers' Needs
3. Business Qualifications
4. Technical Qualifications
5. Unique Value Proposition as it applies to their needs
6. Ask for their Business
7. Address Objections
8. Build momentum for the sale



# The Easy Ice Subscription Program

## What's Not to Love?

- Program Benefits
- Competitive Comparison
- Deal with Internal Blocks & Challenges



# Build a Relationship

- Make them understand that you care about them
- Bonding with the customer
- Fishing for relevant details
- Active Listening
- Take constructive notes during the call
- Non-verbal cues

# Create the Value

- Ask questions to understand customer needs
  - Ask questions in a way that gets a “yes”
  - Restating and paraphrasing to gain commitment
- Match customer needs with the benefits of EI Program
- Outline our unique value proposition
- Answer ‘What’s in it for me?’



# Exchange Data

- Determine business qualifications
- Determine technical qualifications
- Share details of the program (fees, requirements, etc.)

# Closing the Sale

- Powerful closing techniques
- Handling objections
- Go back to “Create the Value” if needed

# Teeing Up for Follow Up

- Setting clear expectations
- Creating urgency and momentum
- Pro-active approach

# Evaluating Your Calls





# Setting Goals

# What Does it Mean to be Accountable?



# How Do I Need to “BE” to Be Successful?

- What does it take to bring your best self forward?