



REFINISH AUTOMOTIVE & COMMERCIAL SELLING SKILLS COURSE

FAST TRACK VIRTUAL TRAINING SERIES

Course Description:

This fast-paced, professional selling skills virtual training course has been customized for seasoned automotive and commercial sales professionals. This is a hybrid course built around the key principles in the PPG 7-Step Sales Process. Regardless of whether you have attended the Value Based Strategic Selling Skills class or the Competitive Edge Commercial Selling Skills class, participants will leave with a sales plan to create and sustain a competitive advantage in their automotive and/or commercial marketplace segments. Salespeople will rejuvenate and enhance their skills to maximize their sales potential.

Course Objective:

Successful completion of this course will mean the participant has learned the art and skill of engaging with current accounts and prospects in a new and more effective way. They will do this by applying a strategic approach to identifying key target accounts, preparing effective professional presentations and working to improve overall communication skills.

Who Should Attend:

Distributor Owners, Sales Managers, Territory Managers, Commercial Territory Managers

Course Information:

- Virtual Training 6- 60 min sessions live with Norm Rose
- Available as 2-day live training if preferred

Training Topics:

Session#1 – Maximizing Your Potential – Shifting Your Mindset for the Future

In this first session you will learn strategies and techniques on how you can continually shift to a positive mindset by embracing all the rapid changes in the world. This includes implementing new selling strategies, defining key priorities and planning activities on how to keep you positively motivated and continually winning new paint business.

Session#2 – Master Techniques for Getting to the Right Person and Making a Connection

The participant will learn how to create a positive impression and how to get to the 'right' people. You can influence your prospecting success, simply by starting with the right approach and opening questions. Learn how to build on your confidence and overcome initial objections, creating a connection that leads to a better understanding of your prospect's challenges and opportunities for improvement for their business.

Session#3 – Qualifying the Customer

In the third session the focus is on diving in deeper and asking your prospects the right questions to build rapport and have a better understanding of their business. The goal is to have them develop their confidence in you, PPG, your company, and the partnerships that you bring. This will create enthusiasm for them to want to learn more about the value you can bring to their business.

Session#4 – Elevate your Proposal Skills

This is where all the previous sessions come together. Participants will learn how to summarize customer's needs and provide compelling solutions that will lead to winning new business over the competition.

Session#5 – Winning the Business

During this session, the participant will learn techniques on how to effectively close the sale, overcome any final objections that may arise at this stage of the process and manage next steps to secure the business.

Session#6 – How to Keep the Customer Loyal After Making the Sale

In this final session, the participant will understand the importance of customer relationships, building customer loyalty and keeping the competition away. Remembering to treat your valued customers like gold, just like the first day that you won their business, is key.

REGISTER TODAY! PPG Training Department Contact: Ann Talvacchio atalvacchio@ppg.com (440) 572-6715