

Weekly Sales Coaching with Bill Farquharson



Summary

A sales training program specific to the Graphic Arts aimed at reps and selling owners at all skill and experience levels.

Features weekly phone coaching, a library of online training videos, sales activity goals and follow-up/accountability to make certain those goals are met.

Participants new to print sales are taught three initial lessons:

- Where to find the best companies to call on
- Pre-call research: What to say in order to land appointments
- How to create an effective prospecting process

For more experienced reps, training is customized to meet their needs and takes into account their selling situation (what they want for themselves) as well as goals set forth by their company (what someone else wants for them).

Investment

The cost of this program is \$500 per month per rep charged to a credit card. There is no minimum length of stay and satisfaction is completely guaranteed, as is all my work. References from very happy and successful clients are always available.

Why Weekly?

Roughly a year ago, it occurred to me that all of the clients I speak to weekly are successful as opposed to only some of those in programs featuring less frequent conversations. Upon this realization, I dropped all training initiatives except for this one. It's for this reason; this is the only training program I offer. I know it works and experience continues to prove it to be correct!

Weekly instruction, review of past calls, and establishing a plan for the week ahead are all a part of the conversation. This creates a learn-then-apply, learn-then-apply pattern that allows for quick correction, ongoing lessons and support, and accountability of sales activity goals.

The Focus

The Fundamentals

There are three basic things a new salesperson needs before they step off the curb and make a sales call:

1. Where to look
2. What to say
3. A Process.

The above is 75% of it.

The rest of it— Time management, Overcoming objections, Beating voicemail, etc.— are ongoing lessons gained along the way from sales experience and coaching calls. Weekly coaching affords the opportunity to make improvements as the sales rep "runs the play" (i.e.— starts making sales calls), encounters sales challenges, and needs answers.



Individual Account Strategy

It's very important to engage a prospect not at the "quote" stage of the job where it's all about price but rather at the "design" stage where ideas are offered to help business needs get met. We will talk about specific accounts, how to get in the door, and how to position yourself as a solutions-provider and not just a printer, thus avoiding the price objection altogether.

The Company Agenda

An initial conversation with the manager/president typically reveals what the sales rep needs and/or what is required from the training. In each weekly call, I take notes so subsequent conversations can include follow-up on goals and strategies from previous weeks. Monthly conversations with managers/presidents are held to provide updates and share information.

How to Get Started

The first step is a conversation with the person paying for the training. If you are the sales rep/participant, let's talk about your sales challenges and expectations. If you are a manager or president, I want to hear more about the situation, your team's strengths and weaknesses, etc. Call me at 781 – 934 – 7036 or hit [this link](#) and find a time on my calendar that works for you. If you are ready to go, [click here](#) and get enrolled.

The Rewards

Sales training is an investment of time and money. In order to improve, commitment must exist. I work with those committed to a process and willing to put in the work necessary to improve. It's not easy. It's hard. But the rewards are availability to anyone able to repeat a series of steps: Make a high-value, well-researched sales call to the right target market applying a process with diligence. That's exactly what this weekly coaching program teaches.