



## Sales Academy Workshop Overview

### ➤ Overview

This workshop series is designed to greatly enhance the effectiveness of anyone involved with sales, customer service, or sales support. Attendees will be led through an interactive, discussion-based workshop filled with best practices and real-life examples.

### ➤ Format

- 12 online sessions held weekly
- 3 semesters held per year
- Contact us for specific semester start dates and session times
- Sessions utilize Go To Meeting/Go To Webinar technology
- Sessions are 45 – 60 minutes in length
- Each session includes a mix of education, discussion, and accountability
- Key takeaways are documented at each step to encourage application
- Program materials are provided electronically for your convenience

### ➤ Meet Your Facilitator



Dana Davis brings over 30 years of Green Industry experience focused on sales and customer service. He is a Certified Arborist with the International Society of Arboriculture and holds a B.A. degree in Horticulture and Applied Biology.

His areas of expertise include: starting new service lines, upselling and cross selling while having excellent customer retention rates. He has worked with both large national companies as well as large regional firms. Dana has focused on commercial sales, residential sales, and new market startups.

## ▶ Session Topics

- ▶ Sales Philosophies
- ▶ Prospecting
- ▶ Introductions
- ▶ Questioning Strategies
- ▶ Selling Essentials
- ▶ Discovery of Needs
- ▶ Discovery of Budget
- ▶ Discovery of Decision-Making Process
- ▶ Presentations
- ▶ Closing
- ▶ Follow-Up
- ▶ Sales Strategies

## ▶ Who Should Attend

- ▶ Salespeople, including those involved with new business development as well as reactive sales, customer service people, and sales support people
- ▶ Less seasoned, and especially newly promoted salespeople, will gain an enormous amount of information and develop their skills significantly
- ▶ More seasoned sales professionals will gain new insights and be challenged to increase their effectiveness
- ▶ Owners and/or senior managers may wish to attend as a show of support and to further develop their own effectiveness in sales

## ▶ Investment

- ▶ \$600.00 for the entire workshop – all 12 sessions and program materials
- ▶ No limit to the number of people from your organization to participate on your end at no additional cost – have your entire team watch and listen from your conference room

## ▶ Top Reasons to Attend

- ▶ Professional selling skills are expensive and difficult to obtain without significant investment
- ▶ In this workshop, attendees will learn how to approach sales with an entirely new perspective—a proven process for greatly improving sales results
- ▶ Weekly discussions of industry-specific topics
- ▶ Network with other industry leaders, including **Dana Davis**. Iron sharpens iron.

## ▶ Contact Us

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