

Sales Training Proposed Agenda and Outline

Master Selling Skills for the Closet Organization & Design Industry

Overview

This sales training proposal is designed for both seasoned and new sales professionals in the closet organization and home organization industry. It focuses on enhancing their ability to connect with homeowners, small businesses, home remodelers, real estate professionals and developers converting office spaces into residences. Bill Todd will teach your employees how to refine their skills in lead conversion, persistence, selling value over discounts, overcoming objections negotiation, generating referrals, and leveraging social media for sales success.

Key Benefits

- Increase lead conversion rates immediately by increasing appointment setting success.
- Confidently sell premium product solutions without relying on discounts.
- Strengthen negotiation tactics to overcome price objections.
- Increase the number of emails that are opened, read and acted upon.
- Dramatically increasing the number of voicemails that are returned by prospects and clients.
- Leverage social media and virtual selling to enhance client engagement.

Course Outline

1. Lead Management & Appointment Setting Mastery

- Proven strategies for reaching qualified decision-makers.
- How to write emails that get opened, read and acted upon.
- How to leave voice mail messages that will get returned quickly.
- How to contact clients that always seem to let their phones roll into voice mail.

3. Selling to and Generating Referrals from Interior Designers, Home Remodelers, Real Estate Agents and Condo Associations

- Positioning your company as a strategic partner.
- Selling to procurement officers in corporate lodging, senior living, and multifamily housing.
- Identifying current office-to-apartment conversion opportunities.

4. High-Impact Sales Presentations

- Understanding the difference between persuasive in-person and virtual sales calls.
- Using storytelling and case studies to reinforce value and upsell.
- Demonstrating ROI for homeowners and businesses.

5. Negotiation & Objection Handling

- Selling value to price-sensitive prospects.
- Selling to affluent prospects
- Overcoming common objections with confidence.
- Closing premium deals without discounting.

6. Mastering Phone & Email Sales

- Crafting sales emails that get rapid responses.
- Leaving voicemails that get returned quickly.
- Implementing a structured, creative follow-up strategy.

7. The Trusted Advisor Approach

- Selling as an industry authority and client advocate.
- Strengthening long-term client relationships for referrals.
- Using educational consultative selling to differentiate from competitors.

Social Media & Virtual Selling Mastery

Today's sales landscape is becoming more digital. This training will equip your team with the skills to leverage LinkedIn, Facebook, TikTok, Pinterest, and Instagram to qualify current leads, build relationships, get referrals and close deals online. Your team will learn exactly how to monitor your direct competitors.

Key Social Media Strategies:

- **LinkedIn for Commercial Sales** – Identify and connect with decision-makers in remodeling, interior design, real estate and home staging. Your team will learn how to identify real estate developers that are converting office space into residential units.
- **Social Media Prospecting** – Research and analyze affluent homeowners' lifestyle preferences to tailor sales approaches.
- **Pinterest & Instagram as Sales Tools** – Showcase your past designs with the trending styles that will engage prospects visually.

Virtual Selling Excellence:

- **Zoom & Facetime Selling** – Confidently present designs, maintain engagement, and close deals in virtual settings.

- **Overcoming Virtual Objections** – Navigate common challenges that occur during in online sales conversations.

Delivery Format

- Live workshops (in-person or virtual).
 - Post-training support & coaching.
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This tailored training program will empower your sales team with cutting-edge techniques, enabling them to increase conversions, maximize revenue, and position your company as a leader in the closet organization and design industry.