



*Giving **you** the **words** to **say**!*





Sales Academy teaches solid sales success behaviors for all sales professionals. You'll need to master the proper sales technique, have a positive attitude, be dedicated to prospecting, committed to practice, practice and more practice, and know how to use your time productively.

Visit Events.DMP.com to register.

COURSE COST: \$995 PER STUDENT

- 3 and 1/2 days of Instruction and Role-Play
- 4-night Hotel Stay at the DoubleTree by Hilton
- Transportation to/from DMP Headquarters (airport transportation also included courtesy of DoubleTree)
- Sales Academy Challenge Coin
- Skills Cards
- Online Certificate
- Workbook
- Sales Academy Backpack and Jacket
- Lunches and Breaks

LOCATION

DMP HEADQUARTERS

2500 N Partnership Blvd
Springfield, MO 65803



WHO SHOULD ATTEND

This training event is targeted towards DMP Dealer sales consultants who:

- are new to the industry
- sell in the residential and/or small commercial space
- want to improve their close rate on transactional selling
- are looking to sharpen their selling skills and DMP product feature knowledge

Sales managers may also wish to attend to learn sales processes and techniques for incorporating into their own selling program.

SESSION LEADER

JACK CONARD, DMP DIRECTOR OF SALES TRAINING

- Partners with DMP dealers to create and present customized sales skills training with their sales teams
- 35+ years sales and sales management experience
- Process-oriented selling skills trainer to the next generation of security sales professionals
- Bachelor's degree from Northwest Missouri State University and has completed numerous sales and sales management courses throughout his career



SALES COURSE DESCRIPTIONS

PROSPECTING

In this course you will learn skills to become a better prospector, thus increasing your confidence in being successful as a long-term sales professional.

APPROACH

You have found a prospect who is qualified to be a customer—now what? In this course you will learn what to say to that prospect and establish yourself as someone worth talking to, with something worth talking about.

UPSELLING

The information in this course will help you learn how to generate leads and self-generated sales through value, exceptional customer service, integrity, and professionalism — all while building a prospecting cycle that maximizes your effectiveness and time.

NEEDS ANALYSIS

You will learn how to develop a questioning system to find your prospect's true emotional buying motive in this course.

VALUE SELLING

The information in this course will help you learn how to create a value proposition so valuable they cannot say no.

SALES PRESENTATION

Now that you have landed the appointment, in this course you will learn how to prepare for and give an effective presentation.

CLOSING

This course will teach you why we all have a natural fear of closing and how to overcome that fear.

HANDLING OBJECTIONS

You will learn to love objections and be taught a system on how to convert them into sales in this course.

TIME MANAGEMENT

In this course you will learn tried-and-true time management and goal-setting techniques to help you increase your productivity and happiness.

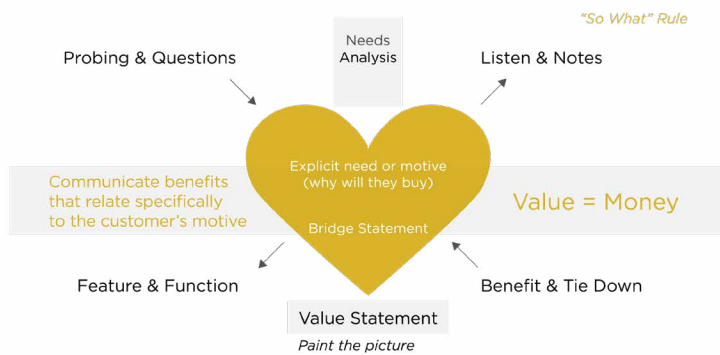


PRODUCT TRAINING

- DMP Panels and Keypads
- Access Control Products
- Home Automation Products
- System Takeover Products
- Video & Video Doorbell
- Virtual Keypad App & Website
- 1100 Series Wireless

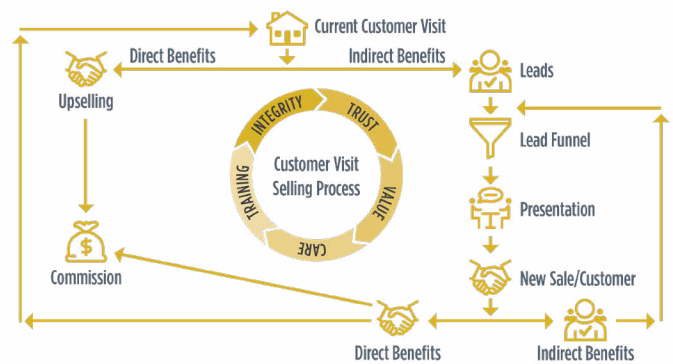


VALUE SELLING



CUSTOMER VISIT SELLING

CUSTOMER VISIT SELLING



VALUE STATEMENTS

F	FEATURE A distinctive attribute or aspect or something
F	FUNCTION The purpose or application for which something is designed or exists
B	BRIDGE Something that is intended to reconcile or form a connection between two things
B	BENEFIT An advantage or profit gained from something communicated with emotion and tied to motive
T	TIE-DOWN Positive affirmation that creates an opportunity for prospect to agree



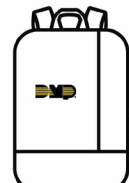
SWAG



JACKET



CHALLENGE COIN



BACKPACK

OVERCOMING OBJECTIONS

C	CONCEDE Let the prospect know that you respect the importance of their objection
C	CLARIFY Make sure you completely understand what their meaning of the objection is
I	ISOLATE Isolate this as the only objection or if it is one of many that you will need to deal with
C	CONVINCE This is your opportunity to reestablish your value proposition
C	CLOSE After you have reestablished your value proposition you go back to an appropriate close for objection

SALES TRAINING COURSES



ALARM SYSTEM



PROSPECTING



APPROACH



UPSELLING



NEEDS ANALYSIS



VALUE SELLING



SALES PRESENTATION



CLOSING



HANDLING OBJECTIONS



TIME MANAGEMENT

FEATURES



ROLEPLAY



PRODUCT TRAINING



WORKSHEETS



SALES TOOLS

PRODUCT TRAINING



PANELS



KEYPADS



ACCESS CONTROL



AUTOMATION



TAKEOVER



VIDEO & DOORBELL



VIRTUAL KEYPAD



1100 SERIES WIRELESS



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