

Construction Sales Professional Course

Are you selling in a competitive market? What are your unique advantages? Want to open new accounts? Win more bids? Increase your margins or product contribution?

Course Description

From construction trailers in NJ, asphalt plants in GA, supply houses in MI, and rock quarries in CA – your customers are demanding and the competition is tough! Developers, Owners, General Contractors, Highway Superintendants, and buyers of building materials are price conscious, time driven, and have to meet spec...

We've developed World-Class sales training based on actual field rides, sales calls, project estimates, and tons of discussion around Best Practice selling skills for the construction industry. We've listened to customers just like yours and coached reps through our sales process to open more doors and close more business.

This sales seminar can be delivered over three full days, or separated over a series of sessions.

How You Will Benefit

- Gain insight into the minds of your buyers and customers
- Identify ways to differentiate yourself from the competitive
- Sell from a position of strength to shorten your sales cycles
- Learn strategies to open more and BIGGER accounts
- Increase your Average Order Size and Average Selling Price
- Win more profitable projects and leave less money on the table
- Increase product contribution with Value-Added products and services
- Improve your profit margins with better negotiation skills
- Breakdown the barriers between Sales and Operations
- And much, much more!



What You Will Cover

- Marketing and Sales Defined
- The Construction Selling Model
- Success Habits of the Top Producers
- Listening and Communication skills
- Selling to Different Personality Styles
- Identifying Decision Makers and those who influence specs
- Selling to Owners and Specifiers
- How to create value thru Relationships and Knowledge
- Probing to Solve Customer Problems and identifying new opportunities
- Profiling Accounts for added opportunities and Total Construction Spend
- Selling Value-Added products/services vs. Selling on Price
- Bundle Products and Services to retain customers
- Gaining Commitments and Developing Partnerships
- Ranking customers for better time management
- Defining the Deal – Sales Negotiations



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Who Should Attend

This course benefits both new and experienced Sales Reps, Counter people, Dispatchers, Mid Level Managers, Operations, and Administration. We've received big compliments from Human Resource Departments because we send a consistent message of team work, communication and customer focus across the entire organization.

For 15+ years, Senior Executives have endorsed the **Construction Sales Professional Course** because we identify specific Action Items your people can execute right away. This program increases customer contact, customer retention, bid/quote win ratios, and profitability.

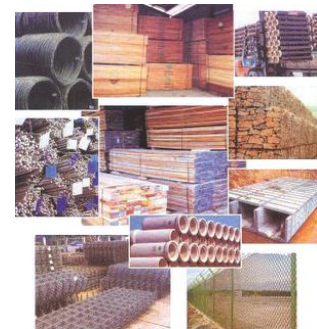
Special Features

- Add your logo and product/service names to help your people relate to the content.
- Include 2-3 custom Case Studies so the discussions are specific to your selling situation.
- Role-Play so your team can practice what they've learned in a safe, non-threatening environment.
- Add follow up "Coaching Sessions" to maximize the return on your training investment.
- The format of the course can be modified to fit your budget and timeframes.

EZ Registration



- Call: **516.356.5760** to speak with a leading expert
- Email: construction@thesalescoach.com
- Online: www.thesalescoach.com/constructionindustry



Course Facilitator: [Michael J Galante](#) [LinkedIn](#)

Related topics:

Sales Training, Sales Coaching, Selling Skills Workshops, Sales Management Training, Executive Coaching, Online Sales Training, Cold Calling, Social Selling, Value Added selling, Negotiation, Team selling, National Account Management, Time & Territory Management, Personality Profiles, Effective Communication, Goal Setting, Marketing Strategy, Market Segmentation, Customer Segmentation, Pricing Strategy, Competitive Intelligence, Sales Enablement

