

**Workshop Preparation Kit**

**for the Workshop**

**“Selling More by ‘Selling’ Less”**

A Workshop Facilitated by  
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# Recommended Timeline For the Workshop

## **12 Weeks or More Before Your Workshop**

Schedule and book the workshop with Lodestar. (12 weeks is the suggested minimum time to have a reasonable chance of getting the dates you want. On some occasions, it may be possible to book a workshop on a shorter time frame than this, but the earlier you contact Lodestar, the better are your chances of getting the date(s) you want.)

## **8 Weeks Prior to the Workshop**

- Notify your territory managers (TMs) of the coming workshop (if you have not already done so).
- e-Mail out the invitation memo (a sample is included in this kit).
- If you need to order audio-visual equipment, schedule it now. If you have it on hand, skip this step. Equipment needed: computer projector (VGA, SVGA, or XGA) and screen; flip chart with 1 full pad of paper.
- If you decide to hold the workshop off-site, make arrangements for a meeting location. If you go off-site, remember to make arrangements for lunch or dinner (depending on when you decide to start your workshop) and early and late refreshment breaks.

## **2 Weeks Prior to the Workshop**

- Remind your TMs of the coming workshop.
- (Optional: e-Mail the confirmation notice to all who will be attending. See the sample in this kit.)

## **1 Week Prior to the Workshop**

- Print any materials from the master material sent to you by Lodestar (if applicable).

### **1 Day Before the Workshop**

- Make sure the room is set up per the attached room set-up diagram.
- Make sure the audio-visual equipment and flip chart are set up and ready to go.
- Make sure the lunch is set.
- Make sure the breaks are set up. You should have coffee/tea on hand when your guests arrive; donuts and fruit are optional. Plan on a mid-morning break (around 10:00 am; refresh the coffee; add soft drinks) and an afternoon break (around 2:30 pm; soft drinks).
- Designate a representative from your distributorship to be present to start the meeting with welcoming comments, etc. (This person is not required to stay beyond the kick-off speech.)

### **Day of the Workshop**

- Make sure your welcomer will be present and has appropriate welcoming comments ready.
- One hour before the meeting starts, make sure the opening refreshments are out and ready and that the caterer is on schedule for the first and second breaks and meal.

### **1 Week After the Workshop**

- You will be receiving the invoice from Lodestar for your workshop.

# Workshop Description

A two-day sales training course like nothing they have ever had, participants will learn how the traditional sales model most have been taught is flawed and why it does not adequately address large ticket sales. Then, participants will learn how to establish and maintain rapport, learning in this section how to decode a prospect's sensory channel preferences and decision strategies. They will then learn how to communicate in the prospect's frame of reference.

On the second day, they will learn a simple four-stage model that utilizes SPIN<sup>®</sup> questions and rapport to build to an effortless close that does not get objections.

This sales model works well with techniques taught in other courses, like establishing the customer's "most wanted list" or the "wheel of value" concept.

## **Attendees who may benefit:**

Dealer principals, sales reps, sales managers, service techs who sell

## **What the Participants will do:**

- ★ Learn how to establish and maintain rapport and how to decode a person's decision strategy
- ★ Learn how to communicate in the customer's frame of reference
- ★ Learn how to ask good SPIN<sup>®</sup> questions to elevate customer needs to a high level
- ★ Learn how to assemble a system solution to customer needs and present it in such a way that customers convince themselves to buy

## **Deliverables:**

Two manuals (~80 pages each)

# Workshop Objectives

1. Describe how the sales model that is normally taught has serious shortcomings when it comes to big-ticket sales.
2. Determine a person's sensory channel preferences and communicate using those channels.
3. Decode a person's decision strategy and use that strategy to influence the person's decision.
4. Demonstrate ability to ask the decision process question.
5. Demonstrate ability to present a solution that leads to an effortless sale.

# Workshop Logistics

## **What the Participants need to bring:**

1. Pens and pencils, and note paper.

## **What Lodestar will supply:**

1. Name tent cards.
2. Sign-in sheet.

## **What the Distributor should supply:**

1. Print off the student workbooks from the PDF master supplied by Lodestar (~80 pages each). Also print a sensory decoding Cue Card on card stock.
2. VGA/SVGA/XVGA projector for the instructor's computer; screen; flip chart and two pads of paper. Other items per the Lodestar Engagement Agreement. (Contact Lodestar for a quote.)

# How To Sell It To Your Dealers

Lodestar believes strongly in (and teaches) the use of SPIN<sup>®</sup> questions. Therefore, we recommend that this workshop be sold using a series of SPIN<sup>®</sup> questions. The following are offered as possible question sets to use. Feel free to use them or create your own.

## **Situation:**

Who does the selling for your company?

Would you like to close more sales? Would you like to sell more jobs at higher dollars?

## **Problem:**

Do you (or your sales people) close more than 65% of their calls?

Do they get enough money for the jobs they sell? Would you like to have more money in the sale?

## **Implication:**

If you or your sales people don't learn a better way to sell, how do you think you'll ever get the closing rate up or the dollars per sale to be higher?

How long do you think you can afford to lose sales and leave money on the table?

## **Needs Pay-off:**

Suppose you and your sales team could learn some simple but effective techniques to improve both closing rates and the dollars per sale—significantly? (And these methods don't involve memorizing any complex scripts or doing any cute-sy things.) What would it mean to you if you could, say, sell 30% to 50% more jobs at, say, 10% to 15% more money?

# Workshop Cost Estimating Sheet

Item	Quantity	Cost Ea	Net Cost	
Facilitation Fee (contact Lodestar)	1	\$6,500	\$6,500	
Travel expenses (estimated; from Lodestar)	1	\$1,000	\$1,000	
Workbooks (printed by distributor)		\$	\$	
Arrival refreshments		\$	\$	
First break		\$	\$	
Meal		\$	\$	
Second break		\$	\$	
Audio-visual: projector/screen	1	\$	\$	
Audio-visual: flip chart/2 pads	1	\$	\$	
Room rental	1	\$	\$	
“Trinkets” you may wish to give away		\$	\$	
Other:		\$	\$	
Total workshop costs			\$	
Less Co-op from Manufacturer			-\$	
Net Cost to Distributor (Costs less co-op)			\$	
Markup to apply to costs				
Total workshop selling price (cost x markup)				\$
Total expected attendance				
Charge per attendee (sell / attendance)				\$

# Sample Invitation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

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Have you ever gone into a store to buy something and have one of those clerks in a store vest walk up to you and say, “Hi, may I help you?” If you are like most people, you probably said, “No thanks—just looking.”

Which is the second oldest lie in the world. Of course you are there to buy something—or at least collect information to help you make a decision. So why do we tell these smocked sales clerks that we are just looking?

Because in our hearts, there is something we don’t trust about sales people. They are pushy. They are trying to separate us from our money. They’ll say anything to open our wallets. And so on.

Yet here we are, people who are in sales in a business that lives and dies on sales. Did it ever occur to you that the homeowners you call on might see you in a similar light as they do that smocked clerk at the store?

Simple fact: people hate being sold. But they love being assisted to make a good decision that will improve their lives.

That’s the secret of a workshop we are going to host on [dates] at [location]. The workshop has the odd title of “Sell More by *Selling* Less.” It is being conducted by Richard Harshaw of Lodestar Consulting. Richard will give you two workbooks and a cue card and, in two days, teach you a whole new approach to sales that takes your customers to that “good decision” state rather than the traditional “being sold” state. They’ll love it, and you will really love the results for your sales!

Come spend a couple of days with Richard as he uses humor and fun (and safe) exercises to teach you the principles of selling like a consultant instead of a used car sales person. You’ll be glad you did! Many people who have attended this workshop have reported not only breakthroughs with their closing rates, but also sales at higher dollars than before (due in part to selling complete systems and comfort components too).

So call today and sign up. Space is limited to the first 30 people. After that, we close the enrollment!

If you have questions, please contact [contact name at distributorship]. You can also visit Lodestar’s website for more information on the course ([www.lodestarconsultinginc.com](http://www.lodestarconsultinginc.com)).

[signature of distributor executive]

# Sample Confirmation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

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This is a memory jogger to remind you that you are confirmed for \_\_\_\_\_ seats in our upcoming *Sell More by "Selling" Less* workshop being held on [dates] at [location].

Bring yourself and all your sales people. Also bring a pen or pencil and some note paper, and an attitude to have some fun while you learn. You will also get two handy workbooks, and a communication signals cue card.

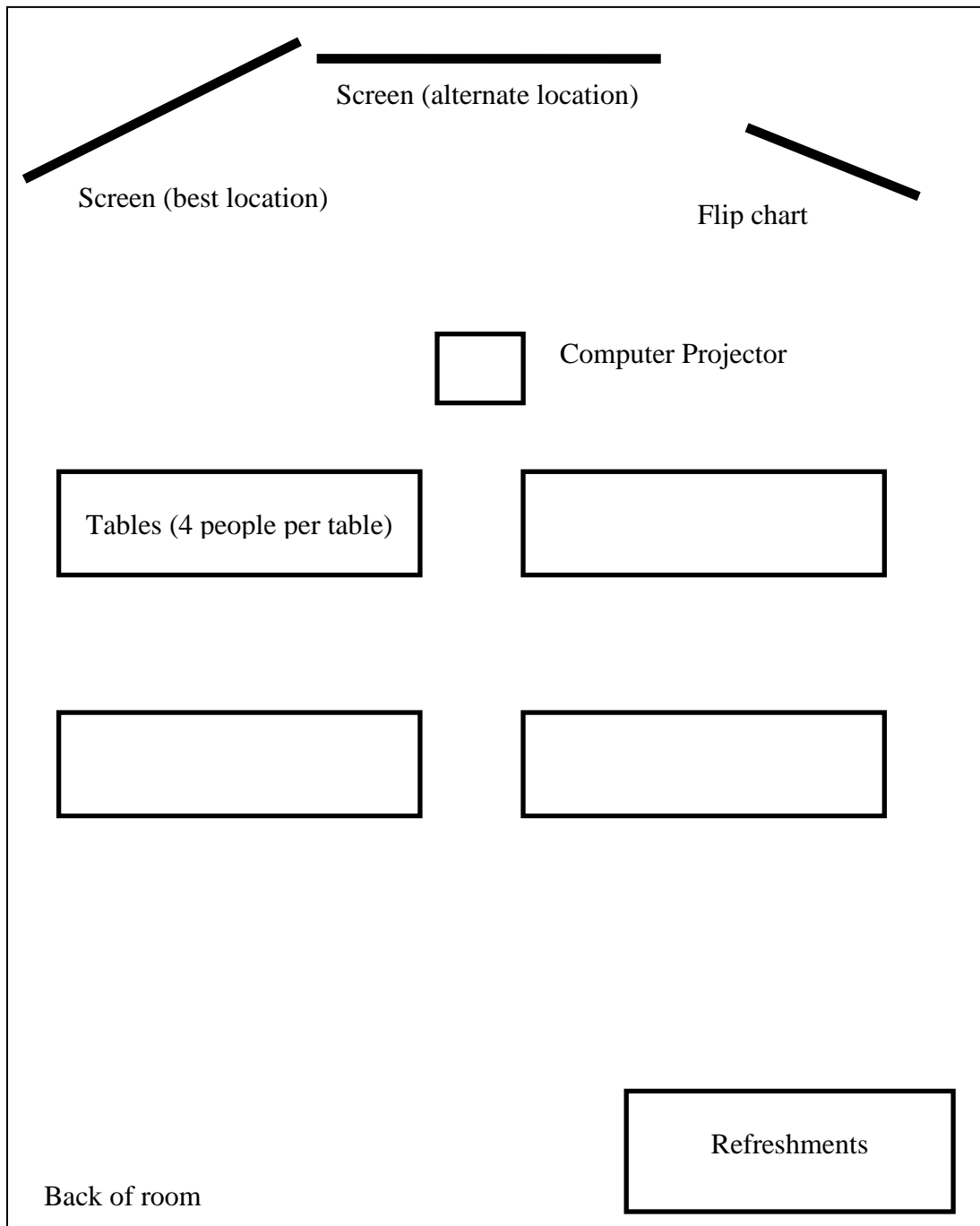
Then go out prepared to sell your socks off and have so much fun you won't believe you're at work any more.

See you on the [date]!

[signature of distributor executive]

# Requested Room Layout

As much as possible, try to have the workshop room arranged along the following scheme:



If you will be using computers, please be sure to have adequate power arrangements set up.