

# Energy & Transportation PSSR Boot Camp (Course #52790)

## Course Outline



<b>Overview</b>	<p>Business Performance Group’s 4-day sales development training “Boot Camp” for Caterpillar PSSRs selling E &amp; T Product Support teaches how to proactively manage a territory and maximize sales opportunities. The workshop offers a highly interactive training that is structured for optimal results. PSSRs will learn a 5-step sales process (DISCOVER-DESIGN-DEMONSTRATE-CLOSE-CHECK) that aligns with Cat’s competency model for best practices. Reps are taught skills and techniques for how to develop sales opportunities from customer’s business issues, overcome objections, and close the sale. Applying the techniques taught, reps will develop a growth sales plan for their territory, with specific goals and objectives that provide management with measurable results. Includes pre- and post-training, and one-on-one coaching with instructor.</p> <p>To boost the skills taught during the instructor-led portion of the class, PSSRs will go through sales role plays with real-life scenarios geared specifically towards what they are selling: EPG, Oil &amp; Gas, Industrial Engine, On-Highway Truck or Marine case studies are included. Reps will go through a complete sales cycle for each case study, from uncovering the customer’s advanced needs to focusing on comprehensive solutions and closing the sale. This interactive role playing is done with a sales coach/instructor who plays the role of the customer throughout the sales process. Each case study will require the PSSR to negotiate through objections and do a sales presentation for the customer (instructor).</p> <p>The Instructor will hold a pre-training meeting with the PSSR to help identify 10 “target accounts” within their territory. During training, reps will learn techniques and strategies for how to create a growth plan with specific goals and objectives for these accounts and document their plans to offer measurable results.</p>
<b>Agenda</b>	<p><b>Sunday</b> Arrive at Hotel – TBD 6:00 p.m. – Arrival dinner with introductions</p> <p><b>Monday – 8:00 a.m. – 4:00 p.m.</b> – Five-Step Advanced Solutions Selling Needs Identification</p> <ul style="list-style-type: none"><li>- Understanding Consulting vs. Selling</li><li>- Relationship Development</li><li>- Customer Discovery Process (Uncovering Business Issues)</li><li>- Breaking into Competitive Accounts</li><li>- Problems, Opportunities and Strategies</li><li>- Managing Customer Risk factors</li></ul> <p><b>Lunch</b></p> <ul style="list-style-type: none"><li>- Selecting accounts for Advanced Solutions Selling. Exercises using Case Study “A”</li></ul>

	<ul style="list-style-type: none"> <li>- Understanding and Creating a Needs analysis (Case Study “A”) and Creating recommendations (Case Study “A”)</li> </ul> <p><b>6:30 p.m. – Dinner</b></p> <p>Monday night homework – create your needs analysis for Case Study “B”?</p> <p><b>Tuesday - 8:00 a.m. – 4:00 p.m.</b></p> <ul style="list-style-type: none"> <li>- Discussion &amp; Needs Analysis Case Study “B” and Developing the business case (Case Study “A”)</li> <li>- Managing the Sales Cycle</li> <li>• Account Selection</li> <li>• Compelling Reason to Call</li> <li>• Educating the Customer</li> <li>• Call Planning</li> <li>• Steps in the Sales Cycle</li> </ul> <p><b>Lunch</b></p> <ul style="list-style-type: none"> <li>- Objections Continued/A.C.T. Method</li> <li>- Closing the sale (Case Study “A”)</li> </ul> <p><b>6:30 p.m. – Dinner</b></p> <p>Tuesday night homework – Review and prepare Case Study “C” and Case Study “D”</p>
	<p><b>Wednesday – 8:00 a.m. – 4:00 p.m.</b></p> <ul style="list-style-type: none"> <li>- Review Case Study “C” and “D” and Meeting with Case Study “B” customer. Each attendee gets a 40-minute sales call. Two managers will conduct interviews. Allow 1-1/2 hours. When not interviewing, or observing, work on Case Study “C” and Case Study “D”.</li> <li>- Using reference Story examples</li> <li>- One-On-One Presentations and One-to-Many Presentations &amp; Exercises</li> </ul> <p><b>Lunch</b></p> <ul style="list-style-type: none"> <li>- Prepare recommendations and sales call presentations on Case Study “B” based on a strategic consultative sales approach</li> <li>- Closing &amp; Overcoming Objections</li> <li>- Account Management: Working on your Top 10 Accounts</li> </ul> <p><b>6:30 p.m. – Dinner</b></p> <p>Wednesday night homework – Prepare your presentations for both accounts</p> <p><b>Thursday – 8:00 a.m. – 4:00 p.m.</b></p> <ul style="list-style-type: none"> <li>- Handling Objections continued, including role plays and customized video vignette</li> <li>- The Closing Process</li> <li>- Lunch</li> <li>- Meeting with Case Study “C” and Case Study “D” customers. Each participant plays the role of observer and salesperson. (Observer for one case, salesperson for the other).</li> <li>- Presentations, Case Study “C” and Case Study “D” (1/2 of participants will present “C” and 1/2 will present “D”)</li> <li>- Wrap-Up and Review</li> </ul>

<b>Pre-Requisites</b>	It is recommended the Product Support Rep be on the job a minimum of 3 months prior to coming to the sales development training and have completed the PSSR (Machine) Foundational Certification on DPC. To find these courses, log into DPC and go to the "Sales Performance" portal. From there click on the "Available Certifications" from the menu on the left and scroll down to "Electric Power PSSR Foundational Certification".
<b>Maintaining the Gains</b>	After the training, the Instructor will conduct a conference call with the participant's (PSSR) manager to discuss a baseline for their Top 10 target accounts and how to measure results. This service is included in the cost of tuition