

# Earthmoving PSSR Boot Camp (Course #45559)

## Course Outline



<b>Overview</b>	<p>Business Performance Group’s 4-day sales development “Boot Camp” for Caterpillar Product Support Field Reps teaches how to proactively manage their territory and maximize sales opportunities. The workshop offers a highly interactive training that is structured for optimal results. Reps learn a 5-step sales process (DISCOVER-DESIGN-DEMONSTRATE-CLOSE-CHECK) that directly aligns with Cat’s competency model for best practices. This workshop teaches skills and techniques for how to develop sales opportunities from customer’s business issues, overcome objections and close the sale. During the training, PSSRs will be tasked with developing a growth sales plan for their territory, with specific goals and objectives to offer measurable results.</p> <p>To boost the skills taught during the instructor-led portion of the class, PSSRs will be given a real-life sales scenario using Cat specific customer case studies. PSSRs will be assigned to either a case study with a bridge builder working with limited working days, traffic control and high potential liquidated damages; or an aggregate quarry supplying a Corp of Engineers project with time and safety constraints. Each customer in the case studies has multiple types of Cat equipment.</p> <p>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.</p> <p>The Instructor will hold a pre-training meeting with the PSSR to help identify 10 “target accounts” within their territory. During training, PSSRs 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. Reps will present their plans to the class on the last day of training.</p>
<b>Agenda</b>	<b>Sunday</b>  Arrive at Hotel – TBD 6:00 p.m. – Arrival dinner with introductions

	<p><b>Monday – 8:00 a.m. – 4:00 p.m.</b></p> <ul style="list-style-type: none"> <li>- Five-Step Advanced Solutions Selling Needs Identification <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> </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> <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 <ul style="list-style-type: none"> <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> </li> <li>- Lunch</li> <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> <li>- Lunch</li> <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>	<p>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 “PSSR (Machine) Foundational Certification”.</p>
<b>Maintaining the Gains</b>	<p>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</p>