NTMA SALES & MARKETING WORKSHOP

Hosted by Insight Lighting
4341 Fulcrum Way NE
Rio Rancho, NM 87144

Sponsored by:

EPICOR

Sales and Marketing Workshop Agenda:

Wednesday February 11, 2015

8:00am – Continental Breakfast
- Goals & Objectives
- Introductions
- Video presentation

8:30am-9:30am – The Big Steps
- Building your sales process
- Where to get your process – resources & help
- Panel Discussion

9:30am-10:30am – Benchmarking Presentation
- Panel Discussion – "Our Selling Process"
- How our firm sells – Q&A
- How management measures sales

10:30am-10:45am – Networking Break

10:45am-12:00pm – Sales Workshop – Engineered Selling
I. Targeting Good Customers
II. Discovering Customer Needs
III. Developing Customer Specific Value Proposition
IV. Unrelenting Sales Plan
V. Driving A Pipeline
VI. Tuning

12:00pm-1:00pm – Working Lunch: Presented by Epicor
- Keeping track of potential accounts
- CRM – what it is and why you need it
- Spreadsheets or systems for tracking leads & relationship

1:00pm-2:00pm – Buyer Scenarios Panel

2:00pm-2:15pm – Break

2:15pm-4:00pm – Roundtable of Your Case Studies
- Roundtable breakouts with interaction from panelists
- Group discussion

4:00pm-4:30pm –Closing Remarks/Final Q&A-Homework Assignment