



DEALER INSTITUTE

PROFESSIONAL AGRICULTURE SALES TRAINING

DEVELOPING PEOPLE TO GROW YOUR BUSINESS

What We Offer

In this comprehensive program, we will equip you with the knowledge and skills necessary to excel in ag sales. As a participant, you will not only gain a deep understanding of key performance indicators specific to agribusiness but also learn how to thrive in this competitive and dynamic industry. This course has been meticulously designed to ensure that you emerge as a proficient and successful sales professional in the agricultural sector

How You Benefit

By the end of this Sales Training Course, you'll be equipped with a comprehensive toolkit that will empower you to excel in the ag sales, making you not only a highly effective sales professional but a trusted advisor and long-term partner to your customers. Get ready to embark on a journey of growth, success, and unparalleled sales excellence.

Who Should Attend

Recommended attendees are wholegoods sales personnel, sales managers, and inventory managers.

Why Dealer Institute?

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.

- Understanding Key Performance Indicators of Ag Wholegoods Departments.
- Washout scenarios – when are we profitable?
- Phone Sales – perfecting transactional sales calls, advancing the sale and setting the next stage forward to sales success with each transaction.
- Role Playing – in front of peers, creating techniques that will ensure greater sales closing rates and higher customer satisfaction.
- Key Account Management – Building lasting long-term relationships and becoming part of the customers business rather than a salesperson – A Trusted Advisor.
- Understanding A, B, C and D customers and where to spend your time. Growing each segment and who is important.
- Developing a Dealership Enterprise and understanding that the entire dealership is in sales, and that the focus is customer satisfaction and the value we bring to the customer's operation rather than Price.
- Closing Techniques – Understanding the process of closing and objections with Agriculture customers and why objections lead to higher closing rates.
- Preparing your sales presentations to solve your customers' needs and win.
- CRM and the why this is paramount for Organic Sales Growth.
- Setting Daily, Weekly, Monthly Schedules
- Goal Setting, Professional, Personal, Family Goals
- Remember as leaders Sales professionals that procrastinate are not lazy, they don't have the skills to succeed.
- Being a problem solver rather than a Salesperson.... Adding Value.
- Relationships matter more than the product.

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A Division of the North American Equipment Dealers Association