

Two Days of Sales Discussions Means a Lifetime of Knowledge

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Over the last several years, TEGG has really been promoting Sales Forums because of the value they offer, and the success stories we have heard from the Principals.

Many folks in the TEGG Network question the value of the forums and are more concerned about travel costs, but do not fully understand the agenda or the potential sales skillset that could be gained through participation.

The forums present attendees with a bevy of educational opportunities, including technical sales training, advanced sales training and interactive workshops. We've found that once a sales rep attends one forum, they begin looking forward to attending more. We've seen the sales forums grow into popular and well-attended events and the best part is, outside of travel expenses, there is no cost to attend.

When the TEGG AVPs visit franchises, we often discuss additional ideas for training and ways for the sales team to stay current and fresh. That's the main purpose of the forums – to teach franchisees new sales tips and techniques, gain technical knowledge, and, perhaps get a solid lead or two. We aim to keep the costs low and entice high attendance by scheduling the sales forums by region.

This year we are planning a **Technical Sales Training session and Sales Forum** on April 24-25 in Pittsburgh, Pa., then again on August 7-8 in Tustin, Ca. We hope that regional offerings will make it easier for our franchises to access, while minimizing travel costs.

There are several great reasons to attend these summits, including:

1. **Advanced Technical Sales Training** helps Sales Reps enhance their technical skill set by learning more about advanced energized and de-energized tasking, according to manufacturers' recommendations and NFPA 70-B. It includes information on how these types of maintenance and testing benefits prospects and clients, why they are critical and how to perform the work, as well as how to educate prospects during the sales process. These topics will be led by TEGG preferred vendors including AEMC, Voyten and Altanova, and discussion topics include Partial Discharge, Breaker and Relay Testing, Medium Voltage Switchgear (MV SWG) and Transformer Maintenance, Substation Maintenance and Power Quality.
2. **Advanced Closing Skills Workshop** focuses on dealing with hard-to-close prospects, including overcoming objections, dealing with the difficult decision maker and soft closing techniques.
3. **Advanced Financial Selling and ROI** provides methods to justify costs by discussing the ROI for pull thru work, and ways to build electrical testing / maintenance budgets.
4. **Workshops and Roundtables** provide an interactive setting for participants to learn new sales techniques, discuss best practices, network and gain solid takeaways.

Invest in your sales team by sending them to Technical Sales Training and Sales Forums. These sessions create a positive atmosphere, generate additional revenues and instill a lifetime of fresh knowledge.

