

Welcome to:

## Sales Champions' Workshop



**STRONG PARTNERS. TOUGH TRUCKS.™**

## Let's Get Started

- Facilitator Introduction
- Review ground rules
- Explain bucket list



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## Session Agenda

| Sales Champions' Workshop |                                                       |
|---------------------------|-------------------------------------------------------|
| 30 min.                   | Review Launch Goals and Your Role as a Sales Champion |
| 30 min.                   | Communicating Your Vision and Expectations            |
| 60 min.                   | Providing Training and Support                        |
| 60 min.                   | Coaching the Fact-Based Selling Model                 |
| 30 min.                   | Using Motivational Leadership                         |
| 30 min.                   | Recognizing and Rewarding Desired Behavior            |
| 30 min.                   | Closing and Next Steps                                |

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## Goals for Fortis™ Series Launch

1. Increase sales and grow market share by 2.5 points
2. Achieve a higher margin on every truck
3. Upgrade the way we sell to use a fact-based approach that communicates our value proposition
4. Increase customer loyalty and repeat purchases
5. Increase dealer satisfaction through improved product quality, value and enhanced support services

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# Your Role in Launch Process

## 1. Identify and demonstrate what your sales team needs to do differently

- Clearly communicate your expectations
- Provide ongoing training and support
- Coach reps to adopt value-selling techniques
- Lead by example (walk the talk)
- Recognize and reward desired behaviors



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## **Your Role in Launch Process**

### **2. Help teach Sales Reps how to sell value**

- We will provide skills training / sales tools at the Launch
- You need to lead by example through joint sales calls
- Also, believe in and implement the new net pricing structure

### **3. Drive behavior change from the top**

- Dealer Principals must believe in and support a value-oriented sales approach
- You (the Sales Champion) must believe in and “live” the new sales behaviors

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