



Training Catalogue

A Positive Attitude is Everything



EXCEL
SALES CONSULTING

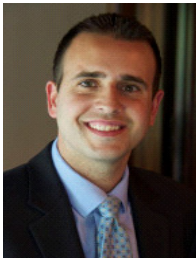
a POSITIVE ATTITUDE IS EVERYTHING ®

A Team Approach to Professional Training



Excel's **Norman Rose** is an expert in course development and employee training, with 27 years of experience in the automotive aftermarket and 12 years as a professional trainer.

He has developed many personalized training solutions for a variety of industries including the automotive aftermarket, giving thousands of sales and customer service people throughout North America the tools they need to succeed.



Ryan Clements is the Vice President Marketing and Business Development for Excel Sales Consulting.

Ryan brings a diverse background in sales and marketing, finance and law. He has particular expertise in internet and social media marketing and branding strategies, and is a successful internet entrepreneur. Ryan is also an accomplished writer and has published a book and many articles on topics relating to new media marketing and entrepreneurialism.



Jeff Weil is the founder of XeLearn LLC, a training solutions provider with an international client base comprised of small, medium to Fortune 200 businesses. They specialize in providing client-partners a 100% Managed eLearning Environment that frees up corporate training resources. XeLearn provides turn-key custom eLearning course development. Jeff also has over 20 years leadership and organizational development experience with Behavioral and Emotional Intelligence training.



Tara Bachman is Customer Advocate and eLearning Developer for XeLearn. Tara provides customer support for XeLearn Managed eLearning strategic partners as well as field support for individual users.

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Live Customer Service Training

Module 1

P

POSITIVE MINDSET

- Techniques in maintaining a daily positive attitude
- Developing employer and co-worker relationships
- Flexibility in the workplace
- Developing self confidence

Module 2

O

ORGANIZATIONAL SKILLS

- Establishing your daily objectives
- Collaborative goal setting with your manager and sales team
- Creating customer service consistency
- Planning your success, prioritizing and managing tasks

Module 3

S

SATISFYING THE CUSTOMERS

- Understanding customer expectations
- Professional phone manners
- Dealing with difficult people
- Techniques to build customer rapport

Module 4

I

IMPRESSION

- Creating a positive impression every time
- Avoiding prejudging
- Being genuinely interested in the customer and applying focus
- Maintaining a professional image

Module 5

T

TALKING ABOUT THEIR NEEDS

- Asking appropriate questions to identify needs
- Actively listening to your customer
- Having a thorough understanding of your customer's needs
- Confirming the next action

Module 6

I

INVOLVING CUSTOMERS IN THE DECISION PROCESS

- Developing your presentation and involving all the decision makers
- Being knowledgeable about your offering
- Presenting the right solutions with passion and enthusiasm
- Overcoming objections

Module 7

V

ICTORY

- Overcoming objections
- Asking for the sale
- Being confident when asking for the business
- Offer related products and services

Module 8

E

EARN CUSTOMER LOYALTY

- Gaining commitment and loyalty - inviting people back
- Continuing to help your customers achieve their goals
- Always be respectful, professional and appreciative of their business
- Continue to offer consistent service



Norm Rose, *President*
Excel Sales Consulting,
Live Training

This Online Training System is

- Affordable
- No travel costs
- Significantly less of an investment than live training (per employee)
- Convenient
- All you need is a computer with an internet connection and speakers
- Effective
- Measurability is built-in
- Easy to track which employees have completed which courses
- Educating, informative and entertaining
- Professional actors portraying real-life, often humorous situations
- Scripted by Excel Sales Consulting, Directed and Filmed by award winning film producers
- Comprehensive
- Eight Modules per course: Relationship Selling Skills Course and Mastering Customer Service Course

Increase Store Sales, Profitability and Productivity!

The POSITIVE Sales Process will give your selling style a complete makeover, refine your closing techniques, and give your sales numbers a major boost. Offering a fresh, new relationship-building guide, this course will totally transform your work environment.

At the heart of the process is the authentic adoption of a positive attitude, some valuable time-management principles, and methods of creating a successful outlook. In no time at all, you will be making a positive, lasting impression on each and every customer - using professional greetings, phone skills and eye contact, and handling interruptions with ease. You will also be engaging customers as you ask the right questions, identify their needs, address their concerns, and supply them with everything they need as you close their sales with confidence.

This course offers foolproof techniques for problem-solving, building a team spirit with customers and maintaining a high level of professionalism. Adopting the POSITIVE Sales Process will make your work more enjoyable, improve your relationships with customers and boost your sales. See for yourself!



Let Norman Rose guide you through the complete, on-line POSITIVE customer service sales and training process.



Online Customer Service Training

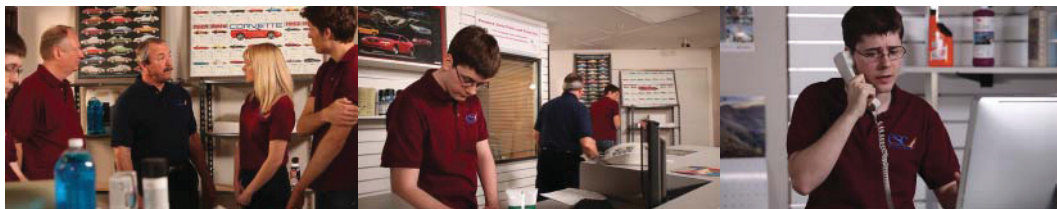
Videos are an important part of this course, demonstrating optimal customer service and selling methods as well as incorrect ones.

- A short quiz follows each video.
- Then a scorecard lets you record how you view your selling and customer service skills, helping you identify areas that need improvement.
- The final step involves goal setting and completing an action plan for achieving those goals.

Hear what the professionals are looking for when it comes to customer service.



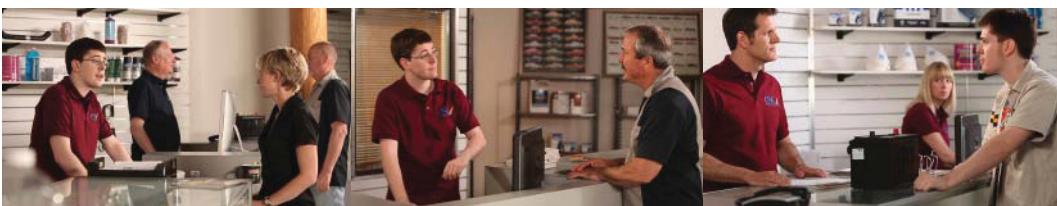
Observe areas that are working well, and areas that require improvement.



Improve co-worker relationships

Manage your daily tasks

Use professional telephone skills



Avoid prejudging customers

Use professional greetings

Close the sale



Involve the customer

Overcome objections

Resolve complaints

1

ESTABLISH EXPECTATIONS

- One-day, in-person, Manager workshop to guide them through the whole process (a "Train The Trainer" program).
- President or Senior Store Management sends out a message on consistency expectations.
- Senior Management sends out monthly expectations for positive changes to be implemented in that particular month;
- Sample Deployment Schedule: Week 1: Start Module; Week 2: Submit Goals; Week 3: Managers Conduct One-on-One Meetings; and Week 4: Team Meeting for Staff Who Have Completed Weeks 1-3.

2

COMPLETE MODULES

- Counter Person completes individual course modules and, upon completion, shares goals with Managers.
- During the course, Senior Management sends out consistent positive messages to all course participants, sharing successes and changes that have been reported by Managers from their stores.
- Management sets specific time frames for module completion.
- Excel Sales Consulting conducts follow up webinars after each module with Senior Management.

3

GOAL REVIEW & COACHING SESSIONS

- Managers review goals with Counter Person and conducts one on one coaching sessions.
- Excel Sales Consulting reviews progress reports with Management.
- Managements seeks continual feedback from Counter Staff.
- Management ensures review and implementation of store consistency checklist after each module.

4

ASSESSMENTS

- Managers hold team meeting specifically for module with all counter staff that have completed module and had one on one coaching session.
- Excel Sales Consulting assesses individual Manager's activity (coaching activities, team meetings, store goals).
- Management observes behavioral changes at the store level.
- Management follows up to ensure goals are set and followed through.

5

RESULTS & FOLLOW UP

- Implement store goals and monitor internal store behavioral changes and collaborate with Excel Sales Consulting on results and challenges.
- Excel Sales Consulting does follow up webinars with Managers who have completed the Manager Workshop and provide an environment to share results, challenges and opportunities.
- Excel Sales Consulting provides completion checklists, and electronic tracking mechanisms to Management after modules have been completed.

Course Objectives: Equip the participant with a complete understanding of the service skills needed to provide positive and professional support.

Who Should Attend: Owners, Managers and Outside Sales Personnel.

Course Duration - Outside Sales Training: 2 day class - 8:30 AM-5:00 PM each day.

P

PLANNING

- Best practices for sales call planning
- Establishing your daily objectives
- Organizational skills planning, prioritizing and managing daily tasks
- Techniques to overcome costly common time traps

“I will now be more effective with my current customers and in doing cold calls.”

- Charles McCord, Nyquist
Baltimore, MD

O

OPPORTUNITIES

- Techniques in maintaining a positive attitude and self motivation
- Evaluating your company's sales opportunities
- Embracing change and understanding customer's changing needs
- Building rapport with internal and external customer



S

SELECTING TARGET ACCOUNTS

- Research and planning techniques to develop your sales funnel
- Qualifying and defining your business targets
- Developing the right approach, getting the appointment
- Preparing today for your future success

I

IMPRESSION

- Creating a positive impression every time
- Building positive rapport, being genuinely interested in the customer
- Maintaining a professional image
- Developing your unique value proposition

T

TRACKING NEEDS

- Asking appropriate questions to identify needs
- Having a thorough understanding of your customer's needs
- Taking notes and actively listening to your customer
- Confirming the next action

“I wanted to learn more about the sales process and this class is it! I understand the value of having objectives, asking questions, the importance of greeting, show empathy, a positive attitude, etc.”

- Sheamies McQuade, Wesco Auto Body Supplies
Lynwood, WA

I

INTRODUCING THE RIGHT SOLUTION

- Developing your presentation and involving all the decision makers
- Being knowledgeable about your offering
- Presenting the right solutions with passion and enthusiasm
- Overcoming objections

V

ICTORY

- Closing with confidence
- Closing techniques
- Knowing when and how to ask for the business and when to stop talking
- Gaining commitment and loyalty

E

NGAGING IN A LONG LASTING RELATIONSHIP

- Successful execution of goals
- Continue to set collaborative action plans
- Conduct account Business Assessment Meetings
- Build your referral network



Maximizing Employees Potential

Customer Service and Selling Skills Course for Inside Sales Teams



Course Description

Store owners and managers, this one-day, on-line workshop will show you how to develop a sales team that consistently performs at peak levels. It will help you create a workplace where employees are motivated and accountable. It will also give you the skills to coach your team using the best sales and customer service standards today.

In this course, you will create a vision for your organization and an environment that brings out the best in your employees, inspiring feedback and improving customer service every day. Focusing on positive action items developed by you and your team, this 8-hour workshop will improve morale, boost your sales, and keep you and your team on track for success every day.

Included in the Course

- Roadmap of the Excel customer service and selling skills process.
- Eight videos demonstrating our sales and customer service concepts.
- Coaching techniques for boosting employee performance, teamwork and communication.
- Guide for conducting effective meetings.
- Tips for phone sale success.
- Checklist for store consistency in all aspects of customer service.
- Evaluation exercise to monitor progress and identify areas that need improving.

Managers will:

- Gain an in-depth understanding of the most effective inside sales and customer service process.
- Learn how to create a positive work environment that enhances productivity and performance.
- Establish customer service and selling standards for inside sales personnel, and set goals with your team to increase sales.
- Measure employee sales performance online.
- Plan and execute productive staff meetings.



This is a specialized course developed for COLLISION REPAIR FACILITY Owners, Store Managers and Appraisers.

The CSR's COLLISION REPAIR FACILITY has collaborated with Excel Sales Consulting to create this customized fast paced, upbeat course that enables participants to complete a personal, in-class self-evaluation and to identify their individual strengths and weaknesses.

Key areas such as attitude, communication, image and supporting the complete customer sales process are addressed in this program.

Who Should Attend: Customer Service Managers and Owners

Course Duration: 2 day program

Course Objectives:

To equip the COLLISION REPAIR FACILITY Professionals with necessary tools to provide the best customer service to both our customers and our insurance company partners. To motivate the participants to immediately implement the tools they have learned toward:
Increased sales, efficiency and productivity.

TOPICS COVERED:

- Personal and professional self-evaluation
- Setting and completing goals
- Maintaining a positive attitude
- Importance of delivering a professional image
- Handling complaints and dealing with difficult people
- Techniques to improve organization skills
- Importance of team work in planning and prioritizing what's best here?
- Effective communication skills - listening skills
- Improving personal and telephone communication skills
- Strengthen co-worker, customer and insurance company relationships
- Meeting and exceeding customer expectations
- Approach & greeting process
- Identifying customer needs
- Increase the profitability of the job, learn techniques to sell add-on service
- Handling objections
- Closing the sale
- Releasing the vehicle





This is a two day program that has been designed for Service Advisors and Managers.

Techniques are taught to sell the importance of and to commit to Preventative Maintenance and Mastering Customer Service.

This course also focuses on the fundamentals of customer service.

Who Should Attend: Dealership Service Advisors and Parts Managers

Course Duration: 2 day program

Course Objectives:

To improve customer service standards and to increase sales through preventative maintenance

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TOPICS COVERED:

- Techniques to Develop a Positive Attitude
- Self Evaluation
- Goal Setting
- Develop Phone Skills
- Steps to Solving Complaints
- Dealing with Difficult People
- Organization Skills
- Effective Use of Appointment Books
- Upselling and Offering Associated Products
- Selling Preventative Maintenance Sales Process
- Creating a Positive First Impression
- Identifying Customer Needs
- Present the Appropriate Solution
- Close the Sale
- Book Future Appointments
- Thank the Customer
- Overcome Common Objectives
- Follow-up





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Testimonials

"I wanted to learn more about the sales process and this class is it! I understand the value of having objectives, asking questions, the importance of greeting, show empathy, a positive attitude, etc, etc, etc."

Sheamies McQuade, Wesco Auto Body Supplies - Lynwood, WA

"I will now be more effective in my current customers and in doing cold calls."

Charles McCord, Nyquist Paint - Baltimore, MD

"I would consider this as a necessary course to attend for anyone who is in sales. It will help me be a more efficient Manager and team leader. I am thankful to work for a company that is willing to send me to a quality training course.."

RMS Pro Finishes, Ezra Henderson - Huntington, WV

"Norm was able to apply all his steps to our world. There was not one part of the class that did not apply to our daily jobs."

Terry Gardner, Albert Kemperle Inc. -Newark, New Jersey

"I have been in the Automotive Paint industry for 27 years and have attended dozens of classes while. I don't believe I have sat in a better series of classes that not only educated the students (or in this case my employees), but kept their attention and enabled them to retain the knowledge given, like the ones you did for us."

Scott Graham, Blue Ridge Color - Roanoke, VA

"Norm did an exceptional job keeping the class interesting and fun. Learning how to handle objection and improving my phones skills will benefit me. Our company made a significant investment to send us to Brian Tracy sales training the Excel Sales Consulting training exceeded the value of the Brian Tracy training."

Brad Pittendrigh, Zender Ford - Edmonton, Alberta



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