

THANK YOU!

Thank you all for attending our window sales training last week.
We appreciate your participation and enthusiasm during the class.
Based on the great comments many of you shared, it was time well spent.

Brian covered many topics during his presentation and here are the take-aways you shared at the end of the session:



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Take-aways:

- Speak of your customer's needs – focus on **you** and **your** not us, we and ours.
- Replace the response “No problem” with “I knew that was important to you, so I was glad to do it.”
- Sell value over price. You get paid for what you talk about.
- Learn to **ask** the right questions and **listen**. The customer will tell you what they **want** and **need**.
- Teach the customer/contractor to simplify the window ratings for a homeowner.
- Build on the value that you and the company you represent bring to the customer.
- Create your own value message.