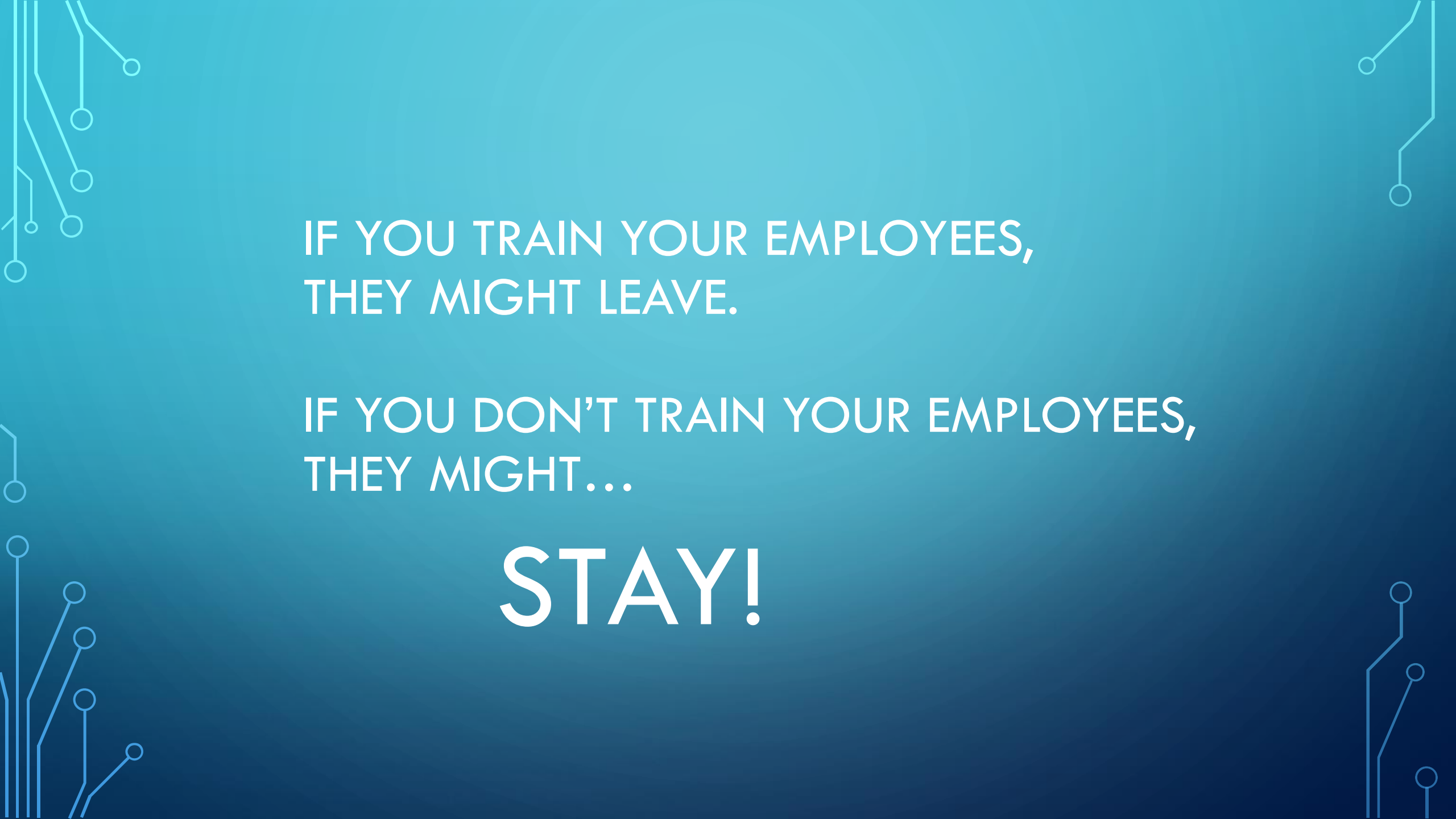




CONSULTATIVE SALES

ApprenticeshipIdaho Onboarding

March 1, 2017

The background is a blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles.

IF YOU TRAIN YOUR EMPLOYEES,
THEY MIGHT LEAVE.

IF YOU DON'T TRAIN YOUR EMPLOYEES,
THEY MIGHT...

STAY!

WHY APPRENTICESHIP?

- Features and Benefits
- Value Proposition
- Finding the Pain
- Conducting Meetings

WHAT ARE WE SELLING?

TRADITIONAL

- Product push
- Order taking
- Quantity
- Transactions vs. solutions

CONSULTATIVE

- Needs-based
- Custom, unique
- Quality
- Solutions vs. transactions

Don't lead with the "product", discover needs first.

FEATURES & BENEFITS

FEATURES

- Indisputable facts about a product or service

BENEFITS

- Advantages a product or service offers

Example

Nationally, the average retention rate for apprentices is 91%.

You can expect the investment you make in training to be returned through increased loyalty, among employees that are trained to meet your specific needs.

VALUE PROPOSITION

45-60 second concise message that conveys

- Who you are
- What you do
- The attributes of companies that you work with
- How your companies benefit from your service

FINDING THE PAIN

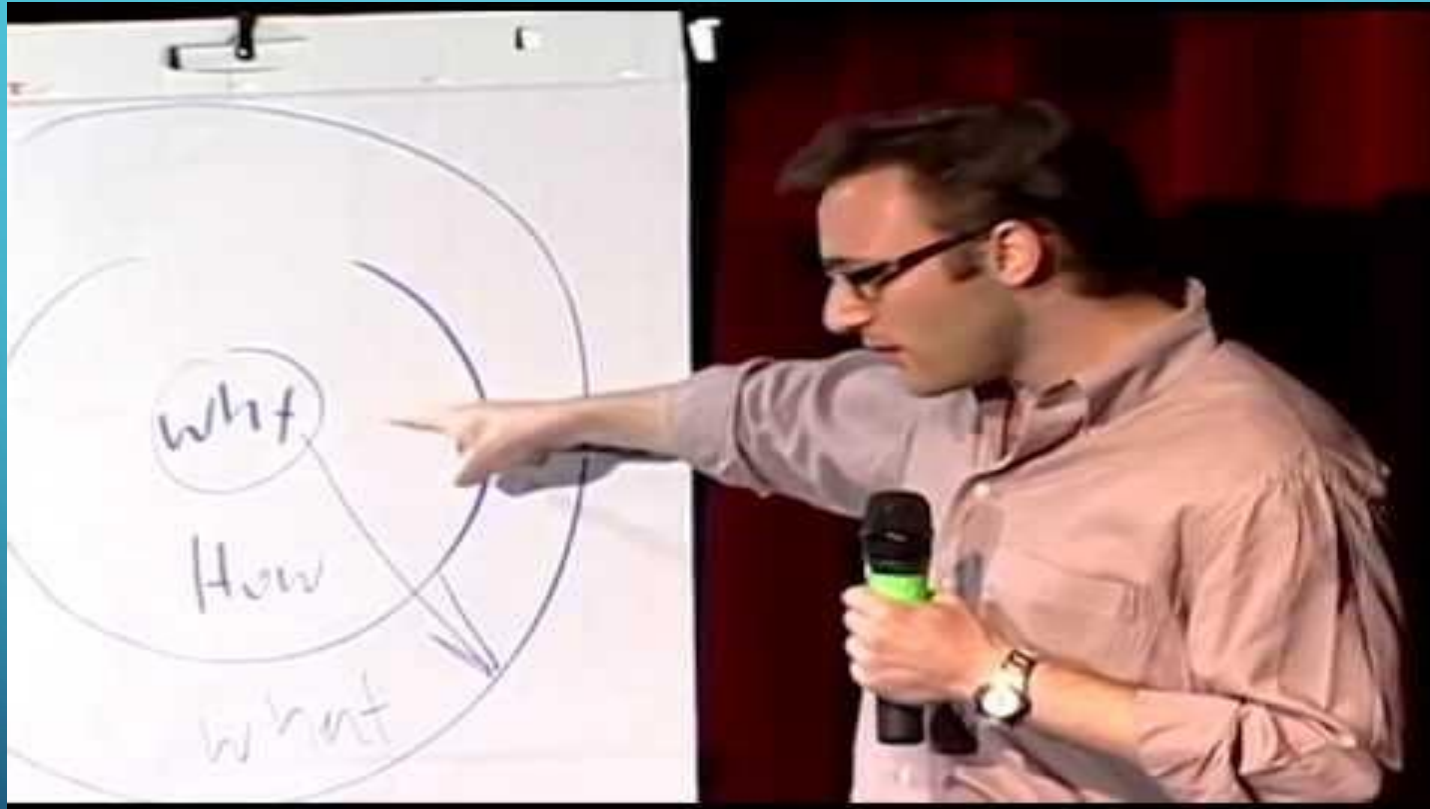
- Discovery Questions
- Active Listening
- Peeling back the layers



CONDUCTING MEETINGS

- Research/Planning
- Conducting the 1st Meeting -Discovery
- Presentation Meetings

START WITH THE WHY



<https://www.youtube.com/watch?v=IPYeClXpxw>