SEAN SAMSON TRAINING

We Are Contracting Reimagined

At Sean Samson Training we are the world leaders in scaling and training Electrical, Mechanical and Service based businesses, concentrating on creating higher valuation and predictable, recurring revenue by advancing the "Service & Maintenance" side of the contracting business.

This is accomplished by applying our service and sales business model, 5 Reasons Selling System© and proprietary sales and pricing tools, while organizing a consistent coaching and support plan, for sales, management and technical. Our hands-on, global-ready training has been communicated throughout 16 countries, serving over 300 contracting organizations worldwide. Let us help you futureproof your contracting business, let us show you how to become the "Preferred Source".

We are Contracting Reimagined.

- Sales & Business Development Training
- Project Manager & GM Training
- Technical Training

CUSTOMIZE YOUR PATH – TRAINING MODULE SELECTION

SALES & BUSINESS DEVELOPMENT TRAINING

NEW ***2 Day "Service & Maintenance" Master Class (Focused on the new NFPA 70E & 70B)***

- Learn the **Do's** and **Don'ts** in obtaining first time appointments
- Setting the actual first-time appointment using proven scripts & phone call techniques
- "Elevator Pitch" Workshop
- Mastering the Power of "Mind Mapping"
- Sales Process & Sales Cycle - Key Differences
- 10 Steps In "Referral Prospecting" 1.0
- Creating A Meeting Agenda using the T.A.C. System
- The Anatomy of a First Time Discovery Call
- Introduction to the **5 Reasons Selling System©** and **"The 5 Reasons Why People Don't Buy"**
- A step by step approach to prospecting for new business
- The 80/20 Rule - Sales Topics and Discussions Part 1
- Understanding the Customers vs. Client distinction
- Sales Topics and Discussions Part II (Continued)
- "Objections Handling" Workshop
- "Discovery Call" Role Plays

NEW Stop Selling Individual Testing Methods and Start Selling NFPA 70E & 70B Compliancy

- Demo and Presentation Training
- Examining Win/Loss Proposals or Quotes
- The Power Of The "Customer Information" sheet
- Obtaining customer commitment for Repairs and Pull-Through Work - Utilizing the Electrical Maintenance Analysis (EMA) Report
- Increase your win rate using the "Verification" meeting
- "Verification" meeting Role Plays
- Active Listening & Concentration Workshop
- 10 Pro Tips to Crushing Your Sales
- Closing The Deal Workshop
- "Mining Your Business" through "Cross-Selling"
- Obtaining New Revenue Streams Through Service Work
- 212° "The Extra Degree"
- Introduction to selling Multi-Year Electrical Preventive Maintenance Service Agreements
- Introduction to the NFPA 70E Electrical Standard (1 Day Seminar)
- Introduction to the NFPA 70E Electrical Standard (3 Day Seminar)

PROJECT MANAGERS & GM TRAINING

NEW ***2 Day "Service & Maintenance" Master Class (Focused on the new NFPA 70E & 70B)***

- Learn the **Do's** and **Don'ts** in obtaining first time appointments
- Setting the actual first-time appointment using proven scripts & phone call techniques
- "Elevator Pitch" Workshop
- Mastering the Power of "Mind Mapping"
- Sales Process & Sales Cycle - Key Differences
- 10 Steps In "Referral Prospecting" 1.0
- Creating A Meeting Agenda using the T.A.C. System
- The Anatomy of a First Time Discovery Call
- Introduction to the **5 Reasons Selling System©** and **"The 5 Reasons Why People Don't Buy"**
- A step by step approach to prospecting for new business
- The 80/20 Rule - Sales Topics and Discussions Part 1
- Sales Topics and Discussions Part II (Continued)
- "Objections Handling" Workshop
- "Discovery Call" Role Plays

NEW Stop Selling Individual Testing Methods and Start Selling NFPA 70E & 70B Compliancy

- Introduction to Managing an Owner Direct Sales Team
- Demo and Presentation Training
- Introduction to Blueberry Management
- Examining Win/Loss Proposals or Quotes
- The Power Of The "Customer Information" sheet
- Obtaining customer commitment for Repairs and Pull-Through Work - Utilizing the Electrical Maintenance Analysis (EMA) Report
- Increase your win rate using the "Verification" meeting
- "Verification" meeting Role Plays
- Active Listening & Concentration Workshop
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- Introduction to the NFPA 70E Electrical Standard (3 Day Seminar)

Modules Are Consistently Added and Updated

CUSTOMIZE YOUR PATH – TRAINING MODULE SELECTION

TECHNICAL TRAINING

NEW ***2 Day "Service & Maintenance" Master Class (Focused on the new NFPA 70E & 70B)***

- Learn to develop an **"Elevator Pitch"** that will have a lasting business and personal impact making you the **"Preferred Source".**
- Mastering the Power of "Mind Mapping"
- 10 Steps In "Referral Prospecting" 1.0
- "Objections Handling" Workshop
- Stop Selling Individual Testing Methods and Start Selling NFPA 70E Compliancy Today
- Obtaining customer commitment for Repairs and Pull-Through Work - Utilizing the Electrical Maintenance Analysis (EMA) Report
- "Mining Your Business" through "Cross-Selling"
- Obtaining New Revenue Streams Through Service Work
- 212° "The Extra Degree"
- Introduction to the NFPA 70E Electrical Standard (1 Day Seminar)
- Introduction to the NFPA 70E Electrical Standard (3 Day Seminar)

ADDITIONAL TECHNICAL TRAINING & SAFETY OFFERINGS

- Electrical Engineer
- Master Electrician
- ICC Commercial Building Inspector
    - Electrical Only
- NFPA Certified Electrical Safety Compliance Professional (CESCP)
- NFPA 70 NEC
    - Code updates
    - Code and plan reviews
- NFPA 70E Electrical Safety
    - Program Lead/Consultant
    - Master Classes
    - 1-3 day courses
    - Program reviews
    - Program development
    - Field Audits
    - Arc Flash Calculations/ Coordination/ Equipment Evaluations
    - Arc Flash Labels
- Lockout/Tagout (LOTO)
    - Program Lead/Consultant
    - Program reviews
    - Program development
    - LOTO Classes
    - Field Audits
    - PPE and tool purchases
- ANSI/NETA International Electrical Testing Association (Classes taught with NFPA 70B)
    - Electrical Test Technician (ETT)
    - Electrical Commissioning Standard (ECS)
    - Acceptance Testing Standard (ATS)
    - Maintenance Testing Standard (MTS)

ADDITIONAL TECHNICAL CONSULTING OFFERINGS

- Level 1 and 2 Thermal Infrared Classes
    - Program Lead
    - Inspections & Analysis
- Level 1 Ultrasonic Classes
    - Program Lead
    - Inspections & Analysis
- Medium Voltage and Utility Safety Classes
    - IEEE C2 NESC
    - Substation Safety
- MV Cable Splicing & Terminating
- MV Cable Locating
- Cable Testing
    - MV
    - LV
- Transformer Testing and Analysis
    - Oil Sampling
    - Turns Ratio
    - Winding Resistance
    - Power factor/Dissipation factor
    - Sweep Frequency Response (SFR)
    - Control/Alarms
- Breaker Testing
    - LV Power CBs
    - MV vacuum and SF6 CBs
- Introduction to Power Quality
- Insulation Resistance/Overpotential testing
- Digital Low Resistance Tests (DLRO/Ductor) or Contact Resistance
- Consulting
    - Incident/Accident Investigations
    - Expert Witness
    - OSHA Defense
- First Aid/CPR/AED Instructor
    - Basic CPR
    - Advanced Life Support/CPR
    - Child/Infant CPR
    - Electrical Emergency Release/Rescue

Modules Are Consistently Added and Updated

2 Day "Service & Maintenance" Master Class (Focused on the new NFPA 70E & 70B) NEW

Dominate your market, learn the ins and outs of compliancy utilizing NFPA 70E and NFPA 70B

(2) 8-Hour Sessions

10 - 30

Instructors: Sean Samson & Kiley Taylor

Did you know that the ***New NFPA 70E*** Electrical standard for safety in the workplace, along with the ***New NFPA 70B*** standard for maintenance, happen to be two of the biggest and best sales tools you have as a contractor? Though these weren't designed as such, these documents offer long-term benefits such as recurring revenue, multi-year service agreements, and increased negotiated projects.

Advantages for Attendees:

- *All classroom materials included (new NFPA 70E & 70B booklets)*
- *Understanding the 6 steps to "Compliancy" and deep dive into the changes in both standards and what that means for the service and maintenance side of your business*
- *Understanding OSHA vs 70E vs 70B (policies, procedures, processes)*
- *Introduction to sales strategies and techniques to consulting compliancy*
- *Network with other contractors*

Additional Topics Of Discussion:

Safety
Risk Mitigation
Better Bottom Line
Insurance Costs
Litigation
Medical Expenses
Lower EMR-More Jobs
Planned Downtime
Eliminate Collateral Damage
PDM Curve

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Learn the Do's and Don'ts in Obtaining First Time Appointments

Learning Objective: Obtaining and understanding the necessary skillsets and techniques needed to get through the gatekeeper and cut through the confusion when obtaining first-time appointments. It's what you don't say that leverages your chances in obtaining the appointment.

90 Minutes 5 - 50

Instructor: Sean Samson

It's no secret that making phone calls and getting to the right person, the decision maker is really just the beginning in a successful sales process. However, having the right phone call sales pitch can have a serious effect on your business bottom line almost immediately. But with millions of sales people hitting the phones every day, what makes you so different?

In this workshop you will be exposed to pre-recorded, real industry cold calls made by real sales people. We will break down each call, diagnose specific call issues, grade each one individually, making real time changes for improvement. Now imagine how prepared you'll be when making that next appointment.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Setting first Time Appointments Using Proven Scripts & Phone Call Techniques

Learning Objective: Be an appointment making guru, as you learn to set appointments successfully and consistently using our proven scripts and phone call techniques.

90 Minutes 5 - 50

Instructor: Sean Samson

The key to successfully setting appointments is understanding what we don't say over the phone. According to Forbes magazine, over 76% of sales people use first time calls to try and build value with their product or service and sell over the phone, with less than 25% actually landing the appointment when doing so. In this training session you'll have access to industry proven phone scripts for (cold calls, warm calls and referral calls) utilizing the power and effectiveness of role-playing sessions.

When following our phone calling scripts, sales professionals have experienced more than an 89% success rate. Securing first time appointments has never been easier.

Designed For: Sales & Business Development Training / Project Manager & GM Training

“Elevator Pitch” Workshop

Learning Objective: An effective elevator pitch addresses the specific interests and concerns of the audience. Every version of an effective elevator pitch conveys the same basic message. Rather than being to close the deal, the goal of an elevator pitch is to just set the hook; to start a conversation, or dialogue. Follow our workshop flow and get comfortable as you develop and deliver a message that gets people hooked.

90 Minutes 5 - 50

Instructor: Sean Samson

Imagine you're standing in a hotel lobby scrolling through LinkedIn, when you notice the person standing next to you, who is the head of engineering at the largest hospital in your market. Coincidentally your company specializes in the healthcare industry and would like nothing more than to bring this particular facility on as a client.

Now is your chance to introduce yourself and your company and wow this prospect with what it is you do. How many times have you been asked that question? In this session, you'll build your elevator pitch from scratch as we mind map what it is you do, how you do it and most importantly, why? All while using our elevator pitch tool kit, making it easy to design, develop and remember.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Mastering the Power of “Mind Mapping”

Learning Objective: A mind map is a graphical way to represent ideas and concepts. It is a visual thinking tool that helps structuring information, helping you to better analyze, comprehend, synthesize, and generate new ideas.

Learn to harness the power of mind mapping, as you recall the features and benefits of what you actually offer. Its power lies in its simplicity.

90 Minutes 5 - 50

Instructor: Sean Samson

What we do has everything to do with who we prospect to. Going from a linear view to two-dimensional space is one of the best ways to represent new ideas and concepts, and engage visual intelligence through Mind Mapping.

In this exercise, we'll work as a group as we Mind-Map our business getting a better understanding of what we do, how we do it, and why we do it. Organize information faster and better, in real-time using the power of Mind Mapping.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Sales Process & Sales Cycle - Key Differences

Learning Objective: Have a clear-cut understanding between a sales process with repeatable steps and the importance of keeping track of the sales cycle and the efficiency of your sales operations. The better your sales process, the shorter your sales cycle.

90 Minutes 5 - 50

Instructor: Sean Samson

Forecasting sales, and understanding when something will close can be one of the most difficult things to track as a sales professional or manager.

In this training session, you'll be introduced to both the Sales Process and Sales Cycle, the differences between the two, and certain steps to managing each side. Understanding this systematic approach is what drives top performers and consistent sales.

Designed For: Sales & Business Development Training / Project Manager & GM Training

10 steps in "Referral Prospecting" 1.0

Learning Objective: Expanding your market through existing and future referrals utilizing a proven 10 step process

90 Minutes 5 - 50

Instructor: Sean Samson

According to Hubspot, 9 in 10 buying decisions are made with a peer or referral recommendations. However, only 26% of salespeople ever ask for them. One of the best strategies for continued growth and consistent activity is the utilization of referrals through relationships and services you provide. What better way to build your "Market" than using the "go ahead" support of existing customers and clients? In this segment, we'll break down 10 crucial steps in referral type prospecting. Spend less time cold calling on people you don't know, and more time targeting the referrals that lead to quicker sales.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Creating a meeting agenda using the T.A.C. system

Learning Objective: Harness the power as you master the fine art of being organized for any meeting

90 Minutes 5 - 50

Instructor: Sean Samson

Whether its a first time meeting with a prospect or meeting with a customer you do consistent business with, setting up the meeting the right way, can have an amazing and positive effect in the way people listen and how they filter information. In this training session, you'll learn to follow the T.A.C system (Time, Agenda, Conclusion) and the power of being organized and consistent. Now before the start of any meeting, both you and the person you're speaking to will know exactly what you are there to discuss and accomplish.

Designed For: Sales & Business Development Training / Project Manager & GM Training

The anatomy of a first time discovery call

Learning Objective: What's a Discovery Call? Its purpose is to determine whether or not you and the prospect are a good fit for each other. Understand the buyer's pain points, priorities and goals, budget and authority level are keys to a successful meeting. However not everyone is supposed to be your customer.

Learn how to open up the meeting, engage the buyer and uncover the necessary information needed to move through the Sales Process.

90 Minutes 5 - 50

Instructor: Sean Samson

Did you know that only 13% of customers believe a salesperson actually understands their needs? In this session, you'll learn the power of great Q&A and the importance of question velocity while developing real-time sales tools that open up a dialog setting the pace for future relationships using the 5 Reasons Selling System©. After this session, you'll come out with the understanding and confidence you need to be a top performer.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Introduction to the 5 Reasons Selling System© and the 5 Reasons Why People Don't Buy

Learning Objective: A good selling system can make you effective, but a great selling system will make you a true success. Forecasting has never been easier as you begin to understand why buyers are programmed to say no, all while leveraging the power and formula of the 5 Reasons Selling System©.

90 Minutes 5 - 50

Instructor: Sean Samson

If you don't have a well-defined selling system, it could be costing you more than you think. In this session we'll examine the 5 Reasons Why People Don't Buy and explore customer psychology that leads to particular buyer decisions.

We'll then introduce you to the 5 Reasons Selling System©, the methodology and how to apply the process to each and every quote or estimate you have moving forward providing a "game plan" for success and a higher close rate. Be able to now forecast future selling opportunities in real-time using our exclusive selling system.

Designed For: Sales & Business Development Training / Project Manager & GM Training

A Step by Step Approach To Prospecting

Learning Objective: : Prospecting is the first step within the sales process. Without consistent and efficient prospecting, we can't connect with new money. In this session we'll find success using key prospecting methods and strategies as we identify prime vertical market targets.

90 Minutes 5 - 50

Instructor: Sean Samson

Most sales people just aren't getting in front of enough prospects, or the right prospects for that matter. According to Forbes, only 15% reached out to over 1000 prospects last year, with 22% actually targeting those prospects that would be a good fit for their organization. Time is money, and when it comes to onboarding new customers you have to have a plan. When prospecting for new business, the idea is to get as many qualified/quality prospects as possible, which requires a plan to identify and target in a short period of time.

In this exercise we'll identify specific lead sources, like LinkedIn, Twitter, and Amazon's Alexa, as we coach you through particular qualifying dimensions and criteria, helping you evaluate each prospect and vertical market for that perfect fit. Once completed, you'll be able to identify, qualify, and prioritize real-time opportunities with confidence, leading you to high activity and consistent sales.

Designed For: Sales & Business Development Training / Project Manager & GM Training

The 80/20 Rule Sales - Topics and Discussions Part I

Learning Objective: In this session we'll be defining the traits and characteristics of successful sales people and top performers. Knowing what drives the top 20% could have a massive impact on the way you do future business.

90 Minutes 5 - 50

Instructor: Sean Samson

In the traditional sense, Sales are the activities involved in the exchange of products or services in return for compensation. It is the completion of commercial activity. Beyond this formulaic approach, this session will help create an interpersonal understanding of Sales, relationship selling, human behavior, and what it actually takes to make life easier for buyers.

To help us through this process, we'll also be looking at the 7 Habits of Successful Salespeople, DNA of Top Performers and 9 steps in referral prospecting. Learn what it takes to transform these customer relations into Clients for years to come.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Understanding the Customers vs. Client distinction

Learning Objective: Define a targeted approach for prospecting that makes you the "Preferred Source"

90 Minutes 5 - 50

Instructor: Sean Samson

What's the definition of a "Market" you say? A market is a group of people who have enough in common, that you start to build a reputation around them. By doing that you immediately become their "Preferred Source". In this training exercise, you'll start to realize that not everyone can be your customer, as we start to break down the individual traits and characteristics of prospects and buyers, making the separation of who's on your Top 20 Client list vs. your Bottom 20 Customer list. Never waste time again prospecting for people that will cost you money. The difference between a customer and a client is in the relationship.

Designed For: Sales & Business Development Training

Sales Topics and Discussions Part II

Learning Objective: A deeper dive into the psychology of selling and persuasion defining the traits and characteristics of Successful Salespeople and "Top "Performers

60 Minutes 5 - 50

Instructor: Sean Samson

The brain is ultimately designed to process certain information in specific ways, and reacts accordingly to certain triggers.

In this session, we'll discuss particular psychological tactics and topics that will help boost sales awareness, and understand how human nature and personality differences can make or break a relationship. Come away with a better understanding of the psychology of the sale.

Designed For: Sales & Business Development Training / Project Manager & GM Training

"Objections Handling" Workshop

Learning Objective: Is it an "Objection" or a "Complaint"? Understanding the two could mean the difference between you landing the deal, or not. In this session you'll learn to analyze each, turn them around and get buyers to move in your direction.

90 Minutes 5 - 50

Instructor: Sean Samson

Chances are we are all experiencing the same objections or pushback. Worse yet, sometimes it feels like all we get are objections, so it's useful to break them down into manageable pieces. This is a great exercise designed to help you feel in complete control, as we let our peers handle our most commonly heard objections, and get a feel for how we might turn some of these around.

In this module will review over 20 of the most heard objections. Take complete control of the conversation using proven techniques that help you overcome buyer pushback.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Discovery Call “Role-Plays”

Learning Objective: Discovery Call Role-plays and are an incredibly powerful sales training tool and are an excellent way to perfect pitches, run in to objections, and practice negotiation tactics in a consequence-free environment. Role-play pedagogy has been shown to be effective in reaching learning outcomes in three major learning domains: affective, cognitive, and behavioral.

Build confidence, develop listening skills and create problem solving diagnoses as you deal with real-life scenarios.

4 - Hour Block 5 - 50

Instructor: Sean Samson

Now’s your chance to utilize the training techniques, tools, and methods learned in previous modules, through a series of real-life, videotaped role-plays. The Discovery Call is the most important part of the sales process, as it can all begin and end here. A select group of class participants will be picked to showcase their talents as they open up a conversation, set the T.A.C., pace the call, follow the Customer Information Sheet and utilize the 5 Reasons Selling System ©.

We’ll then view select videotaped role-plays, which the class will break-down as a group and prepare a positive critique of the meeting.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Stop Selling Individual Testing Methods and Start Selling Compliancy Today

Learning Objective: Dominate your maintenance sales & recurring revenue leveraging NFPA 70E and 70B.

90 Minutes 5 - 50

Instructor: Sean Samson

Did you know that the NEW NFPA 70E Electrical Standard for safety in the workplace, along with NFPA 70B for maintenance, happens to be two of the biggest and best sales tools you have as a contractor? Though these weren’t designed as such, these documents offer long-term benefits such as recurring revenue, multi-year service agreements, and increased negotiated projects. In this training session, we’ll show you how to leverage these two governing bodies helping you package and sell compliancy in any vertical market.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Introduction to Managing an Owner Direct Sales Team

Learning Objective: Half of what you do, is manage point of view. Learn to manage people not paper as we discuss the responsibilities, and expectations of managing an owner direct sales team

90 Minutes 5 - 50

Instructor: Sean Samson

You're in charge of your sales team, and the responsibility is to get it done. The pressure is on you to get the team performing at the highest level. Where do you start? How do you motivate everyone to sell? How do you set challenging yet attainable sales targets? How do you train and increase the skills of your team? In this session, we'll share with you the answers to each of these questions including how to run an effective 60 minute weekly (DPE) Discussion, Plan and Execution sales meeting, including the following topics:

- Sales management best practices
- Onboarding new talent
- Coaching and upskilling
- Developing a sales plan
- Discussing sales quotas, activity and CRM's
- Ideas on incentivizing individuals and team commissions

Learn what other sales managers just like you are doing across the country and around the world, as they scale their business and manage owner direct sales teams just like you.

Designed For: Sales & Business Development Training

Demo and Presentation Training

Learning Objective: Developing a compelling and motivating company presentation as you prepare, plan, practice and rehearse

90 Minutes 5 - 50

Instructor: Sean Samson

In this hands-on workshop, your team will learn critical new skills for engaging busy prospects, tailoring to their needs, and delivering a compelling message using both text and visual aids that drives the sale forward. Prior to training, participants will develop their own computer-based, or live based demo on the ins and outs and history of their company. Including specialty services, company awards, vertical market focus, and why they believe a customer might choose to move in their direction. They will present it in a simulated selling environment, and receive valuable individual feedback and coaching for improvement from both the class and Sean Samson. Now you can master the art of your story, communicating your message effectively.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Introduction to Blueberry Management©

Learning Objective: Make leading easy by applying a foundation of success through 4 key ingredients

90 Minutes 5 - 50

Instructor: Sean Samson

According to Forbes, 20% of first-time managers are doing a poor job, and according to their subordinates 26% of first-time managers feel they were not ready to lead others to begin with. Even worse, almost 60% say they never received any training when they transitioned into their first leadership role. At Sean Samson Training, we'll help you develop great managers, who develop even greater employees. Our **Blueberry Management©** training coaches managers to simply notice more, to ask the right questions and cultivate synergistic teams of leaders utilizing 4 key ingredients.

- Selection – Rock star recruiting and onboarding, with an emphasis on understanding interpersonal skills and behavior
- Expectation Setting – Aligning each Blueberry with their individual and company goals for long term success
- Development – Finding the right role/position within the organization with an emphasis on upskilling and leadership
- Motivation – Developing a consistent and positive message to each Blueberry, simultaneously measuring productivity and role/position awareness

Come away with new ideas as you maximize your leadership skills and potential, while maximizing your Blueberries.

Designed For: Project Manager & GM Training

Examining Win/Loss Proposals or Quotes

Learning Objective: Uncover actionable insights and information that can identify opportunities, shorten the sales cycle and win more jobs

4 - Hour Block 5 - 50

Instructor: Sean Samson

According to a recent study, companies that conduct win/loss analyses have higher retention rates, lead conversion rates, and annual revenue growth versus companies that don't. Despite this, less than 20% of companies actually conduct win/loss analysis. Keeping up with Win/Loss ratios allows you to see how sales activity and total potential deals is turning into new customers (or not). In this session, attendees are asked to share at least one win and one lost proposal with the class. Characteristics of the win/loss will be developed by the class and discussed as we look at sales data, prospect feedback, demographic data and the overall sales process utilizing the methodology of the **5 Reasons Selling System©**. Remember the better the sales process, the shorter the sales cycle. A perfect way to make real-time adjustments that will increase the company bottom line instantaneously.

Designed For: Sales & Business Development Training / Project Manager & GM Training

The Power Of The Customer Information Sheet

Learning Objective: Knowledge is power as you learn the importance of collecting and filtering key customer information using the power of the "Customer Information Sheet". Never again walk into, or out of a meeting unprepared as you track your client's history and demand in an organized way using the "Customer Information Sheet".

60 Minutes 5 - 50

Instructor: Sean Samson

There are a string of reasons why salespeople struggle, but one of the biggest is due to lack of information gathered during first time Discovery calls. Obtaining the correct and most up to date customer information, is absolutely critical when moving the sales process forward, yet according to Hubspot over 70% of salespeople ever take notes, or use any type of information gathering tool at all.

In this session you'll be introduced to the "Customer Information Sheet", an information gathering tool designed for active sales professionals in the contracting arena. Learn how to effectively set up the conversation, engage customers, develop trust, uncover budgets and narrow down decision makers.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Obtaining Customer Commitment for Repairs and Pull-Through Work – Utilizing the Electrical Maintenance Analysis (EMA Report)

Learning Objective: Learn to consistently breakdown, leverage and sell the criticality of repairs and pull-through work found during annual Electrical Maintenance & Testing.

90 Minutes 5 - 50

Instructor: Sean Samson

Contractors everywhere have now gone the route of adding Infrared Thermography, or services in the likes thereof in the hopes of capitalizing on repairs and pullthrough work that come with electrical maintenance and testing. However not only is the equipment a big expense, but training particular personnel to perform the work is a high cost in itself. While obtaining the repairs and pull-through work can be very lucrative, most contractors rarely ever see the return on investment or the growth they hope for.

In this session, using our exclusive Electrical Maintenance Analysis (EMA) Report template, live role plays and our 5 Reasons Selling System©, we'll show you how to develop, consult and sell the repairs and obtain an actual start date for the work. Learn to get an average of 3 to 1, 4 to 1, and even 5 to 1 pull-through for every maintenance dollar you sell using our exclusive system. You've spent a lot of money developing additional revenue streams for your business, never leave the meeting again without a customer commitment to move forward.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Increase your Win rate using the "Verification" Meeting

Learning Objective: In this training session using our 5 Reasons Selling System©, we'll coach you through the 3 stages of the "Verification" meeting process, using key sales tools like the "Customer Information Sheet", "Cost Benefit Analysis", and industry specific closing techniques learned in previous training modules.

Gain customer commitment, schedule a start date, and close more deals when you follow the "Verification" meeting.

4 - Hour Block 5 - 50

Instructor: Sean Samson

Let's say a salesperson closed 10 deals out of the 40 they were working on, the close ratio in this case would be 25%. But imagine closing 20, or even 30 out of 40? You can and you will, using the third and final step in our Sales Process, the "Verification" meeting. This meeting is the last step in the sales process, making it absolutely critical in determining whether or not a customer will make the decision and choose to move in your direction.

When followed correctly, the "Verification" meeting puts customers in a frame of mind that prioritizes the strongest benefits of your case, thus reminding customers how they got to the point they're at today and why services like the ones you're recommending make sense for their business.

Designed For: Sales & Business Development Training / Project Manager & GM Training

"Verification" meeting Role Plays

Learning Objective: Imitate real-world scenarios and build confidence maximizing the power of video recorded role-plays

90 Minutes 5 - 50

Instructor: Sean Samson

It's time to win more business utilizing "Verification" meeting and video recorded role-plays. Implementing real-life scenarios have never been more important, as a select group of class participants will be picked to showcase their talents as they set the T.A.C., pace the call, and follow the three step process of the "Verification" meeting flow. We'll then view select recorded role-plays, which the class will then break-down as a group and prepare a positive critique of each meeting. Increase your win rate and walk away with a complete understanding of how critical having the right information can be. Do you have the information needed to close the deal?

Designed For: Sales & Business Development Training / Project Manager & GM Training

Active Listening & Concentration Workshop

Learning Objective: : Learn to develop the skills and habits necessary to be better listeners and conversationalists while improving your level of curiosity

90 Minutes 5 - 50

Instructor: Sean Samson

Effective listening is an active rather than a passive activity, which takes a particular amount of energy and concentration. Almost everyone sincerely believes that he or she listens effectively. Consequently, very few people think they need to develop their listening skills. But, in fact, listening effectively is something that very few of us do well. It's not because it's so difficult, it's that we were never taught the skillsets in how to master these.

Upon completion of this session, you'll learn how to get more information from the people you're calling on, be able to increase others' trust in you, learn to reduce conflict, better understand how to motivate others and inspire a higher level of commitment from your peers and customers. All through listening and concentrating effectively.

Designed For: Sales & Business Development Training / Project Manager & GM Training

10 Pro Tips to Crushing Your Sales

Learning Objective: Sticking to and implementing10 pro tips that will set the pace and have a massive impact on your future selling success

60 Minutes 5 - 50

Instructor: Sean Samson

Most sales are won and lost based on one key factor, "You". You hold the keys to your sales success. Top Performers don't win because what they offer is more impressive, they win because they have recognized a particular set of selling guidelines that they stick to no matter what.

In this session we'll share with you 10 Pro Tips that when followed have a 100% success rate.

Designed For: Sales & Business Development Training / Project Manager & GM Training

Closing The Deal Workshop

Learning Objective: Closing the deal is a learned skill. We are not paid to sell; we are paid to "Close". Learn the Closing strategies and techniques of the Top 20% and never leave the negotiating table again without getting the customers commitment to saying "Yes".

90 Minutes 5 - 50

Instructor: Sean Samson

The close ratio is a measure of a salesperson's efficiency. It's calculated by dividing the number of closed deals by the number of proposals the salesperson has pending. Unfortunately, the average close rate in the Business & Industrial Industry sector is at a mere 27%.

There are various reasons why many sales people can't close or shy away from asking for the sale, such as the fear of getting rejected or perhaps not wanting to come across as being too pushy. So how do we turn that around? What we have found is that the majority of sales people simply lack the amount of closing techniques, skills and confidence needed to commit the prospect to doing business with them. The bottom line is you either sell or be sold. The reality is by not closing your own deal, you're closing someone else's.

In this session we'll provide your team with over 50 proven sales closing strategies techniques and methods they can use immediately giving them the ammunition, confidence and the bigger playbook they need to be "Top Performers" and Close more deals!

Designed For: Sales & Business Development Training / Project Manager & GM Training

"Mining Your Business" through "Cross-Selling"

Learning Objective: Learn to optimize current relationships and boost revenues using our "Cross-Selling" strategy and opportunity time line.

90 Minutes 5 - 50

Instructor: Sean Samson

If you think your customer base understands 100% of what your company offers, think again. In a recent study, less than 30% of existing customers actually understand what their current service providers do. The truth is that value is obtained after the initial sale. The operative word being "after" which translates to "Cross-Selling" and or upselling opportunities. In fact, further research suggests that if companies can "Cross-Sell" just 5% of their customer base, that could lead to 25%-95% in increased net profits. In this session we provide you a road-map to better the buyer experience, boost revenues and optimize Client relationships utilizing our "Cross-Selling" strategy and opportunity time line. "Mining" your business has never been more important.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Obtaining New Revenue Streams Through Service Work

Learning Objective: Stop getting caught up in the "time for dollar" roller coaster and learn to capitalize on the long-term opportunities that come from the service side of your business.

90 Minutes 5 - 50

Instructor: Sean Samson

Do the words "Recurring Revenue", "Increased Negotiated Projects", or "Multi-Year Service" agreements mean anything to you? They absolutely should. You've worked hard to develop your service side but unfortunately, you're running it much like the construction side of your business. You get the call, service the call, invoice the customer and move on, when in fact each and every service call is an opportunity to connect long-term with customers. Learn how to turn customer pain-points, industry trends and compliancy into long-term consistent revenue you can count on year after year. Remember your service department isn't an estimating department, it's a sales department.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

212° "The Extra Degree"

Learning Objective: At 211° water is hot but at 212° it boils, produces steam, and can power a train. Arm your team with this powerful metaphor and the knowledge of the significant difference it can make, and you'll find great success is within reach with just a single extra degree of effort.

90 Minutes 5 - 50

Instructor: Sean Samson

Used by thousands of leaders around the world, 212° "The Extra Degree" captures the essence of greatness in an unforgettable way. This simple analogy reflects the ultimate definition of excellence, because it's the one extra degree of effort, in business and life, that can make the difference. Call it commitment, call it attitude call it drive, call it what you like, but there's no denying the power that can be unleashed when you make up your mind to put in a single extra degree of effort in everything you do. Imagine what a single degree of difference can do for your business?

Designed For: Sales & Business Development Training / Project Manager & GM Training

Introduction to selling Multi-Year Electrical Preventive Maintenance Service Agreements

Learning Objective: Learn what it takes to develop and sell multi-year service agreements, what to look for, the critical equipment within the electrical infrastructure and how to get started.

90 Minutes 5 - 50

Instructor: Sean Samson

Selling Multi-Year service agreements are a win-win in the electrical and mechanical industry: They keep customers satisfied and locked in while providing your contracting business with predictable recurring revenue and increased negotiated projects year after year. In this module we'll introduce your team to selling multi-year service agreements, what to look for when building a maintenance program, vertical market dependency and the benefits to both the contractor and customer.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training

Introduction to the NFPA 70E Electrical Standard (Virtual or Onsite Available)

Learning Objective: Hazards of Arc Flash and Safety In The Workplace Requirements 1.0

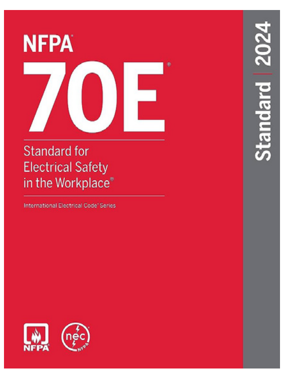
1 Day Seminar

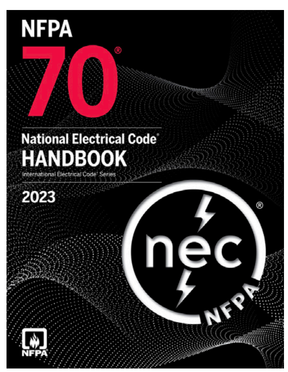
6 - 50

Instructor: Kiley Taylor

Sean Samson Training proudly offers a one-day NFPA 70E training class through Megawatt Training and Consulting, focusing on chapter 1. During this class, students will understand the requirements flowing down from the Occupational Health and Safety Administration (OSHA) requirements of 10CFR 1910.300 Subpart S for electrical safety. The class also provides an overview of the NFPA 70 series of documents and how they interact with one another. i.e. 70, 70E, and 70B. There will be physical demonstrations for inspections of meters, tools, equipment, and PPE with demonstrations for donning and doffing PPE. As well as handouts for meters and glove requirements, with videos of arc flash testing for clothing and equipment failures, and class workbook.
All active class participants will, upon completion of the class performance review, be issued an 8.0 contact hour certificate for NFPA 70E.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training





Introduction to the NFPA 70E Electrical Standard (Virtual or Onsite Available)

Learning Objective: Hazards of Arc Flash and Safety In The Workplace Requirements (a complete class description is available upon request)

3 Day Seminar 5 - 50

Instructor: Kiley Taylor

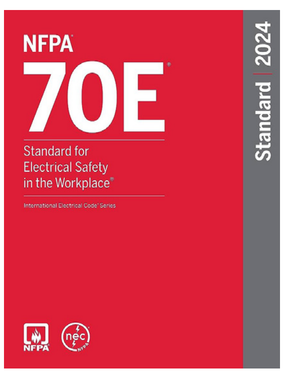
Sean Samson Training proudly offers a 3 day NFPA 70E training seminar through Megawatt Training and Consulting, focusing on all 3 chapters. During this class, students will understand the requirements flowing down from the Occupational Health and Safety Administration (OSHA) requirements of 10CFR 1910.300 Subpart S for electrical safety. The class also provides an overview of the NFPA 70 series of documents and how they interact with one another. i.e. 70, 70E, and 70B. NFPA 70E has many requirements throughout the document, from administration, to programmatic, lockout/tagout, oversight and supervision, training of qualified and non-qualified workers, host and subcontractor requirements.

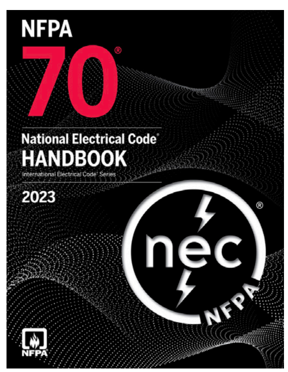
You will learn the history of 70E and how the revisions are done, covering the arrangement and layout. Plus, all three chapters of 70E will be discussed, including the informational annexes.

Chapter 1 - Safety Related Work Practices
Chapter 2 - Safety-Related Maintenance Requirements
Chapter 3 - Safety Requirements for Special Equipment

A class workbook will be provided by Megawatt Training. Class participants upon completion of the performance review, will be issued an 8.0 contact hour certificate for NFPA 70E.

Designed For: Sales & Business Development Training / Project Manager & GM Training / Technical Training





SEAN SAMSON TRAINING
— CONTRACTING REIMAGINED —

For companies looking to incorporate new training options, the advantages of onsite or face to face coaching and instruction could never outweigh those of online learning. However, we understand that safety and efficiency are extremely important to businesses today, as many organizations shift to virtual training solutions and webinars.

That's why at Sean Samson Training we're here to help companies navigate through these changing times, with rapid delivery of our customized training modules through our live instructor-led sessions, making all of our training available in a virtual setting. Whether onsite, or online you can be sure that your team will receive the best industry specific training available today.

Learning is a complex phenomenon, and at Sean Samson Training results absolutely matter. When determining the effectiveness and success of our training, we utilize the power of online assessments which facilitates quick and clear reports on candidate results and progress in real-time, collecting the necessary statistics and evaluations for each individual, and individual training module. Once the post-training evaluation and assessment is complete and data has been attained, we share those results with you giving both our clients and Sean Samson Training an immediate opportunity to make instantaneous adjustments, making sure all participants are meeting the stated outcomes and goals.