

THE INTERNATIONAL AG UNIVERSITY



SALES ACADEMY, INC.

Recent Quotes from Salespeople in the IAU Sales Program (Quotes are from homework assignments)

"This negotiation allowed Santiago to close a sale on 2 implements without cutting the price. Good work!"

Dennis Booth, Booth Machinery, Reno 301 Class (after observing his salesperson in action as part of a homework assignment)

"The consulting assignment helped me make the deal."

Kyle Lee, Hlavinka's, Dallas 301 Class (Now a store manager)

"We look forward to seeing Frank. At first, it seemed to be just another sales class but, the more involved we got, the more it seemed to make sense. I don't think there has been more than a handful of days over the past three years that we didn't make a comment about the class. This class has really sunk in and made a difference in the way we do business."

Brian Davis, Johnson Tractor, Chicago 301 Class

"Won a deal from competition because of "Why" questions."

Steve Massman, Winger Implement, Minneapolis 101 Class

"Selling concepts – Used it successfully; closed 5 sales this week; 2 used pieces at list price. This has really helped me shorten the sales closing - period! This stuff really works great! In the end the customer feels that I have really helped him!"

Beau Dvorachek, Riesterer & Schnell, Minneapolis 101 Class

"I was on the phone with Kevin today. He related to me how last week's class really assisted him today. Customer told him that "he had another price" on a particular piece of equipment, and that he wanted Kevin to come down \$900. Kevin understood that customer was coming back to him for a reason and he stuck to his guns and did not budge on the price. Customer ended up purchasing. Kevin later found out that the "price" the customer was referring to was actually HIGHER than Kevin's price. He was just trying to make it sound like it was a lower price. Kevin said before the class, he would have jumped and come down the \$900, but didn't today."

Bruce Spidle, Case IH Business Manager (Kansas City 301 class)

Call Today!

Frank Lee, International Ag University

(800) 898-3743

Web site – www.sales-academy.com





It's not just another training program...

We **create** the personnel of the future!

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The Ag Equipment Consultant

The Ag Equipment Consultant is the new generation of professionals who will help farmers develop strategies for acquiring farm equipment and who will define how farm equipment is sold in the future.

International Ag University

International Ag University creates the successful Ag dealership sales manager and salesperson of the future. Over a three-year period, in a structured and sequential manner, each learns how to support each other to forge long-term relationships with customers. The program follows a logical path with each training class building on the one before. Each training module has built-in accountability that provides evidence that learning has taken place.

Salespeople go through a rigorous three-year development program that qualifies them to become true **Ag Equipment Consultants**. Sales Managers learn with the salespeople and also receive separate instruction on how to effectively manage and motivate these salespeople.

For Multi-Store Dealers

- ❖ **3-Year Training** – each class builds on the ones before
- ❖ **Regionalized** – training is conducted at a location chosen to minimize travel time
- ❖ **Small Class Sizes** – achieves greatest learning effect
- ❖ **Manufacturer-Specific Courses** – Classes are slanted towards the dealer's main manufacturer
- ❖ **Training Calendar** - two days, three times a year for salespeople, plus an additional day, three times a year for sales (or store) managers
- ❖ **Accountability** - post-training activities ensure learning is practiced in the field
- ❖ **After Class Work** - Homework assignments must be completed and returned
- ❖ **Costs** - \$1800 per salesperson per year, includes all materials, testing, reports, classroom facilities and some meals. **There is no charge for the sales manager classes.**



THE SALES PROGRAM

This is a 3-year development program for salespeople. Through a series of training programs and behavioral exercises, salespeople acquire unique skills over the three years. They learn, from day one, that selling is not just another job. It has behavioral and business applications that can separate the salesperson from the competition. This business concept of selling, as well as the consultative approach, is instilled from the first day and throughout the program.

- ❖ **Year 1** – The basics - covers the basics of selling from two new perspectives.
- ❖ **Year 2** – The business of selling - shows salespeople how to sell as business people, how to regard selling as a business, how to make this business profitable and how to develop sales business plans.
- ❖ **Year 3** – Consultative Selling - takes selling to the consultative level where salespeople become Ag Equipment Consultants.

The key is to teach salespeople to think about the point of view of the customer, who experiences a buying cycle, not a selling cycle. To a customer, the notion of a sales cycle is totally irrelevant. Customers recognize needs, evaluate options, resolve concerns, make decisions, implement the purchase and evaluate impacts. By shifting from the salesperson's perspective, or selling cycle, to the customer's perspective, or buying cycle, a salesperson can align his actions with the needs of his customer. It's not about selling. It's about helping your customer buy. And, to do that, you have to understand why they buy and how they buy. That's what we teach salespeople.

THE SALES MANAGER PROGRAM

This successful salesperson of the future requires a sales manager of the future. This sales manager must learn how to manage the salesperson and know how to provide additional development after the three-year course. Sales Managers attend 3 additional days of sales management training each year. Based in part on the book, "*Managing Iron Salespeople – How to Manage Salespeople in an Ag Dealership*" by Frank Lee, the program takes sales managers through the various stages of managing salespeople for outstanding performance.

Sales managers learn what the salespeople learn but from a management perspective. They learn how to manage this **new breed** of salesperson to consistently do the things they learn in the sales program. Sales managers also learn how to motivate salespeople and how to continue to develop them after they have completed the program.