



Agility Selling Logistics



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Unit One—Preview & Getting Started

Preview

Selling global transportation and supply chain solutions in 2011 continues to be exciting and challenging. One reason is because of new communication technologies you use each day as an Agility Business Development Manager. For instance, e-mail, voice mail, text, the Internet, OneView, and Connections all play a significant role in how you engage prospects, process business opportunities and generate revenue. In the coming years, you'll continue to deliver your sales messaging via a variety of channels with a wide bandwidth.

Selling technology aside, consider the global transportation marketplace. A shift is taking place. In the past, your focus may have been on a territory or selected group of clients who generated rather traditional types of revenues. The market of today includes a greater density of customers with *a wide range of varied needs*—from warehousing and facilities management to air, sea and road transportation. More than ever before, it is critical that you engage “C” level contacts and focus on solutions, productivity, and revenue growth. It's a whole new ball game. Remember too, when there is a paradigm shift, everyone goes back to zero. This has brought forth a new market – *with new challenges and new opportunities*.

Things have also changed dramatically these past years at Agility. Agility continues to transform into a new organization. New methods and services, advanced technologies, expansion, flexibility and continued growth are the drivers for today and tomorrow. The company is leaner and more streamlined -- working harder and working smarter. We are a leader in the industry-- *the choice of thousands of clients across the globe*.

Selling Technologies. The Market. The Company. So where does all of this leave you? Challenged? Enthused? No question about it, your role as a Business Development Manager (BDM) is critical to the success of Agility. If you don't prospect, qualify and close business, we don't grow. And, if we don't grow, we perish. You are the life-blood, the wellspring--*one of the key ingredients to the success of this company*.

What you'll get out of this learning experience is easy to compute. It will be the sum total of what you put into it.

This brings us to why you are here.

Recognizing that each contact, each presentation is a “moment of truth,” you are about to embark on a new, exciting selling skills learning process, “*Agility Selling Logistics.*” It will focus on the most critical selling tools you need as a BDM--such as the ability to prospect and qualify accounts, define requirements, develop solutions, gain commitment and implement the business.

In this course you will learn how to better:

- Qualify customers and prospects for business opportunities
- Prospect and set appointments
- Prepare for calls and set call objectives
- Begin the call with effective initial benefit statements
- Strategically question and listen
- Present Agility features, benefits and solutions
- Close and gain customer commitment
- Manage customer concerns

What you’ll get out of this learning experience is easy to compute. *It will be the sum total of what you put into it.* If you work hard, apply yourself and keep the window for change wide open -- *this will be the best professional development program you’ve experienced.* So, we encourage you to do just that. Work hard. Have fun. *Learn, grow and get better.*



Agility Selling Logistics

What Is Agility Selling Logistics?

Agility Selling Logistics is a “blended” learning system that has been custom-designed for you, the high-performance BDM at Agility. The system’s objective is to improve your selling performance and to foster continued professional growth.

It is a total and complete learning system that builds selling skills and selling strategies and tactics, while integrating Agility products and market knowledge, so that the entire learning approach is both relevant and realistic.

Agility Selling Logistics will utilize electronic media in concert with applications, exercises and extensive skills practice. The modules are compact and time-designed to maximize your skills acquisition and retention. The learning experience will consist of a combination of various text, exercises, role plays and video interaction.

The system is a blend of extensive research in the transportation and logistics market and proven sales and tactical strategies that have been used to train thousands of successful salespersons throughout the world.

The system has several components, which are logically “ramped-up”, so that you build a strong base of fundamentals that are pragmatic and tactile. Diligent application of these skills on each personal and business encounter you have will add significant success and profits to your bottom line and those of Agility.

Agility Selling Logistics Content

1. **Preview and Getting Started** (Selected articles and Internet activities)
2. **Agility Sales Process** (Prospecting, Qualifying, Defining Requirements, Presenting Solutions, Closing and Implementation)
3. **Messaging, Call Objectives** (Opening the call, Initial Benefit Statement, Value Proposition, Elevator Pitch, Call agenda)
4. **Strategic Probing and Listening** (Open and closed questions, Situation, Problem, Implication questioning model, Listening skills, Obtaining critical content)
5. **Building Relationships** (Science of Persuasion, Internet DISC Report, Aligning with buyers)
6. **Presenting Solutions** (Needs assessment and development, Matching needs with appropriate features and benefits)
7. **Gaining Commitment** (Trial closing, Confirmation of next steps, Determining action items, Advancing the sales process)
8. **Handling Objections** (Planning and anticipation, Restatement, Price vs. cost, Focus on value and benefits)
9. **Managing Skepticism & Indifference** (Proof statements, Socratic Process, Questioning strategies for needs)
10. **Program Summary** (Exercises, Applications, Coaching, Reinforcement)
11. **Course Supplement** (E-selling, strategies for VM, e-mail, etc.)

A blended learning system that focuses upon verbal selling skills and fundamentals for new and experienced Agility BDMS.

Selling Process & Skills



Blended Learning Approach

This learning experience is designed to make the best use of your time and to help you refine selling skills and strategies that you will use immediately upon your return to the field as you engage customers and prospects.

Therefore, each module will provide you with an opportunity to actively participate in a number of different exercises and activities. For example, you will complete written responses, listen and respond to simulated selling exercises, interact with video behavior models and participate in case study and selling simulations.

Each module varies in length. Each is skills-based, featuring a leader who will direct the learning activities. At times you will interact with other seminar attendees in order to practice and transfer the skills learned in the module.

Agility Selling Logistics will involve you in everyday selling situations. You will learn skills and use examples exclusive to Agility and the transportation/logistics environment. You will find that your skills will improve and that your product knowledge and technical skills will also be refined.

The learning isn't filled with soft selling fluff, rather, it deals with the pertinent business issues you face each day as an Agility Business Development Manager.



Pre-Seminar Reading

Please read the following article and attachments in advance of the workshop and be prepared to discuss them:

- **“Harnessing the Science of Persuasion”** -- some insights on selling based on a large body of psychological research. The author suggests that there are six basic laws for winning accounts and influencing people.
- **“Up Selling in a Down Turn”** -- This white paper by Larry Sleep, president of the Lawrence Group, discusses the need to sell smarter in tough economies, and sets the tone for some of the “customer based” selling strategies we will review.



DISC Communication Style Profile

Prior to the Agility Selling Logistics program, you will have an opportunity to learn more about your selling style and how you communicate. Follow these instructions:

1. Go to www.ttisurvey.com.
2. The link for the report is: 101523JPM.
3. Take the MFS-Sales instrument (ONLY) and answer the questions provided.
4. The report will be e-mailed back to you immediately upon completion of the survey. Print out the report, read it and be prepared to interact and respond. Be sure to bring a copy to class with you.
5. Make notes on the report as you read it regarding any questions you might have.
6. Don't try to "test the test"—this is a meaningless exercise—rather, think about the information presented and what it means. More importantly, think about ways you can improve your communication and selling skills.
7. You will be provided with additional insights, interpretation and supplementary information regarding this report in the video modules.
8. Consider especially, the pages regarding "Areas for improvement" and "Action Plan." You will be asked to write out your plans for improvement and share this information with your coach or manager.