

Husqvarna Sales Success Instructor Guide

A complete agenda for HSS Module 1.

This guide breaks down discussion and activities in a sequential order.

Husqvarna Sales Success Instructor Guide - Day 1 - Module 1

Practice and improve the essential soft skills needed for delivering training sessions: presentation skills, facilitation skills and giving effective feedback.

■ Introduction/Closing
 ■ Theory
 ■ Activity
 ■ Regional Manager Debrief

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
Introduction to HSS			
09:00 20'	Introduction	Official kick-off session. Introduce the team of trainers and any other essential person. OPTIONAL: Give space for participants to briefly introduce themselves.	Content Notes: <ul style="list-style-type: none"> ● Welcome participants to the course. <ul style="list-style-type: none"> ○ Clarify what is a training. ○ Discuss why we have a training system at Husqvarna. ○ Discuss what place this training event has in their career. ● Review how the course functions. <ul style="list-style-type: none"> ○ Brainshark Knowledge Checks ○ Final Coaching Activity ● Review the objectives of the course. ● Review the Roadmap of the course on page 8-9 of the guidebook.
09:20 10'	Strategy in Selling	What is a Sales Strategy? Page 11 of the Participant Guidebook <ul style="list-style-type: none"> ● Ask the group what they think a sales strategy is. ● Accept 2-3 suggestions and then define what a sales strategy is. Remind participants that the goal for Module 1 is to create a sales strategy by learning all of the necessary terms and tools to help them influence their customer's decision making in the most effective way possible.	Content Notes: <p>Objective: data that can be validated and is typically numeric.</p> <ul style="list-style-type: none"> · Most technical salespeople are pretty good with this input. <p>Subjective: information that is based on observation, conversation or other collection methods, and is equally important as data.</p> <ul style="list-style-type: none"> · This is the input that typically offers the greatest challenge to technical sales professional. <p>Three parts of a sales strategy:</p> <ul style="list-style-type: none"> ● Market ● Competitors ● Customers and Partners

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
09:30 10'	Market Analysis	<p>What and Why?</p> <p>Page 12 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Ask what is a market? ● Ask why analyzing your market important? ● Ask for definitions in their own words of the four market factors. <p>Remind participants that market factors influence a customer's decision making and are an important part of a sales strategy.</p>	<p>Content Notes:</p> <ul style="list-style-type: none"> ● Geographic Factors: where the buyer is physically located and how this location with its economics and politics affects buying decisions. ● Demographic Factors: can be measured or quantified about customer characteristics. ● Psychological Factors: influence the way a buyer thinks. ● Behavioral Factors: what the buyer actually does.
09:40 10'	Market Analysis Activity	<p>This activity uses the KeyPER Systems Case Study as a baseline for analyzing a market.</p> <p>Have participants briefly review the case study if needed and then allow 10 minutes to complete the market factors on Page 13 of the Participant Guidebook.</p> <ul style="list-style-type: none"> ● Send participant groups to breakout rooms for 10 minutes. 	<p>Slide #11 of the Powerpoint</p> <p>Page 13 of the Participant Guidebook.</p> <p>Instructions:</p> <p>Participants will fill out the worksheet on page 13 of the Participant Guidebook using information they learned about market factors. This activity is based on the case study. Market factors for KEYper Systems, not Husqvarna.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Demonstrate understanding of what a market factor is ● Demonstrate understanding of why and how they influence a customer's decision

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
09:50 5'	Regional Manager Market Analysis Debrief	<p>Managers offer insights into why market analysis is important and how it specifically affects business in their regions.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #11 of the Powerpoint</p> <p>Page 13 of the Participant Guidebook.</p> <p>Market analysis is the process of uncovering and describing groups of customers who respond differently in some important way to external or internal factors.</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think market analysis is important ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to market analysis <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Demonstrate understanding of what a market factor is ● Demonstrate understanding of why and how they influence a customer's decision
09:55 15'	Competitive Analysis	<p>What and Why?</p> <p>Page 14 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Ask what competitive analysis is? ● Ask why analyzing your competition is important? ● Ask what the three levels to consider are when analyzing an organization? <p>Remind participants that market factors influence a customer's decision making and are an important part of a sales strategy.</p>	<p>Content Notes:</p> <p>One example of competitive analysis many of us can relate to is the analysis of the videotape a sports team makes of a difficult competitor. Before and after each match the team studies the tape to analyze and understand the opponent's players and how each player plays the game.</p> <p>Understanding your competitor's business, offerings, solutions, and personality as well as they understand themselves is an essential tool for effective positioning in a productive sales environment. It helps you influence your customer's decision making.</p> <ol style="list-style-type: none"> 1. Its national or international level 2. Its regional or local level 3. The individual one-on-one relationship-building skill level of the salesperson that is calling on the same people you are calling on.

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
10:10 15'	Competitive Analysis Activity	<p>Using the Case Study and the Tool Box.</p> <p>Open your toolbox to the tab that says CASE STUDY Competitive Analysis. Briefly review the contents with the instructor to better understand the case study if you need clarification.</p> <p>Fill out each box using information from the case study then discuss your observations with your group and record them on page 15 of the guidebook. Be prepared to share with the class!</p> <ul style="list-style-type: none"> ● Send participant groups to breakout rooms for 15 minutes. ● Allow 5 minutes for debrief discussion. ● Have participants share their observations. ● Review the correct answers on page 16 and 17 	<p>Slide #19 of the Powerpoint Page 15 of the Participant Guidebook</p> <p>Instructions:</p> <p>Participants will create their own competitive analysis in the toolbox using information from the case study. They will fill out each box with the correct competitive data and then write down their observations on page 15 of the Participant Guidebook.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what data to collect ● Understanding of how to organize that data ● Provide students an example of how to create a competitive analysis for the future
10:25 5'	Regional Manager Competitive Analysis Debrief	<p>Managers offer insights into why competitive analysis is important and how it specifically affects business in their regions.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #19 of the Powerpoint Page 15 of the Participant Guidebook</p> <p>Performing a competitive analysis ensures you have access to another factor that will influence your customer's decision making and that you will be able to successfully utilize that data to your advantage.</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think competitive analysis is important ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to competitive analysis <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what data to collect ● Understanding of how to organize that data ● Provide students an example of how to create a competitive analysis for the future

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
10:30 10'	Account Analysis	<p>What and Why?</p> <ul style="list-style-type: none"> ● Ask what account analysis is? ● Ask why analyzing your accounts is important? 	<p>Content Notes:</p> <p>Slide #23 of the Powerpoint</p> <p>Page 18 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● The more you know about someone the easier it is to talk to them ● Think back to CFS: does the "Investigate" stage become easier as you develop a relationship with your accounts? <p>Relevant and accurate information and knowledge allows you to stay current on the details in each of your accounts. It allows you to best position your products or services to <i>help them</i> enhance their Strengths, minimize their Weaknesses, leverage Opportunities, safeguard against Threats and use Trends to help in business planning and good decision making.</p>
10:40 15'	Account Analysis Activity	<p>Using the Case Study and the Tool Box.</p> <p>Page 15 of the Participant Guidebook</p> <p>Open your toolbox to the tab that says Account Analysis. Briefly review the contents with the instructor to better understand the case study if you need clarification.</p> <p>Fill out each box using information from the case study then discuss your observations with your group and record them on page 19 of the guidebook. Be prepared to share with the class!</p> <ul style="list-style-type: none"> ● Send participant groups to breakout rooms for 15 minutes. ● Allow 5 minutes for debrief discussion. ● Have participants share their observations. 	<p>Slide #23 of the Powerpoint</p> <p>Page 19 of the Participant Guidebook</p> <p>Instructions:</p> <p>Participants will create their own account analysis in the toolbox using information from the case study. They will fill out each box with the correct account data and then write down their observations on page 19 of the Participant Guidebook.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what data to collect ● Understanding of how to organize that data ● Provide students an example of how to create an account analysis for the future

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
10:55 5'	Regional Manager Account Analysis Debrief	<p>Managers offer insights into why account analysis is important and how it specifically affects business in their regions.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #23 of the Powerpoint</p> <p>Page 19 of the Participant Guidebook</p> <p>Performing an account analysis ensures you have access to data specifically about your customer that will influence their decisions. It is important not become complacent in regards to your accounts and that you are always looking for opportunities to offer solutions to your customer. They may have a problem they don't know you can solve.</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think account analysis is important ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to competitive analysis <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what data to collect ● Understanding of how to organize that data ● Provide students an example of how to create a competitive analysis for the future

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
11:00 10'	Goal Setting	<p>Page 21 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Review what an account strategy is. ● Define a "Single Sale SMART Objective." ● Explain what SMART stands for. ● Explain the SMART Formula 	<p>Content Notes:</p> <p>Slide #25 of the Powerpoint</p> <p>Page 21-22 of the Participant Guidebook</p> <p>An account strategy is a fully integrated project plan developed as a result of analyzing and understanding the data and information collected about your market, your competitors, and your account.</p> <p>A Single Sale SMART Objective is a single selling activity within the overall account strategy. Larger or more complex organizations may have multiple single sale SMART objectives. Each single sale SMART objective aligns with and supports the account strategy.</p> <p>Specific, Measurable, Agreed Upon, Time-Bound.</p> <p>Action word + targeted area + measurable objective + targeted date = SMART Goal</p>
11:10 10'	Goal Setting Activity	<p>Page 24 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Allow 10 minutes for individual activity. ● Have participants share their SMART Goals. 	<p>Content Notes:</p> <p>Slide #23 of the Powerpoint</p> <p>Page 19 of the Participant Guidebook</p> <p>Instructions:</p> <p>Individually write a SMART goal for one of your customers.</p> <p>Write what are some of the actions you need to take to achieve that goal.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what a SMART goal is ● Understand the difference between an account strategy and a SMART goal ● Provide students an example of how to create, manage, and accomplish their SMART goals

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
11:20 5'	Regional Manager Goal Setting Debrief	<p>Managers offer insights into why goal setting is important.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #29 of the Powerpoint</p> <p>Page 24 of the Participant Guidebook</p> <p>SMART goals are smaller and quickly achievable goals within your larger account strategy.</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think goal setting is important ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to goal setting <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what a SMART goal is ● Understand the difference between an account strategy and a SMART goal ● Provide students an example of how to create, manage, and accomplish their SMART goals
11:25 10'	Tangible and Intangible Needs/Wants	<p>Page 26 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Define Tangible Needs/Wants. ● Define Intangible Needs/Wants. 	<p>Content Notes:</p> <p>Slide #35 of the Powerpoint</p> <p>Page 26 of the Participant Guidebook</p> <p>Tangible factors influencing needs and wants relate to things that can be easily counted or measured. They are fairly easy to quantify by asking questions about how much, how many, how often. Thus, they are often described in terms of how they relate to the "bottom line." (Some salespeople refer to these factors as surfacing cost.)</p> <p>Intangible factors influencing needs and wants also have an economic impact, but may be less obvious in how they financially impact the business. Interestingly, intangible needs and wants often influence the bottom line as much or more than tangible needs or wants. (Some salespeople refer to these factors as surfacing confidence.)</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of the difference between Tangible and Intangible ● Write the needs and wants of a real customer

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
11:35 10'	Needs and Wants Activity	<p>Page 27 of the Participant Guidebook</p> <ul style="list-style-type: none"> ● Allow 10 minutes for individual activity. ● Have participants share some of the needs/wants they identified. 	<p>Content Notes:</p> <p>Slide #35 of the Powerpoint</p> <p>Page 27 of the Participant Guidebook</p> <p>Instructions:</p> <p>On page 27 individually write two needs and wants for both intangible and tangible.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of the difference between Tangible and Intangible ● Write the needs and wants of a real customer
11:45 5'	Needs and Wants Regional Manager Debrief	<p>Managers offer insights into why known your customer's needs/wants is important.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #35 of the Powerpoint</p> <p>Page 26 of the Participant Guidebook</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think it is important to know your customer's needs/wants ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to needs and wants <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what a SMART goal is ● Understand the difference between an account strategy and a SMART goal ● Provide students an example of how to create, manage, and accomplish their SMART goals

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
11:50 10'	The RASIC Chart	<p>Page 28 of the Participant Guidebook</p> <ul style="list-style-type: none"> Define what a RASIC Chart is. 	<p>Content Notes:</p> <p>Slide #38 of the Powerpoint</p> <p>Page 28 of the Participant Guidebook</p> <p>The RASIC Chart is a tool that has been used for years in project management and other processes where understanding individuals and their roles and responsibilities is essential. The name RASIC comes from the five roles that are most often taken in projects and in buying decision scenarios.</p> <p>The purpose of the RASIC Chart is to identify the people who can make or break your deal</p>
12:00 10'	RASIC Chart Activity	<p>Page 28 of the Participant Guidebook</p> <ul style="list-style-type: none"> Allow 10 minutes for individual activity. Have participants share some of their observations. How will the RASIC Chart be useful? 	<p>Content Notes:</p> <p>Slide #38 of the Powerpoint</p> <p>Page 29 of the Participant Guidebook</p> <p>Instructions:</p> <p>individually fill out the "RASIC Chart" tab on the toolbox for one of your actual customers. Then record your observations of page 29 of the guidebook.</p> <p>Activity Goals:</p> <ul style="list-style-type: none"> Understand what a RASIC Chart is Understand how to complete your own RASIC Chart Understand why this data is valuable.

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
12:10 5'	Regional Manager RASIC Chart Debrief	<p>Managers offer insights into why a RASIC Chart is important.</p> <p>Manager's will lead discussion when participants return from the group activity work.</p>	<p>Content Notes:</p> <p>Slide #35 of the Powerpoint</p> <p>Page 26 of the Participant Guidebook</p> <p>Discussion Prompts:</p> <ul style="list-style-type: none"> ● Share why you think it is important to complete a RASIC Chart ● You may call on participants to share what they wrote in their activity ● Ask for any questions related to needs and wants <p>Activity Goals:</p> <ul style="list-style-type: none"> ● Understanding of what a RASIC Chart is and why it's important ● How to create and utilize the data in a RASIC Chart
12:15 10'	Closing	<ul style="list-style-type: none"> ● Review what they have learned today. ● Introduce the topics of the next session. ● Remind participants of the Brainshark Knowledge Check ● Remind students to complete the reflection guide ● Closing and Thank You's 	<p>Module 1 is all about using different tools to help you achieve and create your sales strategy goals.</p> <p>Next week we will focus on new selling skills and forms of communication.</p>

12:25

TOTAL LENGTH: 03:25