

# Signature Series

TM

~ THE ART OF THE WALK-AROUND ~

Selling commercial equipment like heavy-duty trucks, agricultural machinery, or construction and logging equipment is no easy task. It takes trained sales professionals who understand the technical aspects of the equipment. And, can effectively communicate those attributes to a buyer. One of the key components in the sales process is the equipment 'walk-around'. Even the best sales representatives can sometimes fall into the trap of making canned presentations and losing the potential impact of a well targeted 'walk-around'. With over 20 years of hands-on experience in commercial equipment marketing we bring pragmatic content to our Art of the Walk-around training program. Designed for individual sales coaching or small, hands-on seminar groups, we cover a range of critical skills including: active listening and questioning techniques, planning the 'walk-around' to respond to customer needs; recognizing and responding to customer learning styles; and FAB selling (features, advantages and benefits). Let us help you put the art back in how your sales force sells equipment.



***Thomas-Ritt***

Helping Business-to-Business Succeed.

P.O. Box 20055, 1 Main Street West, Grimsby Ontario L3M 5J3 CANADA

Email: [tom@tomstirr.com](mailto:tom@tomstirr.com), Web: [www.tomstirr.com](http://www.tomstirr.com)

Tel: 905.3095431, Fax: 905.309.5432

Copyright 2007. All rights reserved.