



TRAINING MANUAL

About the Instructor

A talented author and speaker, Will Nowell has an appeal and energy that transcends barriers of age, culture and occupation. Since 1990, he has traveled over a million miles across the United States delivering powerful life improvement messages, cultivating the energy of change and making a powerful push to improve the success of thousands of executives, sales managers and agents throughout all facets of the housing industry.

Perhaps the most defining quality of Will is his desire and passion for focusing on the growth of each individual within an organization in creating a better organizational whole. Drawing on his 25 years of operations and sales management experience Will has recognized that the breakdown or ultimate achievement of organizations lies in the ability of each individual within to improve him or herself. To recognize his or her values that decide or determine their actions and to correct or adjust those values resulting in each person's ability to grow within a company and in turn the opportunity for the company to fulfill its mission.

As a sales trainer Will is best known for creating ValueMatch Selling™; the heart and sole of the ValueMatch Selling™ Home Sales System. Recognizing the challenges faced in today's housing industry and understanding the importance of working with each individual customer, ValueMatch Selling™ is a value-based communication module created to help customers more quickly and effectively find what type of community is most fitting and valuable to them and of course how those values can be found in our individual community developments. Will has now shared this philosophy with thousands of home builders and senior living companies across north and south America and with several distinguished home building and retirement corporations.

"Value Added Selling"

Author of ValueMatch Selling™, Will is a firm believer in creating interactions with customers that involve the core values of both the customers and sales professional and that involving these key elements will ultimately create top performance in your sales professionals and a valued match for your customers.

ValueMatch Selling™; Let's be Honest, Everybody Lies

In this book Will Nowell Discusses the challenges that are faced in the senior housing industry when trying to stick to the critical path while making the sale and shows how to better understand the emotional side of our customers to help them more quickly and effectively find what type of community is most valuable to them and of course show prospective residents how those values can be found in your individual communities.

For more information on purchasing these books, call 602-284-0124

Challenge



Introductions

We have an exciting, high impact learning experience planned for your team. The Value Match+ Sales Program is a skills based selling system that has been proven to be highly effective in both telephone and face to face selling. Your success with this training is largely dependent on your participation, attentiveness and commitment to participate in the class and consistently practice in the future. The class is designed to be informal and interactive. Please let your facilitator know if you have any concerns or special needs. Have Fun and Good Luck.

Value Match+ Training Agenda

Section One—Inspire

- I. Introduction**
- II. Role & Values in Sales**
- III. Value Gaps**
- IV. Value Added Listening Model**
- V. Relationship Sale**

Section Two—Motivate

- I. Review Day One: Homework**
- II. Closing the Phone Call for Visit**
- III. Concept Sale**
- IV. Demonstration Close**
- V. Closing and Overcoming Objections**

Section Three—Challenge

- I. Review Value Role in Sales**
- II. Discuss Discovery Steps**
- III. Negotiation Strategy**
- IV. Closing Skills and Tactics**
- V. Overcoming Objections**

Section Four

- I. Actual Application**
- II. Phone Skills**
- III. Addressing Needs / Closing Skills and Tactics**
- IV. Overcoming Objections**
- V. Review**
- VI. Wrap Up**

Challenge



Participant Manual

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Challenge



What are Your Ah-Ha Moments?

Over the next two days, you will most likely have several “Ah-Ha” Moments, where you identify ideas, concepts, applications, or just new thoughts that will help you in your job. At each break (or whenever they hit you), take a moment to write your thoughts down on these pages. When you get back to your office, you will have an outline of your action plan for change and improvement.

Day 1—Morning: Values / Introduction / Inspiring yourself and others

Day 1—Afternoon: Building Rapport / Making a personal connection / Role Practice

Challenge



What are Your Ah-Ha Moments?

Day 2—Morning: Needs Discovery / The secret of Motivation

Day 2—Afternoon: Challenge / Closing and Overcoming Objections

Review / Overall Training

Challenge



Inspire | Motivate | Challenge

Exercise - “Getting to Know You”

Write three adjectives for each of the following

- Your favorite color _____

- Your dream car _____

- Your real car _____

- The word “White” _____

- The word “Water” _____

The Situation?

- We all believe in the Motivational Selling
- We don't know how to do it in real life
- The three main reasons
 - Loss of Control
 - Generic Presentation
 - Lack of Understanding and Confidence
- What we need to change
 - Inspiration
 - Motivation
 - Ability to Challenge
- The secret? “Do It, Do It Right, Do It Right Now!”

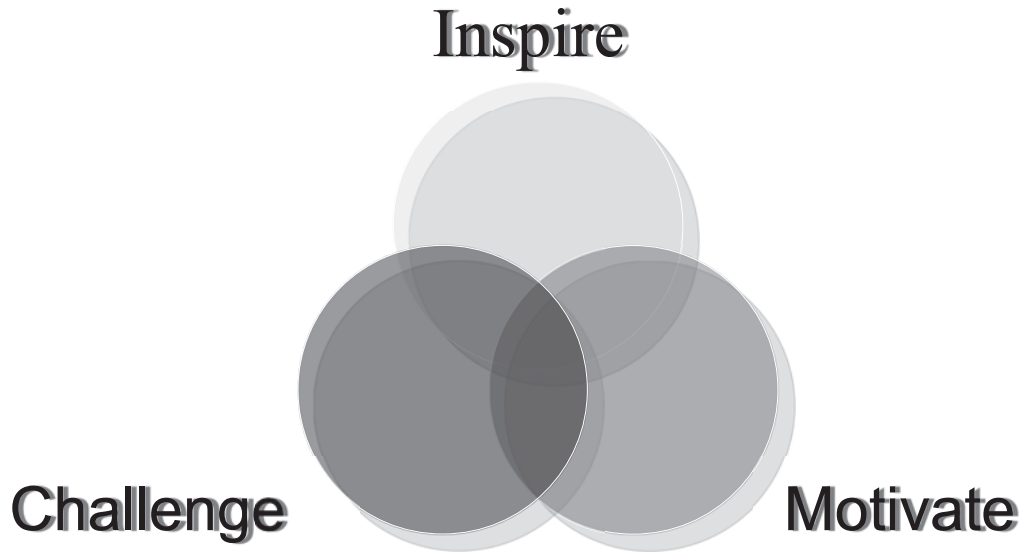
What is holding you back?

What are the key sales situations?

How are things different now?

Challenge

According To Gallup The Secret Formula?



The Unique Selling Situations

Inspire - _____

- _____
- _____
- _____

Motivate - _____

- _____
- _____
- _____

Challenge - _____

- _____
- _____
- _____

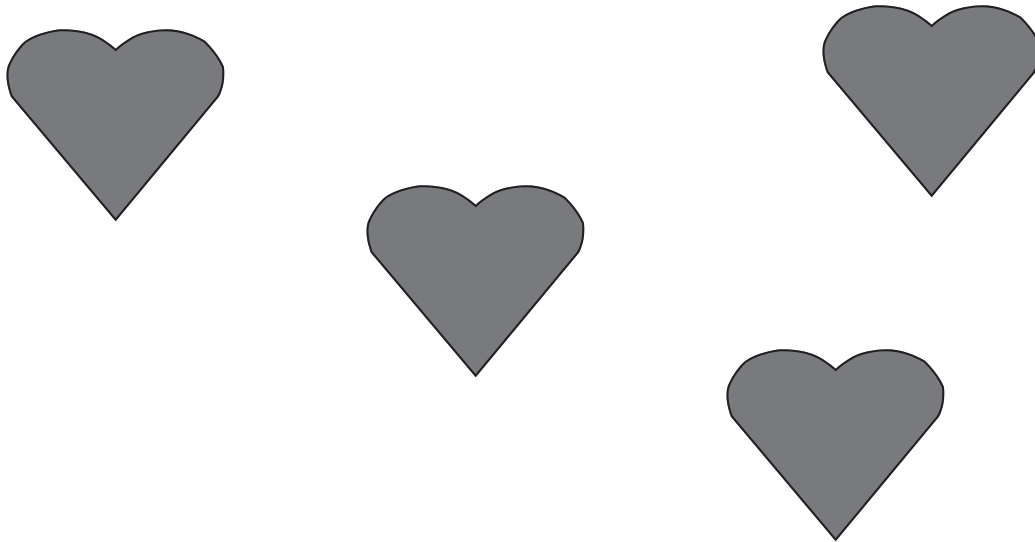
Sale!!! - _____

What does Lou Holtz say about this?

Making Connections “Engagement”

_____ is a name I can always Trust.
_____ always delivers on promises.
_____ always treats me fairly.
_____ gets me a fair resolution.
_____ always treats me with respect.
_____ is a perfect company for people like me
I can't imagine a world without _____.
I feel proud to be a _____ customer.

It's All About Feelings



**Using the emotions that hold you back
to propel you forward.**

Challenge

Value Added

Where Do You Want to Go Over the Next 2 Days?

Spend a few minutes thinking about your business and personal challenges. Write those in the spaces below. Then, think about what you would like to learn from this investment of time. Write out your goals and objectives for this course. You will then be asked to share your thoughts with the group.

My current business challenges are:

My current personal challenges are:

My goals and objectives for this course are:

Challenge

Inspire | Motivate | Challenge

The Goals for Training are:

1. Making a positive First Impression.
 2. Listen for the Motivators.
 3. Develop confidence and competency, which allows the salesperson to meet and exceed the expectations of the prospect.
 4. Powerfully present your different and better story.
 5. Learn how to challenge the prospect by compassionately confronting them with the real circumstances of their situation and suggesting they take the next step.
1. Change the way you communicate
 2. Improve your relationships
 3. More effectively present yourself
 4. Help others get what they want

When it is all said and done one fact still remains. Real advancement and improvement is maximized when the individuals in the company personally acknowledge a need to improve and change, open themselves up to new ideas and personally commit to learn and become proficient in new skills.

Challenge

Value Added

**We Need To Change Our Thinking?
We are Ships Passing in the Night**

We speak in code

We learned it was not cool to ask questions

We learned to never share our feelings

We never learned to listen

What's your definition of a salesperson?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

**Do you have cognitive dissonance?
Huh?**



Challenge



Value Added

Let's begin by helping you learn some things about yourself

To fully understand your own motivations, answer the following questions:

What is your reason for getting up in the morning and going to work?

Circle one of the words

Write a paragraph on that one word _____

Circle four words from the paragraph; Pick the most important one

What does the word you chose mean to you? _____

Why is that so important to you? _____

Where did that value come from? _____

“When you are in fear you can't hear”

Ultimately we need to understand why we do what we do, why we go to work, for instance, affects how we relate to others, how receptive we are to ideas, opinions and positions. Our underlying motivators affect how alert we are to opportunities and even can effect us physically by increasing or decreasing out strength and even our senses.

Once you begin to recognize your core values and identify their origin you have the power to make positive changes if you so desire and dramatically affect your future success.

Challenge

Definition of a Salesperson

What Are Your Values?

We all have values. Whether we think about them consciously or not, is another matter. Values are those ideas, philosophies, morals, ideologies, people or goals that help us shape who we are or how we spend our time and resources. Values are those things that are the most important to us. Take a few minutes to think about your values. Write down 10 personal values.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Review the 10 values that you wrote down. Circle the three that are most important to you. Then, move on to the next page.

Value Definition

Write your top three values on the table below. For each value, write a description of what the values mean to you. For example, if **family** is one of your values, write down specifically what that means.

Your Values	
Your Top Three Values: Define Each Value	
1.	_____ : _____ _____ _____
2.	_____ : _____ _____ _____
3.	_____ : _____ _____ _____

Now, think about how you are managing your time, your activities, and your life in accordance with your top values. In other words, are you living your life in harmony with these values? If not, what changes do you need to make to be consistent with your values?

1. _____

2. _____

3. _____

Challenge

