



**A Modern Framework and Process for Sales Professionals**



**Asking the Right Questions Improves the Close**



**Accelerating Trust**



**People Don't Buy a Two Inch Drill Bit, They Buy a Two Inch Hole**



**Negotiation**



**Resolving the Price Concern**



**Resolving the Stall**



**Your Brand is the Product - Telling a Company Story**



**Lead Management**



**Referral Generation**



**The Experience Economy: Part One**



**The Experience Economy: Part Two**



ARROW & FLETCHING

**The Sales Lab**

## Introduction

The Sales Lab is a 12 month series of live stream coaching sessions that provides high-value content at an affordable price. The Sales Lab sessions happen on a monthly basis and can be accessed using any mobile or laptop device. Once enrolled, a member will be emailed the monthly coaching material prior to the streaming session. And, because the sessions are streamed, attendees can interact with the speaker in real time.

## How to get started

1. Go to [www.arrowandfletching.com](http://www.arrowandfletching.com)
2. Click on the tab for The Sales Lab
3. Enter your information and select a payment method
4. Upon receipt of payment method you will receive a "Welcome" packet and instructions
5. Visit [www.vimeo.com](http://www.vimeo.com) and search for Matt Plughoff (follow is recommended)

*Dates and times for the live streaming sessions are included in the "Welcome" packet. It's as easy as that!*

If you need help or have any questions about The Sales Lab simply give us a call, text, or email:

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[www.arrowandfletching.com](http://www.arrowandfletching.com)

**Thank you and welcome to  
The Sales Lab community!**

# 12 Month Content Outline

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## January: A Modern Framework and Process for Sales Professionals

Great salespeople have great systems. When mastered, these systems direct any sales call toward a desired conclusion, help the sales professional maintain control of the call, and contribute to a low-pressure close. This month's content contrasts traditional kitchen table sales models with modern consumer expectations. It introduces a highly effective four-step selling frame work that is perfectly suited to a modern consumer's expectations.

*Key Take-Aways: Process-driven, four part sales model; Up-front pricing tactics; Menu design and utilization.*



## February: Asking the Right Questions Improves the Close

Many sales opportunities are lost during the initial conversation between the customer and the salesperson. There are a variety of reasons that this happens—pace, lack of preparation, attempts at multi-tasking, and poor listening skills. However, a salesperson who knows how to ask the right questions, listen for understanding, and connect information to a value proposition will differentiate him or herself and improve the closing percentage. This session will show attendees how to ask the right types of questions, provide them a series of effective questions, and illustrate the ways in which great questions result in a customer-focused value proposition.

*Key Take-Aways: Open-ended sales starters; Value building tactics; Early close strategies.*



## March: Accelerating Trust

Talented salespeople understand that trust and emotions play a very significant role in earning business. Yet building trust is more than simply having a shared interest with a customer. Trust happens at a deeper level and often for reasons that seem inexplicable. This session provides attendees with a blueprint for building trust and a strong emotional connection with a customer. As a result, attendees will learn how to combine this valid interpersonal connection with a strong value proposition in order to convert more opportunities and earn more referrals.

*Key Take-Aways: Tactics to communicate expertise, honesty, and consistency*



## April: People Don't Buy a Two Inch Drill bit, They Buy a Two Inch Hole

Over the years many salespeople have been told to find the “pain” in their customers’ lives and to fix it in order to close the sale. However, research tells us that the majority of customers have simply grown accustomed to their existing comfort system—no matter how problematic. Thus, “take them to the pain” tactics may fail to create the intended result. This month's session focuses on selling products beyond the simple benefit statements that are intended to fix “pain.” This session teaches attendees how to make strong emotional connections between products and the value-based conversation that happened at the beginning of the sales appointment. Using these skills a salesperson will improve his or her mix and inclusion percentages.

*Key Take-Aways: Tactics to significantly improve standard product recommendations.*



## May: Negotiation

Resolving objections, price or stalls, is a matter of learning how to negotiate. However, in our hyper-connected consumer economy “the first person who talks loses” is more likely than ever to ruin a deal. This session will provide the attendees with a low-pressure/ high-success rate series of negotiation tactics that can be immediately put to work during the closing phases of a sales call. These tactics are particularly effective when the customer feels that the price is too high for a system or that they should “think it over” or “talk to a few other contractors.” Following this session attendees will confidently know how to proceed and convert the opportunity to their favor.

*Key Take-Aways: Processes for resolving price and stall concerns.*



## June: Resolving the Price Concern

Price is an expression of sacrifice—what a salesperson asks a customer to give up in order to attain an outcome. Price concerns happen when a customer views the sacrifice that they are being asked to make in unfavorable or lopsided terms. In other words, when the perceived value does not exceed the perceived sacrifice a price concern or objection happens. This session provides attendees with the tools needed to resolve the majority of price concerns before they occur. Combined with the negotiation tactics from the prior month's session salespeople will know exactly how to anticipate and resolve the majority of price concerns.

*Key Take-Aways: 5 Step Price Resolution Model.*



## July: Resolving the Stall

Stalls are slightly more complicated than price concerns because they aren't as quantitative. “I need to talk with my wife” or “I have another contractor stopping by” lack enough specificity for a salesperson to isolate the cause. Something is unaddressed. This session will provide the attendees with specific questions and a blueprint for addressing the stall but, more importantly, controlling the conversation in order to convert the opportunity. This is a “must have” skill as stalls tend to happen more commonly than direct price concerns.

*Key Take-Aways: 5 Step Stall Resolution Model*



## August: Your Brand is the Product—Telling a Great Company Story

For years business owners in the trades have been told to “sell themselves” or that “they are they brand.” However, nobody has ever shown them how. In fact, a salesperson has two products to sell: the unitary equipment and the value of his or her company. The former is a commodity, the latter is not. Therefore, the latter has greater value. This month's session focuses on telling a company story that creates legitimate differentiation, high-value insights, and consumer peace-of-mind.

*Key Take-Aways: The Founder's Story; 4 processes that reduce risk and increase value.*



## September: Lead Management

Marketing and advertising are two of a company's biggest expenses. They are also, despite what anyone says, the most risky. There's simply no guarantee that there will be a return on the investment. Therefore, systematically managing open leads is a mandatory expertise that every salesperson needs. This session will show them how to manage leads to completion and how to create opportunities out of lost leads.

*Key Take-Aways: Effective follow-up tactics for mobile and email options.*



## October: Referral Generation

Every salesperson knows that referrals are the best leads. Yet very few salespeople know how to generate enough of their own book of business. Referral generation is a matter of systems, high-value content, and timing. Done correctly, a salesperson has a continuous series of referral generation activities that keep his or her customer engaged on a regular basis. This session will show salespeople how to implement these systems, clarify high-value content strategies, and show them how to put the process in to action.

*Key Take-Aways: Timing and content strategy for maintaining effective on-going referral relationships.*



## November: The Experience Economy: Part One

In today's economy, how you sell is indivisible from what you sell. Customer's expectations for high-touch service are indivisible from their expectations regarding price and product quality. A poor experience suggests the price will be lower while a rich and engaging experience suggests that the price and quality will be higher. However, a rich and engaging experience is more than shoe covers and a clean uniform. It is immersive, educational, and contains an esthetic aspect that is frequently overlooked. This session will provide examples of experience-driven sales organizations that dominate their respective categories. It will then provide attendees with four specific focal points that result in a world-class selling experience.

*Key Take-Aways: Starting small: 10 ways to improve the customer experience with little effort.*



## December: The Experience Economy: Part Two

Because salespeople do not have the luxury of brining the customer in to their office they have to create an outstanding consumer experience on their own. This means that they have to have unique ways to educate, immerse, engage, and transform the customer experience while in the customer's home! This final session shows salespeople how to create this outcome the perfectly crafted customer experience and how to use it to close more work, earn more referrals, and create a customer for life.

*Key Take-Aways: 4 specific sales behaviors that reduce the customer effort while improving the close ratio and customer loyalty.*