Giving you the words to say!
Sales Academy teaches solid sales success behaviors for all sales professionals. You'll need to master the proper sales technique, have a positive attitude, be dedicated to prospecting, committed to practice, practice and more practice, and know how to use your time productively.

COURSE COST: $995 PER STUDENT
• 3 and 1/2 days of Instruction and Role-Play
• 4-night Hotel Stay at the DoubleTree by Hilton
• Transportation to/from DMP Headquarters (airport transportation also included courtesy of DoubleTree)
• Sales Academy Challenge Coin
• Skills Cards
• Online Certificate
• Workbook
• Sales Academy Backpack and Jacket
• Lunches and Breaks

WHO SHOULD ATTEND
This training event is targeted towards DMP Dealer sales consultants who:
• are new to the industry
• sell in the residential and/or small commercial space
• want to improve their close rate on transactional selling
• are looking to sharpen their selling skills and DMP product feature knowledge

Sales managers may also wish to attend to learn sales processes and techniques for incorporating into their own selling program.

LOCATION
DMP HEADQUARTERS
2500 N Partnership Blvd
Springfield, MO 65803

SESSION LEADER
JACK CONARD, DMP DIRECTOR OF SALES TRAINING
• Partners with DMP dealers to create and present customized sales skills training with their sales teams
• 35+ years sales and sales management experience
• Process-oriented selling skills trainer to the next generation of security sales professionals
• Bachelor’s degree from Northwest Missouri State University and has completed numerous sales and sales management courses throughout his career

Visit Events.DMP.com to register.
PROSPECTING
In this course you will learn skills to become a better prospector, thus increasing your confidence in being successful as a long-term sales professional.

APPROACH
You have found a prospect who is qualified to be a customer—now what? In this course you will learn what to say to that prospect and establish yourself as someone worth talking to, with something worth talking about.

UPSELLING
The information in this course will help you learn how to generate leads and self-generated sales through value, exceptional customer service, integrity, and professionalism — all while building a prospecting cycle that maximizes your effectiveness and time.

NEEDS ANALYSIS
You will learn how to develop a questioning system to find your prospect’s true emotional buying motive in this course.

VALUE SELLING
The information in this course will help you learn how to create a value proposition so valuable they cannot say no.

SALES PRESENTATION
Now that you have landed the appointment, in this course you will learn how to prepare for and give an effective presentation.

CLOSING
This course will teach you why we all have a natural fear of closing and how to overcome that fear.

HANDLING OBJECTIONS
You will learn to love objections and be taught a system on how to convert them into sales in this course.

TIME MANAGEMENT
In this course you will learn tried-and-true time management and goal-setting techniques to help you increase your productivity and happiness.

SALES COURSE DESCRIPTIONS
• DMP Panels and Keypads
• Access Control Products
• Home Automation Products
• System Takeover Products
• Video & Video Doorbell
• Virtual Keypad App & Website
• 1100 Series Wireless

PRODUCT TRAINING
• DMP Panels and Keypads
• Access Control Products
• Home Automation Products
• System Takeover Products
• Video & Video Doorbell
• Virtual Keypad App & Website
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