

# *Atlantic Tractor*

We Live It.

## Sales Training- 11/15/23

Presented by Chris McDonell





# Reviewing and Summarizing Pain

- 1.Quick Detach Loader
- 2.Hitch Assist
- 3.Auto Throttle
- 4.Load Match

- 1.Fast and easy way to remove loader
- 2.Can move the tractor while out of seat
- 3.Throttle changes as you press the pedal
- 4.Tractor throttles down to avoid stalling

1. Long tedious process for loader removal
2. Continually getting in and out of seat to hook up rear implement
3. Controlling speed while getting tractor from point A to B
4. Stalling out when putting tractor under stress.

1. Often times I hear customers frustrated with the amount of time it takes to remove their tractor's loader. Is this something you can relate to?
2. It is a common complaint hear that guys get annoyed with how many times they are getting in an out of the seat while backing up to a rear implement. Have you experienced this?
3. Ocassionally I hear customers getting frustrated about controlling the speed of the tractor utilizing the hand throttle. Is this something that bothers you?
4. I have had numerous people express their aggravation about their tractor stalling out when they are under a load. Has this ever happened to you?

4R compact utility tractors – Connor



# SKILLS SIMULATION: Practice Using the Pain Funnel



## DETAILS

- Tell me more about that.
- Can you be more specific?
- Give me an example.

## ELAPSED TIME

- How long has that been a problem?

## ACTIONS

- What have you tried to do about that?
- And did that work?

## COSTS

- How much do you think that has cost you?

## FEELINGS

- How do you feel about that?
- Have you given up trying to deal with the problem?





**Sandler Rule:**  
Stop selling features  
and benefits.





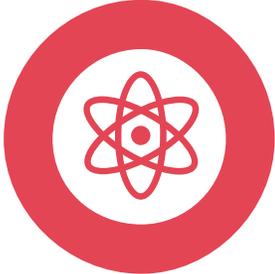
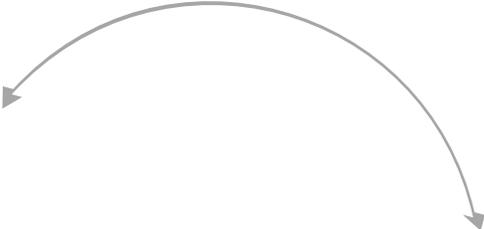
# Budget

## Identifying the Buyer's Resources

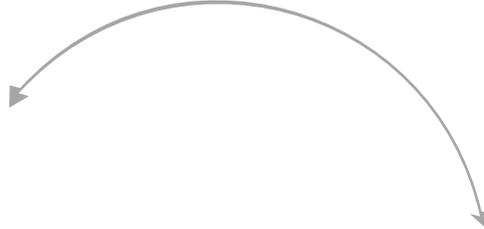
# Willing and Able



**TIME**



**RESOURCES**

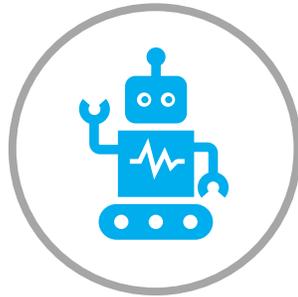


**MONEY**



# Roadblocks to Discussing the Budget.

Technical



Conceptual

# Discussion:

What behaviors do salespeople exhibit that make the budget discussion awkward?

# What would you pay for a:

1. New TV

2. Sofa

3. Case of beer

# The Budget/Terms Step

1. Summarize and Review Pain

2. Are Money, Time and Resources Available?

3. How Much?



# Three Possible Responses:



Yes

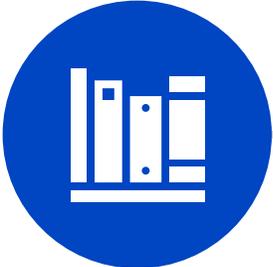


No



Maybe

# Strategies to Identify the Budget.



**Third-Party Stories**



**Bracketing**



**Round Numbers**



# SKILLS SIMULATION: Practice the Budget Step



**Sandler Rule:**  
No budget, no sale!

# Qualifying the Buyer's Decision-Making Process



# The Newspaper Reporter Approach



- Who?
- What?
- When?
- Where?
- How?
- Why?

# Outcomes of the Sandler Decision Step



Disqualified



New People



Qualified

**Start with...**

**“When it comes to making a decision like this, how does your company (or you) go about that?”**

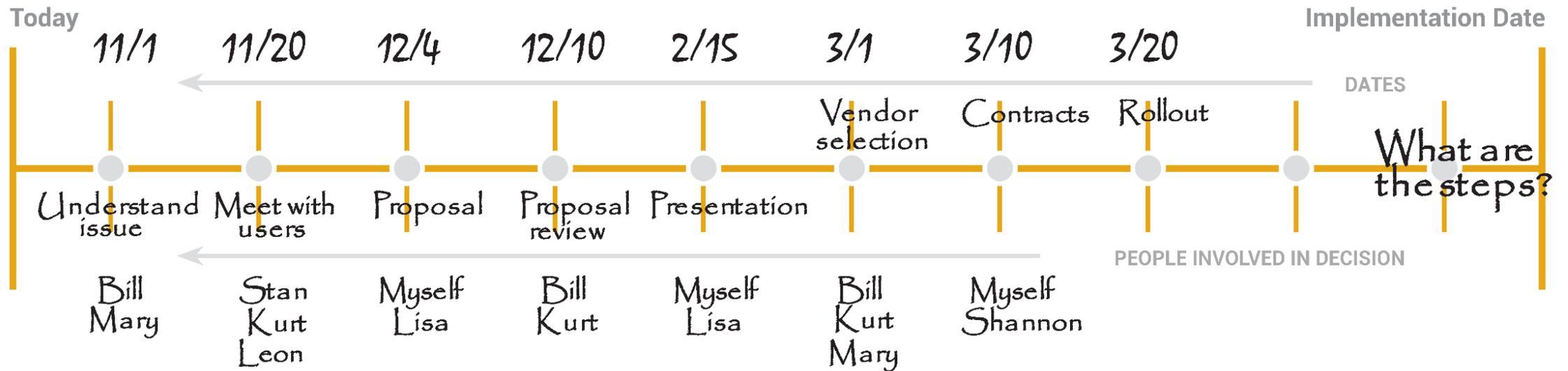
# **SALES TOOLKIT: Create Your Own Decision Process Questions**

# Cast of Characters



- Stars
- Co-Stars
- Supporting Cast
- Bit Players

# Decision Timeline



# SKILLS SIMULATION: Practice the Decision Step



**Sandler Rule:**  
No decision, no sale!

# Is the Buyer Qualified?



# Before Moving to Fulfillment (Presenting or Proposing)



What type of presentation or proposal will be made?



Who will participate?



How much time is available?



What decision will be made – a yes or no?

