Selling Up = Earning Up! A Training Proposal to TPT Corporation

Prepared by the Good to Great Team September 19, 2005

Parameters

- Working budget of \$75,000 for development and deployment of training solution.
- Finished product to be delivered within four-to-five months of contract execution.
- Media and methods require
 - Portability
 - Efficient, effective as self-directed device
 - Complete autonomy.

Introduction

- TPT wants to increase sales of high-end units.
- TPT's sales force needs instruction: staging and promoting high-end units for appeal to upscale customers.
- TPT will consider training in rudimentary design guidelines and high-end sales suggestions coupled with recommendations for selecting a local professional decorator to assist in staging units.
- Initially, training will be delivered to Sales Managers at each of TPT's locations.
- Sales Managers will train their staffs.

Organization

- 7,000 Sales Centers throughout continental United States
- Concentrated in Southeastern U. S., where corporate headquarters located
- Southeast: low-to-middle priced manufactured housing has high rate of acceptance in rural, urban, and suburban settings
- Need to expand high-end market in other regions to increase sales/income ratio

Vision

- 2% of sales returned to Centers for local marketing budget increase proportion used to decorate and stage units for appeal to high-end buyers.
- Develop high-end manufactured housing communities by offering land-home packages in areas that attract high-income home buyers.

Market

- Approximately 9 million manufactured homes in United States
- Traditionally template-built units with little or no customization
- Outside Southeastern U. S., most locales have no codes to permit manufactured units
- Customized manufactured housing appeals to buyers with limited time – can not wait for custom, site-built home

Audience

- Approximately 1/3 of sales staff has experience with topic
- Assume some resistance to system by large portion of targeted employees
- Education
 - High school graduates
 - Some 2-year college; few beyond that
 - Reading level: 10th grade average
- Wide span of computer abilities

Media & Methods

- Computer-based training delivered on DVD-ROM, suitable for individual or group training
- Each unit contains
 - introductory video or animated graphic sequence
 - text boxes with highlights of video or graphic
 - javascripted interactive segment where learner can choose items and decorate an area
 - immediate feedback on choices and suggestions for additional training
 - standardized interface and navigation that comply with federal accessibility guidelines
 - user login with placeholders to allow learners to pick up where they stopped in the previous session

Learning Objectives

After successfully completing all training modules, learners will correctly

- Define staging and the steps involved
- List the importance of staging homes for highend buyers
- Describe in detail the basic design guidelines for manufactured houses
- Identify 7 considerations when choosing a professional decorator
- Differentiate sales techniques for high-end buyers
- Demonstrate training techniques and motivational methods for sales associates

1. Title Slide	
2. Introduction	2.0 What is Style?
	2.1 What is required for "style"?
	2.2 Why is it important for sales
	2.3 Why is it important for TPT?
	2.4 TPT's mission statement
	2.5 Statement of goals
	2.6 Objectives of training

3. Trends for	3.0 Why trends are important
Tomorrow	3.1 How do we turn trends into
	sales?
	3.2 Definition of a Trend
	3.3 Trends vs. Trendy
	3.4 Timeless Trends
	3.5 What's hot, what's not
4. Form vs.	4.0 Style
Function	4.1 Performance
	4.2 Cost

5. Lifestyles	5.0 Living an "aspiration" lifestyle
	5.1 "I am who I am"
	5.2 A more-educated consumer
6. Nesting	6.0 Laid-back home entertaining
	6.1 A return to real values
7. Entertaining at	7.0 Eat-in Take-out
Home	7.1 New gamerooms with games
	7.2 Entertainment centers
	7.3 Formal dining rooms

8. Exteriors	8.0 Architectural details
	8.1 Porches are the new living
	rooms
	8.2 Color is the key
	8.3 Individuality
9. Details	9.0 Making it "mine"
	9.1 Craftsmanship
	9.2 Ties to the past
0. Come to you	10.0 Come to your senses
senses	

11.Textures	11.0 High Touch
	11.1 Textures vs. color
62 - 1986 - 19	11.2 Feeling alive
12. Embellishments	12.0 Different textures add to
	room interest
13. Color	13.0 How color affects how
	we live and feel
	13.1 Color forecast

Seq	uencing (cont'd)
14. Light	14.0 Windows
	14.1 Window treatments
	14.2 Paint finishes
	14.3 Reflective surfaces
15. Carpet	15.0 Benefits of carpet
	15.1 Carpet trends
	15.2 Different carpets in
	various rooms
16. Accent Lighting	16.0 Lighting Forecast
	16.1 Styles
	16.2 Finishes

7. Do-It Yourself	17.0	DIY vs. Buy-it Yourself
	17.1	What they want to do
02-14502-19	17.2	What they want you to do
18. Paint Details	18.0	Doors
	18.1	Γrim
01、有601、当	18.2	Ceilings
19. Buy-It Yourself	19.0	Pros and Cons to the
		Consumer
	19.1	How to sell the buyer

20. The Gathering	20.0 Bringing the family together
Room	20.1 Best use of space
	20.2 Making it functional
21. Kitchens	21.0 Appealing to female buyers
	21.1 Appealing to gourmets
	21.2 Cabinets
	21.3 Hardware
	21.4 Counters
	21.5 Faucets
	21.6 Storage

22. Color and Marketing Trends	22.0 Color Forecast – Our Answer
Trained in French	22.1 Style Forecast – Our Answer
	22.2 Decorating Lifestyles
23. Overall Home	23.0 By age
Decorating Style Preferences	23.1 By household income
24. Cabinets	24.0 Door style trends
	24.1 Decorating hardware
	24.2 Cabinets as furniture

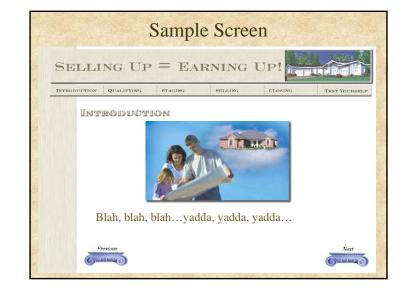
Sequencing (cont'd)				
25. Storage Is Survival	25.0	Increased popularity of upgraded storage space		
26. Countertops	26.0	Natural and engineered stone		
27. Wood finishes	27.0	Darker tones		
28. Bedrooms	28.0	Space planning		
	28.1	Size		
29. Bathrooms	29.0	Spa baths		
	29.1	Showers		
	29.2	Faucets		
	29.3	Cabinetry		

30. Facing Our	30.0	The new consumer
Future	30.1	Zoning challenges
	30.2	Financing challenges
31. Urban Infill	31.0	America's new cities
	31.1	Surbuban flight
32. Developments	32.0	New opportunities
	32.1	Fitting in
33. Manufactured	33.0	The future
Housing		
Communities		

34. Se V:	cond/ acation	34.0	Benefits of manufactured housing
2000	omes	34.1	Growing market
		34.2	Appeal to this buyer
35. W	hat this	35.0	Educating the Consumer
Means?	35.1	Educating ourselves	
		35.2	Working together
36. Hi	ring a	36.0	Selecting consultants
Professional	36.1	Negotiating prices	
De	ecorator	36.2	Reciprocal referrals

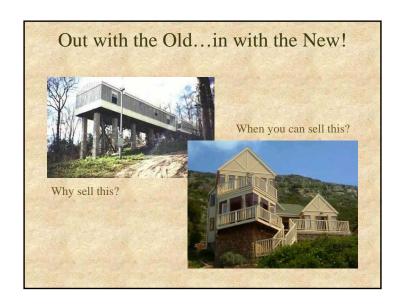
37. Customization	37.0	Architectural design
timelines	37.1	Site selection
4. 李杨、李	37.2	Site preparation
· 天正性。天正	37.3	Permitting
	37.4	Construction
	37.5	Delivery
	37.6	On-site finishing work
	37.7	Codes inspection

38. Conclusion	38.0 Review style components
	38.1 Highlight TPT's quality and
	commitment to Customer
	Service
	38.2 Reminder – always go to
	Sales or Sales Center
	Manager with questions.



Pulling It All Together

- TPT needs to expand its market and increase sales-income ratio
- · Sales Center staffs need to
 - design and stage homes to appeal to high-end buyers
 - learn specialized techniques for "selling up"
- Sales Center Managers need to
 - learn to hire professional consultants
 - learn to use more marketing budget to purchase upscale accourréments
 - train their staffs to recognize and sell up customized homes and high-end buyers



What Do You Think?

We believe you'll agree...
...this is the best sales training for TPT.

Put your name on the contract now...
...so your Sales Staff can discover their newest cash cow!