

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

Prepared by
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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.

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.

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 high-end 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

Sequencing

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

Sequencing *(cont'd)*

3. Trends for Tomorrow	3.0 Why trends are important 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. Function	4.0 Style 4.1 Performance 4.2 Cost

Sequencing *(cont'd)*

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 Home	7.0 Eat-in Take-out 7.1 New gamerooms with games 7.2 Entertainment centers 7.3 Formal dining rooms

Sequencing *(cont'd)*

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
10. Come to your senses	10.0 Come to your senses

Sequencing *(cont'd)*

11. Textures	11.0 High Touch 11.1 Textures vs. color 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

Sequencing *(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

Sequencing *(cont'd)*

17. Do-It Yourself	17.0 DIY vs. Buy-it Yourself 17.1 What they want to do 17.2 What they want you to do
18. Paint Details	18.0 Doors 18.1 Trim 18.2 Ceilings
19. Buy-It Yourself	19.0 Pros and Cons to the Consumer 19.1 How to sell the buyer

Sequencing *(cont'd)*

20. The Gathering Room	20.0 Bringing the family together 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

Sequencing *(cont'd)*

22. Color and Marketing Trends	22.0 Color Forecast – Our Answer 22.1 Style Forecast – Our Answer 22.2 Decorating Lifestyles
23. Overall Home Decorating Style Preferences	23.0 By age 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

Sequencing *(cont'd)*

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

Sequencing *(cont'd)*

34. Second/ Vacation Homes	34.0 Benefits of manufactured housing 34.1 Growing market 34.2 Appeal to this buyer
35. What this Means?	35.0 Educating the Consumer 35.1 Educating ourselves 35.2 Working together
36. Hiring a Professional Decorator	36.0 Selecting consultants 36.1 Negotiating prices 36.2 Reciprocal referrals

Sequencing *(cont'd)*

37. Customization timelines	37.0 Architectural design 37.1 Site selection 37.2 Site preparation 37.3 Permitting 37.4 Construction 37.5 Delivery 37.6 On-site finishing work 37.7 Codes inspection
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Sequencing *(cont'd)*


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.
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Sample Screen

SELLING UP = EARNING UP!


INTRODUCTION
QUALIFYING
STAGING
SELLING
CLOSING
TEST YOURSELF

INTRODUCTION




Blah, blah, blah...yadda, yadda, yadda...

Previous



Next



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 accoutrements
 - train their staffs to recognize and sell up customized homes and high-end buyers

Out with the Old...in with the New!



Why sell this?

When you can sell this?



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!