



## ISP© (Integrity Selling Program)

An advanced course that is based on relationship selling. It's all about the relationship-the one thing that will get us through the bumps in the road, and the opportunities we face in doing business with our customers.

*The course (for the seasoned pro or the new employee) is built around the acronym AIDINC:*

- ✓ How to Approach the customer. (Both the new dealer and the existing customer, to build trust)
- ✓ How to Interview. (To discover what needs and wants the dealer has)
- ✓ How to Demonstrate. (Show how you will solve those needs and wants)
- ✓ How to Val-I-date the key elements of your solution. (the Company, the product, and you)
- ✓ How to Negotiate. (Not a wrestling match, a way to remove the obstacles to doing business)
- ✓ How to Close. (The next natural step)

We work in groups to discover the customer's needs. By working as a team we are stronger and better able to improve the relationship with the dealer, essential to doing business today.

We spend time working with the questioning process, using a technique called SPIN: Situation, Problem, Implication, and Need-Payoff. This helps us to show how important it is to solve what may seem to be a minor problem that actually has huge implications.

We also get to reinforce these tools with 5 one hour follow-up conference calls, concentrating on one concept at a time. The group dynamics will help the participants focus on each element in the AIDINC system, giving them confidence and the ability to improve the relationship with their customers, building business at the same time.

The spaced re-enforcement gives us the ability to work on and master each of the elements in the sales process, improving our ability to build relationships with our customers, building our business in the process.