

Winford Business Solutions Ltd.

Winfordsolutions.com

Training Manual

WELCOME TO THE TEAM

Who are we?

Winford Business Solutions.

What is that?

We win by moving forward for ourselves, our customers, clients, & communities. #WeGrow #WeLEAD #WeProsper

How do we do that?

We Work Hard, love ourselves, and we love the world; while providing for those around us. We are leaders.

May negativity never come here, for we face our fears.

Perfection does not exist and we do not compete with others.

However, we continue to break our own records to show that the bar can be raised.

We understand that it is through personal growth that we become better individuals, better leaders and build a better company and community.

DAY 1 (Attitude)

C _____

S _____

P _____

E _____

R _____

E _____

If A=1 B=2 C=3 D=4 and so on then answer the following.

H+A+R+D+W+O+R+K = _____

K+N+O+W+L+E+D+G+E = _____

A+T+T+I+T+U+D+E = _____

4 Impulse to Buy

F - Fear of loss: a sense of missing out on the opportunity at hand

U - Sense of Urgency: The idea that everyone is in a hurry and this will only take a moment

J - Jones Effect: Everyone wants what the Jones's have. It's the hot new thing that everyone needs NOW!

I - Indifference: We don't care if they want every bell and whistle or if they want to just start with the basic package.

Important info:

Call center number: 855-617-5482

Customer service number: 1-800-216-5232

Download the Vivint App. & the GroupMe App.

Leaders name and number: _____

Rep ID: _____

Day 2 (sharpen your skills)

S.T.O.P. Signs (emotional, physical, or verbal cues to let you know to close the deal)

1. Yes train (customer is agreeable with everything)
2. Service or Equipment based questions
3. Just had a big change in life such as break in, marriage, baby or moved.
4. Love/ Hate
5. Reverse jones
6. WOW- anytime you impress them
7. Body language- head nodding
8. Future talk

OBJECTIONS

R_____ R_____ R_____

A_____ I_____ R_____

F_____ F_____ F_____

What is Objection triangle?

As soon as you overcome an objection resume what you were talking about or close the deal.

Day 3-5 (BIG PICTURE) Repeat and Practice

5 Steps in any conversation, speech, or sale

1. **INTRO** – who are you? CPR during this time.
2. **SHORT STORY** – what do you want/ what are you doing here?
Make this memorable give them a reason even if they don't buy to go home and talk about you & your product.
3. **PRESENTATION** – Compare what they have; to what you can give to them. **SIZZLE THE DEAL** use your FUJI here.

S.T.O.P. SIGNS ARE HAPPENING

4. **CLOSE THE DEAL** – This is where you need to ask for the customers name address and phone number. If your unsure; use a tester question.
5. **REHASH** – Tie the loose ends together and make sure the customer feels comfortable with everything. No point in loosing a customer after you've worked this hard.
 - **Install date & time**
 - **Your name and number**
 - **Opportunity #**
 - **Customer service number**

1st5. 2nd5. 3rd5. BRING IT ALL TOGETHER

1ST 5

1. SEE Factors
2. **INTRO** HI, How are you doing today?
3. C.P.R.
4. Who do you have for SECURITY & SMART AUTOMATION?
5. **SHORT STORY**

2nd 5 LISTEN TO THEM

1. Are you under contract/ How much longer is left?
2. What do you have for security?
 - a. Cameras
 - i. Indoor
 - ii. Outdoor
 - iii. doorbell
 - b. sensors
 - i. windows/ doors
 - ii. motion detection
 - iii. glass break
 - iv. flood
 - v. smoke/ carbon
3. What do you have for SMART Automation?
 - a. Thermostat
 - b. Lights
 - c. Locks
 - d. Voice activation
 - e. Appliance module
 - i. Tv
 - ii. Radio
 - iii. Coffee maker
4. How much does everything cost?
5. What's the first thing you want to change?

3rd- 5 TAKE CONTROL

1. Present what we have to offer.
2. Show Amazing Technology and Price. **SIZZLE THE DEAL**
 - a. Use Pictures and charts.
3. Look for **S.T.OP. SIGNS (TESTER QUESTIONS)**
4. Name address phone number **CLOSE**
5. Rehash