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Territory Management

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Introduction

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This training is designed to communicate sales & territory management techniques...

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Territory Management

Preparation

New Business

Retaining Business

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Preparation

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

— **Abraham Lincoln**

Preparation

Customer Organization System

- Files
- Meeting notes, call tracking
- Insightly
- Ability to for quick reference

Technical Ability

- Dependable Recommendations
- Tech data sheets
- Application best practices
- Ability to identify inefficiencies and \$ waste

Goals

- Goals and objectives for each customer and each meeting
- Goals can be simple or long term (several steps toward an objective)

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Gaining New Business

The Sales Process



Sales Process Steps



Qualify
Lead



Make
Contact



Identify
Needs



Propose



Address
Objections



Close

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Qualify Lead

- Does this lead meet Hirshfield's criteria?
 - Company size
 - Financial stability
 - Uses products Hirshfield's sells
 - Resides within Hirshfield's service area
 - Adequate skill level

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Make Contact

- ▶ Part of the qualification process
 - ▶ Verify criteria
 - ▶ Ask for a meeting
 - ▶ Demonstrate you value their time
 - ▶ Set time limit
 - ▶ State your objective for the meeting



Identify Needs

- Create list of objectives and questions
- Ask open ended questions
- Listen instead of talk
- Identify decision maker(s)
- Request a line audit
- Determine pain points (5 questions)
- Define what customer values, “sell me this pen”

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Identify Needs

Questions

1. On a scale of 1-10, 10 being perfect, how would you rate your current supplier? (if answer is 10 you're done)
2. What would make your current supplier a 10?
3. If I could get you to a 10 with Hirshfield's, is there a reason you wouldn't do business with us?



Identify Needs

“sell me this pen”

- Ask open ended questions about pens:
 - Are you looking for a new pen?
 - How will you use the pen?
 - What makes a good pen?
 - How much would you be willing to pay for such a pen?
- Sometimes they will not know how to answer so you have to get specific:
 - What color ink do you prefer?
 - Click, twist, or capped?
 - Medium or fine point?
 - Rollerball or felt tip?

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Propose

- Identify products that fit customer's needs (values & pain points)
- Suggest test that addresses needs:
 - Schedule test when you can be present
 - Do not drop material for a later day
- Determine pricing
- Prepare to discuss other needs:
 - Delivery
 - Payment terms
 - Volume discounts & availability

Think about what it would be like to switch banks. You have to have a really good reason!

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Address Objections

- Anticipate customer objections
 - Too expensive
 - Color is not the same
 - Application is different
 - I don't like change



Close

- Ask for the order; sounds simple yet some can't do it!
- Believe you are benefiting customer
- Obtain verbal agreement; if I can supply X for \$Y, will you buy?

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Retaining Business

“The day you sign a new customer is the day you start losing them”

-Unknown

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Territory Management

Expectations/Follow through

Competition

Add Value



Expectations & Follow-through

Under Promise/Over Deliver

- Keep expectations realistic; resist urge to be a hero
- Behavior standards are set with each interaction
- Hold others accountable to your promises

Be Their Champion

- You are their ally within Hirshfield's
- If something happens, good or bad you are responsible
- Do something unexpected that gets them out of a jam

Personal Touch

- People buy from people they like
- Occasionally share personal details about yourself
- In meetings avoid talking about other customers and responsibilities
- Remember details about customers' personal lives (take notes if you have to)

Competition

Sherwin- Williams

- Very price competitive
- Reps lack experience/expertise
- High turnover
- Pigmented products lower quality

Gemini

- Aggressive sales people
- Product inconsistency
- Less resources

Ceramic Industrial Coatings

- Local manufacturing & service
- Gaining market share in Wood coatings
- Outsourced CV's to SW
- Limited technical/field resources

Add Value

Problem Solving

- Use all resources at your disposal including vendor resources
- Seek assistance when task is beyond your expertise; customers will remember you helped them
- Offer solutions outside of coatings
- Resolve product issues quickly and fairly

Focus on Win-Win Initiatives

- Seek out and pass along opportunities for customers
- Offer products or procedures that are more efficient and safe
- Focus on positive outcomes rather than short term gains

Demonstrate Care

- Knowing & caring about my business is #1 survey answer
- Conduct periodic line audits and share with decision makers
- Periodically report the value you bring i.e. X number of matches, X number of rush deliveries, or equipment fixes & troubleshooting

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Thank You

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Appendices

Axalta Wood Coatings- Sealers/Undercoats



Clear Pre-Cat Sealers

NUS4010- approved for use under CV; slightly lower solids, best product to replace NUS3000

NUS4020- approved for use under CV, slightly higher solids, recommended when applying two coats

Clear Vinyl Sealers

NVS2400- low cost vinyl sealer, recommended for use with NUF240X system, approved for use under CV

Pigmented Vinyl Sealers

VUC1000- made for tinting dark colors, good build, recommended under CV with 4.5% CXC4803 catalyst, or precat

VUW2000- made for tinting light colors, good build, recommended under CV with 4.5% CXC4803 catalyst, or precat

VUW2022- lower solids white vinyl undercoat

Conversion Varnish Clear Sealers

AUS0846- Dead flat sealer/topcoat; good sanding; use under AUF550X and AUF580X

AUS5800- Very low formaldehyde dead flat sealer/topcoat; use under AUF550X and AUF580X

Conversion Varnish Pigmented Undercoat

AUW7000- Pigmented conversion varnish undercoater; use under AUW710X, AUF550X, and AUF580X

AUF7000- Neutral base pigmented conversion varnish undercoater; use under AUW710X, AUF550X, and AUF580X

Axalta Wood Coatings- Topcoats



Pre-Cat Clear Topcoats

NUF240X- lower cost fighter brand; lower solids, KCMA approved recommended in 3 coat systems only (Amarium Bronze)

NUF400X- typical precat topcoat, recommended for most wood finishing interior applications; KCMA approved (Amarium Silver)

NUF450X- old NUF3072/74 system, CV properties with in factory catalyzation (precat), recommended for use on cabinets and other high durability environments (Amarium Gold)

White Pre-Cat Topcoats

NUW361X- White precat topcoat recommended for most wood finishing interior applications

Conversion Varnish Clear Topcoats

AUF550X- recommended for high durability applications, catalyzed on site

AUF580X- recommended for high durability applications, catalyzed on site, low formaldehyde formulation

Conversion Varnish Pigmented Topcoats

AUW481X- recommended for high durability applications, catalyzed on site

AUW710X- recommended for high durability applications, catalyzed on site, very low formaldehyde formulation