

Modular Sales Thinking: Training & Coaching Tools that Drive Transportation & Logistics Sales

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What TWO skills will you learn today that will make you a better sales trainer on Monday?

1. Modular Thinking



2. Micro-learning





What additional skill would help sales trainers increase the knowledge of their salespeople?

Theory

1. Why

Teaching

15%

Knowledge

2. How

Teaching
Training

35%

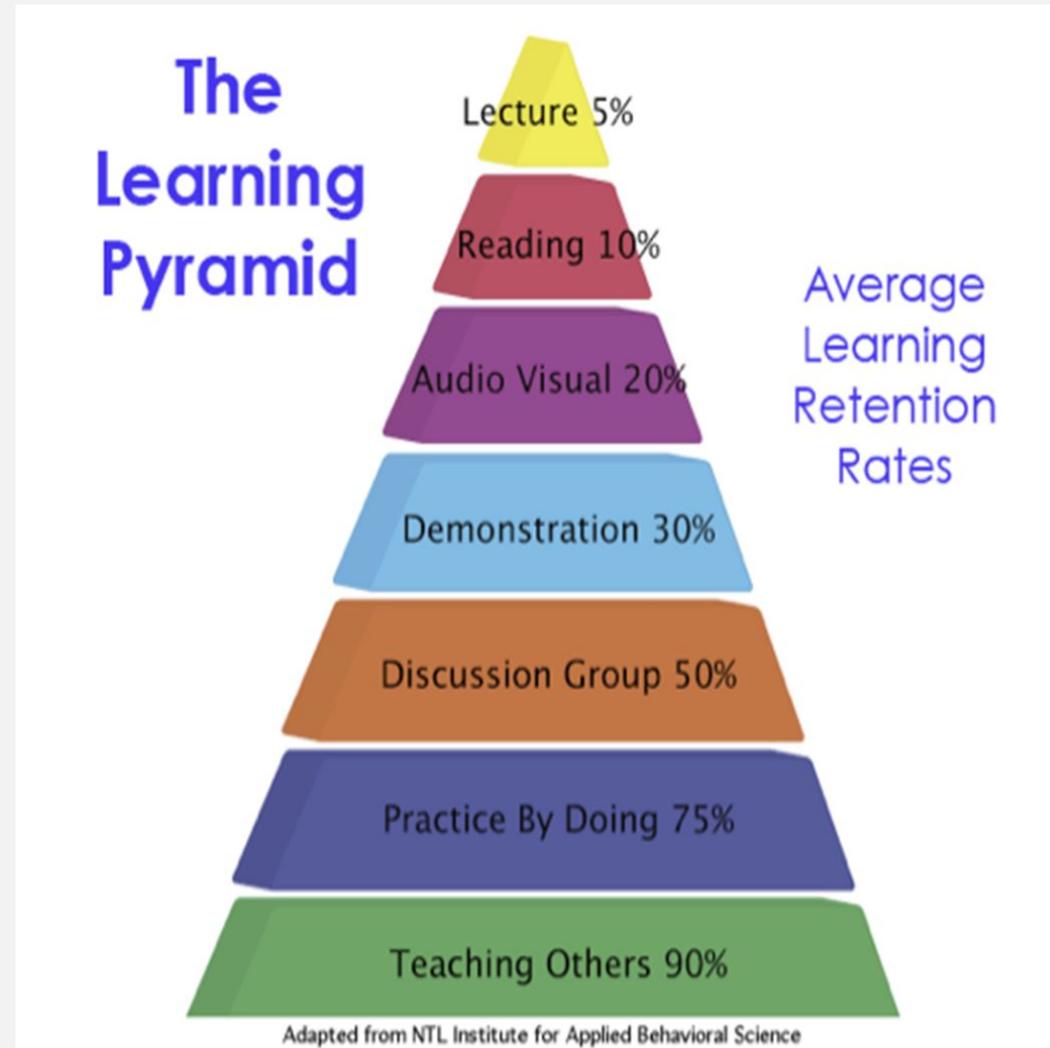
Application

3. Do

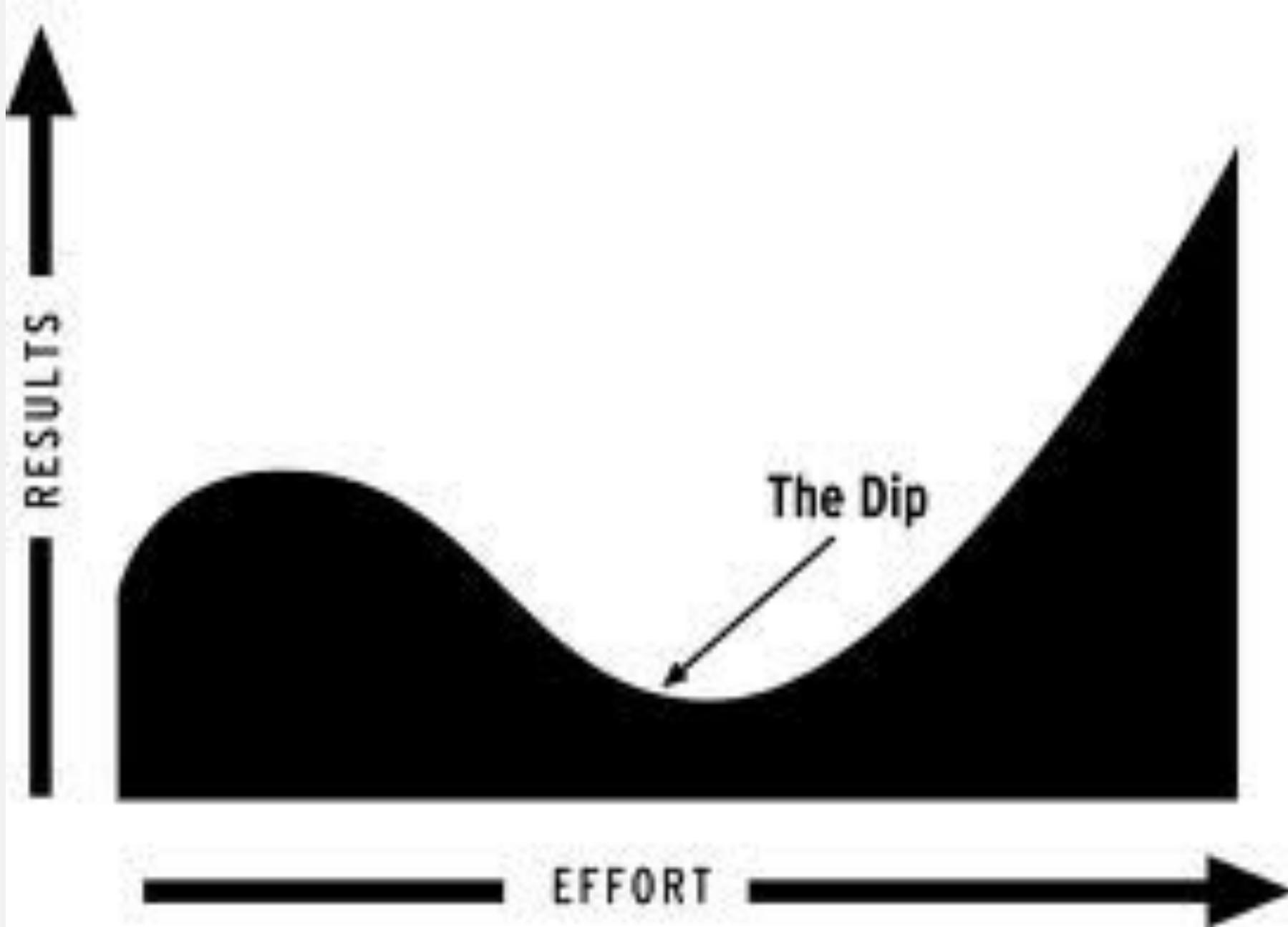
Teaching
Training
Coaching

50%

Q: What are the percentages of retention for each method of learning?

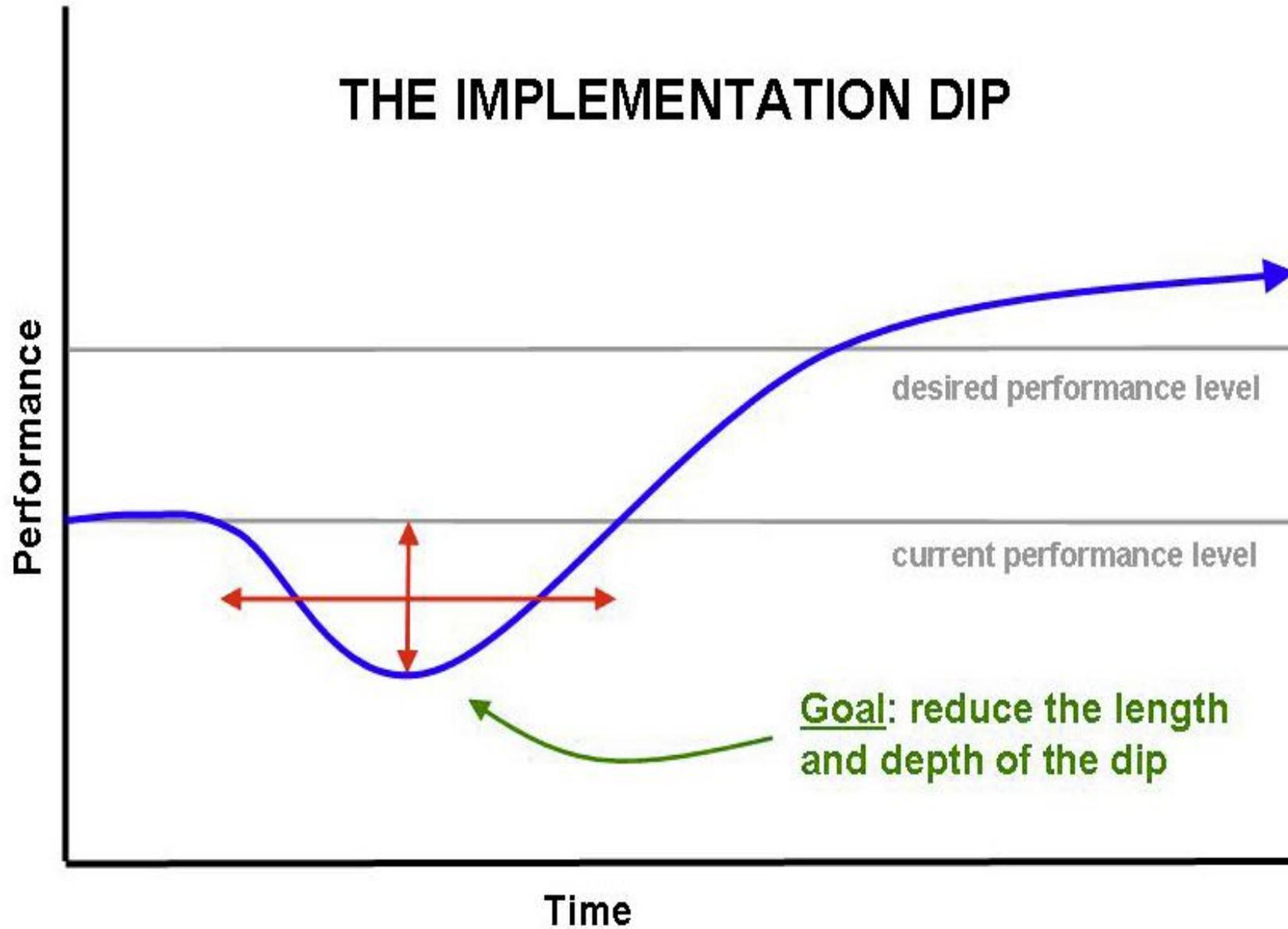


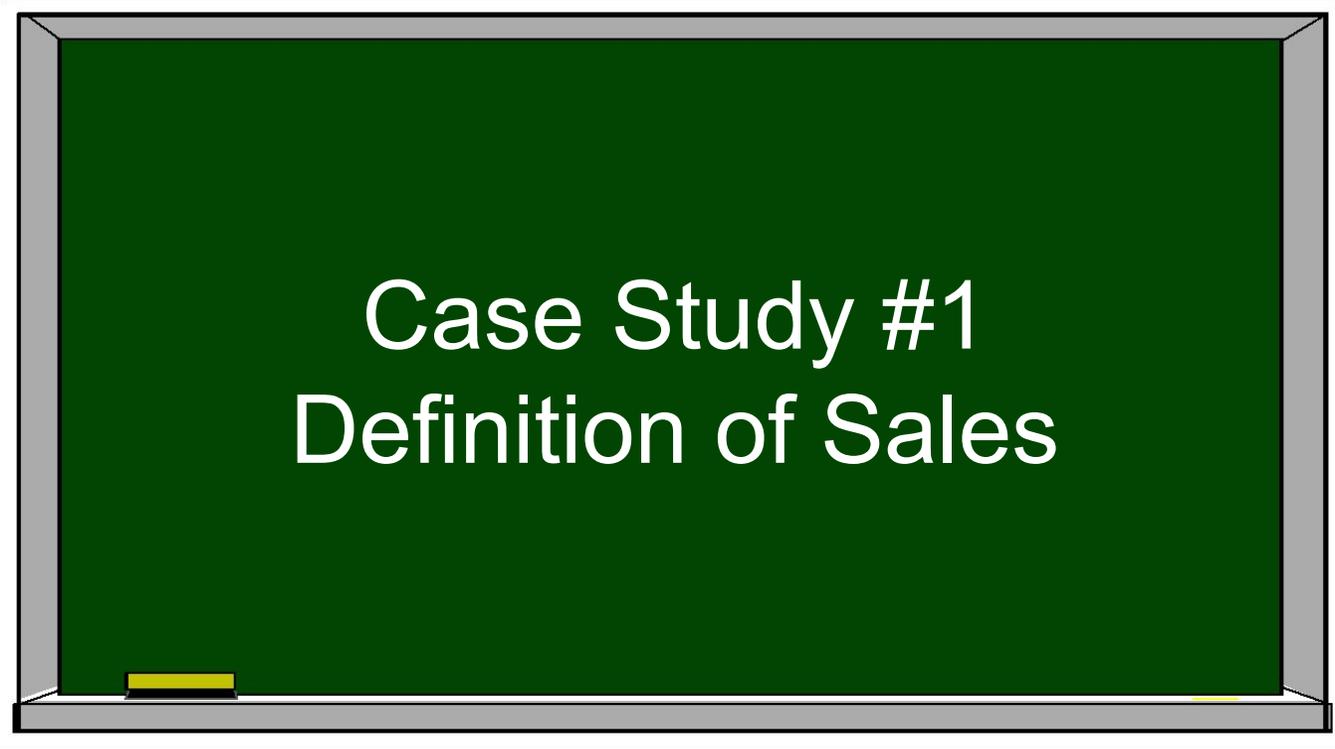
• Q: Diagram the relationship between an individual's results and effort when learning a new task. What should the challenging learning phase be called?



Q: What happens to performance over time when implementing a new skill? Diagram the relationship.

THE IMPLEMENTATION DIP





Case Study #1
Definition of Sales

Q: What is professional selling?

What is Professional Selling?

- Professional selling is the interpersonal communication process in which a seller uncovers and satisfies the needs of a buyer to the mutual long-term benefit of both parties.

What is Professional Selling?

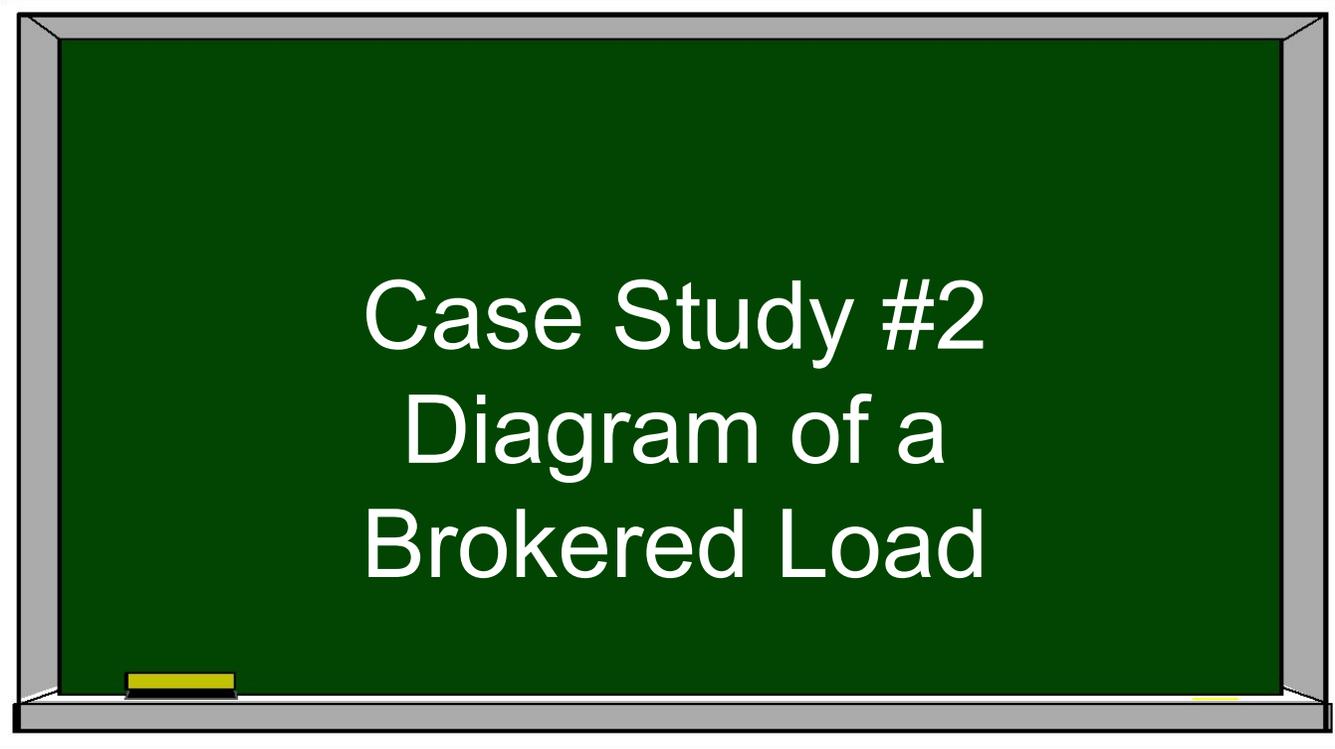
- Professional selling is **the interpersonal communication** process in which a seller **uncovers and satisfies the needs** of a buyer to the **mutual long-term benefit** of both parties.

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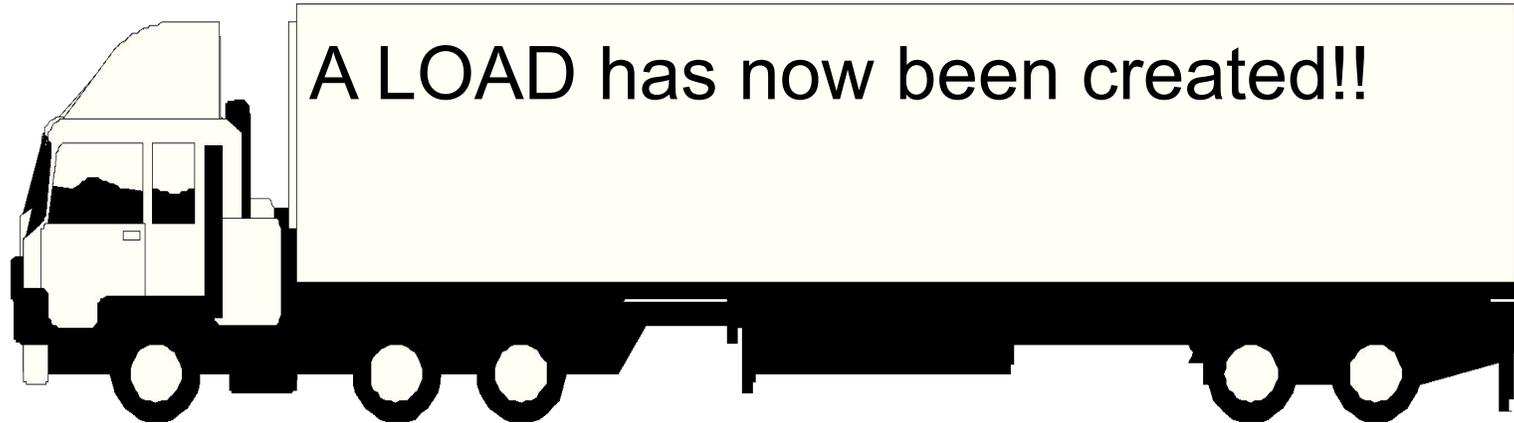
Professional selling is the interpersonal **cor** **Questions** process in which a seller uncovers and satisfies the **needs** of a buyer to the mutual long-term **benefit** **Solutions** parties.

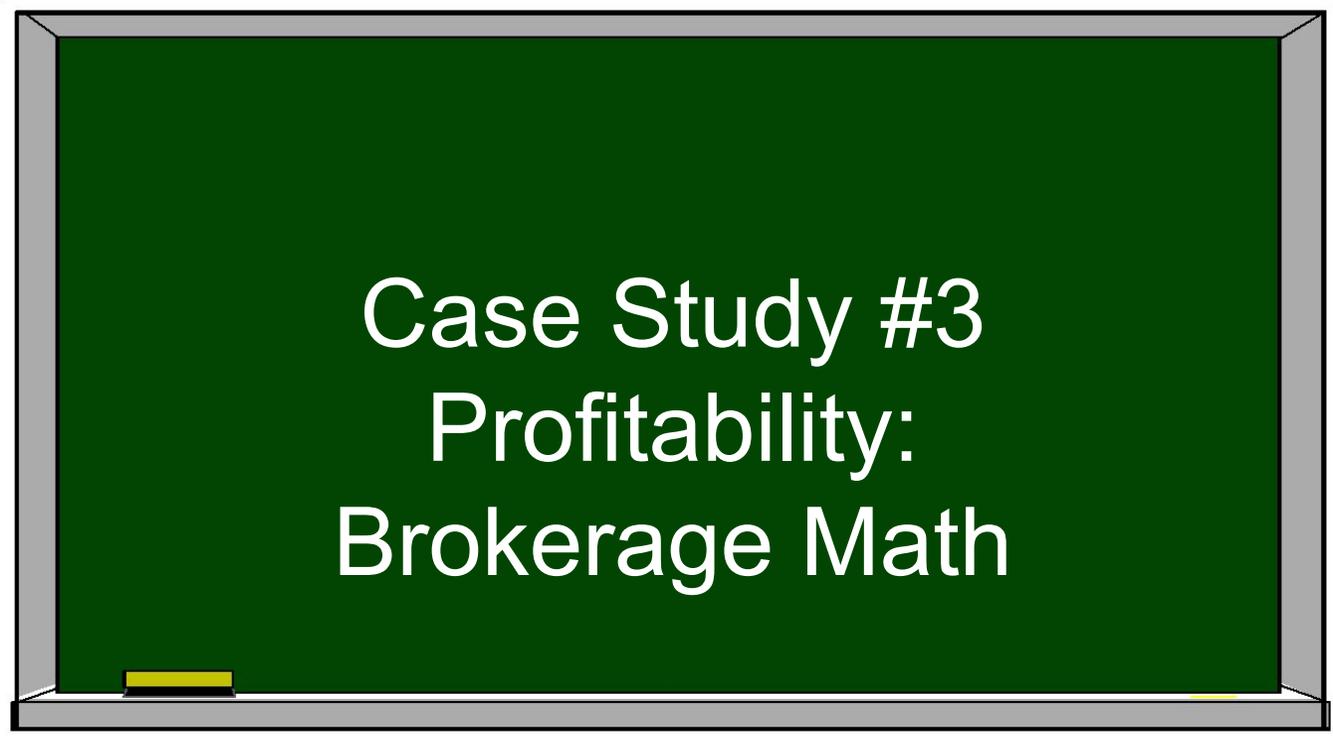


Case Study #2
Diagram of a
Brokered Load

Q: Diagram a brokered truckload (TL) in the form of a math equation.

Brokerage Equation:
TL = 1 Shipment + 1 Truck





Case Study #3
Profitability:
Brokerage Math

Q: Using a P&L format, write out the mathematics of a brokered load.

Brokerage Mathematics

Revenue (Price) \$ 2800
(What the shipper “pays” to move the load)

Less:

Cost of Truck \$ 2550
(What a Broker “pays” the carrier to haul the load)

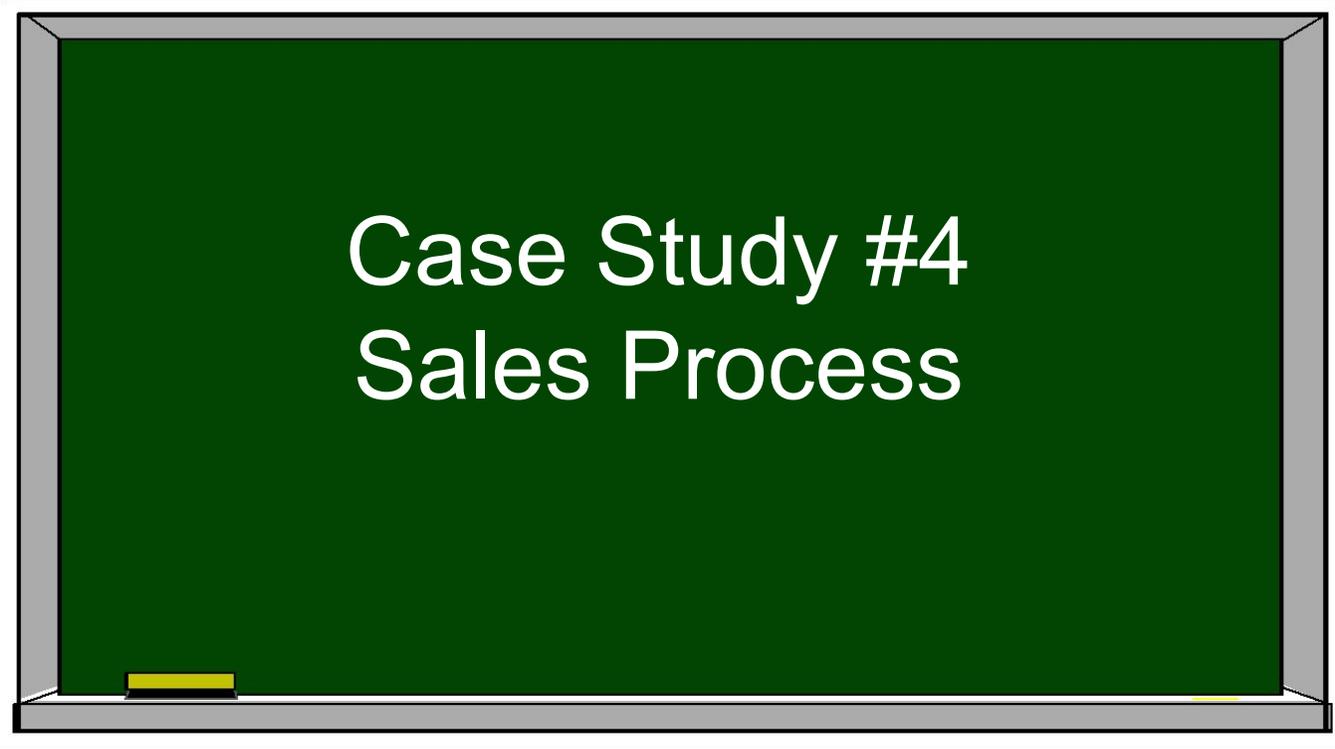
Gross Brokerage \$ 250
(AKA Gross Profit or Margin)

Less:

Expenses \$ 185
(AKA Transaction costs)

EBIDTA \$ 65





Case Study #4 Sales Process

What are the six steps of the sales process?

What are the steps of the sales process?

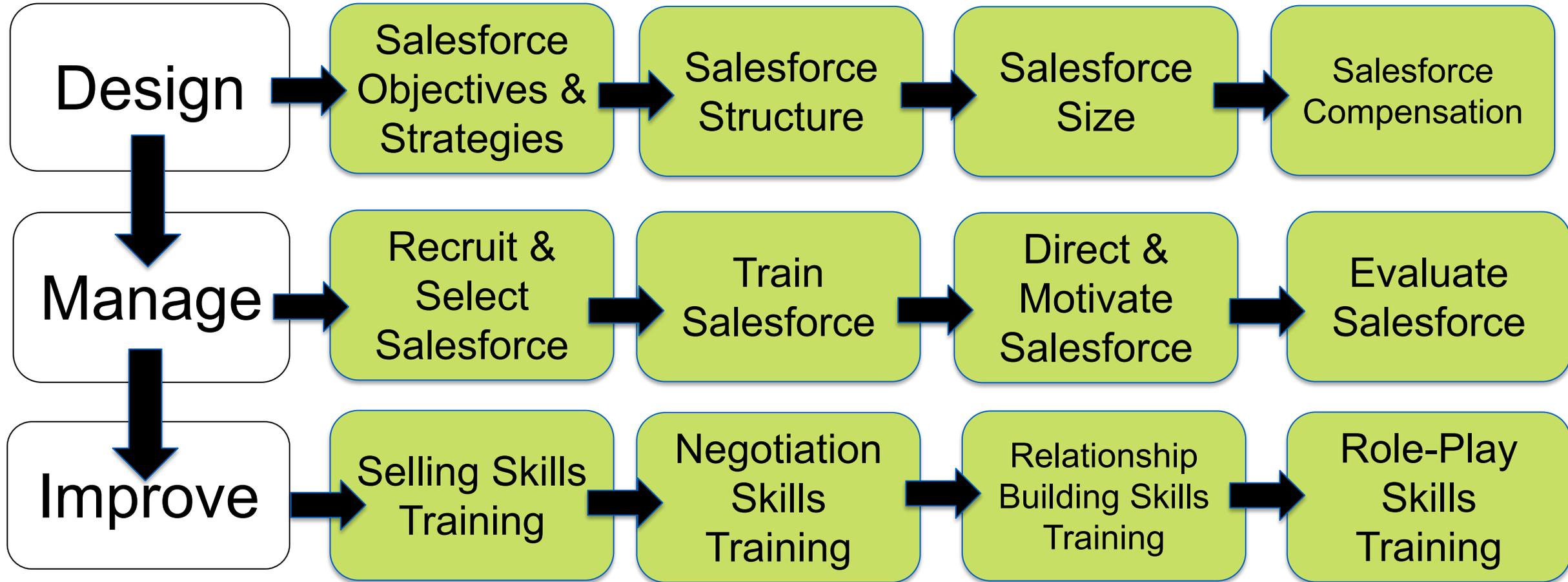
3. Needs Assessment



Case Study #5 Sales Management

How could a sales manager use modular thinking to design a salesforce?

Salesforce Design Process





Case Study #6 Enterprise Selling

How does modular thinking apply to developing an enterprise sales strategy in a major account?

Selling Situation & Buying Committee

<u>Type of Buying Situation</u>			<u>Buying Committee</u>		
New Task	Initiator	User	Influencer	Gatekeeper	Decider
Modified Rebuy	Initiator	User	Influencer	Gatekeeper	Decider
Straight Rebuy	Initiator	User	Influencer	Gatekeeper	Decider

Case Study: Who plays what role?

<u>Prospect</u>			<u>Buying Committee</u>		
President / CEO	Initiator	User	Influencer	Gatekeeper	Decider
COO	Initiator	User	Influencer	Gatekeeper	Decider
VP / Director of Business Development	Initiator	User	Influencer	Gatekeeper	Decider
Marketing manager	Initiator	User	Influencer	Gatekeeper	Decider
Sales	Initiator	User	Influencer	Gatekeeper	Decider

	Types of Organizational Buying Decisions		
	<u>New Task</u>	<u>Modified Rebuy</u>	<u>Straight Rebuy</u>
Customer Needs			
Information and risk reduction	Information about causes and solutions for a new problem; reduce high risk in making a decision with limited knowledge	Information and solutions to increase efficiency and/or reduce costs	Needs are generally satisfied
Nature of Buying Process			
# of People involved	Many	Few	One
Time	Months or years	Month	Day
Key steps	1, 2, 3, 8	3,4,5,6,8	5,6,7,8,
Decision makers			
Selling Strategy			
For in-supplier (Incumbent)	Monitor changes in customer needs; respond quickly when problems and new needs arise; provide technical information	Act immediately when problems arise with customers; make sure all of customer's needs are satisfied	Reinforce relationship
For out-supplier (Competitor)	Suggest new approach for solving problems; provide technical advice	Respond more quickly than present supplier when problem arises; encourage customer to consider an alternative; present information about how new alternative will increase efficiency	Convince customers of potential benefits from reexamining the choice of supplier; secure recognition and approval as an alternative supplier



Case Study #7
Building a
Micro-Learning
Modular Training
Segment

Demonstrate how to build a modular training segment using the sales call opening.

Sales Call Opening

Purpose:

1. To differentiate yourself
2. To start a conversation



What are the various forms of sales call openings?

*** Introduction**

*** Referral**

*** Feature / Benefit**

*** Service / Product**

*** Compliment**

*** Elevator pitch**

*** Question-based**

Which one works best?

* Introduction

* **Question-based (needs)**

* Elevator pitch

* Question-based



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Example: Pre-call Planning

- Eagle Foods has owned since 2017
- Plant in Waukegan, IL
- Flavors: Sweet & Salty, Maple, Fudge Drizzle, Butter, Sea Salt, Himalayan Pink Salt, White Cheddar
- Some non-GMO, gluten-free & Kosher products

What are the components of a great sales call opening?

1. Your name
2. Your firm's name
3. Client relevant fact
4. Client focused question

What are the vital behaviors of a great sales call opening?

1. Your name
2. Your firm's name
- 3. Client relevant fact**
- 4. Client focused question**

Selling's Future

The salesforce will continue to be split into two models:

- 1. A commodity-based transaction where fewer and fewer salespeople will be needed**
- 2. A complex transaction where greater numbers of skilled sales professionals will be required**



Think like Darwin: remember life is constantly evolving!



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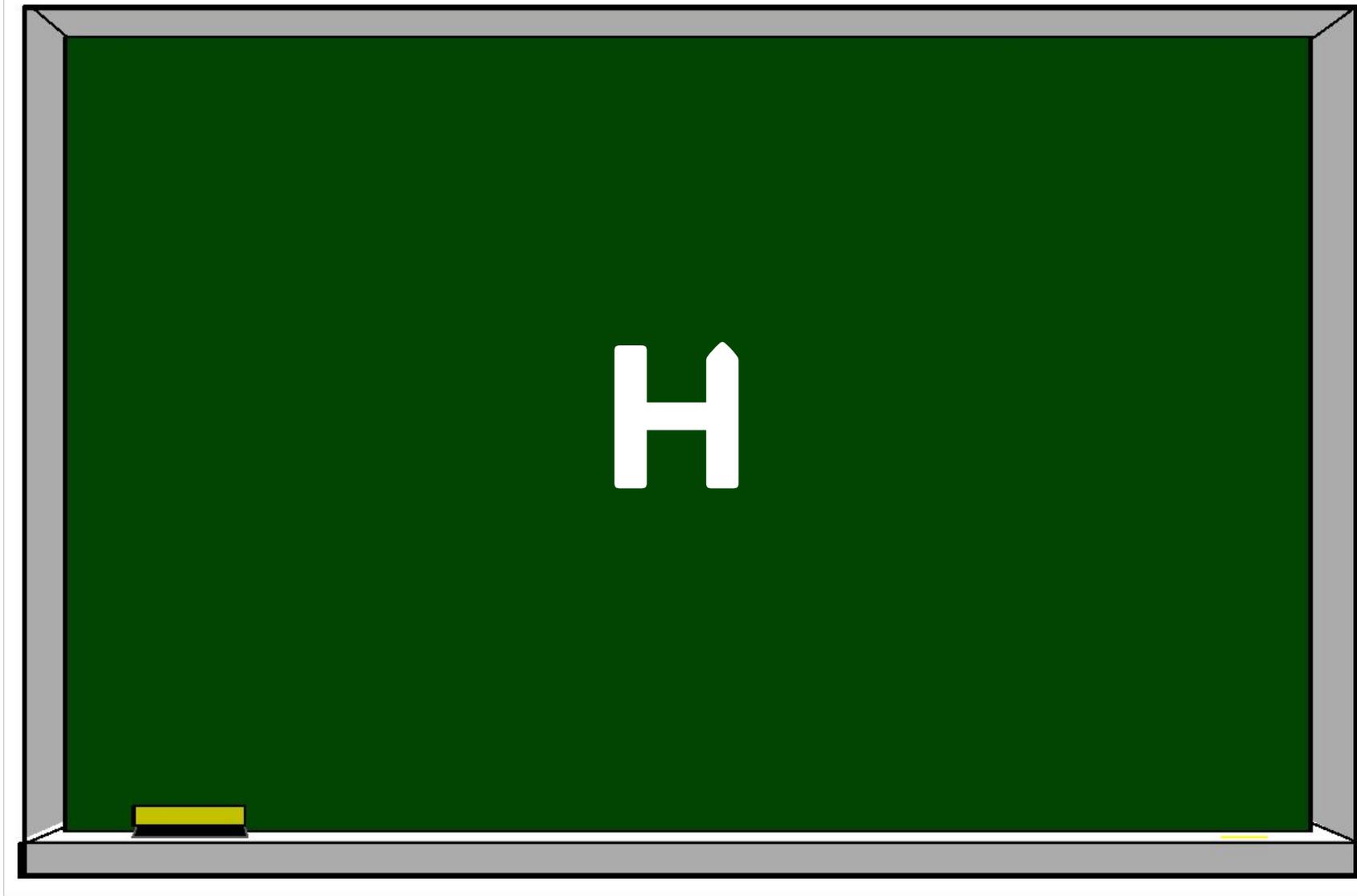
FINAL EXAM

HINTS:

- 1. One word answer***
- 2. Will fit into a module***

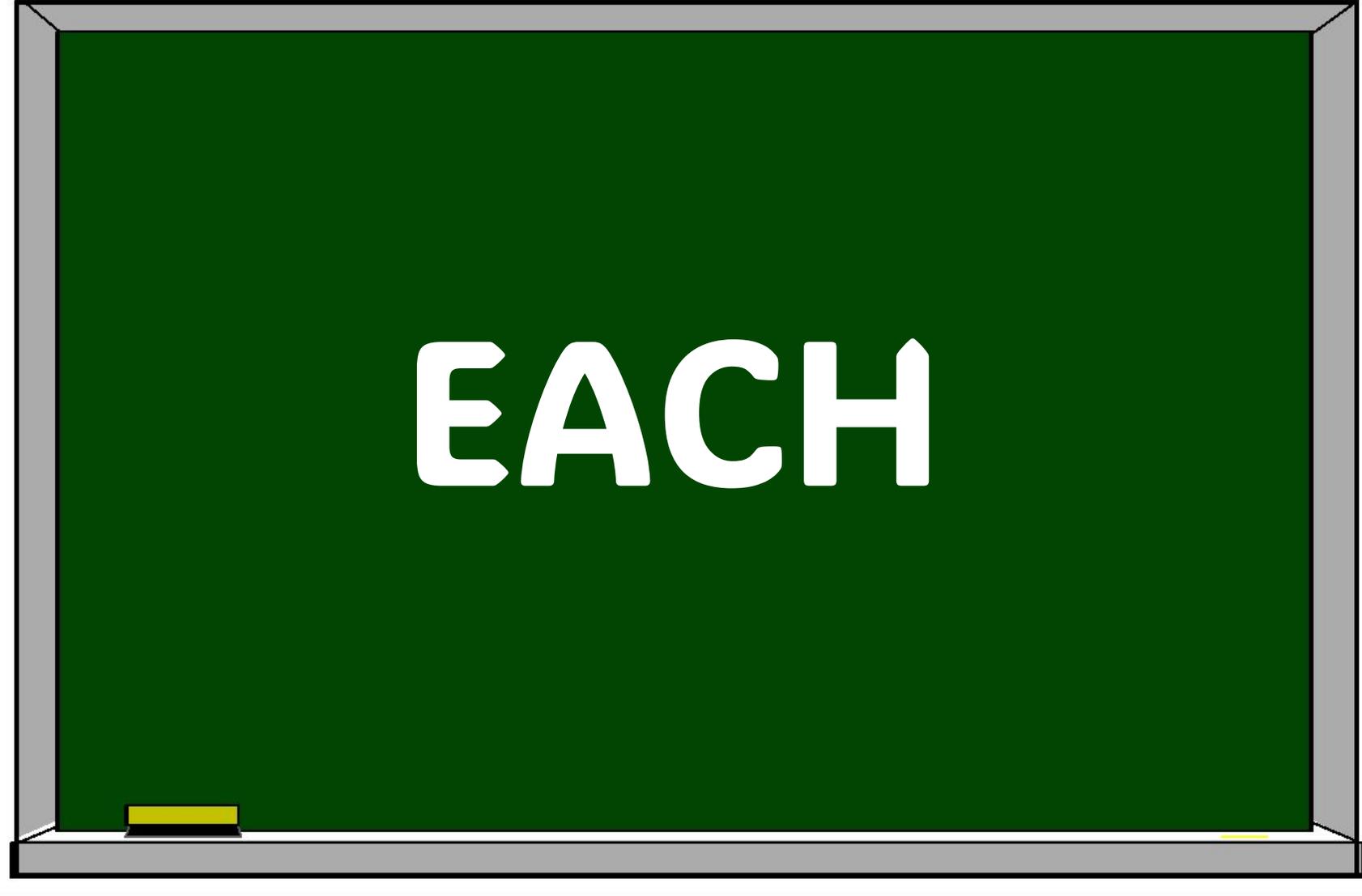
Q: What one skill must sales leaders acquire and practice so that they can help salespeople achieve their goals through education and communication to improve their thinking?



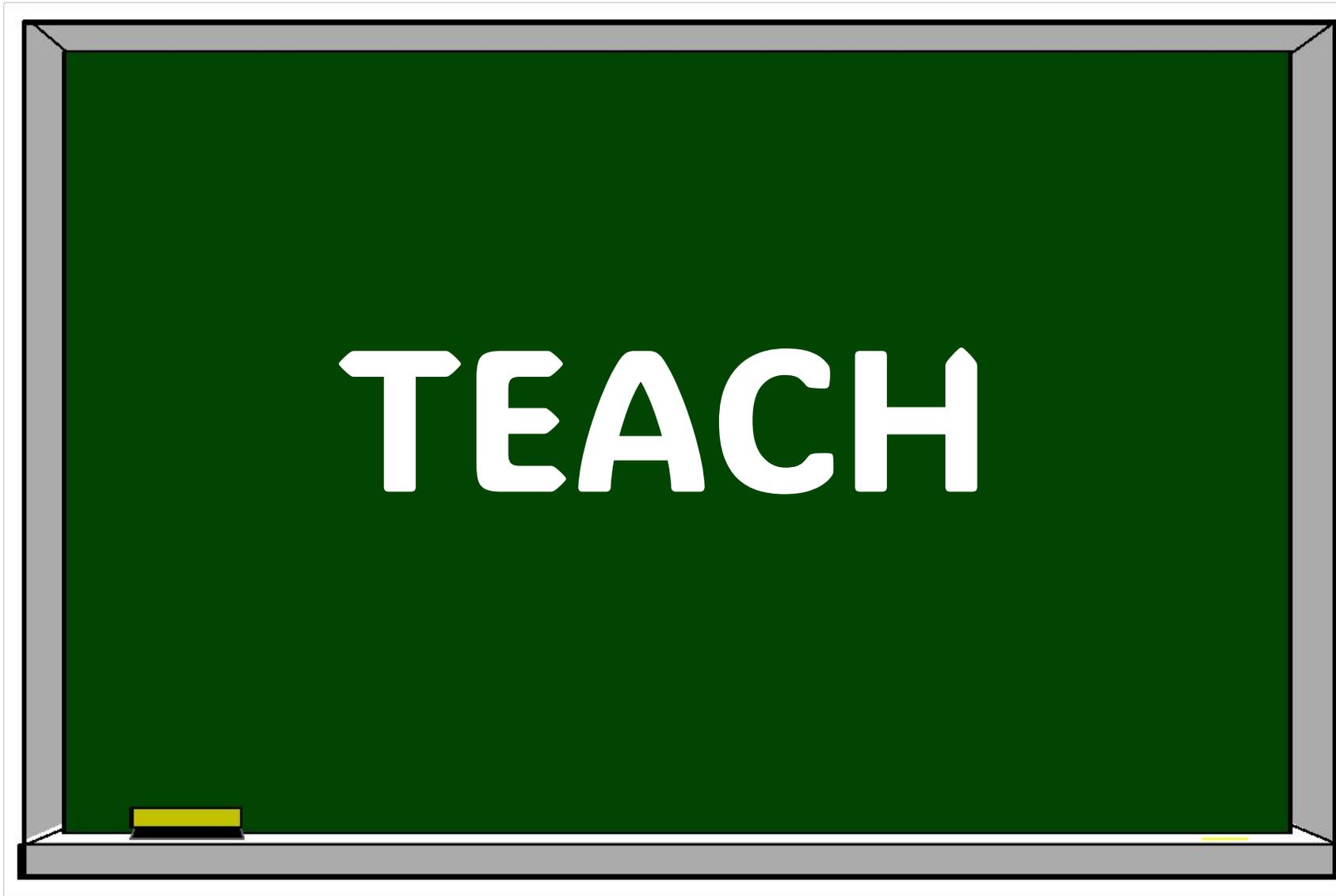


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EACH





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