



Sean Samson Training Sales Training Syllabi

4 Training Courses

Training #1

2-Day - Service & Maintenance Masterclass, Focused on the new NFPA 70E & 70B
Masterclass syllabus will be sent separately

Training #2

2 - Day - Navigating The Complexities of Selling EMP Service & Maintenance Agreements
(follow up 2-Day Masterclass)

Learn the Do's and Don'ts in Obtaining First Time Appointments

- Obtaining and understanding the necessary skillsets and techniques needed to get through the gatekeeper and cut through the confusion when obtaining first-time appointments. It's what you don't say that leverages your chances of obtaining the appointment.

Setting first Time Appointments Using Proven Scripts & Phone Call Techniques

- Be an appointment-making guru, as you learn to set appointments successfully and consistently using our proven scripts and phone call techniques.

How to build a Basic Service Agreement

Elevator Pitch Workshop

- An effective elevator pitch addresses the specific interests and concerns of the audience. Every version of an effective elevator pitch conveys the same basic message. Rather than being to close deals, the goal of an elevator pitch is to just set the hook; to start a conversation, or dialogue. Follow our workshop flow and get comfortable as you develop and deliver a message that gets people hooked.

10 steps in "Referral Prospecting" 1.0

- In this segment, we'll break down 10 crucial steps in referral type prospecting. Spend less time cold calling on people you don't know, and more time targeting the referrals that lead to quicker sales.





The Anatomy of a First Time Discovery Call

- What's a Discovery Call? Its purpose is to determine whether or not you and the prospect are a good fit for each other. Understand the buyer's pain points, priorities and goals, budget and authority level are keys to a successful meeting. However, not everyone is supposed to be your customer. Learn how to open up the meeting, engage the buyer and uncover the necessary information needed to move through the Sales Process.

Discovery Call "Role-Plays"

- Discovery Call Role-plays and are an incredibly powerful sales training tool and are an excellent way to perfect pitches, run in to objections, and practice negotiation tactics in a consequence-free environment. Role-play pedagogy has been shown to be effective in reaching learning outcomes in three major learning domains: affective, cognitive, and behavioral. Build confidence, develop listening skills and create problem-solving diagnoses as you deal with real-life scenarios.

Obtaining Customer Commitment for Repairs and Pull-Through Work - Utilizing the Electrical Maintenance Analysis (EMA Report)

- Learn to consistently breakdown, leverage and sell the criticality of repairs and pull-through work found during annual Electrical Maintenance & Testing.

Training #3

1 - Day - Scaling For Success - Contractor Workshop

Deep dive into scaling your business and understanding individual leadership styles and core competencies

"6 Building Blocks" to create Higher Valuation through Service and Maintenance

3 Pillars to Higher Valuation

Developing 7-day objectives and future planning initiatives

Best practices round tables and Q&A





Training #4

1 - Day-Small Project Sales Training

Small Project Sales Training focuses on equipping your team with the skills to effectively engage clients, access decision makers, close deals, and navigate the unique challenges of selling construction services and small project-type work.

Differences between small project and large contract buyers

Reframing technical offerings as business solutions

Building value for smaller deals without overengineering

How small projects often have informal decision chains & Techniques to bypass blockers

Leveraging field relationships (PMs, supers, admins) to gain access

“Next Steps” scripting to keep deals moving

