

**SERVICE QUALITY INSTITUTE**  
**PRODUCT AND SALES TRAINING SEMINAR**  
**May 21-22, 2021 - Minneapolis, Minnesota**

**Day One - Friday**

**Session Time: 9:00 AM – 5:00 PM**

**Dress: Casual**

We have several key objectives that are built into these two days. To avoid having the seminar become boring or repetitious, portions of this agenda will be mixed in throughout the two days.

Key Objectives:

1. Help you master and understand SQI's Customer Service Strategy; how our products reinforce the message and how to sell it.
2. Give you enough information on all of our products so you are properly grounded and conceptually understand all products and services.
3. Teach you how to sell our products and services.
4. Help improve your sales skills.

Distributor/Consultant/Representative Training

- A. Service Quality Institute (SQI) Concept and Technology
- B. How to Sell SQI's 3 Year Service Culture Plan
- C. Implementation Methods – What are they? How and when do you use them to make money?
  - Consultant Provides All Training
  - Consultant Provides Train-the-Trainer Session and Then They Implement Internally
  - Consultant Only Sells Product
- D. How to sell market and promote John Tschohl public seminars and speeches.
- E. Techniques on How to Use *Achieving Excellence Through Customer Service, Loyal for Life, Moving Up, Empowerment: A Way of Life, The Customer Is*

*Boss, Cashing In* and John Tschohl presentations for credibility and additional sales.

- F. Online Learning
- G. Customer Service Certification Seminars you can sell and facilitate
- H. Who to call on – The decision making process
- I. How to sell SQI product
- J. Who to Call On – The Decision Making Process

*How to sell SQI products*

- A. Question to Ask to Discover Buying Motives, Need – DBM and Pain
- B. The Consultative Selling Process
- C. Effective Marketing Strategies
  - When and how to use product samples
  - When to show product
  - How to sell strategy and never use the word training

## **Day Two - Saturday**

**Session Time 8:30 AM – 5:00 PM**

**Dress: Casual**

- A. SQI Consulting and Learning Systems – All technology will be reviewed so you are grounded and understand how to sell it. (Will review all programs. The information on selling SQI programs will be built into all two days.)

### **Management Program**

- Leading Empowered Teams
- Coaching for Success

### **Employee Total Work Force Programs**

- Feelings for Professionals
- Feelings Service Retail
- Empowerment: A Way of Life
- Remember Me
- Feelings Supermarket

- Connections Higher Education
- Healthcare with Feelings
- Loyal for Life
- Speed
- Moving Up
- Service First Video Library
- Exceptional Service
- Idea Campaigns
  - ❖ BAD – Cost Reduction
  - ❖ Good – Quality and Customer Satisfaction

### *Marketing*

- A. How to Leverage SQI's Publicity Campaign
  - a. Articles
  - b. Testimonial Letters
- B. Selling Hot Markets for Maximum Impact
- C. SQI's Money Back Guarantee

### *Logistics*

- A. Pricing
  - Explain the price sheet
  - Wholesale pricing
  - Retail pricing
- B. Shipping & orders

7:00 PM Formal Celebration Dinner at the home of John & Pat Tschohl