



UNITED DEALER TRAINING

ACTION PACKED WORKSHOPS FOR THE BUSINESS PRODUCTS INDUSTRY





WHAT'S INSIDE

The business products industry continues to evolve and become more sophisticated than ever. Buyers and decision makers now expect much more from their suppliers. Sales people can no longer continue to be order-takers, engage in route sales or act like professional visitors. Today's sales professionals need to become specialists, consultants or experts whose main purpose is to help their customers become more productive. They need to develop the professional selling skills necessary to earn trust and credibility between themselves and their customers.

United Stationers offers the most effective sales training program available. The United Dealer Training (UDT) program offers a high quality, affordable training experience with workshops specifically tailored to the business products industry and conducted by business products consultants. These action packed workshops combine small group, large group and individual exercises that help participants internalize techniques and skills, enhancing the learning experience.

United Dealer Training workshops are designed to help the Independent dealer grow sales by focusing on three key areas: Account Acquisition, Account Retention/Growth and Account Resuscitation. The courses teach salespeople proven techniques which will allow them to get appointments with new prospects, sell more to their current accounts and win back lost customers.

Each year, United Stationers schedules over 100 workshops in convenient locations throughout the country. All courses are continually refreshed and updated to ensure all of the key learning principals are state of the art. We continually add new classes that help sales professionals focus on additional sales opportunities. Using a combination of best practices from the top dealer professionals in the industry, UDT workshops have specific ideas that will help you become more successful immediately.

MISSION

THE UNITED DEALER TRAINING PROGRAM IS A COMPREHENSIVE **TRAINING AND EDUCATIONAL CURRICULUM** THAT PROVIDES OUR INDEPENDENT RESELLERS THE **KNOWLEDGE AND SKILLS** NECESSARY TO COMPETE IN **TODAY'S BUSINESS ENVIRONMENT.**

COURSE LISTING

SELLING SKILLS

- Intro to Business Products Industry ■■ 2 day course
- Time Management, Sales Planning & Goal Setting
- High Percentage Prospecting
- Converting Prospects to Customers
- Getting to and Selling to Decision Makers ■■ 2 day course
- Negotiating: The Key to Handling Objections
- Inside Sales ■■ 2 day course

MANAGEMENT & MARKETING SKILLS

- Sales Leadership ■■ 2 day course
- Competing & Winning in Today's Market
- Margin Management

CUSTOMER CARE SKILLS

- Exceptional Customer Care
- Customer Care: Professional Selling Skills

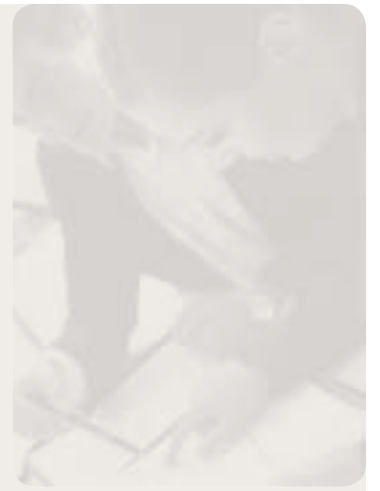
CATEGORY SKILLS

- Jan San University
- Stuff for Your School
- PaperRap University
- Technology University
- Furniture University
- Green Training

“ The UDT workshop has given me many **new ideas**. Thanks for making **everything** so **adaptable** to everyday selling. ”

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PACKAGE BUNDLES & PRICING

SUBSCRIPTION PACKAGES – Our new training subscriptions offer training bundles. These bundles group various courses enabling dealers to sign up for a complete training, education and coaching program. These bundled packages include elements from each of our training delivery methods which allow dealers the option of participating in a broad assortment of programs. A description of the subscription packages are outlined below:

PACKAGE ONE – BACHELORS PROGRAM (\$1500)

- 25 Online courses (value of \$1975)
- 4 Instructor Led Workshops (value up to \$600)
- 4 Webinars (value up to \$320)
- Inclusion in the podcasting service
- Inclusion in the certification program
- Opportunity to purchase additional training at discounted levels

Up to two reps can complete the certification program level one with this package, with additional training still available for the dealer.

PACKAGE TWO – MASTERS PROGRAM (\$2500)

- 50 Online courses (value of \$3950)
- 8 Instructor Led Workshops (value up to \$1200)
- 8 Webinars (value up to \$640)
- 1 Private Dealer Training session (value up to \$1500)
- 4 Coaching sessions with Assessments (value up to \$2000)
- Inclusion in the podcasting service
- Inclusion in the certification program
- Opportunity to purchase additional training at discounted levels

Up to four reps can complete the certification program level one with this package, with additional training still available for the dealer.

PACKAGE THREE – DOCTORATE PROGRAM (\$5000)

- Unlimited Online courses (value of \$10000 +)
- Unlimited Instructor Led Workshops (value of \$2500 +)
- 8 Webinars (value up to \$640)
- 4 Private Dealer Training sessions (value up to \$6000)
- 6 Coaching sessions with Assessments (value up to \$3000)
- Inclusion in the podcasting service with I-Pod
- Inclusion in the certification program
- Opportunity to purchase additional training at discounted levels

Unlimited dealer reps can complete the certification program level one with this package, with additional training still available for the dealer.

ALA CARTE PROGRAM

- For those dealers that choose not to subscribe to one of the training packages listed above, all of the training programs listed in this brochure will continue to be offered on an individual basis as well. Please contact your United Stationers' Account Manager for details and pricing.

REMINDER

For a workshop schedule with dates and cities, go to www.ussco.com or email us at udt@ussco.com





SELLING SKILLS WORKSHOP

Introduction to the Business Products Industry ■■ 2 day course

Understanding the business products industry

Learn everything you need to know about the office products industry and what we are up against.

- Industry overview
- Identify consumer segments
- Who are the competitors
- How do we begin competing
- Time management tips & techniques
- And much more...

Time Management, Sales Planning & Goal Setting

Proven techniques to help improve your productivity

The salesperson's most precious commodity is time! How you use your time directly translates into success as a salesperson. In this workshop, learn how and where to spend your time to get the best results and develop actual goals and plans for your territory, your best customers and for yourself.

- Techniques for managing today's technology
- Identify and eliminate time wasting activities
- Which sales activities generate the biggest Return on Time Invested
- Prioritizing selling time with your customers
- Tips for setting and reaching your goals
- Key customer potential analysis tool
- And much more...

High Percentage Prospecting

Generate more appointments with more prospects

In today's competitive market it's becoming more and more difficult to get an appointment with a new prospect. Invest one day of your time to learn the techniques that top performing salespeople use to get appointments

- Tips for maintaining a positive attitude while prospecting
- Handle the toughest prospecting objections
- Understanding consumer business segments
- Build trust and credibility quickly with a prospect/decision maker
- Telephone techniques for effective prospecting
- And much more...



I have employed some of the ideas and techniques acquired at the UDT seminar, and they are **paying off nicely**.

Converting Prospects to Customers

How to ask the right questions and provide solutions that turn prospects into customers

The importance of conducting an effective first appointment is the key to transforming prospects into customers. This one day workshop provides a process for improving the effectiveness of the First Appointment by focusing on the key skills necessary to conduct a quality sales call.


- The first call sales process
- How to conduct a first call from beginning to end
- Listening tips to increase your sales effectiveness
- Questioning techniques to become more consultative
- How to communicate effective introductions
- Understand and explore the needs and problems of prospects
- Tips for influencing buyer behavior
- How to customize individual buying status profiles
- And much more...

Getting to and Selling to Decision Makers ■■ 2 day course

Increasing sales and margins by influencing decision makers

This workshop will help you achieve greater selling success by developing the skills necessary to gain access to upper-level decision makers. Knowing who these decision makers are and how they think is essential in taking your sales to the next level. Effectively dealing with decision makers is a quick and easy way to shorten the selling cycle and guarantee success.

- Identify key decision makers within organization
- Creative and powerful methods that help secure effective appointments with decision makers
- What to do when you're locked into a lower level decision maker
- Differences between buyers and upper level decision makers
- Develop instant trust and rapport with upper level decision makers
- Consultative selling approach
- Powerful questioning techniques that uncover problems and consequences that motivate decision makers to take action
- Techniques that gain commitment and close the sale.
- Develop continuing relationships with decision makers
- And much more...



In the three weeks following
the seminar I have opened
six new accounts.

Negotiating: The Key to Handling Objections

How to recognize and manage negotiation tactics

This workshop utilizes “real-life” applications that will help you become a better negotiator immediately and will help you understand how to skillfully guide buyers/decision makers through the final steps of the sales process.

- Common sales negotiating mistakes
- Qualities of the best negotiators
- Common objections from business products buyers/decision makers
- Know how and when to say no
- Handling the “price” shopper
- Asking for Action: Utilizing powerful closing techniques
- How to create win – win situations
- And much more...

Inside Sales Training ■■ 2 day course

How to effectively utilize the telephone for producing business products sales

Today the use of the telephone for purchasing business products and services is an accepted practice. Individuals who make decisions about what to purchase, when to purchase and where to purchase feel the telephone saves time which equates to increased profitability. In this workshop, learn how to take your inside sales department to the next level. Participants will practice writing and recording scripts that will give them the skills necessary to professionally sell using the telephone. This workshop also guides dealer principals through the process of understanding the inside sales approach and how to build, develop and implement an inside sales program.

- Identify key decision makers within organization
- Verifying the decision maker and asking for the business
- Listening and addressing resistance
- How to successfully handle objections
- Powerful questioning techniques that uncover problems and consequences that motivate decision makers to take action
- Fact finding and qualifying
- Positioning: follow-up and follow through
- And much more...

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MANAGEMENT & MARKETING SKILLS WORKSHOP

Sales Leadership ■■ 2 day course

Managing and motivating sales professionals

You can't improve salespeople without improving sales management. Salespeople are often times the most under managed employees in an organization. Unless properly managed, salespeople may never reach their full potential. An effective sales manager will dramatically improve the performance and skills of salespeople.

- Vital functions for sales management success
- The skill that accounts for 70% of sales management success
- Recruit, interview and hire top performing salespeople
- Motivational tips to encourage top sales performance
- Measuring sales effectiveness – developing standards of performance
- Create an effective compensation plan
- And much more...

Competing and Winning in Today's Market

Staying competitive in the evolving business products industry

To remain competitive requires a true understanding of your competition. In this workshop, dealers will learn not only who the competition is, but strategies to effectively position themselves to compete for and win the business.

- How the “other” guys do it
- Knowledge of key competitors
- How to compete and win
- Tips on planning and strategizing
- Information on product and category shifts
- How to effectively brand your company
- The strength of private brands
- Pricing for effect and making a profit
- And much more...

Margin Management

How to increase profits in a toughened economy.

Learn how to understand and manage pricing decisions

- Managing customer contracts
- What the competition is doing with pricing
- Product sensitivity and pricing intelligence
- How to raise prices and keep customers
- Pricing decisions you control
- Making more money without selling more
- And much more...



CUSTOMER CARE SKILLS WORKSHOP

Exceptional Customer Care

Dealing with the customer service crisis

Are you delivering a level of service that keeps customers coming back? Exceptional customer care may be the only thing that differentiates you from the competition. Keeping a customer is an ongoing challenge, dependent on the skills, professionalism and courtesy shown by every employee in your organization.

- Understand the impact of service on both internal and external customers
- Effectively handle customer problems and complaints
- Customer expectations
- Establish standards of exceptional customer care
- Stay focused, positive and motivated
- And much more . . .

Customer Care: Professional Selling Skills

Recognizing and creating selling opportunities

Every interaction with a customer is a sales opportunity. Learn how to enhance the service you provide by recognizing additional needs of customers and turning them into sales. This workshop will teach customer service professionals and inside salespeople how to create additional selling opportunities.

- Recognize a sale and how to take advantage of inbound call opportunities
- Make outbound calls that increase the value you provide to customers
- Increase order size through suggestive selling
- Easily overcome customer objections
- Close the call by "asking for an order"
- Transition from a service-only approach to a proactive selling approach
- And much more . . .

The **energy** and the information delivered were **contagious**.

It is all easy to understand and implement.

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CATEGORY SKILLS WORKSHOP

Jan San University

A powerful formula for growth and success

These workshops are designed to improve your JanSan product knowledge and selling skills. You will be properly trained to identify, specify, sell, and profit from the various JanSan opportunities you encounter in the marketplace.

- Market opportunity and potential for incremental sales & profits
- Various forms of competition and their approach to the JanSan category
- Using service and marketing to grow your JanSan business
- 16 basic JanSan product categories and what affects price on "like" products
- Identify buying influences
- Target vertical market opportunities
- And much more . . .

Stuff for Your School

Understand how and when to sell the education market

People have always said going back to school is a good idea; the business products industry is no exception. At this valuable training seminar, you will learn to sell to the education market and how to utilize the powerful Stuff for Your School marketing tools. It is time to go back to school and teach your competition a lesson.

- What makes schools different from your other customers
- Who the key decision makers are and how to create relationships with them
- Develop winning strategies
- Differentiate yourself from the competition
- Ask the right questions
- And much more . . .

PaperRap University

Learn paper sales and profit strategies

The workshop is designed to improve your cut sheet product knowledge and selling skills. You will discover how to identify, specify, sell, and profit from the various Paper opportunities you encounter.

- Learn how to find high margin paper opportunities
- How equipment and applications can drive new sales
- Match the right paper solution to your customers' needs
- Understand and utilize paper terminology and applications
- Three Step Presentation approach to "get the paper business"
- And much more . . .



“The training will not only help us close leads but also help in our day to day selling process.”

Technology University

Compatibles a profitable alternative

Consumers are constantly looking for ways to save money. Suggesting compatible products give resellers an opportunity to help customers achieve this goal while providing consultative solutions. With the significant improvements in the quality of compatible products, consumers are more willing than ever to substitute an alternative product. Compatibles also give resellers an opportunity to significantly improve margin. Providing you with this knowledge and putting it profitably to work for your business is the goal of Technology University.

- Different manufacturing techniques for supplies and their resulting quality
- How research and development capabilities affect the quality of OEM supplies
- Compatible supplies marketplace and the opportunities that exist
- How different quality cartridges affect price
- Target markets and typical margins associated with compatible brands
- How converting customers from OEM to compatibles can directly impact your bottom line
- Tools to help you sell
- And much more...

Technology University

Understanding Printers in an Evolving Marketplace

Technology keeps changing and the marketplace keeps changing along with it. If you are to succeed in this market, you have to understand it; the products, the unique language, and the way customers purchase and use technology. Providing you with this knowledge and putting it profitably to work for your business is the goal of Technology University.

- Develop a core level of product knowledge in different printer technologies
- Products your customers use every day – printers, multi-functions, high-speed copy and fax solutions, compatible products and more
- Identify the proper consumables for your customer
- The advantages and disadvantages of each type of printer
- An understanding of the changes taking place in the printing marketplace
- Provide sales reps with the selling tools they need to sell more and reap greater financial and professional rewards
- And much more...

Furniture University

Expanding your furniture expertise

The purpose of this educational initiative is to build basic industry awareness, product knowledge and selling skills to help you compete more effectively and grow your furniture business.

- Characteristics of the Office Furniture Marketplace
- Basic furniture construction
- Product education modules aimed at positioning Systems Workstations, Office Suites, Seating and Filing products and solutions
- The Furniture Buyers - Who they are and what they will be looking for in the buying process
- Conducting initial Space Planning & Design assessments with prospects and clients
- And much more...

Green Training

Understanding sustainability and the opportunities around green

There's little denying that green is everywhere and public awareness is at an all time high. As awareness increases, demand for environmentally friendlier solutions is on the rise. Learn about new opportunities to further build customer loyalty and an opportunity to bring new solutions to prospects.

- An overview of sustainability including why it's important
- Review of common green terminology and buzz phrases
- Examine market trends and competitors actions
- How to make green an integral part of your value proposition to help you compete
- Explore environmentally friendly office products and their benefits
- How to use new tools United has developed to address the green market
- And much more...

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United Dealer Training

NEW FEATURES & BENEFITS

United Dealer Training OnDemand



The newest enhancement to our UDT program is the web based UDT OnDemand. This portal gives dealers access to our web based training curriculum. The OnDemand format utilizes our existing instructor led workshops and gives dealers the ability take e-learning courses in a self paced environment. This new vehicle is a valuable supplement to our existing workshop based classes and will allow dealers in remote locations or with scheduling conflicts to more readily complete the UDT courses. This reduces travel time and expense for dealers.

The UDT OnDemand Portal is a central repository for dealer training needs. A key feature to the site is the access to pocket coaching guides, skill builder booklets, product guides, manuals, miscellaneous selling skills tools and other important documents. Dealers will also have the ability to view and register for instructor led workshops through the portal. The combination of the public workshops, private sessions, and e-learning formats provide a comprehensive offering for all of your training needs.

Webinars

Webinars offer dealers an easy and affordable way to get their entire sales team training and information. Web conferencing is used to conduct virtual meetings or presentations over the internet. Each participant sits at their own computer and is connected to other participants via the internet. Webinars give participants the ability to share their thoughts and ideas with other independent dealers across the country. Webinars will be scheduled at regular intervals throughout the year providing dealers the opportunity to schedule for these events.



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Podcasting



Podcasting is a method of distributing audio or video material via the internet for playback on portable media devices or a computer. The addition of podcasts via udradio.com is a tool which a dealer can use to pass along up-to-the-minute training and information to its entire sales team. Each participant can receive and playback the information when and where they choose. Podcasts can be used as a great tool in the car when driving to appointments or as a great motivator/reminder just prior to making a sales call. Podcasts will be updated at regular intervals throughout the year.

Certification

Dealer associates will be able to participate in and complete series of training applications in order to earn a certification of Graduation. An outline of the certification elements are listed below:

CERTIFICATION LEVEL ONE

- Complete Six required Selling Skills workshops
- Two workshops must be Instructor led (role play/simulation)

CERTIFICATION LEVEL TWO

- Complete Six additional workshops of attendee's choice
- Two workshops must be Instructor led (role play/simulation)

Private Dealer Training

In addition to our public workshops, we also offer the same courses as private dealer training sessions. These private classes allow for more confidential interaction among the dealer sales force and permit ongoing, progressive training and motivation. Private training sessions can be more flexible and the results can be much more measurable. With our new modular format and by working with our facilitators in advance of these workshops, dealers can completely customize these sessions to meet their specific needs. Private dealer training sessions require a minimum of six dealer sales representatives and must also include an owner, sales manager or other appropriate decision maker.

REGISTRATION

The success of our UDT program is evident in the sales results of the attending dealers. Dealers who have attended our workshops have grown their business faster than dealers who have not attended. The various quotations spread throughout this brochure are from actual UDT workshop attendees and provide additional proof of the program's success.

United Dealer Training workshops are intended for 1st call United Independent dealers. Registration is easy. Simply contact your United Stationers Account Manager or local UDT coordinator. A complete workshop schedule and a list of local UDT coordinators are located in the "Reseller's Only" section of the www.ussco.com website.

Please send any questions, comments, suggestions and feedback directly to our e-mail address: udt@ussco.com.