



MASTERING SALES

DRIVING YOUR TEAM FROM PROSPECT TO PROFIT

What We Offer

The Mastering Sales program is Dealer Institute's comprehensive training track designed to transform equipment sales professionals into confident, high-performing dealership leaders.

Built in three progressive modules over 3 consecutive days, this training course equips participants with the skills, strategies, and industry knowledge needed to consistently drive revenue and strengthen customer relationships.

Course Objectives

By the end of this course, participants will:

- Confidently guide customers through the buying process.
- Increase close rates through advanced consultative selling and negotiation.
- Build long-term customer loyalty and manage key accounts.
- Drive dealership profitability by leveraging financial tools, data, and CRM systems.
- Position themselves and their dealerships as trusted leaders in a competitive market.

Who Should Attend

This session is designed for wholegoods and equipment sales professionals, sales and store managers, and sales team members — because success isn't just about selling, it's about equipping managers to guide and lead their teams to higher performance.

Why Dealer Institute?

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.

Course Outline

Module 101: Sales Foundations

Participants establish the fundamentals of AG and OPE sales, learning how to understand customer motivations, build territories, prospect effectively, and guide customers through the complete sales process.

Early-career salespeople gain the confidence to communicate professionally, overcome objections, and use essential tools like CRM.

Module 201: Applied Sales Skills

The focus shifts from fundamentals to application. Attendees sharpen their ability to differentiate products, position solutions against competitors, and deliver powerful presentations and demonstrations.

They learn advanced prospecting methods, consultative selling, time and territory management, negotiation basics, and how to leverage financing and leasing to close more deals.

Module 301: Sales Mastery & Strategy

This capstone stage develops top-performer skills and strategic thinking. Participants master account management for large and multi-generational farms, high-level negotiation, and long-term relationship building.

With training in financial acumen, competitive intelligence, sales leadership, and personal branding, sales professionals are equipped to lead dealership growth and stay ahead of future trends in ag equipment.

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North American Equipment Dealers Association