



TRUTH

U N I V E R S I T Y

"CONSTANT ELEVATION CAUSES EXPANSION"



Sales Training Kit

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About Us

Unlike most sales coaches, we grew up in the trucking environment. Truth University was developed due to the huge upside of our industry but very neglected aspect of the development of it's techniques.

Collaboration between our coaching expertise combined with your organization devotes our motto "Constant Elevation Causes Expansion"



Vision

- Gather intel on current practices
- Establish "SWOT" - Strengths, Weaknesses, Opportunities and Threats
- Tailor a personalized "Sales Playbook"
- Execute sales elevation and expansion
- Follow up
- Enhancements through repeated trainings





Mission

Establish a sales infrastructure that maximizes growth while maintaining individual uniqueness.

Intel Gathering

- "SWOT" questionnaire
- Self evaluation
- Leader analyzes manager
- Manager analyzes sales professional



Tailor Our "Playbook"



MINDSET

Without the proper mindset, can we perform at our highest potential?



TIME MANAGEMENT

If we can't manage our time, can we manage ourselves?



GOAL SETTING

Has anyone ever had success without having a target to hit?



STRUCTURE

With a provided structure, can you see the value in more efficiency?



TACTICS

Do you want to earn at your highest potential?

Solution

A designed "Playbook" geared towards solutions that overcome the challenges your organization has experienced.

Simply put, we improve where there are weaknesses and maximize where there are strengths!





Workflow

Truth University has the belief that training is best implemented with a personal touch.

Can you see value in scheduling training while maintaining certain time increments that allow for observation of the sales force in their natural work efforts?

Partners

Do you share the belief that we should have more goals?

Can you see value in maintaining a fresh environment of training?

Lets work to establish a means to meet these goals **TOGETHER!**

Testimonials

The Problem

Our client was brand new to the industry with no sales experience. They knew they had the work ethic but did not know where to start.

The Result

Tailored a program to simplify the sales process, structure and tactics to magnify the already existing work ethic into a company top performer in first year. "Don't Knock Simplicity"

The Problem

Our client had a lot of sales experience but was new to the trucking industry. They knew how to sell but wanted to maximize in the industry.

The Result

Worked with the client to customize a program that allowed them to utilize their current strengths and uniqueness while tailoring the tactics to the trucking industry for maximum results.

The Problem

Our client went through our program, acquired the knowledge which was critical to their success yet still had a challenge with moving too fast.

The Result

In our follow up training, we found patience in the process needed to improve to allow for the sale to develop. We tailored ideas and practice scenarios in order to turn this weakness into a strength.

The Problem

Our clients dealer group was well established with some veterans and rookie sales staff. They wanted to invest in themselves to reach their full potential.

The Result

Truth assembled an entire "Playbook" for the dealer group which allowed for teamwork across all sections of the trainings to utilize the strengths of what was already in place, then followed up with bi-weekly training sessions for continued growth.

Contact Us



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TRUTH

UNIVERSITY

LET'S WORK
TOGETHER!