

THE DRSG SELLING SYSTEM

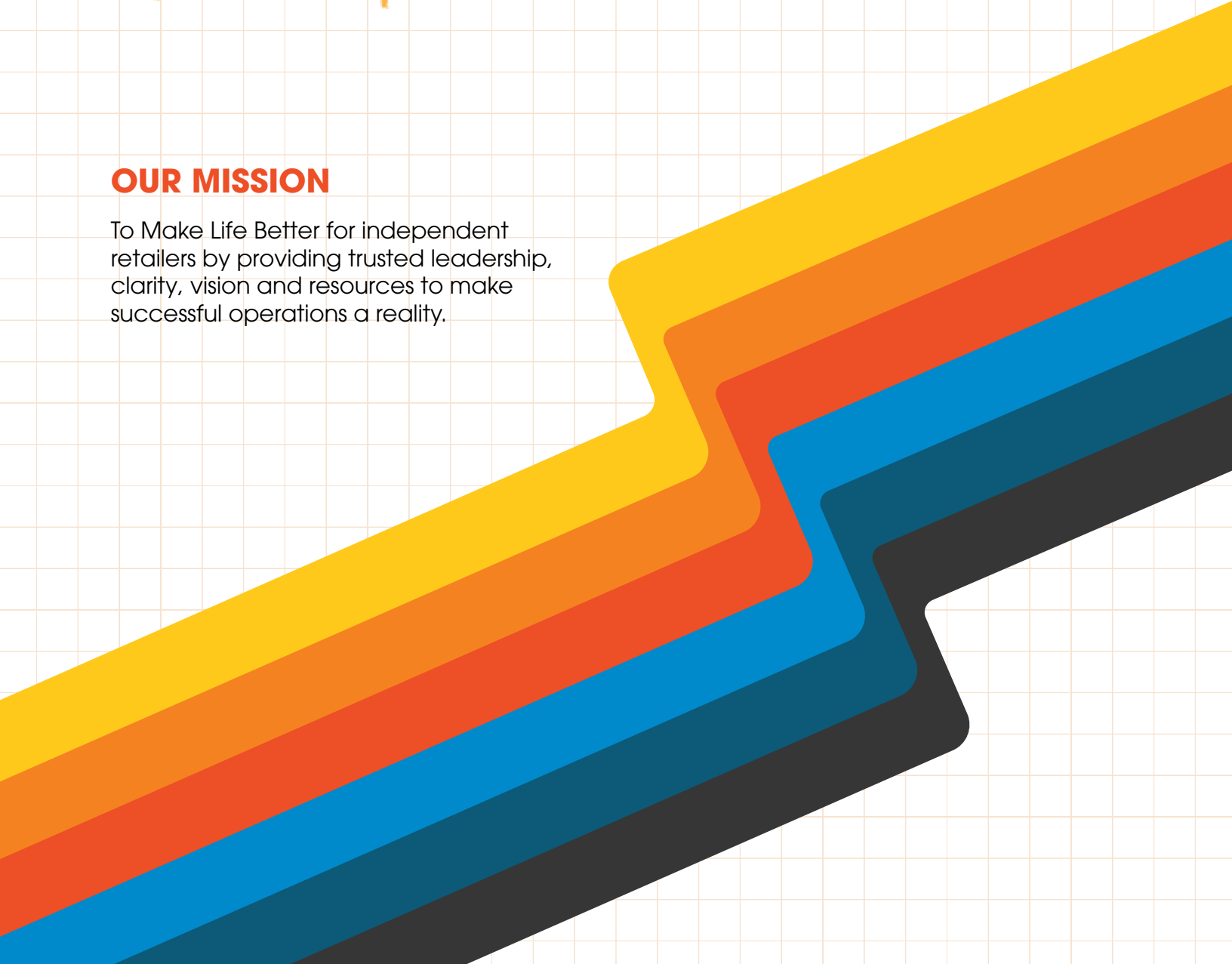
Video Training Program

June 2025



OUR MISSION

To Make Life Better for independent retailers by providing trusted leadership, clarity, vision and resources to make successful operations a reality.

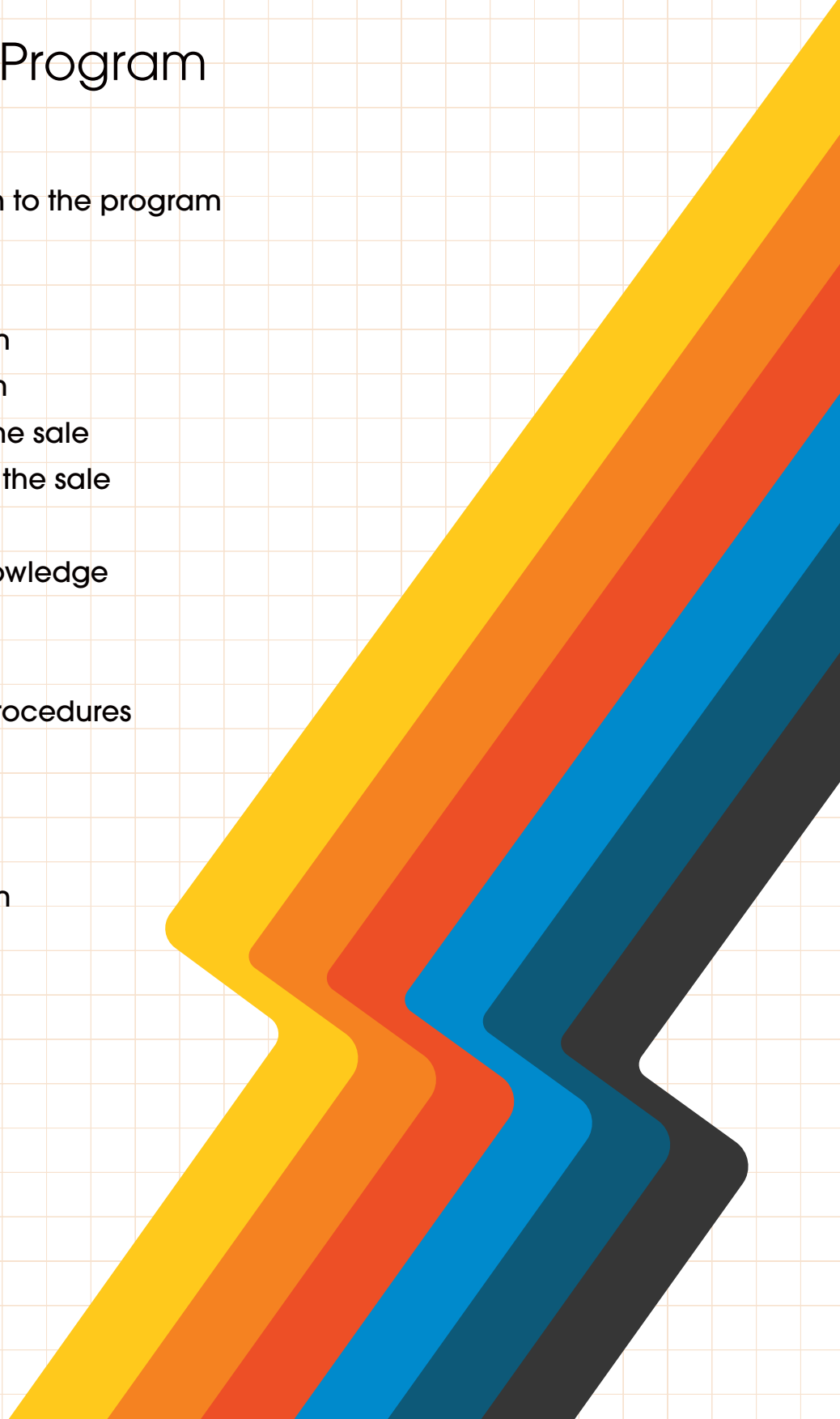


THE DRSG SELLING SYSTEM

Video Training Program

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GREETING

Evaluate Your Greeting From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in your greeting and what areas do you need to work on?										
What benefits do you hope to see by improving your greeting?										
Write a specific action step you will take daily to grow in your greeting										
Check list for the daily practice of asking for the sale	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

QUALIFYING

Evaluate Your Qualifying
From 1 to 10

1	2	3	4	5	6	7	8	9	10
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Why did you give yourself this rating?

What areas do you excel in your qualifying and what areas do you need to work on?

What benefits do you hope to see by improving your qualifying?

Write a specific action step you will take daily to grow in your qualifying

Checklist for the daily practice of your qualifying

M	T	W	T	F	S	S
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Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

COMPARISON SELECTION

Evaluate Your Comparison Selection Skills From 1 To 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in comparison selection and what areas do you need to work on?										
What benefits do you hope to see by improving your comparison selection skill?										
Write a specific action step you will take daily to grow in your comparison selection?										
Checklist for the daily practice of comparison selection	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

PRESENTATION

Evaluate Your Presentation From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in your presentation and what areas do you need to work on?										
What benefits do you hope to see by improving your presentation?										
Write a specific action step you will take daily to grow in your presentation										
Checklist for the daily practice of your presentation	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

ASKING FOR THE SALE

Evaluate Your Ability To
Ask For The Sale
From 1 to 10

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Why did you give
yourself this rating?

What areas do you
excel in when asking
for the sale and what
areas do you need to
work on?

What benefits do you
hope to see by
improving your
ability to ask for
the sale?

Write a specific
action step you will
take daily to grow in
your ability to ask for
the sale

Check list for the
daily practice of
asking for the sale

M	T	W	T	F	S	S
---	---	---	---	---	---	---

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

REINFORCING THE SALE

Evaluate Your
Ability To Reinforce The
Sale From 1 to 10

1

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3

4

5

6

7

8

9

10

Why did you give
yourself this rating?

What areas do you
excel in when
reinforcing the sale
and what areas do
you need to work on?

What benefits do
you hope to see
by improving your
ability to reinforce
the sale?

Write a specific
action step you will
take daily to grow in
your ability to
reinforce the sale

Checklist for the daily
practice of reinforcing
the sale

M

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W

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F

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Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

FOLLOW UP

Evaluate Your Ability To Follow Up From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in when following up and what areas do you need to work on?										
What benefits do you hope to see by improving your ability to follow up?										
Write a specific action step you will take daily to grow in your ability to foollow up										
Checklist for the daily practice of following up	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

PRODUCT KNOWLEDGE

Evaluate Your Product Knowledge From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in product knowledge and what areas do you need to work on?										
What benefits do you hope to see by improving your product knowledge?										
Write a specific action step you will take daily to grow in your product knowledge										
Checklist for the daily practice of increasing product knowledge	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

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INVENTORY

Evaluate Your Inventory Knowledge From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in your inventory knowledge and what areas do you need to work on?										
What benefits do you hope to see by improving your inventory knowledge?										
Write a specific action step you will take daily to grow in your inventory knowledge										
Checklist for the daily practice of increasing inventory knowledge	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

FINANCING

Evaluate Your Financing Skills From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in your financing skills and what areas do you need to work on?										
What benefits do you hope to see by improving your financing skills?										
Write a specific action step you will take daily to grow in your financing skills										
Check list for the daily practice of increasing financing	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

POLICIES AND PROCEDURES

Evaluate Your Knowledge
Of Policies and
Procedures From 1 to 10

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Why did you give
yourself this rating?

What areas do you
excel in policies
and procedures and
what areas do you
need to work on?

What benefits do
you hope to
see by improving
your knowledge of
policies and
procedures?

Write a specific
action step you will
take daily to grow in
policies and
procedures

Checklist for the daily
practice of policies and
procedures

M	T	W	T	F	S	S
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Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

Evaluate Your Knowledge Of Advertising From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in advertising and what areas do you need to work on?										
What benefits do you hope to see by improving your knowledge of advertising?										
Write a specific action step you will take daily to grow in your knowledge of advertising										
Checklist for the daily practice of advertising	M	T	W	T	F	S	S			

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Manager's signature: _____

METRICS

Evaluate Your Use Of Metrics From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in using metrics and what areas do you need to work on?										
What benefits do you hope to see by improving your use of metrics?										
Write a specific action step you will take daily to grow in your use of metrics										
Checklist for the daily practice of using metrics	M	T	W	T	F	S	S			

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

SERVICE PLANS

Evaluate Your Use Of
Service Plans From
1 to 10

1

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Why did you give
yourself this rating?

What areas do you
excel in using
service plans and
what areas do you
need to work on?

What benefits do
you hope to see by
improving your use
of service plans?

Write a specific
action step you will
take daily to grow in
your use of service
plans

Checklist for
the daily practice of
using service plans

M

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Sales Associate Name: _____ Completion Date _____

Manager's signature: _____

OBJECTIONS

Evaluate Your Ability To Deal With Objections From 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What areas do you excel in dealing with objections and what areas do you need to work on?										
What benefits do you hope to see by improving your ability to deal with objections?										
Write a specific action step you will take daily to grow in your ability to deal with objections										
Check list for the daily practice of dealing with objections	M	T	W	T	F	S	S			

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