

# Becoming a Specialist

Technical Sales



**STOP COMPETING ON PRICE.  
START COMPETING ON JUDGMENT.**

**2-Day Program | 6 Major Exercises | Copy of the book | Certificate of Completion**

## WHY THIS COURSE COVERS INDUSTRIAL, WATER, REFRIGERATION, & HVAC

- The tier matrix and the 16% truth...is it the Brand or you?
- Diamonds and Dogs...stop burning time on your worst accounts
- The verification question...acts a profit compass.
- Specialists increase closes 40 to 60%.
- Specialists grow 30 to 50% in average order values...are you ready?

## Its easy...

- You provide coffee, lunch, & location
- Provide 8 to 16 Students
- I come to you

## \$1500 per seat

- travel & expenses included

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**National & International**

**Brand Agnostic**



***A fully loaded specialist costs \$200K+ per year. If 60% of their time is consumed by customers generating 15% of your profits, you are burning \$120K annually on misallocation alone. This course pays for itself the first week your team redirects one specialist hour from a dog to a diamond.***

# Becoming a Specialist

## Technical Sales

### The Laws:

- Experience Trumps Education
- Measure Everything That Matters
- Specialize Deeply
- Specialists Must Be Sellers
- Proximity Is Power
- Knowledge Has a Half-Life
- When We All Fail Hard
- Specialists Scale Through Systems
- Specialists Thrive in Teams
- Customer Problems Define Priorities
- Make Yourself Obsolete

Multiplier Law 1: The Triangle of Trust

Multiplier Law 2: The AI Transformation

### Who should attend:

- Application engineers & SMEs
- inside/outside technical sales
- Independent reps
- Brand reps
- Managers who lead specialists
- Distribution leaders



About Me



Website



Book #1

A Wayward Leaders Publication



## THE 10 IMMUTABLE LAWS OF THE INDUSTRIAL DISTRIBUTION SPECIALIST

How Top-Performing Distributors Build Competitive Advantage Through Technical Expertise



CARL LEE TOLBERT, PHD, CMRP

### Pricing Details

#### Cost per Student:

- Days 1 & 2: **\$1500**
- Materials: **included**

#### Notes:

- **Anywhere in the US**
- Insured
- Custom options
- CC or Net 15

**Simple pricing for serious training**

# Becoming a Specialist

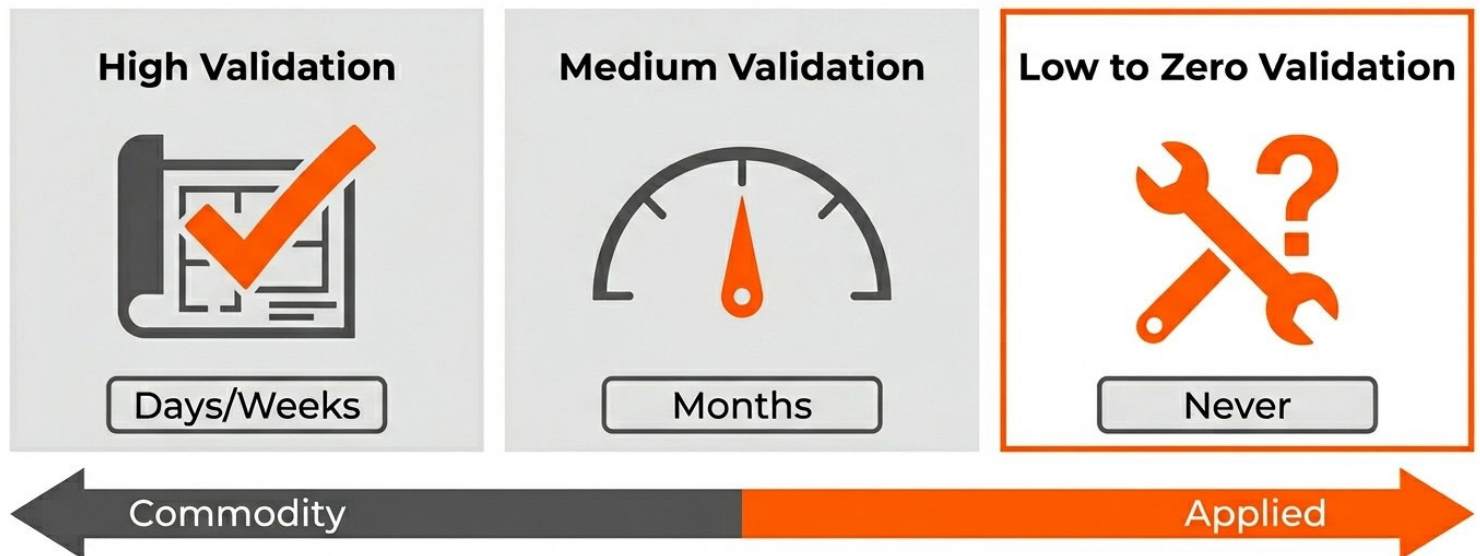
Technical Sales



**Fill the gaps from other programs like Sandler, Challenger, SPIN, Customer Centric, etc.**

- Which customers deserve specialist time and which are draining it.
- How to sell when the buyer literally cannot verify the selection before purchase (see below).
- How to turn a technical expert who resists the word "selling" into the MVP revenue generator.

## The Validation Spectrum



When the customer cannot verify, judgment becomes the product.

## The Socratic Method...



**This is not a lecture. It is not academic. It is taught the way I teach doctoral students: I ask, you answer, you defend. The Socratic method means nobody hides in the back row. You will be challenged, you will think on your feet, and you will leave sharper than you arrived.**

### Day 1: The Specialist Imperative

- The Market Has Already Shifted.
- The 16% Reality...application knowledge is the other 84%.
- What a Specialist Actually Is: a steward of application knowledge.
- Where the Sales Frameworks Stop: Challenger, SPIN, CCS, and VBS were built for salespeople selling software. This course is built for specialists selling promises buyers cannot verify.
- The Validation Spectrum.
- Law 9: Customer Problems Define Specialist Priorities. Follow the pain, find the profit.
- 60% of specialist time consumed by customers generating only 15% of profits.
- The Diamonds and Dogs Framework
- Exercise 1: Diamonds and Dogs Triage. Ten premade customer personas.
- Law 2: Measure Everything That Matters.
- Exercise 2: The Invisible Value Capture. A specialist's week in five customer interactions.
- Law 1: Experience Trumps Education.
- Law 7: Dogs Get Systems, Diamonds Get Specialists.
- Working Lunch Bonus: The Evidence When Properly Captured.

### Day 2: The Selling Conversation

- Exercise 3: AI Accountability Check.
- Law 4: Specialists Must Be Sellers.
- The Bilingual Specialist: they speak engineering and CFO fluently.
- Exercise 4: The Bilingual Translation.
- The Verification Question: can this customer verify their own selection?
- The Divining Rod: three sale types.
- The Co-Created Promise: a brand is not a tagline.
- The Problem-First Conversation: lead with a diagnostic question.
- Exercise 5: The Divining Rod in Practice.
- Objection Handling: "we can get it cheaper online," brand loyalty, "we have always done it this way," and the AI trap.
- The Share of Wallet Question: your diamond accounts already trust you.
- Working Lunch Bonus: Building Your Specialist Playbook.
- Exercise 6: What Changes Monday. One account to reclassify.