



Dealer Excellence Training Agenda

Location: 285 Live Oaks Blvd, Casselberry, FL | **Date:** March 31st – May 2nd, 2026

NOTE: Dates and start times are confirmed. Topics and their timeslots are subject to change - final agenda will be shared prior to start.

SALES: Product, Market, and Sales Foundations (Location: Classroom)

Primary Focus: Mastering the "Why" – Identifying opportunities and winning through solution-based selling.

- **08:00 AM | Welcome:** Registration, Coffee, and Breakfast.
- **08:30 AM | Getting Started:** Welcome & Foundations.
 - Mission Briefing: Setting expectations for the week.
 - Defining the Ecosystem: The synergy between Sales, Support, and Operations.
- **09:00 AM | Market Intelligence & Positioning:**
 - The do's & don'ts of marketing (Chad)
 - Q&A
 - Identifying the Ideal Customer Profile (ICP) in the current landscape.
 - Competitive Intelligence: Cutting through the noise and identifying underserved verticals.
- **10:30 AM | Morning Break**
- **10:45 AM | Ask & Solve:**
 - **Asking Smart Questions:** Asking high-value questions to uncover operational pain points.
 - **Propose Solution:** Tie your recommendation to the problems you're solving. (Translating "bits and bolts" into "dollars and cents.")
- **12:00 PM | Lunch**
- **01:00 PM | Financial Logic & Strategic Selling:**
 - **The ROI Masterclass:** Leveraging the ROI calculator to turn "expense" into "investment," every time.
 - **Overcoming Objections:** Aerial vs. Ground rates, existing methods stand-off, etc.
- **02:00 PM | Afternoon Break**
- **02:30 PM | Sales Lab: Deepdive & Scenarios:**
 - **Interactive Scenarios:** Lead pre-screening and securing "buy-in."
 - **Demo Excellence:** Mastering the sequence of operations and avoiding common "field-fail" pitfalls.
 - **Follow Ups:** structure & frequency.
- **04:30 PM | Day 1 Debrief & Closing Thoughts**

TECH: Technical Operations & Field Readiness (Location: Classroom)

Primary Focus: Diagnosing issues, supporting the end-user, and closing the support loop.

- **08:00 AM | Breakfast**
- **08:30 AM | Day 2 Technical Briefing:**
 - Open Q&A: Deep dive into prerequisite training materials.
- **10:00 AM | Critical Troubleshooting & Logic:**
 - **Error Systems:** Decoding spray system faults and battery protection logic.
 - **Signal Integrity:** Navigating RTK, ESC, and motor fault indicators.
 - **Diagnostics:** Differentiating between software glitches and hardware failures.
- **11:00 AM | Break**
- **11:15 AM | Asset Lifecycle & Preventive Maintenance:**
 - Service Intervals: Daily, weekly, and seasonal "deep cleans."
 - **Warranty Integrity:** Distinguishing between wear items, user error, and factory defects.
- **12:00 PM | Lunch Break**
- **01:00 PM | Service Workflow & Warranty Mastery:**
 - **Data Retrieval:** Best practices for log submission and ticket documentation.
 - **The Decision Tree:** When to repair on-site vs. when to initiate a replacement.
- **02:30 PM | Break**
- **02:45 PM | Technical War Room (Group Exercises):**
 - Case Studies: "The customer is in the field and the drone won't arm—go."
 - Real-world troubleshooting walkthroughs.
- **04:00 PM | Certification Path & Support Escalation:**
 - Defining the roadmap for Sales and Technical Certification.
- **05:45 PM – 07:15 PM | Happy Hour:** Cheers to what you've learned so far! [Local Restaurant].

Day 3: Field Day (Operational Mastery) (Location and exact timeline TBD)

Primary Focus: Perfecting equipment operation and ensuring customer success in the dirt.

- **9:00 AM | Field Briefing:**
 - Synthesis of Days 1 & 2.
 - Scenario assignments for flight demonstrations.
- **10:00 AM | Flight Operations & New Product Testing:**
 - Hands-on stick time with the latest hardware in real-world conditions.
- **12:00 PM | Field Lunch**
- **01:00 PM | Precision Application Testing:*** (topic subject to change)

- **The Science of the Spray:** Measuring effective swath and efficacy across different canopy types.
- **Parameter Optimization:** Dialing in settings for specific mission profiles.
- **02:30 PM | Afternoon Break**
- **02:45 PM | Field-Based Troubleshooting:**
 - Simulated "Field Failures": Groups must diagnose and fix issues under time pressure.
- **04:00 PM | Capstone: The "Ultimate Customer Demo":**
 - Participants lead a mock demo from setup to teardown.
- **05:00 PM | Final Wrap-Up & Departure**