

Walter Academy: Sales Transformations

Channel Partner Event | March 17-18, 2026

WALTER ACADEMY: SALES TRANSFORMATIONS

Join us for Sales Transformations Training at our Walter Americas Campus in Greer, South Carolina, and enhance your sales skills.

Why Attend?

Explore the innovation of Walter in this exclusive program. For the experienced sales professional, this is a chance to hone your skills. If you are new to sales, learn the skills of the Consultative sales professional.

What You'll Gain:

- **Understand Sales Styles of the Consultative Approach**
 - Hunter, Farmer, Challenger, Relationship Manager
 - When to apply which approach
- **Identify Challenges in your market:**
 - Price Pressures, growth challenges, etc.
 - Customer/end user demands/requirements
- **Structured Sales Approach**
 - Set the Stage
 - The What, why, and how
 - Asking and listening
 - The art of asking the right question
 - Barriers of listening
 - Expanding their Agenda
 - What is an opportunity, what is a Need
 - Digging deeper into hidden needs
 - Secure the Commitment
 - Using Product Feature Benefit (pfB) statements effectively
 - Closing

Register Today - Limited Spots Available >> Classes are capped at 20 participants and fill on a first-come, first-served basis. Secure your spot now—don't miss out!

EVENT DETAILS

Dates & Location:

Training Details:

Location: Walter Americas Campus
1510 S. Batesville Rd, Greer, SC 29650
FEE: \$800 per person

Dates: March 17-18, 2026

- Monday, March 16: Travel to the hotel
- Tuesday: Full-day session
- Wednesday: Half-day session ending by 2:00 PM

What's Included:

- Hotel accommodations as well as lunches and snacks
- Transportation between the campus and the hotel
- One group activity with dinner, along with transportation to and from

Scan Below to Register:



Registration closes February 27, 2026