

## **DAY 1 – TUESDAY, APRIL 16, 2024**

**8–12 PM PST**

### **PART I Performance Driven Selling/Strategic**

- Identify the three steps to improving daily effectiveness.
- Learn the Whole–Person Selling™ approach to increase selling effectiveness.
- Understand and apply the 5@5 Rule™ with our smartphone calendar to ensure weekly peak performance.
- Learn the psychology that explains the four core logic drivers and the four core emotional drivers behind why individuals buy or do not buy.
- Learn why prospects do or do not return your calls and how to change that.
- Discover what the prospect needs to hear to become a lasting customer.
- Learn the three-decade real-time analytics on the 5–Steps to Selling™ formula.
- Explore how to use the ABC–MAPS™ Model to generational selling, communication and engagement.
- Learn how to WOW® your clients and find immediate business using the 100%–of–100% Model.
- Explore how to use the USFx2x4 Model to differentiate yourself and your deliverable in the marketplace and away from ‘no decision’ or to go with the competition.
- Understand the Reliable CARE™ Model and how to apply it in everything that you and your organization do.
- Learn how your selling approach must adjust for the differing generational segmentations you are engaging.

**1–5 PM PST**

### **PART I Fundamentals/Strategic**

- Learn ten new ways to start a selling discovery conversation with the other person, garnering immediate interest from the suspect, prospect or client.
- Understand how to develop a specific strategic action plan to present solutions to your prospect.
- Recognize the main reasons people do not engage in selling conversations.
- Identify ways to differentiate and ensure your offer is positioned as the best option.
- Learn and role–play tactical conversational models for each step, whether used on–line, over the telephone, one–on–one or group selling situations.

- Discover the effective ALWAYS Sandwich™ technique for engaging and winning back constituents, particularly in rare instances where you may have encountered upset, disappointed, angry or hostile clients or adversaries in your marketplace.
- Learn and apply the classic Moments-of-Truth™ Model to your business and personal brand to ensure that every market, prospect and client contact is always a positive.
- Explore and use the conversational power engagement Stacking & Linking® formula to increase your ability to build instant rapport, increase quality questions and listening with the other person.

## DAY 2 – WEDNESDAY, APRIL 17, 2024

8–12 PM PST

### **PART 2** *Fundamentals Application/Tactical/Technique*

- Learn how to recognize your depth of product knowledge and how that actually directly impacts how you see the marketplace of opportunities or miss massive selling opportunities every day.
- Utilize the Business Integration Grid® (BIG) to identify where your market opportunities are daily and where your energies should be applied 1st, 2nd, 3rd, 4th each day.
- Learn the LeadGenerator® methodology to ensure quality and consistent lead flow generation for your organization.
- Understand and learn how to strategically and now tactically build and call upon your Centers of Influence (COIs) to become true allies, lead generators, prospects, customers, etc. and how to gain support from them.
- Understand how the TRE® system for lead generation will allow you to examine every account/client relationship you have now for hidden business opportunities and examine your marketplace for hidden selling opportunities.
- Learn how to identify and profile the type of Prospect/Avatar/Buyer-Persona is best for what you have to offer, then with precision skill find and engage them.
- Discover how and when to utilize resources more effectively using a visualization process for instant recall.
- Understand how to develop forward action plans for any lost prospect that decides “no” is the answer for now.
- Learn how everything you do in selling must be in alignment with the six-levels to your Sales Pipeline Funnel® or it is a distraction to effective selling.
- Understand the 1-52-X Formula® and the 5@5 Rule® and how they tee-up what you do every Monday and how to ensure you are generating ROI by Friday, while keeping the Sales Pipeline Funnel® always full and flowing for continued self-accountability effectiveness.

## **PART 2 Fundamentals Application/Tactical/Technique (continued)**

- Learn a game changer ideology that has you identify the essential work products and frequency of each that super-achievers have learned, you will bench mark against this formula for your own and reveal the exact daily actions to success and surpassing selling goals.
- Recognize the Quadrant Manager System™, a 4-step time management technique used to track every activity and ensure it generates productivity results.
- Master the Sales Pipeline Funnel® concept for continued self-accountability effectiveness after you leave the workshop.
- Learn how to identify and design your own Work Flow+Frequency Model (like the 5-1-2-1-2-X Model that revolutionized selling behaviors and increased market share for the largest sales force in America).
- Learn how to use the 1-2-3-4-5-X System™ to stay on top of hot leads until the close.
- Learn how to turn your next Exhibit opportunity into a massive lead flow and closing frenzy.