



## Coursework includes:

### **Pre-Week 1: Sales Skills Index Assessment**

No matter what your industry, every business has to engage in sales in order to grow and thrive. Using the SSI Assessment, business owners receive a downloadable report to understand your effectiveness in critical areas, free 30-minute one-on-one support coaching session (a \$500 value!) and action steps to improve your selling skills.

This personal 1-1 private coaching step builds the foundation for you to simplify your sales strategy, build confidence, identify your strengths and weaknesses, and learn how to effectively close sales.

### **Week 1: Seven Ways to Increase Revenues**

Sales revenue is the engine driving a business. Expand your selling strategies and focus on more profitable sales.

### **Week 2: Four Steps to the Highest Client Satisfaction**

Client satisfaction fuels the engine. Ensure loyalty in your network and build a robust source of referrals.

### **Week 3: Nurturing Your Network**

Reduce acquisition cost, shorten sales cycle, and enhance closing ratio by focusing on developing referrals.

### **Week 4: The Seven P's of Marketing - Part I**

Design a marketing plan. Explore the first 4 P's: Product, Price, People, and Promotion.

### **Week 5: The Seven P's of Marketing - Part II**

Complete marketing plan. Explore the second 3 P's: Packaging, Positioning, and Place.

### **Week 6: The Power of Branding - Part I: Branding Who You Are as Business**

Turbo charge your marketing campaign with powerful corporate branding.

### **Week 7: The Power of Branding - Part II: Personal Branding**

Stand out from your competitors. Take the next step and personalize your branding.

### **Week 8: Superstar Results - Part 1: Building your Network Through Successes**

Techniques and approaches to expand your network base and sell to even the most challenging people.

### **Week 9: Superstar Results - Part II: Presenting**

Master superior networking presentations. Learn to establish rapport, identify a need, and provide a solution.

### **Week 10: Superstar Results - Part III: Closing**

Closing with ease. Answer the objections and get the sale.



### **Bonus Topics:**

#### **Topic 11: The Profit Curve**

Identify the most profitable people, markets, and products/services to ensure the greatest return on investment (ROI).

#### **Topic 12: Strategic Business Units**

Differentiate cash generators, future cash generators, and cash traps (cash cows-stars-question marks-dogs).

#### **Topic 13: Stop and Reassess**

Review results to date with your coach

### **Bonus Benefits:**

#### **One-Hour Group Coaching Session**

Learn from the group's efforts and contributions in this valuable session, designed to review the previous week's application exercises, assess the progress you are making, discuss the questions submitted during the week, and host a real-time Q&A.

#### **Weekly Check-Ins**

Weekly check-ins are designed to monitor your progress.

#### **Downloadable iPad App**

With your link to the downloadable iPad App, you can complete the full series and application exercises (for review in your group coaching session) on your tablet. The App is included in the series enrollment price.

#### **Recording of the Group Sessions**

To support your continued business growth, you will receive a link to a recording of the group sessions, which you can use over and over again.

#### **"Selling with Style"**

Attendees receive the "Selling with Style" Sales Role Exercise Kit.

#### **DISC Clue Sheet**

With the DISC Clue Sheet, you learn to identify, and master communication with the various behavior types.

#### **45+ Review Report**

A 45+ page report that reviews all of the factors – behavior, driving forces, and motivational considerations – that are behind who you are and how you perform at your best.

#### **40+ Debrief Workbooks**

A 40+ page debrief workbook with exercises tailored specifically for you as a guide for finding your "wheel-house" selling sweet spot – what works best for you and where your strengths are best utilized.

#### **Round-Table of Accountability**

The supervised round-table of accountability provides you with partners who can support you and help you past the inevitable hiccups you encounter along the way.