

## **CATEGORY 1: MINDSET OF SUCCESS**

*Learn the core tools of how successful people THINK. Mindset is the critical tool that puts you on the road to massive success.*

### **Course: Why Mindset is Important**

- CH.01 Start Here: Learning is Earning
- CH.02 When Your Why Is Clear, The How Gets Easy
- CH.03 The Power of Anticipation
- CH.04 The New Buying Patterns
- CH.05 The 5 Overriding Truths of Sales Success

### **Course: Modeling the Sales Legends**

- CH.01 Understanding and Using the Power of Modeling
- CH.02 The Roger Bannister Story and the Power of Belief
- CH.03 Learning How to Switch Yourself On Everyday
- CH.04 They Never Judge a Book by the Cover
- CH.05 They "Create" Their Own Luck, and They Believe It
- CH.06 They Master the Power of the Brain

### **Course: Mastering Perception**

- CH.01 Perception – Creates the Meaning You Give to Anything
- CH.02 How to Control Perception
- CH.03 How to Control FOCUS

### **Course: The Ultimate Road Map for Success**

- CH.01 Get Clear on Your Outcomes
- CH.02 Know Why They Are a Must
- CH.03 Take ACTION

### **Course: Goal Setting and Goal Getting**

- CH.01 The Psychology of Goal Setting, Getting Clear
- CH.02 Creating Your Primary Purpose
- CH.03 How to Integrate

## **CATEGORY 2: CREATING MASSIVE RAPPORT**

*Before someone will even begin to listen to you, they have to like you. Learn the power of mastering rapport.*

### **Course: The Ultimate Tool of Power: Rapport**

- CH.01 Rapport Defined and Why It's Important

### **Course: 7 Words of Persuasion**

- CH.01 The 7 Most Persuasive Words to Use

### **Course: The Mindset of Mastering Rapport**

- CH.01 Visualizing and Rapport in Advance

### **Course: Mastering the Threshold Effect**

- CH.01 Everything You Do Matters
- CH.02 Managing Your Physiology

### **Course: How to Find Common Interest**

- CH.01 Own Your Intentions

### **Course: The Art of Giving Sincere Compliments**

- CH.01 The Art of Giving Sincere Compliments
- CH.02 You GET What You Focus On: How the Masters Give Compliments

### **Course: The 4 Laws of Likeability**

- CH.01 We Like People Who Are Similar to Us – Matching and Mirroring
- CH.02 We Like People Who Pay Us Compliments

## **CATEGORY 3: ASKING PERSUASIVE QUESTIONS**

*Asking questions is one of the most important skills to master. Top sales people know how to ask the right questions, in the right order.*

### **Course: EDGE: The Key to Asking SMART Questions**

- CH.01 Controlling the Call/Meeting: How the Masters Think
- CH.02 The Importance of Asking the Right Questions in the Right ORDER
- CH.03 How Questions Create Your Expertise

### **Course: Educate Yourself First**

- CH.01 Why?
- CH.02 Mastering the 5 W's
- CH.03 What You Can Learn in Advance of the Meeting/ Confirming What You Already Know
- CH.04 Common Mistakes Average Sales People Make

### **Course: How to Develop a GAP**

- CH.01 The #1 Key to Persuasion
- CH.02 Keys to Creating Discomfort

### **Course: Greater GAP – Take Them to the Future**

- CH.01 The Tool That the Masters Use
- CH.02 The Power of the Perceived Future

### **Course: Emotional Connection**

- CH.01 The Power of the Pre-Frame
- CH.02 The Science of Story Telling – Story Telling Vs. Story Selling
- CH.03 The Emotional Connection That Comes From a Good Story

## **CATEGORY 4: POWERFUL AND PERSUASIVE PRESENTING**

*Persuasive presenting is critical. Learn the secrets of presenting like the masters. Apply them and watch your sales results soar.*

### **Course: The Importance of Staying in Order**

- CH.01 Staying Patient – Avoiding the Common Mistakes

### **Course: FAB – And What It Means to You**

- CH.01 Where Most Sales People Get Stuck
- CH.02 FAB and How to Use It
- CH.03 Advantages
- CH.04 Benefits

### **Course: Powerful Language Patterns**

- CH.01 Powerful Language Patterns Part 1
- CH.02 Powerful Language Patterns Part 2
- CH.03 Powerful Language Patterns Part 3

### **Course: The 8 Laws of Non-Conscious Influence**

- CH.01 Law of Scarcity and Urgency
- CH.02 Law of Social Proof
- CH.03 Law of Future Pacing
- CH.04 Law of Time
- CH.05 Law of Contrast
- CH.06 Law of Conformity
- CH.07 Law of Reciprocation
- CH.08 Law of Certainty

## **CATEGORY 5: CLOSING THE DEAL!**

*Learn how closing should come easy if you have delivered an exceptional sales experience and expert skills to closing more deals.*

### **Course: The 5 Keys to Closing Sales**

- CH.01 KEY 1: The Powerful Mindset: Closing is NOT 1 Action
- CH.02 KEY 2: Assume the Sale and ASK For It
- CH.03 Key 3: How to Read the Prospects Buying Signals
- CH.04 KEY 4: Answering Buying Questions: How the Masters Do It
- CH.05 KEY 5: Be Proactive On Communicating Your Guarantee

## **CATEGORY 6: HANDLING OBJECTIONS**

*When you learn to love objections, you will prepare even harder to handle them with ease. Remember, success favors a prepared mind.*

### **Course: Objections are Inevitable**

- CH.01 Expect Objections, So You Are Prepared in Advance
- CH.02 The Difference Between a Stall and an Objection
- CH.03 The Power of 5: Luck Favors the PREPARED MIND
- CH.04 How to Pre-Empt Objections by Mind Reading

### **Course: 4 Tools to Handle Any Objection**

- CH.01 The Agreement and Re-Direct Frame
- CH.02 Isolate the Objection Before Moving Forward
- CH.03 Feel/Felt/Found
- CH.04 The Power of Possibility

## **CATEGORY 7: THE POWER OF THE FOLLOW UP**

*When you build a referral ENGINE, you have FAR more clients pro-actively helping you sell. Follow THESE winning strategies.*

### **Course: The #1 Reason Sales are LOST**

- CH.01 The Importance of Follow Up: It Will Make or Break You
- CH.02 No Doesn't Mean NO, It Means "Not Now"
- CH.03 The 5 Biggest Mistakes Sales People Make

## **CATEGORY 8: BUILDING YOUR REFERRAL ENGINE**

*Learn effective follow up skills for ANY client – if they don't buy and even if they do!*

### **Course: The Ultimate WIN in Sales**

- CH.01 The Law of the Compounding Customer
- CH.02 Truly Defining YOUR Ultimate Reward
- CH.03 The Power of Social Proof

### **Course: The 7 Common Mistakes and What You CAN Do**

- CH.01 Not Setting Your Client Up for Giving Referrals
- CH.02 Failure to Keep an Ongoing Relationship with People
- CH.03 Using the 1 and Done Technique
- CH.04 Using the WRONG Timing
- CH.05 Having the WRONG Tonality, Pace, and Certainty
- CH.06 Failing to ARM Your Clients Appropriately
- CH.07 Only Asking When You Need It