



Sales Academy

Virtual Meet & Greet - 1 Week Prior

10 COMPETENCIES OF HIGHLY SUCCESSFUL SALES PEOPLE
1 Goal Driven
2 Great Impressions
3 Good Prospects
4 Present Well
5 Address Concerns
6 Reach Agreement
7 Negotiate Nicely
8 Good Referrals
9 Follow-Up
10 High Performance Habits

	Wednesday		Thursday	
	PREPARE FOR SUCCESS		NEGOTIATE & DELIGHT	
9:30 AM	Goal Driven	Share Your Challenge S.M.A.R.T. vs D.U.M.B. Goals Success Formulas	Negotiate Nicely	Are you the client's #1 choice? Know your solution R.O.I. Be a Dry Towel
10:30 AM	Great Impressions	7-11 Rule Position in 4 Steps Schema-BUSTERS	Good Referrals	2 Step Referral Method The Advice Technique The digital Rolodex
11:30 AM	Good Prospects	SMART Brainstorming The Maister Matrix A-List	Follow Up	Show You Care Calls 6 Step Recovery Decision Debriefs
	PRESENT & CLOSE		TAKE ACTION	
1:30 PM	Present Well	Elevator Pitch FABi Selling Value Hypothesis	Your Biggest Challenge Addressed	Winslow Assessment Advice Accountability Partners Script & Practice
2:30 PM	Address Concerns	Noble Purpose Indifference Probes Clarify, Cushion, Respond	High Performance Habits	MVP Lists L.O.V.E. Letters 6 Minutes of Power
3:30 AM	Reach Agreement	(Virtually) 93% non-verbals Benefits-Opinions The 94% Proposal	Best 2-3 Ideas	Best Implementation Ideas By When Expected Results
<i>7 30 60 Day Review of Results</i>				