

## PROGRAM'S PURPOSE:

Participants will learn over 100 actionable strategies for finding, acquiring, engaging, growing, and retaining business.

## DAY 1 – TUESDAY, APRIL 16, 2024

8–12 PM PST

### **PART 1 Performance Driven Selling/Strategic**

- Understand and apply the 5@5 Rule™ with our smartphone calendar to ensure weekly peak performance
- Learn why prospects do or do not return your calls and how to change that
- 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
- Master the psychology that explains the four core logic drivers behind why individuals buy or do not buy and the four core emotional drivers behind why individuals buy or do not buy

1–5 PM PST

### **PART 1 Fundamentals/Strategic**

- Learn how to develop a specific strategic action plan to present solutions to your prospect
- Master a simple formula for conversationally addressing objections, that in many situations can bring the conversation back to a close
- Learn and role-play tactical conversational models for each step, whether used on-line, over the telephone, one-on-one or group selling situations.
- Master the Conversational Power Engagement Stacking & Linking® formula to build instant rapport, enhance question quality, and improve listening skills. Ideal for networking, prospecting, and generating quality leads. Uncover hidden leads in current engagements and confidently express your extroverted side.
- 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

## DAY 2 – WEDNESDAY, APRIL 17, 2024

8-12 PM PST

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

- Adopt 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
- Discover 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
- Utilize the 1-52-X Formula® and the 5@5 Rule® and how they tee-up what you do every Monday and how to ensure your generating ROI by Friday
- Explore the LeadGenerator® methodology and system to discover opportunities for your business
- Adopt 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
- Discover the Quadrant Manager System™ a 4-step time management technique used to track every activity and ensure it generates productivity results
- 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