

PROGRAM'S PURPOSE:

This bootcamp is designed to provide participants with advanced sales strategies and tactical techniques to enhance their selling effectiveness and business growth.

DAY 1 – THURSDAY, JUNE 26, 2025

8-12PM PST

PART 1 Performance Driven Selling/Strategic

- Understanding and applying the Magee DOT Theory to every client.
- How to leverage CHANGE in the marketplace for market gain and transformational opportunities.
- Introduce the Trajectory Code Model which will completely change how you think, act, and engage the selling marketplace.

1-5 PM PST

PART 1 Fundamentals/Strategic

- Learn 4-core ways to differentiate at an advanced selling level.
- Discussion of the DIPS™ Model (Disruption Interruption Points Model) which will help to position you as the trusted advisor with the client and in the market space.
- Gain insight on how to bench-mark these steps against the use of handouts, brochures, emails, presentations, your website, and social media to engage with your target audience.

DAY 2 – FRIDAY, JUNE 27, 2025

8-12PM PST

PART 2 Fundamentals Application/Tactical/Technique

- Learn how to recognize your depth of product knowledge and how that directly impacts the way you view market opportunities, potentially causing you to overlook significant sales prospects.
- Use the Business Integration Grid® (BIG) to identify where your market opportunities exist.
- Understand and learn how to strategically and now tactically build and call upon your Centers of Influence (COIs) to become true allies and lead generators.
- Familiarize yourself with the 1-52-X Formula® and the 5@5 Rule® to effectively plan your week and ensure a return on investment by Friday, all while maintaining a steady flow in the Sales Pipeline Funnel® for consistent self-accountability and success.
- Implement a structured approach to assess your daily tasks, ensuring you capitalize on sales opportunities and steadily increase leads through daily dedication.