



# COURSE CURRICULUM

## PROSPECTING AND APPROACHING

- **TARGET TALK PT. 1**  
Getting prospects to call you back
- **TARGET TALK PT. 2**  
What to say when they do
- **NET-NEW-NOW**  
Using LinkedIn to close new accounts

## CLOSING AND PRESENTING

- **THE ART OF SELLING**  
Responding to resistance
- **THE PROFESSOR VS. THE POLITICIAN**  
Becoming the expert consultant
- **D1-S2**  
Discover first, sell second
- **ADVANCED CLOSING TECHNIQUES**  
Sell for your customers, not at them
- **ADVANCED LISTENING**  
Impacting your success through expert listening
- **TONALITY**  
Mastering your pitch, tone, volume, pace, and melody
- **NEGOTIATING**  
Learning to win in challenging negotiations
- **STORY-SELLING**  
Mastering the art of persuasion through story telling
- **MASTERING THE COMPLEX SELL**  
Moving beyond basic techniques for more complex strategies

## FOLLOW-UP AND REFERRALS

- **THE RIVER OF REFERRALS**  
Developing a mindset and taking action on it
- **R90X**  
Massively increase your referrals in 90 days or less

## GETTING MORE

- **TIME**  
Taking control of what matters most
- **GOALS**  
Turning dreams into reality
- **HABITS**  
Building good habits and making them stick

## LEADERSHIP DEVELOPMENT

- **MANAGERIAL COURAGE**  
The five steps to mastering managerial courage
- **ALIGNING STRATEGY AND SALES**
- **STRATEGIC NEGOTIATIONS**
- **LEADING CHANGE & ORGANIZATIONAL RENEWAL**
- **NEGOTIATING AND COMPETITIVE DECISION-MAKING**
- **MANAGING CHANGE**
- **CREATING CULTURES OF ACCOUNTABILITY**

