

**Category: Free Sales Training**

*Enjoy this free sales training. You will understand that sales is all around us and why we need to learn how to sell.*

- Chapter 1: Sales is everything
- Chapter 2: Two outcomes
- Chapter 3: No selling
- Chapter 4: Why we love this
- Chapter 5: They asked for the time not the watch
- Chapter 6: Is price an objection
- Chapter 7: I'm not in sales
- Chapter 8: Same amount of energy
- Chapter 9: Get frequent
- Chapter 10: Fear
- Chapter 11: Facebook marketing
- Chapter 12: The why

**Category: First Impressions Count**

*Having goals and being motivated is critical when you set yourself up for success. You will either win or lose within the first 30 seconds so you better learn how to get it right.*

**Course: Goals**

*To put it simply, people who have clearly defined, measurable goals are much more likely to achieve success. Learn how to understand best to goal-set, and how to determine if they are right for you.*

- Chapter 1: Goals
- Chapter 2: SWOT Analysis
- Chapter 3: 8 Steps – Ignite Your Day

**Course: Motivation**

*Motivation is what drives us to success and without it, we go nowhere. You need to learn what motivates you first, and in this section you will understand exactly how to use it to your best advantage.*

- Chapter 1: Fear
- Chapter 2: Your greatest passion lies beyond your fears
- Chapter 3: One dollar a week
- Chapter 4: The time you finally do it
- Chapter 5: Wrong decisions
- Chapter 6: Inspiration
- Chapter 7: Life rewards completion
- Chapter 8: Tall poppy syndrome

**Course: First Impressions**

*How aware are you of the initial impression you are giving to your client? With the first 30 seconds being just as critical as the final close, you need to learn how to maximise and enhance the first impressions you are giving your client.*

- Chapter 1: Initial impressions
- Chapter 2: The first 30 seconds
- Chapter 3: Crab walking
- Chapter 4: Seating
- Chapter 5: Learn the names
- Chapter 6: The final check up
- Chapter 7: The 6 P's
- Chapter 8: 8 Steps – It's Showtime
- Chapter 9: Don't burn a prospect

**Course: Sales is Everything**

*Sales. Is. Everything. We are all salespersons in some respect, whether you are selling yourselves or for your business. Understanding the characteristics of how to become a profound salesperson will ultimately be a massive advantage to your career and lifestyle.*

- Chapter 1: Sales is everything
- Chapter 2: Attitude
- Chapter 3: Pre-tour preparation
- Chapter 4: People buy on emotion
- Chapter 5: Prejudging
- Chapter 6: How the industry has changed
- Chapter 7: Ego
- Chapter 8: Every word counts
- Chapter 9: Why sales
- Chapter 10: Buyer-seller dance

**Category: Relationship Selling**

*Selling in today's competitive environment you need to know how to build a strong relationship that will increase your sales, increase your average transaction size and increase your retention.*

**Course: Setting the Tone**

*Something as simple as a handshake can help you understand just exactly the type of client you are pitching and how best to approach them. If you don't get the first steps right in your presentation, you will find it impossible to close on them. Learn the fundamentals when it comes to Setting the Tone.*

- Chapter 1: The four handshakes
- Chapter 2: Any emotion is better than no emotion
- Chapter 3: Body language
- Chapter 4: Find out the client's attitude
- Chapter 5: Gift
- Chapter 6: Statement of intent
- Chapter 7: Statement of intent – Part 2
- Chapter 8: The biggest mistakes
- Chapter 9: Soft TO
- Chapter 10: Third-party stories
- Chapter 11: The why
- Chapter 12: 8 Steps – Pan for Gold

**Course: Creating Credibility**

*When you are selling, you are not just selling your product or service. You are selling yourself alongside the organization or company. If you fail to get this right you will not have the trust with your client to close the sale. Creating Credibility details how best to impress your client with everything you have to offer.*

- Chapter 1: Don't sell your product here
- Chapter 2: Keep it short
- Chapter 3: Using statistics
- Chapter 4: Tell the truth
- Chapter 5: Good place for a soft TO
- Chapter 6: Commitment question
- Chapter 7: 8 Steps – Getting The Thumbs Up

**Course: Discovering Critical Information**

*The discovery section of your presentation, is all about gathering information from your client. Failing to gather or utilize the right information, pitching too early or not gaining commitment before moving on will prevent you from landing a sale at the end. Learn how to gather the right information from a client which you can use to your advantage and ultimately use to solidify the close.*

- Chapter 1: DBM
- Chapter 2: Third level questions
- Chapter 3: Commitment questions
- Chapter 4: Extra questions
- Chapter 5: Travel question
- Chapter 6: Recap
- Chapter 7: No selling
- Chapter 8: No qualifying
- Chapter 9: Past decisions
- Chapter 10: The three things

**Chapter: Problem – Solution – Sell**

*If you cannot develop a massive problem you cannot sell. Learn how to create a problem so your solution is the only product or service your client needs. Selling is easy when you know how to create a problem.*

**Course: Do You Have A Problem**

*Do you know how to agitate a problem so big with a client that they basically have no choice but to purchase? If you follow all the steps correctly and ask the right questions, this can be easily done and your close rate will improve dramatically.*

- Chapter 1: Why we love this
- Chapter 2: Questions vs. statements
- Chapter 3: Don't argue over inflation
- Chapter 4: Set the holiday goal
- Chapter 5: Commitment questions
- Chapter 6: Tonality and silence
- Chapter 7: Subconsciously spending
- Chapter 8: Packaging deals
- Chapter 9: The three points
- Chapter 10: The bigger the problem
- Chapter 11: 8 Steps – Shaken Not Stirred

**Course: Your Solution**

*Your Solution Is all about helping you understand exactly what your product, or solution to the clients' needs is all about. When you learn how to best pitch your product to suit the client in front of you, you will smash your previous sales record like there is no tomorrow.*

- Chapter 1: They asked for the time not the watch
- Chapter 2: Keep them involved
- Chapter 3: Earlier you said
- Chapter 4: Don't fear your product
- Chapter 5: Don't sell logically
- Chapter 6: Features vs. benefits
- Chapter 7: Baby negatives
- Chapter 8: Trial closes
- Chapter 9: Use the client's DBM
- Chapter 10: Use the kid's names
- Chapter 11: Recap
- Chapter 12: Like – use – afford
- Chapter 13: Ask it twice
- Chapter 14: Selling the exchange
- Chapter 15: Easy and simple
- Chapter 16: 8 Steps – Shaken not Stirred

**Course: Sale**

*So many salespeople get all the steps up to the sale section but then freeze up and miss out on a great opportunity due to some fundamental mistake which could have been easily avoided. Learn how to gain commitment from your clients throughout your entire presentation so your close becomes a no-brainer for your prospect.*

- Chapter 1: The difference between trial, commitment question & close
- Chapter 2: Knowing the paperwork
- Chapter 3: Showing the money
- Chapter 4: 8 Steps – Yes

**Chapter: Sales Fundamentals**

*So many sales people make fundamental mistakes through the sales process. Learn what not to do and accelerate your selling career.*

**Course: Sales is a Process**

*To maximise your close rate, you must first understand that Sales is A Process. Skipping or altering the order of these steps will inevitably confuse the client and deter them from buying. Learn the ultimate process to strengthen your close at the end.*

- Chapter 1: Learning styles
- Chapter 2: Two outcomes
- Chapter 3: Sales people don't find the right information
- Chapter 4: It's not me, my attitude is good
- Chapter 5: Elevator pitch
- Chapter 6: You can make excuses or money, not both
- Chapter 7: Getting routined
- Chapter 8: The sales process

**Course: Sale Myths**

*Who has heard those classic sales sayings such as 'Sales people are born'? These are outright myths and hinder your success, and once debunked you can overcome them and move on.*

- Chapter 1: Sales is a numbers game
- Chapter 2: The economy isn't right
- Chapter 3: I'm not in Sales
- Chapter 4: Competition is healthy
- Chapter 5: Sales people are born
- Chapter 6: Expenses are your enemy

**Course: Common Sales Mistakes**

*There are some common sales mistakes that nearly every sales person makes. Be sure you are not one of them and learn what you should not be doing.*

- Chapter 1: Sales people answer the client's question
- Chapter 2: Sales people sell too early
- Chapter 3: Sales people create their own objections
- Chapter 4: Sales people sell too logically
- Chapter 5: Sales people become confusing
- Chapter 6: Sales people don't recap
- Chapter 7: Sales people have weak or no commitment questions

**Chapter: Leadership and Management**

*Do you want to be the leader that people look up to? Do you know that there are qualities that will make you a better manager and leader? Learn these qualities and become a person of influence.*

**Course: Effective Management**

*Are you a good manager? Do you lead your team and help them develop the necessary skills to break records for your office? Become the type of manager that your staff will follow and you will begin to see better results immediately.*

- Chapter 1: Goals
- Chapter 2: SWOT Analysis
- Chapter 3: 8 Steps – Ignite Your Day

**Course: Leadership Qualities**

*Many managers struggle to support and mentor the staff below them. They strived so hard to reach the position they have arisen to, and then let it all go. Being an effective leader means you need to guide your teams to success, as a chain is only as strong as its weakest link.*

- Chapter 1: Do you mentor
- Chapter 2: Get in and make it happen
- Chapter 3: Self-responsibility
- Chapter 4: Know what you want
- Chapter 5: Focus
- Chapter 6: What price will you pay
- Chapter 7: Being committed
- Chapter 8: The extra mile
- Chapter 9: Time
- Chapter 10: Persistence & determination
- Chapter 11: The way we think
- Chapter 12: Managers who don't manage
- Chapter 13: Complaining down
- Chapter 14: You have to be nice on your way up
- Chapter 15: Expectations
- Chapter 16: The three things

**Course: Staff Incentives**

*Many organizations provide a Special Performance Incentive Fund for managers to help generate the energy, motivation and drive to help their teams set and reach goals much more effectively. Learn how to use your SPIF to maximise your profits and solidify the team bond at the same time.*

- Chapter 1: Spice up your SPIF
- Chapter 2: 1 Survivor SPIF
- Chapter 3: 2 Auction SPIF
- Chapter 4: 3 Money SPIF
- Chapter 5: 4 Deal or No Deal SPIF
- Chapter 6: 5 Multiplayer SPIF
- Chapter 7: Understand what motivates your team
- Chapter 8: Why SPIF

**Chapter: Telephone Selling**

*Using the telephone is critical in today's economy. If you can't sell via the phone then you will be left behind. This is a must for anyone who is in sales.*

**Course: Cold Calling**

*Cold-calling can be an absolute nightmare to the inexperienced, especially when you don't have a game plan. This section shows you exactly how to structure your call to maximise sales, lead generation or whatever it is you are attempting to get out of it. Four great scripts have been included which can be easily manipulated for any industry.*

- Chapter 1: Structure of cold calling
- Chapter 2: Interest – hook
- Chapter 3: The takeaway
- Chapter 4: The two questions
- Chapter 5: The decision maker
- Chapter 6: The close
- Chapter 7: Script 1 Gym
- Chapter 8: Script 2 Real Estate
- Chapter 9: Script 3 Plumbers
- Chapter 10: Scripts 4 Doctor

**Course: Extended Scripts**

*This module is for the people who want to become a professional when it comes to telephone sales. Breaking down each section of the call in detail, you will understand just exactly where you are going wrong, and how to fix it to become a real sales superstar using the phone.*

- Chapter 1: Time on the phone
- Chapter 2: The first step to it
- Chapter 3: Discovery
- Chapter 4: Credibility
- Chapter 5: Agitate the problem
- Chapter 6: The solution – suit the client
- Chapter 7: The line
- Chapter 8: The close
- Chapter 9: Call backs

**Course: Follow Up**

*Did you know the average salesperson gives up after 2 follow-up attempts, yet it takes on average 5 to land a sale? It isn't hard to become the minority of salespeople who get this right, benefitting from the closes that others aren't willing to hunt down. This section details all the parts of a follow up, allowing you to maximise your close rate and not waste hot leads who just need that extra push.*

- Chapter 1: Statistics
- Chapter 2: The 50 Percent
- Chapter 3: Do you follow up?
- Chapter 4: Be the 80% with don't
- Chapter 5: Referrals
- Chapter 6: Future of phones
- Chapter 7: Text messaging
- Chapter 8: Increasing conversion with referrals
- Chapter 9: How many text messages
- Chapter 10: Follow up
- Chapter 11: The person who follows up gets the business
- Chapter 12: Note Taking
- Chapter 13: Text messaging
- Chapter 14: Following up will increase your sales

**Course: Phone Mindset**

*The phone is undoubtedly one of the best tools when it comes to sales. Phone Mindset elaborates on all the very effective techniques you need to make sure you are on point when you pick that phone up and dial.*

- Chapter 1: Why telephone sales
- Chapter 2: Get frequent frequent
- Chapter 3: What can phones be used for
- Chapter 4: Fear of the phone
- Chapter 5: Do you have the right equipment
- Chapter 6: Note taking
- Chapter 7: First 20 seconds
- Chapter 8: Telesales mindset

**Course: Referrals**

*Did you know there is a right way and a wrong way to handle referrals? You've just gone to all this effort to get a referral from a new client, and now you don't know how to deal with it to land another sale. The Referrals Section explains exactly how to approach and close a referral, and ensure they stayed closed through the cooling-off period.*

- Chapter 1: How to close on a referral
- Chapter 2: When a referral doesn't want you to use their name

**Chapter: Closing Strategies**

*Close or be closed. A sales will never be made if you can't get the order. Learn how to increase your sales and close like a seasoned professional.*

**Course: Close or Be Closed**

*Stop being closed by your clients, and become a professional closer. Learn how to close in every selling situation.*

- Chapter 1: Closing tools
- Chapter 2: Cash outs
- Chapter 3: Are you closing on emotion or logic
- Chapter 4: Don't prejudge
- Chapter 5: What you need to close a sale
- Chapter 6: Having an opener and a closer
- Chapter 7: The takeaway
- Chapter 8: Don't sell past the close
- Chapter 9: How many packages

**Course: Different Closes**

*There is more than one way to close a deal, and which way all comes down to what the client needs. Understand which types of closes works best for which clients, and ensure you don't waste your time by pitching your product or service incorrectly.*

- Chapter 1: If I could, would you?
- Chapter 2: Are they looking for a way in or a way out?
- Chapter 3: Save the best for last
- Chapter 4: Silent close

**Course: Closing Basics**

*This section completes the Closing Strategies by unravelling the basics behind the close; why the client was never sold, how to actually get a yes after you hear 'no' so many times and why you should never pitch the cheaper product first. These basics are critical to a salesperson in any industry and must be understood if you want to excel in your field.*

- Chapter 1: Same amount of energy
- Chapter 2: The main reason why they say no
- Chapter 3: Don't change when the client says no
- Chapter 4: Clients are nervous to say yes
- Chapter 5: 5 No's to get a yes
- Chapter 6: Not sold

**Chapter: Overcoming Objections**

*Most people get scared when they get objections from their prospects. Learn how you will use the prospects objection and make it the reason they will purchase.*

**Course: Why Do You Get Objections**

*The more you say, the more objections you will face from your client. Why Do You Get Objections details the different types of objections you get through all the different parts of your pitch, many of which can be clearly avoided if you understand why they happened.*

- Chapter 1: Is price an objection
- Chapter 2: Didn't get the DBM
- Chapter 3: Didn't create the problem
- Chapter 4: Cookie Cup
- Chapter 5: Fees
- Chapter 6: Didn't recap
- Chapter 7: Price condition
- Chapter 8: Prejudging
- Chapter 9: Didn't create the urgency
- Chapter 10: Selling too early
- Chapter 11: When people ask about time
- Chapter 12: 8 Steps – Overcoming Objections

**Course: Steps To Overcoming Objections**

*Overcoming Objections wouldn't be complete without explaining exactly how to overcome all the different objections a client can throw at you. These techniques ranging from great one-liners which can isolate the real objection when the client keeps coming up with excuses, to some excellent tools to help you move past them when they just won't budge.*

- Chapter 1: Uncover the objection before selling
- Chapter 2: Apart from the money
- Chapter 3: Actual commitment
- Chapter 4: Excuse vs. condition
- Chapter 5: Step 1 Listen
- Chapter 6: Step 2 Agree with them
- Chapter 7: Step 3 Acknowledge & Isolate
- Chapter 8: Steps 4 & 5 Overcome – Shut it down

**Course: Common Objections**

*Over time you will come to realise that you can categorise the variety of objections you will receive, and once you understand what they are really about, you can overcome them much more easily. Common Objections lists the different types and how best to overcome them.*

- Chapter 1: Decision on day
- Chapter 2: Timing
- Chapter 3: Fear of change

**Chapter: Facebook Selling**

*If you don't know how to get leads and sell on Facebook you need this course. With over 1.6 billion Facebook users you should be making money through this social media platform.*

**Course: The Rules**

*The majority of people think they can slap up a post, and it will hit their target audience no questions asked. This is incredibly wrong. Facebook has strict guidelines and rules everyone must adhere to if they want to maximise their business opportunities through social media. This section details how to best reach your Tribe, understand the 30 Day Rule and what to post depending on the day.*

- Chapter 1: 30 day rule
- Chapter 2: Tribes
- Chapter 3: How many posts
- Chapter 4: Facebook days

**Course: Facebook Basics**

*There are a bunch of great tools that Facebook make available to track your reach, analyse your competitors and advertise for lead generation. Facebook Basics is your one-stop-go-to for understanding whether you need a personal page or business page, and how to reach your target demographic and prevent you from reaching the wrong audiences.*

- Chapter 1: The difference between a personal and business page
- Chapter 2: The 94 Percent
- Chapter 3: Social media not me media
- Chapter 4: Social media marketing
- Chapter 5: Follow up basics
- Chapter 6: Check your emails
- Chapter 7: Insights