

**PROGRESSIVE
SPECTING**

- ▶ Virtual Program: 5 Hours / Video + Exercises: 8 Hours
- Developing & Implementing a Strategic Process
- Persuasive Communication Techniques
- Securing Appointments & Professional Exit Strategy
- Establishing Value Propositions
- Addressing Objections, Questions & Concerns

Worksheets & Job Aids

- MAP Income Goal Setting Worksheet & Annual Summary
- The MAP Report
- The MAP Tracker (Manual CRM)
- Peak Selling Months
- Persuasive Communication Job Aid
- Progressive Prospecting Critical Sales Dialogue Booklet

multi-media
STRATEGIES
THAT SELL

- ▶ Virtual Program: 5 Hours / Video + Exercises 11 Hours
- Key Principles of Effective Media Planning
- Selling Long-term Multi-Media Strategies
- Leading Effective Customer Needs Analysis Meetings
- Acquiring and Implementing Budgets
- Linking Needs with Solutions

Worksheets & Job Aids

- Marketing Strategies Handbook
- Common Media Terms
- Ad Goals & Selecting Media
- StrADegies that Sell Critical Sales Dialogue Booklet
- Advertising Success Checklist & ROI
- Establishing Goals & ROI Calculator
- Budget Practice Exercises
- Needs Analysis Quick Assessment Form
- StrADegies that Sell Job Aid

**POWERFUL
PRESENTATIONS**

- ▶ Virtual Program: 2 Hours / Video + Exercises 4 Hours
- Vital Information to Include in Every Presentation
- Creating Presentations Efficiently & Effectively
- Developing a Compelling Message that Leads to "Yes"
- Using Research to Sell
- Converting Stalls to Customers
- Establishing and Measuring Return on Investment
- Understanding Conversion Rates
- Implementing a Retention Strategy

Worksheets & Job Aids

- MAX Presentation Process & Template
- Presentation Outline Form & Example
- Converting Stalls
- Partnership & Tracking / Next Steps
- Campaign Checkup Form / Advertising Checklist
- Establishing Advertising Success + ROI Worksheet
- Increasing Conversion Rates

MAX Achievement Series Materials:

- 250 Pages of Media-Specific Materials
- 20 Worksheets & Job Aids
- 3 Handbooks
- Over 100 Communication Examples

