

PROGRESSIVE PROSPECTING

- ▶ 1 /12 Day Live Training Program*
- ▶ Digital Program: 5 Hours / Video + Exercises: 8 Hours*
- Developing & Implementing a Strategic Process
- Persuasive Communication Techniques
- Securing Appointments & Professional Exit Strategy
- Establishing Value Propositions

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

- ▶ 1 /12 Day Live Training Program*
- ▶ Digital 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

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

- ▶ 1 Day Live Training Program*
- ▶ Digital Program: 4 Hours / Video + Exercises 7 Hours*
- Vital Information to Include in Every Presentation
- Creating Presentations Efficiently & Effectively
- Developing a Compelling Message that Leads to "Yes"
- Using Research to Sell

Worksheets & Job Aids

MAX Presentation Process
MAX Presentation Template
Presentation Outline Form & Example
Converting a Stall
Benefits Job Aid
6 Video Modules

MAX Achievement Series Materials Includes:

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

*Live facilitation or digital courses available.