



## Empower Sales - Coaching Modules

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1. **Vision & Goals (part I)**– Getting dialed-in to your personal and professional goals and developing success habits to crystallize your goals and take action. Top athlete's and top producers in sales develop the habits of crystallizing their personal and business goals and the Empower Vision and Goals process will teach you how to focus to accomplish more than you ever thought possible.
2. **Goal Setting & Execution (part II)** -Learning how to focus on your personal and professional goals twice per day and control your mind set to push yourself out of your comfort zone.
3. **Focus and Discipline** – How to avoid excuses, distractions and procrastination to achieve more success. Get tips from the book, "Take the Stairs" on how to become a disciplined sales person to move your business to the next level of success.
4. **Time Management (Part I)**– Learn to organize and set blocks of time. Master the planning process with focus on the right priorities. Most people do not have a time problem, they have a behavior problem and lack good time management systems.
5. **Time Management (Part II)** – Becoming disciplined about sticking to your schedule and learning how to identify and avoid distractions that get you off schedule. Evaluation of the time awareness log will reveal the common distractions, so you can learn to be in control of your schedule instead of your schedule being in control of you.
6. **Navigate Communication Skills (Part I)** – Learning how to build stronger relationships and develop trust faster with your prospects and customers. This selling system can be a "game-changer" for sales people wanting to grow their sales and income. Learn how to identify the prospect's Navigate style within the first 30 seconds of meeting them from their voice quadrant and from their hand shake.
7. **Navigate Closing Skills (Part II)** – How to close business faster with targeted closing techniques designed for the customers navigate style. Most sales people are missing the mark with 75% of their prospects because they treat everyone the same. Learn how to present differently, overcome objections and close differently for each of the 4 types of prospects you encounter. Becoming a "Master Navigator" will help you become a top producer in sales and build stronger relationships with clients and at home.

8. **IPA's- (Income Producing Activity)**– How to identify your priorities and income producing activity. Instead of being reactive and going thru your day with multiple distractions, learn how to focus on the top 5 priorities every day that will move you closer to accomplishing your business goals
9. **CSF's (Critical Success Factors)** – How to establish your critical success factors that drive your daily sales activity to accomplish your daily goals. Learning how to “compete with yourself” with this self-motivational system that will truly drive better results.
10. **Prospecting with Focus** – How to use the phone, LinkedIn & Referrals to get leads. Techniques for getting past the gatekeeper that work to set appointments. Making prospecting a priority and organizing your follow up information is critical to a great prospecting process.
11. **Lead Generation** - How to maximize your time and effectiveness with lead generation that drills deeper and gets better pre-qualified leads. Learning how to organize your leads and set priorities to execute your prospecting in a focused way to get better results.
12. **Mental Strength** – Learning to think like a winner consistently- “Your mind is not your friend”! Your mind is designed to keep you safe and comfortable. Top producers learn to think differently to consistently push themselves out of their comfort zone to achieve more.
13. **Emotional Motivation** – How to motivate yourself daily to win and achieve your goals. Learning how to use positive self-talk with a focused approach to crystallize your goals.
14. **Territory Planning – (Part I)** Planning your time, getting focused on sales call efficiency. Learning to identify your prospects & organizing your clients and prospects in a priority manner.
15. **Territory Management (Part II)** – Executing your territory plan with discipline and focus. How to create a weekly sales plan to work from your call schedule. Being organized and efficient with territory management is a key component to great time management and part of what top producers in sales do every week.
16. **Relationship Selling** – People buy from people they LIKE and TRUST. Learn proven techniques that help you become a top producer and establish stronger relationships with your customers and team members.
17. **Power Probing Questions** – Asking great questions to find the pain and the real need of the customer. Top producers learn to listen 80% of the time by asking good questions. Learn new techniques to keep you on track and locating the pain points of your client.

18. **Presentations** - Designed to connect with the customer in a more powerful way, the presentation training will equip you with how to set up a “buying environment”, how to craft your presentation to fit the buying style of your customer and how to deliver the presentation in a powerful and effective way that gets better results.
19. **Closing Skills (part I)**– Top Producers know 5-7 great closing techniques and deliver with no pressure because they are not “winging-it”! Learn to close business faster without the pressure of being a “pushy sales person”.
20. **Closing Skills (part II)** – Learning to have the right mind-set and perspective about closing and asking for the business. Many people struggle with the fear of rejection and tend to shut down when the prospect serves up an objection or decides to award the job to the competition. Learn how to use your Navigate skills to overcome any objection and help the client make the best decision to close the sale.
21. **Overcoming Objections** – How to show empathy, agree and use 3<sup>rd</sup> party selling to overcome objections. Learn how to ask the right questions in the selling process so you don't have to deal with objections.
22. **Generational Follow Up** – How to execute great follow up based on the generation you're selling to. There are 4 generations of people in the workforce today. The way you present and the way you follow up with a baby-boomer is very different than how you should follow up with a millennial.
23. **Networking** – Setting up your networking group and how to secure quality leads. Learn a cost-effective way to build a networking group that helps you grow your business.
24. **Positive Self Talk** – What you say to yourself is critical so develop a daily process that will keep you at peak performance every day.
25. **Social Media** – Using LinkedIn, Facebook, Pinterest, Twitter, Blogs and websites to build your brand and connect with your customers and prospects.
26. **Overcoming Belief Barriers** – Your mind is not your friend! Learning to think differently about your goals and hurdles to success.
27. **Moving from where you are to the next level of success**- Level I to Level II to Level III as a sales person takes you thru the natural progression of transactional sales person to average sales person to top producer level.
28. **Listening to your customers** – The art of listening and asking caring questions to really set you apart from the competition.
29. **Overcoming Approval Addiction** – It is not about you! It is about serving your customers and really caring about helping them win. Stop comparing yourself to others and seeking

others approval. Top producers in sales develop the habits of self-motivation and superior goal setting habits. Learn how to get over your fear of rejection and achieve more results

30. **Putting F.E.A.R. behind you** – Getting out of your comfort zone to win consistently and to push yourself out of your comfort zone. Fear of rejection or fear of failure can hold you back and it is critical to learn the process of dealing with fear in a positive way.
31. **Creating Great Expectations** – Take the optimism assessment and learn how to think out of the box to think like a champion!
32. **Power of the Lunch**- How to consistently secure breakfast and lunch meetings with prospects to move our negotiated business to the next level. Top producers in sales NEVER eat alone!
33. **Selling your company's value proposition** – Really understanding the company value proposition and how to position against your competition is key to becoming a top producer. Learning how to sell your company's strengths and differentiators are key to presenting a powerful value proposition.
34. **Servant Selling** – Learn how to put your customers first and develop stronger lasting relationships. “It is hard to be nervous when your heart is on service”!
35. **Getting Customer References and Referrals** – Top producers make it a habit of getting customer references on every good project they complete. They also learn to get referrals from every customer and prospect they speak with. Developing a “referral-based” business is much better than cold calling your entire life.
36. **Networking** – Learning how to create your own networking group and secure quality leads and referrals. How to use social media to enhance your networking efforts.
37. **Crucial Conversations** – Most people avoid having the tough conversation that goes against the majority opinion because they want to be accepted. Great companies learn how to encourage all employees to speak up when they do not agree with a decision.
38. **Never Eat Alone** – To build stronger relationships with customers and to have the best odds of success with prospects, you should never eat alone. Meeting over breakfast, lunch or dinner with a client or prospect increases your opportunity to build trust significantly and will lead to more sales, higher profits and increased commissions.
39. **My One Word** – The art of finding the biggest priority for a period of time and executing that goal with laser focus. This takes practice and it takes mental discipline.
40. **Superior Customer Service**- Learn how to go “above and beyond” to show your customers that you really C.A.R.E. about their business. Customers Are Really Everything!
41. **Quality** – Understanding the real meaning of quality and how to promote that to your clients. Selling quality is an art and you will learn how to articulate the true value of quality. Selling on price is for mediocre sales people and to producers sell value at higher profit margins and much better commissions.

42. **The Four E's** – You will learn about four important traits of great sales people that can be learned. Great sales people are NOT born....they are developed and having the “four E's” are critical to consistently performing at the top producer level.
43. **Overcoming Complacency**- Many seasoned sales people get to a “comfortable” stage with their business and become complacent. This module will teach you have to set new goals for your personal life and your professional life that will motivate you to get out of your comfort zone and reach new levels of success.
44. **Nailing the cycle of the sale** – Most sales people go from an introduction and rapport building to closing and this can be a critical mistake. You will learn in this module how to consistently ask the right questions and at the right time. Timing and being equipped with the right questions is the key to not trying to close too soon.
45. **Critical Thinking** – This module will teach you have to consistently get your mind right and how to think beyond your comfort zone. Learning to think like a champion and building on your daily successes is a self-motivating way to win consistently.
46. **Investing in you** – Learn how to make a real commitment to investing in you and your personal development. Today's work environment is often not conducive to personal development and you can learn how to find the right resources and make this a daily habit of improvement. Sales is a career that you cannot get a college education for. Top producers learn to invest in themselves with study, coaching and practice to become great professional sales people.
47. **Truth and Fact** – Many times we confuse the facts and truth with the “whirlwind of business” circling around us in this fast-paced world. Learn how to drill deeper with your questions and your assessment of people to get to the truth and the facts.
48. **Sustained Concentration** – Learning how to maintain your focus and concentration over a long period of time takes skill and practice. This module will teach you have to develop the systems and habits to focus on the important priorities and avoid distractions.
49. **Emotional Intelligence** – This module will deal with how your emotions can interrupt your focus. It will also teach you how to build a stronger emotional intelligence to stay at the top of your game and not go thru your work day on the “emotional rollercoaster” that can be very disruptive to your productivity.
50. **Wealth begins with Thinking** – Many people never achieve the financial goals they have due to “stinking thinking” to quote a phrase from the late great Zig Zigler. This module will teach you how to create positive thinking around your financial goals and how to consistently focus on earning, spending and saving to achieve your financial goals.
51. **Optimism Assessment** – In this module we will explore your outlook on life and will perform the optimism assessment that will reveal to you how optimistic you truly are. Learn how to move to a more positive and optimistic mind set consistently.
52. **Personal Quality Management** – This module will teach you the critical things to pay attention to regarding your personal quality management. Sloppy dressing and manners

are sure turn-offs to potential clients and great sales people learn how to “dress for success” as well as act like a true winner every day with their actions.

53. **Making more money to invest**- Have you ever wished you could have more money to invest for your future? This module will help you learn how to dream bigger dreams and give you the tools to start managing your money better so that you can invest more to develop a more secure future.
54. **Becoming an innovative problem solver** – The best way to earn a customer for life is thru innovative problem-solving actions. You will learn how to be creative with your problem solving and look for the right opportunities with customers to show that you care.
55. **Preparing for recruiting customers** – This advanced training on prospecting for new customers will teach you how to plan better and how to drill deeper with your research on the right type of client for you and your company.

***Empower Partners: Motivate – Empower – Execute Success Habits !***