

Price: \$2,000 five founding members who will impact the course	Follow on Price: \$4,000 next five members		
Headline: 8 Weeks to Free Fridays			
Title: Sales Skills to Save Time with Prospects, Make Money, Gain Freedom and Boost Self Confidence			
Subtitle: Accountable to Recognize, Acquire, Practice, Internalize, & Automatically Demonstrate These Skills			
CURRICULUM			Accountability Component Demonstrating Homework Accomplished
MODULES	LESSON	ACTION STEPS	OUTCOME/WIN
Module 1 Introduction, Caring, Empathy, Conversion Story, Mannerisms & Passion	1. CARING ATTITUDE	Articulate the signs of caring	Feel that people know you care
	2. DISPLAYING EMPATHY	Develop & describe ways to show empathy	People know you understand their pain
	3. CONVERSION STORY	Create and revise your story	People will identify that you are like them
	4. ENERGETIC MANNERISMS	Learn what works to communicate energy	People will see how motivated you are
	5. SHOWING PASSION	Learn how to demonstrate passion	Using voice, tember and jestures to communicate
Module 2 Questions & Active Listening	6. QUESTIONS AND ACTIVE LISTENING	Practice script questions and follow up questions	Get to the heart of the prospective client's concerns and why
Module 3 Personality Types	7. ASSESSING PERSONALITY TYPES	Learn 4 ways to categorize personalities	Be able to identify how to relate to your prospect
	8. DEALING WITH DIFFERENT PERSONALITIES	Practice how to respond to different personalities	Describe how you work with different kinds of personalities
Module 4 Motivation, Inspiration & Storytelling	9. MOTIVATION TRAITS & INSPIRING ACTION	Learn key questions to motivate prospects	You will know how using questions, & follow up questions causes postive outcome
	10. STORYTELLING TECHNIQUES	Understand the 6 kinds of storytelling	Develop two stories to illustrate a key concept or point
Module 5 Self Confidence, Approachable, Appearance, Body Language & Speaking Style	11. DISPLAYING SELF-CONFIDENCE	Practice 4 ways to display self confidence	Comfortable that people observe your postitive demeanor
	12. APPROACHABLE PERSON TRAITS	Learn how to be approachable	Know that the ways you act endears people to you
	13. PERSONAL APPEARANCE	Focus on hair, makeup, clothes, colors	You will project a professional and integrated image
	14. BODY LANGUAGE	Practice standing, sitting, jesturing to be consistent	You will communicate a consistent message with your body along with your speaking and listening
	15. SPEAKING STYLE	Practice pacing with your prospect	Your prospect will feel comfortable and aligned with your speaking pattern and their pattern
Module 6 Demonstrating Expertise, Office/Screen Enviornment, Technology & Alternatives	16. EXPERTISE DEMONSTRATIONS	Articulate enough but not too much expertise	Use just enough acts to highlight your expertise and gain respect
	17. OFFICE/SCREEN ENVIRONMENT	Identify the important factors to send a consistent message	Maintain and use a checklist of office and screen enviornments
	18. TECHNOLOGY USES/ALTERNATIVES	Identify new ways for easier and effective communication	Ability to plan ahead to meet client needs and expectations
Module 7 Interaction Mistakes & Wrap Up	19. AVOIDING INTERACTION MISTAKES	Remember what doesn't work	Planning ahead will help you avoid making mistakes and miscommunication
Training on Tuesdays LIVE for 7 weeks		Important Elements	
Q&A on Fridays LIVE for 7 weeks		1. Need to attend course LIVE if at all possible	
Group Coaching Wednesdays LIVE no end date but questions submitted the day before		2. Need to attend coaching LIVE if at all possible	
Private FB Group for additional Q&A, course updates, advance blog articles, advance YouTube videos		3. Need to pass quiz for each lesson to move ahead (and gain CE credits)	
Bonus for one founding member: Private coaching for one day, in person, voted by peers		4. Need to finish homework and post before next session	
Bonus for founding members: Video of my top 5 tips to avoid prospect procrastination			
Bonus for founding members: Free sales book based on your needs			
Bonus for founding members: Review and comment on a video meeting with one prospect			
Bonus for founding members: Signed copy of my book: Overcoming Procrastination			
Bonus for founding members: Free Carl Richard's sketch sweatshirt			
Bonus for founding members: Checklist for 30 prospect excuses and how to counter them in advance			