

# **Grant Cardone Sales Training University**

## **Course Outline & Certification Overview**

### **Beginner Certification**

#### **Selling Basics**

##### **Course 1: Selling, A Way Of Life (Beginner Certification)**

Selling Is A Prerequisite For Life  
The Commission  
Volume And Profit: Part One  
Volume And Profit: Part Two  
Salespeople Drive Entire Economies

##### **Course 2: Professional Or Amateur? (Beginner Certification)**

Professional Or Amateur?  
The Great Shortage Commitment  
Greener Pastures  
The Power Of Prediction  
The Only Reason You Won't Like Selling

##### **Course 3: The Most Important Sale (Beginner Certification)**

Selling Yourself  
Conviction Is The Make / Break Point  
The Ninety-Day Phenomenon  
Put Your Money Where Your Mouth Is!

##### **Course 4: Time (Beginner Certification)**

How Much Time Do You Have?  
Use Every Moment To Sell  
The Lunch Opportunity  
Lunch Out = Sales Up

##### **Course 5: Massive Action (Beginner Certification)**

The Massive Action  
The Four Degrees Of Action  
Massive Action = New Problems  
Production Yields Happiness  
The 10X Rule  
Work Your Power Base  
How To Build Your Power Base  
Impose On Them Or Help Them?  
Capitalize On The Easy Sale

#### **Understanding the Buyer**

##### **Course 1: The Magic of Agreement (Beginner Certification)**

The First Rule Of Selling  
The Agreement Challenge  
The Agreement Drill  
Trust is Critical to the Sale  
Customers Don't Make Sales, Salespeople Do  
Credibility = Increased Sales  
People Believe What They See, Not What They Hear  
Use 3rd Party Data To Validate  
Tips on Using Information to Build Trust

### **Course 2: Attitude (Beginner Certification)**

A Great Attitude is Worth More Than a Great Product  
Treat Them Like Millionaires  
Daily Attitude  
A Product of Your Environment  
Tips to Have a Great Attitude

### **Course 3: Give, Give, Give (Beginner Certification)**

The Magic of Give, Give, Give  
Love The One You're With  
Level of Service  
Make Service Senior to Selling  
The Hard Sell  
Closing is Like a Recipe

### **Course 4: The Price Myth (Beginner Certification)**

It's Almost Never Price  
Love, Solve Problems, and Confidence  
More on Price  
Handling "Other" Concerns Handles Price  
Justifying Price with Other Inventory  
Salespeople Stop Sales, Customers Don't

### **Course 5: Your Buyer's Money (Beginner Certification)**

No Shortage Of Money  
The People Business, Not the 'X' Business  
The Most Interesting Person in the World

### **The Sales Process**

#### **Course 1: Road to the Sale (Beginner Certification)**

What Is The Road To Sale?  
Steps In The Road To The Sale 1-13  
Mistakes To Avoid  
Commit To The Steps

## **Course 2: Attitude (Beginner Certification)**

Your Mental Disposition  
Service Is Senior  
Verbally Deliver A Great Attitude  
How To Stay Positive  
Tricks To Staying Positive  
20 Traits Of A Great Attitude  
Rules To Being Positive  
Positive Communication  
Summary

## **Course 3: The Greeting (Beginner Certification)**

The Purpose Of The Greeting  
Your Introduction  
Putting The Buyer At Ease  
Handling The Rdr  
Common Ground  
Using Information  
Using Information Part 2  
Information Gets You Information  
Dress And Posture  
Tips On The Greeting  
Biggest Mistaks In The Greeting  
Great Greetings  
Terrible Greetings

## **Course 4: Objections In The Greeting (Beginner Certification)**

Handling Objections In The Greeting  
Difference Between Want And Ask  
Initiate Objections In The Greeting  
Handling Price In The Greeting  
Mistakes Made In Handling Price  
Just Looking  
Want To Speak To Your Manager  
Time Objections  
Concerning Financing  
Credit Concerns  
What Will The Payments Be On?

## **Course 5: Fact Finding (Beginner Certification)**

The Importance Of Fact Finding  
21st Century Fact Finding Best Practices  
What - Why - How  
Wrong Product  
Cleus From The Last Purchase  
Questions To Ask

## **Course 6: Presentation (Beginner Certification)**

The Basics

Selection

Verify Selection With Alternatives

More On Alternatives

Demonstration Basics

Feature Advantage Benefit

Product Knowledge - Mistakes

The Why

Why's And Apes

Controlled Presentations

Present First

The Rules

Assumptive

Demonstration - Mistakes

Demonstration - Objections

Sell Yourself

Super Freak The Presentation

## **Course 7: Trial Closes (Beginner Certification)**

What's A Trial Close?

Trial Closes You Can Use

Gaining Mental Ownership

Objections To Trial Closes

Not Just The Product

Make Them Feel Like Family

## **Course 8: Write Up (Beginner Certification)**

Introduction Excuses

Increase Write-Ups

Mistakes

Assumptions

Objections

## **Incoming Calls**

### **Course 1: Phone Mastery (Beginner Certification)**

Introduction

Telephone's Importance

Types Of Calls

My Rules Of The Phone

What Makes A Good Phone Person?

Myths About The Phone

### **Course 2: Controlling The Call (Beginner Certification)**

Introduction

Buyer's Goals  
Salesperson's Goals  
Your Responsibilities  
Types Of Calls  
Things To Avoid  
Quick Review On Incoming Calls

### **Course 3: Setting The Appointment - Beginner Certification**

Parts Of The Call  
The Greeting  
Fact Finding  
Number And Name  
Controlling The Call  
Appointments  
Appointments Stalls  
Stall Killer  
Ending Calls - Vital

### **Intermediate Certification**

#### **Prospecting Strategies**

#### **Course 1: Prospecting Basics (Intermediate Certification)**

Purpose Of Prospecting  
What Is It?  
Why Is Prospecting Important  
How To Fill Up Your Pipeline So That You Are Affluent With Prospects  
How Prospecting Is Different Than Selling

#### **Course 2: Prospecting Tips (Intermediate Certification)**

Attitude  
Activity Level  
Expectations  
Commit To Daily Prospecting  
Time Management  
Creative Variety

#### **Course 3: Creating Lists For Prospects (Intermediate Certification)**

Introduction  
Power Base Sold Customers  
Service Type Calls The Unsold  
Who Do You Spend Money With?  
Business Using Your Products  
Competitions Customers  
Orphan Owners  
Lost Or Unsold Customers Of The Company

## **Course 4: Warm Calls (Intermediate Certification)**

Your Power Base  
The Power Base Call  
Service Customers  
Calling The Service Customer  
Reactivating Sold Customers- Past Customers You Sold  
The Call To Sold Customers  
Converting The Unsold  
The Call To The Unsold  
People You Do Business With

## **Master The Cold Call**

### **Course 1: Cold Calling Basics (Intermediate Certification)**

The Cold Call  
Facts About The Telephone  
Why You HATE Cold Calls  
What Industries and People Should Make Cold Calls  
Why The Cold Call Is So Important

### **Course 2: Types of Calls (Intermediate Certification)**

Outbound Cold Call  
Outbound Lead Response  
Outbound Referral Call  
Outbound Follow-Up Call

### **Course 3: Preparing For The Cold Call (Intermediate Certification)**

Define A Contact  
Do The Math  
Build A List  
Call Preparation That Will Guarantee Your Success  
Your Script  
Role Play Every Day  
Prepare For Objections Take Notes  
8 Ways To Guarantee Your Success On The Call

### **Course 4: Getting Past The Gatekeeper (Intermediate Certification)**

What Is The Gatekeeper  
Act The Part  
Kill The Small Talk Until You Need It  
The Power Greeting For The Gatekeeper

### **Course 5: The Cold Call Process - Intermediate Certification (Includes Download)**

Purpose Of The Cold Call  
The Greeting  
The BIG Claim  
Qualify/Fact Find

Close

How To Get Started Building Your Own Script

### **Course 6: Daily Success Rituals For Inside Sales (Intermediate Certification)**

Get Up Early

Workout

Get Focused - Eye On The Prize

KNOW Your Call Calculations

Start Your Day With Training And Role Play

Clean Your Space

Make Your List Of 5

Find Your Music

### **Course 7: Cold Call Objections (Intermediate Certification)**

Not Interested

I Am Busy / Don't Have Time

Send Me Some Information / Email Me

Not The Decision Maker

No Budget

Let Me Try It / Free Trial

Need To Talk To Director / Executive / Board / Spouse

Price Objection / Too Much Money (In Greeting)

Didn't Use The Last One We Bought

Already Working With Another Company

What Do You Do?

Call Me Next Quarter

### **Course 8: Advanced Cold Call Tips (Intermediate Certification)**

The Most Important Cold Call Stat

Best Time To Call

Magic Questions That Advance The Process

The Power Of The Text

The ALWAYS, ALWAYS, ALWAYS Of Cold Calls

Tips Of Leaving Messages

The Key To Cold Calling Success

Identify The Influencers

Bring In Back Up For The Discovery

Rapid Response Is KEY

Understanding The Follow-Up Facts

### **Theory of Closing**

#### **Course 1: The Theory of Closing the Deal (Intermediate Certification)**

Purpose Of The Program

The Cost Of Not Closing

The End Game Is The Close

The Importance Of The Close

The Winner's Exchange  
The Goal Of The Closer  
Know Or No  
Two Ways To Learn  
Closing Is A Service  
Relationship And The Close  
The 20/80 Rule

## **Course 2: The 10 Reasons Closers Fail (Intermediate Certification)**

Never Attempted To Close  
Pressure Is Perceived As A Bad Thing  
Unwillingness To Deal With Emotions  
A Lack Of Belief In The Product  
An Incorrect Estimation Of Effort  
Being "Reasonable"  
No Financial Plan In Place  
Handling Objections That Are Only Complaints  
Shortage Of Closing Material  
Incorrect Barrier  
Recap - The 10 Barriers To Getting A Deal Closed

## **Course 3: The Rules Of Closing (Intermediate Certification)**

The Rules  
Always Present Your Proposal in Writing  
Always Clearly Communicate Your Proposal  
Always Make Eye Contact  
Always Have A Pen Available  
Know How To Use Humor  
Always Ask One More Time!  
Always Have Available an Arsenal of Closes  
Stay With The Buyer

## **Course 4: Advanced Rules for Closing (Intermediate Certification)**

Treat The Prospect Like A Buyer  
Always Know You Can Come To An Agreement  
Always Maintain A Positive Demeanor  
Always Smile No Matter The Outcome  
Always Treat The Buyer Like They Can!  
Always Acknowledge The Buyer  
Always Agree With The Buyer  
Always Look For A Solution  
Care So Much That You Refuse Not To Close  
Use The Full Arsenal Of Closes  
Always Know You Don't Provide A Service Until You Close



## **Internet Lead Response**

### **Course 1: Internet Lead Response (Intermediate Certification)**

The Digital Customer

Who Is Shopping Online?

Why Are Consumers Shopping Online?

How Online Customers Differ

There Are More Mobile Devices Than Desktops.

Consumers Can Shop 24/7

More Purchases Take Place On Tablets

Average Consumer Spends 11 Hours Researching Purchases Online

The Consumer Is Connected And You Need To Be As Well

### **Course 2: The Mistakes (Intermediate Certification)**

Mistake #1: Slow Response Time

Mistake #2: No Defined Follow-Up Process

Mistake #2 (Cont.): Gives Your Team Predictability

Mistake #2 (Cont.): Gives You Consistency

Mistake #2 (Cont.): Process Allows You To Scale

Mistake #3: Assuming Your Lead Has Not Done Their Homework

Mistake #4: Not Giving The Info Requested

Mistake #5: Forget They Still Need To Be Sold

Mistake #6: Assuming The Lead Is The Decision Maker

Mistake #7: Rely On Only 1 Form Of Communication

Mistake #8: Quit Too Soon

Mistake #9: Lead May Be On The Wrong Product

Mistake #10: Inability To Get Through Filters Gatekeeper

Mistake #11: No Research On Lead

## **Closing Strategies**

### **Course 1: Money Closes 1-10 (Intermediate Certification)**

Payment Close

Payments To Figures Close Rate Close

Agreement Close I

Agreement Close II

Agreement Close III

Won't Be The Last Time Close

Be Grateful Close

Congratulations Close

Do It Anyway Close

Watch All Of These Closes Back-To-Back

### **Course 2: Money Closes 11-20 (Intermediate Certification)**

Disease Close

Inventory Close - Move Down A Model

Inventory Close - Move Up A Model

Selection Alternative Close  
Package Alternative Close  
Payment Breakdown Close  
Budget Close I  
Budget Close II  
Budget Close III  
Budget Close IV  
Watch All Of These Closes Back-To-Back

### **Course 3: Money Closes 21-30 (Intermediate Certification)**

Budget Close V  
Assume Zero Balance Close  
Down To The Penny Close  
Reduce To Ridiculous Close  
Better To Live Rich Close  
Can't Take It With You Close  
No Shortage Of Money Close  
Justify Close  
Money Equal Close  
Treat Yourself Close  
Watch All Of These Closes Back-To-Back

### **Course 4: Money Closes 31-45 (Intermediate Certification)**

Work Hard To Earn This Close  
You Deserve It Close  
Discount Close  
No Equity Close  
Same Product Close (Yours)  
Same Product Close (Theirs)  
Now An Later Close I  
You Knew That Before Close  
Gratitude Close  
Who Taught You That Close  
Able Close  
Commission Close  
Leave It Up To The Bank Close  
Quality Close  
Price Guarantee Close  
Watch All Of These Closes Back-To-Back

### **Course 5: Time Closes (Intermediate Certification)**

Important Person Close  
Flush The Objection Close  
Want To Be The First Or Last Close  
Sooner Or Later Close

Get It Done And Over Close  
Never The Best Time Close  
Future Date Close  
Now Or Never Close  
Get More Done Close

### **Course 6: Stall Closes (Intermediate Certification)**

Spouse Stall Close I  
Spouse Stall Close II  
Spouse Stall Close III  
Spouse Stall Close IV  
Unavailable Party Close  
Unavailable Party Close II  
Think About It Close I  
Think About It Close II  
Think About It Close III  
Think About It (1-10) Close IV  
Think About It Close V  
Leave Me Some Paperwork Close  
Going To Wait Close  
Rash Decision Close  
Rash Decision Close II  
Nothing To Do With Decision Close  
Either Way Close

### **Course 7: Product Closes (Intermediate Certification)**

Delivery Close  
Check Close  
Scale From One-To-Ten Close  
Equipment Close  
Title/Registration Close  
Paperwork Close  
Insurance Close  
No Other Reason Close  
Momentum Close  
Re-Present/Re-Demo Close  
Everything The Same Close  
Summary Close  
Comparison Investment Close

### **Course 8: Advanced Closes (Intermediate Certification)**

Second Party Assist Close  
Second Baseman Close I  
Second Baseman Close II  
Do It For Me Close

Payoff Close  
Delay Payment Close  
No Cosigner Close

### **Course 9: Classic Closes (Intermediate Certification)**

Three Yes's And Then Close  
Referral Close  
If I Could, Would You Close  
Eleventh Inning Close  
Ben Franklin Close  
Scarcity Close  
Puppy Dog Close  
Feel-Felt-Found Close  
Handshake Close

### **Follow-Up**

#### **Course 1: The Facts Of Follow-Up (Intermediate Certification)**

The Importance Of Follow-Up  
Follow-Up Definition  
B2B Leads Not Sales Ready  
Why Leads Do Not Convert  
The Importance Of Nurturing Leads  
Lift Your Lead Generation  
Get A 500% Increase In Lead Conversion  
Be The First To Follow-Up  
The Always Rule  
Don't Be THAT Guy  
How To Get Your Share Of This Trillion-Dollar Industry  
Be In The Top 1% Of Earners In The World  
Convert 40% More Leads Than Anyone Else  
The Most Powerful Follow-Up Tool

#### **Course 2: Follow-Up Basics (Intermediate Certification)**

Commitment  
CRM - Customer Relationship Management Organization  
Scripts Accountability  
Unreasonable Attitude

#### **Course 3: Mistakes With Follow-Up (Intermediate Certification)**

Never Made The Call  
Not Enough Calls  
Calls Not On A Regular Basis  
Wait Too Long To Follow-Up  
Lack Variety In Reasons To Call  
No Clear Purpose In The Call

Not Leaving A Message  
Not Collecting CRITICAL Data For Future Sales  
Not Asking For Referrals  
Not Organized To Store Data

#### **Course 4: Follow-Up Unsold Customers (Intermediate Certification)**

Using The Facts On Unsold Customers  
Follow The Opportunity  
Why Don't People Buy?  
The Five Types Of Buyers  
Revelations Of Follow-Up

#### **Course 5: How To Use Follow-Up Tools (Intermediate Certification)**

Phone Call Text  
Email  
Handwritten Letter  
Personal Visit  
Using Gimmicks  
Apology Contact  
Selfie Video Messages  
Social Media Reach  
Use Photo Images  
Newsletter And Blogs  
Testimonial  
Survey

#### **Course 6: Ways To Follow-Up (Intermediate Certification)**

Texting Email Calling Visiting Mail Gifts Friends  
Retargeting

#### **Course 7: Types Of Calls For Owner Follow-Up (Intermediate Certification)**

Same Day Call  
3 Day Contact Or Call  
7 Day Contact  
14 Day Contact - Send Video Message  
1 Month Contact - Mail Or Personal Visit  
3 Month Call - Data Personal To The Buyer  
6 Month - Value Your Opinion Call  
12 Month  
15 Month - Personal Visit Call  
18 Months - Personal Mail  
18 Months Same Day - Email Or Phone Call  
24 Month Call - Feedback Call

#### **Course 8: Contact Follow-Up Over 365 Days (Intermediate Certification)**

Same Day Contact - Thank You

Day 1 Contact - Call  
Day 2 Contact - Handwritten Letter  
Day 3 Contact - Video  
Day 4 Contact - Personal Visit  
Day 5 Contact - Thought Of You  
Day 10 Contact - Event Offer  
Day 14 Contact - Informational Links  
Day 21 Contact - Video Email  
Day 30 Contact - Event Offer  
Day 40 Contact - Thinking About You  
Day 50 Contact - Special Offers  
Day 60 Contact - Personal Visit  
Day 75 Contact - Send Photo Mock Up  
Day 90 Contact - Management Call  
Day 100 Contact - Special Gift  
Day 120 Contact - Personal Visit  
Day 150 Contact - Drop Off Special Offer  
Day 180 Contact - Compelling Information  
Day 210 Contact - Just Got This In  
Day 240 Contact - Apology Contact  
Day 270 - Chocolate Boot Candy  
Day 300 - Person Of Influence  
Day 330 - Testimonial Request  
Day 365 - You Don't Know By Now

### **Course 9: Advanced Strategies (Intermediate Certification)**

Texting During Engagement  
Immediate Texting  
Management Call  
Invites  
Regular Newsletter  
Social Media As Follow-Up  
I Saw This And Thought Of You  
Giant Cookie  
Telegram  
Personalized Singing Email  
Customized Candies  
Lottery Ticket  
Personal Visit With Giftbag  
Purchase Prepaid Cell Phone  
If I Don't Hear Back, I Will Ship The Product  
Chocolate Feet  
Call The Wrong Extension  
Add This Phrase

Show Them On A Magazine The Five "No" Strategy  
Five No Calls And Flip  
Word Of Caution On Follow-Up

## **Course 10: Reasons Why People Do Not Buy From You (Intermediate Certification)**

Lack Of Time  
Personal Issue (Kids, Marriage, Legal)  
Concern About Cost  
Cash Flow  
Budget Constraints  
More Pressing Problems  
Able To Carry On Without  
Change Of The Guard  
Instability Within  
Poor Previous Decisions  
Lack Of Branding  
Reputation  
Uncertainty  
Buy Sell Agreement  
Not Decision Maker  
Lost A Deal To Competition  
They Don't Like You

## **Advanced Certification**

### **Customer Care**

#### **Course 1: Introduction to Customer Service (Advanced Certification)**

What Is Customer Service  
Where You Fail With Customer Service Customer Satisfaction Or Customer Acquisition?  
All Customer Service Is Not Equal  
Phone  
In Person  
Web  
Social  
Before The Sale  
During The Sale  
After The Sale

#### **Course 2: Top Customer Complaints (Advanced Certification)**

Can't Get A Human On The Phone  
Salesperson is Rude or Condescending  
Being Disconnected and Then Not Being Able to Reach The Same Rep  
Transferred to Representative Who Can't Help or is Wrong  
Company Doesn't Provide, Or Hides, Customer Service Phone Number  
Long Wait On Hold

Many Phone Steps Needed  
Repeatedly Asked For Same Information  
Proposed Solution Was Useless  
Customer Was Ignored  
Can't Speak With A Supervisor  
Salesperson Is Too Pushy

### **Course 3: Advanced Customer Service Strategies (Advanced Certification)**

Professional Or Amateur?  
Commitment  
Greener Pastures  
The Power Of Prediction  
Conviction Is The Make Or Break Point How Much Time Do You Have?  
Take Massive Action  
The Four Degrees Of Action Massive Action = New Problems The 10X Rule  
The First Rule Of Selling The Agreement Challenge The Agreement Drill  
Trust Is Critical To The Sale  
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Love The One You'Re With  
Level Of Service  
Make Service Senior To Selling  
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Your Mental Disposition  
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Being "Reasonable"  
Always Clearly Communicate Your Proposal  
Always Make Eye Contact  
Always Have A Pen Available Know How To Use Humor  
Treat The Prospect Like A Buyer  
Always Know You Can Come To an Agreement  
Always Maintain A Positive Demeanor  
Always Smile No Matter The Outcome  
Always Acknowledge The Buyer  
Always Agree With The Buyer  
Always Look For A Solution  
Need To Talk To Director / Executive / Board / Spouse  
Price Objection / Too Much Money (In Greeting)  
Didn't Use The Last One We Bought  
Already Working With Another Company  
What Do You Do?  
Call Me Next Quarter

## **100 Ways to Stay Motivated**

### **Course 1: Potential - Advanced Certification**

Introduction  
Work To Your Potential Not Your Quota  
Shoot For Extraordinary  
Go The Extra Mile Even After You Have Satisfied Basic Requirements  
Do What Others Refuse To Do  
Be Willing To Fail Knowing Failure Is IMPOSSIBLE  
Be The Most Dependable Person You Know  
Let People Know You Are Unique By Your Actions  
Do Those Things That Challenge You The Most  
Give More Than Is Expected Of You

### **Course 2: Personal Development - Advanced Certification**

Get In A Mastermind Group Of Winners  
Read A Book A Week  
Cut Out Negative People  
Stay Uncomfortable And Meet New People

Do Those Things You Are Fearful Of  
Surround Yourself With Positive Reminders  
Reach Up For New Friends  
Ask Those More Successful Than You For Guidance  
Make Continued And Regular Investments In Yourself  
Go To Workshops To Learn And Connect  
Avoid Those That Don't Assume Responsibility For Every Outcome  
Seek To Be Exceptional In Every Area Of Your Life

### **Course 3: Time Management - Advanced Certification**

Look To Control Time Rather Than Manage It  
Schedule Your Day In 15 Minute Blocks  
Make Quality Time For Your Family Everyday  
Keep Statistics On Everything Important  
Keep A Full Calendar  
Go To Bed Early  
Be The First One Up In Your Neighborhood  
Stay So Busy You Are Running Everywhere You Go  
Schedule Short Breaks  
Get Things Done Long Before Required Of You  
Break Your Life Up Into Priorities And Win At All Of Them  
Write A Daily Battle Plan

### **Course 4: Self-Esteem - Advanced Certification**

Be Honest With Everyone Especially Yourself  
Stay Involved With Your Community - Be Social  
Be The Most Professionally Dressed Person In Your Space  
Take Enough Time Off To Fulfill Your Desire For Time Off  
Get Out Of The House And Try New Things  
Avoid Ads That Promote Depression As A Disease  
Avoid Drama TV And Radio  
Have Rewards For Accomplishments That Complement Your Potential  
Cut Out All Behavior That Lowers Your Self Esteem  
Everyday Look For Opportunities To Help Others  
Stay In The Best Hotels  
Fly First Class  
Overcommit To Your Family And Friends  
Be The Most Positive Person You Know Training

### **Course 5: Stay Energized - Advanced Certification**

Exercise A Little Everyday  
Eat The Healthiest Foods You Can Afford  
Avoid Foods With Sugars  
Increase Your Water Intake  
Be Energetic Even When You Don't Feel It

Take Powernaps If They Help You  
Write Down The Successes You Are Having  
Listen To Music That Pumps You Up  
Say Yes To Life  
Move With Speed And Urgency  
Stay Hungry And Act Hungry With Everyone You Meet

### **Course 6: Purpose - Advanced Certification**

Approach Success As Your Duty  
Approach Success As An Ethical Issue Not A Financial One Be The Most Ethical Person You Know  
Have A Higher Purpose Than Just Money  
Never Settle For Good When You Can Be Great  
Get Great Partners  
Be Deaf When Someone Says You Can't  
Create Daily Rituals That Put You In Charge  
Never, Never, Never Compare Yourself To Money

### **Course 7: Magnetism - Advanced Certification**

Never Lower Your Target Mentality  
Make Sure The Whole World Knows You  
Dominate Your Space, Don't Compete In It  
Get So Much Attention You Are Criticized For It  
Make The News Don't Watch It  
Become A Celebrity In Your Space  
Get Some Big New Juicy Problems Rather Than The Old Boring Ones  
Be So Big In Your Space Everyone Is Talking About You

### **Course 8: Goals - Advanced Certification**

Write Down Your Goals First Thing Each Day  
Write Your Goals Down Again Before You Go To Sleep  
Have A 30-Minute Finance Meeting With Your Family  
Have A Monthly Goal Meeting With Your Family  
Identify What You Are Passionate About  
Picture What You Want At The End Of The Deal Focus On The Future Not The Past  
Keep Images Of What It Is You Want In Your Environment

### **Course 9: 10X - Advanced Certification**

Be A Maniac At Your Career And Life  
Do A Little More Than The Day Before  
Do So Much Than The Day Before  
Do So Much That You Are Criticized For It  
Take Everything You Do To Another Level  
Stay Around Hitters And Winners  
Never Compromise Your Potential For Being Satisfied  
Look At How Things Are Possible Rather Than Impossible  
Look To Accomplish Those Things Others Say Can't Be Done

## **Course 10: Follow-Through - Advanced Certification**

Stay Focused On The Daily Target  
Do The Most Difficult Things First  
Push Yourself To Do More Than You Think Is Possible  
Visit Your Customers In Person  
Call Every Problem Customer Personally And Quickly  
Bring More To A Presentation Than You Could Ever Use  
Complete Every Task Once Started  
Respond To All Social Media Likes And Comments  
Show Up Early For Everything  
Make A List Of Contacts That Would Change Your Life

## **Top Traits of Great Salespeople**

### **Course 1: Top Traits of Great Salespeople - Advanced Certification**

Introduction

Trait 1 - Great Salespeople Quit Thinking About A Sale, And Start Thinking About A Business.  
Trait 2 - Great Salespeople Treat Each Customer With A High Level Of Customer Service (1 Customer At A Time).  
Trait 3 - Great Salespeople Take The Time To Understand A Customers Needs.  
Trait 4 - Great Salespeople Over Promise And Over Deliver.  
Trait 5 - Great Salespeople Invest In Activities That Will Grow Their Business.  
Trait 6 - Great Salespeople Are Always Looking For New Ways To Serve Their Customers.  
Trait 7 - Great Salespeople Invest In Networking, Community, And Building Relationships.  
Trait 8 - Great Salespeople Get Obsessed With Selling As An Art.  
Trait 9 - Great Salespeople Are Not Dependent On The Economy.  
Trait 10 - Great Salespeople Surround Themselves With Over Achievers.  
Trait 11 - Great Salespeople Are Never, Ever Satisfied.  
Trait 12 - Great Salespeople Do Not View Failed Sales As Lost Sales.  
Trait 13 - Great Salespeople Never Give Up On Unsold Client.  
Trait 14 - Great Salespeople Are Like Magicians.  
Trait 15 - Great Salespeople See Problems As Opportunities.  
Trait 16 - Great Salespeople Invest In Their Education And Personal Development.  
Trait 17 - Great Salespeople Invest In Making Themselves Known.  
Trait 18 - Great Salespeople Hold Themselves To Performance Standards Higher Than Normal.  
Trait 19 - Great Salespeople Constantly Looking For New Ways To Build Their Pipeline.  
Trait 20 - Great Salespeople Protect And Guard Their Clients Like They Are Gold.  
Trait 21 - Great Salespeople Are Convinced That Their Products Are More Valuable Than The Money They Get For Them.  
Trait 22 - Great Salespeople Have A Deep Belief That They Won't Be Challenged By Economies, Competition, Or Low Prices.  
Trait 23 - Great Salespeople Know How To Listen More Than They Talk.  
Trait 24 - Great Salespeople Do Not See Themselves As Selling, But Serving And Assisting.  
Trait 25 - Great Salespeople Are Not Satisfied With Awards And Paychecks.  
Trait 26 - Great Salespeople Always Get Answers To A Question.  
Trait 27 - Great Salespeople Want To Disrupt The Status Quo For Their Industry. Trait 28 - Great Salespeople Focus On Results Not Effort.  
Trait 29 - Great Salespeople Stretch Way Beyond Their Comfort Zones.

- Trait 30 - Great Salespeople Want To Create Clients For A Lifetime.
- Trait 31 - Great Salespeople Never Blame Others... They Always Accept Responsibility.
- Trait 32 - Great Salespeople Are Obsessed With Building Clientele.
- Trait 33 - Great Salespeople Are Inspired By Failure.
- Trait 34 - Great Salespeople Stay Hungry, Act Hungry And Tell People They Are Hungry.
- Trait 35 - Great Salespeople Show Up Early And They Stay Late.
- Trait 36 - Great Salespeople View Problem Customers As Opportunities To Create Fans.
- Trait 37 - Great Salespeople See A Job With A Salary As More Of Risk Than A Commission Job.
- Trait 38 - Great Salespeople Value The Connections In Their Community As Their Main Aim Of Commerce. Trait 39 - Great Salespeople Are Devoted To Being In Great Physical, Emotional And Spiritual Condition.
- Trait 40 - Great Salespeople Have The Work Ethic Of An Obsessed Maniac.
- Trait 41 - Great Salespeople Trust Instinct, Creativity And Passion To Fuel Them.
- Trait 42 - Great Salespeople Are Very Smart With Their Money.
- Trait 43 - Great Salespeople Are Good At Starting Things And They Are Unbelievable At Finishing Them.
- Trait 44 - Great Salespeople Are Willing To Make The Uncomfortable Or Difficult Calls.
- Trait 45 - Great Salespeople Are Magicians, Geniuses At Communication, Keeping Negotiations Alive When Others Would Let Them Die.
- Trait 46 - Great Salespeople Hold Themselves Accountable.
- Trait 47 - Great Salespeople Are Convinced That What They Do Is Making A Difference For Their Clients And The World.
- Trait 48 - Great Salespeople Want To Be #1 In Their Industry, Not #1 In Their Company.
- Trait 49 - Great Salespeople Seek To Dominate Not Compete.
- Trait 50 - Great Salespeople Go Way Beyond Just Selling. Don't Stop At Just Selling.
- Trait 51 - Great Salespeople Are Immune To Negativity.
- Trait 52 - Great Salespeople Are Great Listeners But They Can Also Be Deaf.
- Trait 53 - Great Salespeople Do Not Get Emotional In The Negotiations.
- Trait 54 - Great Salespeople Know That Until The Close Takes Place, Value Is Not Exchanged.
- Trait 55 - Great Salespeople Never Stop Learning.
- Trait 56 - Great Salespeople Know The Difference Between An Objection And A Complaint.
- Trait 57 - Great Salespeople Never Lower Their Targets.
- Trait 58 - Great Salespeople Know The Difference Between Selling, Negotiating And Closing.
- Trait 59 - Great Salespeople Are Willing To Persist And Insist In The Close.
- Trait 60 - Great Salespeople Know That The Most Important Sale They Will Ever Make Is To Themselves.
- Trait 61 - Great Salespeople Build Value. They Don't Discount Price.
- Trait 62 - Great Salespeople Take The Time To Practice, Drill, Rehearse And Role Play.
- Trait 63 - Great Salespeople Follow Up Relentlessly.
- Trait 64 - Great Salespeople Believe Their Personal Value Exceeds The Value Of Their Product Or Service.

## **Course 1: Rules of Success (Advanced Certification)**

Show Up

The 100% Philosophy

Attitude Of Service "Give, Give, Give"

Focus On Your Dreams!

Exercise - Take Care Of Your Energy Unit

Food Is Your Fuel!

Change Your Attitude With Your Thoughts And Your Words! Personal Growth - The More You Learn The More You Earn Take  
Responsibility For All Results  
Keep Moving Forward  
Prosperity Attitude  
Consistency  
Go For Failure