

## **The Client Builder Academy™**

### **A Proven, Practical Program for Increasing Sales**

Here is a detailed summary of the topics covered in the Client Builder Academy™ online sales coaching platform and the workshops delivered by Client Builder Sales & Marketing and its team of authorized sales trainers and coaches broken down by topic.

#### **INTRODUCTORY COURSES AND WORKSHOPS:**

##### **1. AN INTRODUCTION TO CLIENT BUILDER SELLING**

- An Introduction to Client Builder Selling
- Our Mission at Client Builder Sales & Marketing
- What Do You Want from the Program?
- Overcoming the Stereotype
- Changing the Paradigm
- How Larry Lewis's Experience as a Trial Lawyer Prepared Him for a Career in Sales
- Common Selling Traps and Frustrations

##### **2. UNDERSTANDING THE CLIENT BUILDER PRINCIPLES**

(The Foundation Upon Which the Program is Built)

- Principle #1: You must believe in what you sell.
- Principle #2: Keep your focus on your prospect at all times
- Principle #3: The better you are at prospecting; the better you'll be at selling.
- Principle #4: Seek to be respected, instead of being liked.
- Principle #5: Collaboration, not competition, is the appropriate mindset for selling.
- Principle #6: People buy emotionally; they only justify their decisions rationally.
- Principle #7: People buy when they have "pain".
- Principle #8: Use systems for prospecting and selling.
- Principle #9: You can't "convince" anybody of anything.
- Principle #10: Selling is a process of disqualification.
- Principle #11: Give your prospect the freedom to say "no."
- Principle #12: Give yourself permission to fail.

##### **3. UNDERSTANDING YOUR PERSONAL SELLING EVALUATION**

(What it takes to be Successful at Selling and the Hidden Weaknesses that Impact Your Ability to Sell)

- Understanding the Results of Your Personal Selling Evaluation
- Building Your Sales Training Roadmap
- How to Increase Your Selling Horsepower
- The Crucial Elements for Success
- The Five Hidden Weaknesses that Derail Sales Careers
- Overcoming High Need For Approval
- Changing a Non-Supportive Buy Cycle
- Overcoming Money Issues
- Overcoming the Tendency to Get Emotionally Involved

- Changing Your Self-Limiting Beliefs
- Creating Your Personal Action Plan

### **PERSONAL DEVELOPMENT COURSES AND WORKSHOPS:**

#### **4. INCREASING YOUR SELLING HORSEPOWER**

(How to Dramatically Improve Your Sales Performance by Working on Four Crucial Elements and Five Hidden Weaknesses)

- How to Increase Your Selling Horsepower
- The Crucial Element for Success
- Increasing Desire by Setting New Goals
- Selling Strengths and Weaknesses Versus Skills
- Five Hidden Strengths/Weaknesses that Either Propel or Impede Your Ability to Sell
- Overcoming High Need For Approval
- Changing a Non-Supportive Buy Cycle
- Overcoming Money Issues
- Overcoming the Tendency to Get Emotionally Involved
- Changing Your Self-Limiting Beliefs
- Creating Your Personal Action Plan

#### **5. LOOKING BACK ON YOUR FUTURE**

(Determining What Motivates You and Setting Personal and Professional Goals)

- The Importance of Goals
- Looking Back on your Future
- Tips for Setting Goals
- Goal Setting Exercise

#### **6. OVERCOMING THE ENEMY WITHIN**

(How to Change Your Results by Changing Your Beliefs)

- We Become What We Think About
- The Strangest Secret In The World
- Your Attitudes Control Your Destiny
- The Self-Fulfilling Prophecy
- The Power to Change Your Attitudes
- Attitudes Shape Outcomes
- Rewiring Your Belief System
- Twisted Thinking and How to Overcome It

#### **7. IMPROVING YOUR MENTAL GAME**

(How to Generate Greater Self-Confidence)

- Confidence is the Fundamental Ingredient for Success
- The Skill of Generating Self Confidence
- Confidence Builder #1: Change Your Self Image
- Confidence Builder #2: Quit Comparing Yourself to Others
- Confidence Builder #3: Change How You Measure Your Progress
- Confidence Builder #4: Design Your Confidence System
- Maintain a Confidence Journal

8. **GETTING UNSTUCK**  
(How to Find Your Own Reasons to Get Moving and Build New Habits)
- Getting Unstuck
  - Focusing on Actions, Not Results
  - Habit Formation
  - Building New Habits
  - Thinking Big, But Starting Small

**PROSPECTING COURSES AND WORKSHOPS:**

9. **PROACTIVE PROSPECTING**  
(Developing Your Personal Prospecting Plan and Putting It Into Action)
- Proactive Prospecting
  - You Don't Have to Like It, You Just Have To Do It
  - Developing Your Personal Prospecting Plan
  - Defining Your Target Market
  - Choosing Your Ideal Client Mix
  - Determining How You Plan to Reach Them
  - Prospecting Pros and Cons
  - Determining How Many New Prospects You Need Each Month
  - Prospecting by the Numbers
  - Building Your Action Plan
  - Allocating Your Selling Time Wisely
  - Taking Action
10. **PREPARING TO PROSPECT**  
(Identifying Your Common Complaints and Preparing Your 30-Second Qualifier)
- The Importance of Preparation
  - Identifying Your "Common Complaints"
  - The "30-Second Qualifier" and Third Party Success Stories
  - Pre-Call Planning and Intelligence Gathering
  - Trigger Events and Expanded Opportunities
  - Where to Find Information About Your Prospects
  - Gathering Intelligence the Old-Fashioned Way
  - Who to Engage in Intelligence Gathering
  - The Optimum Point of Entry
  - Top Twenty Prospects
11. **CREATING A REFERRAL GENERATION MACHINE**  
(How to Design and Implement a System for Consistently Generating Quality Referrals)
- Seeking Referrals
  - Why We Should Seek More Referrals
  - The Different Types of Referrals
  - Striving to Gain Introductions Instead of Mere Referrals

- Overcoming Mental Barriers
- Gaining the Conviction to Ask for More Referrals
- The Ten Steps for Creating Your Referral Generation Machine
- Step 1 – You Must Deserve Referrals
- Step 2 – Target Your Referral Sources
- Building Strategic Alliances
- Step 3 – Make Referrals and Expectation
- Step 4 – Educate Your Referrals About Who or What Makes a Good Referral
- Creating Your Referral Guidelines
- Step 5 – Knowing When To Ask
- Step 6 – Asking Your Source to Contact Them On Your Behalf
- Step 7 – Following Through on Calling the Referral
- Step 8 – Keeping Your Referral Sources Informed
- Step 9 – Rewarding Your Referral Sources
- Step 10 – Maintaining Momentum
- The Top Ten Rules for Generating More Referrals

12. **STRESS-LESS PROSPECTING**  
(How to Uncover Opportunities Through Networking and Events)

- Prospecting at Networking Events
- Rule #1 – Have a Goal
- Rule #2 – Ask People About Themselves
- Rule #3 – Remember the Law of Reciprocation
- Rule #4 – Be Prepared to Give Your Own “30-Second Qualifier”
- Rule #5 – Ask for the Appointment and Move On
- Rule #6 – Follow Up
- Rule #7 – Have Fun
- Additional FAQs for Attending Networking Events
- Developing a Networking Plan
- Formal Networking Groups
- Starting Your Own Networking Group
- Trade Shows

13. **PROSPECTING FROM THE PODIUM**  
(How to Gain Opportunities Through Speaking Engagements and Educational Seminars)

- Educational Seminars and Speaking Engagements
- Contacting Organizations Where You Would Like To Speak
- The Win – Win – Win Strategy for Promoting Your Educational Seminar
- Planning Your Educational Seminar
- Designing Your Educational Seminar
- The Actual Presentation
- How to Close an Educational Seminar or Speaking Engagement and Follow Up

14. **COLD CALLING IN THE NEW MILLENNIUM**  
(How to Deliver an Effective Cold Call in Today's Selling Environment)

- Is Cold Calling Dead?
- Cold Calling Has Changed
- Mistakes to Avoid When Making Cold Calls
- How to Make an Effective Cold Call
- Developing Your Cold Calling Script
- Frequently Asked Questions About Making Cold Calls
- Pre-Call Preparation and Bringing the Right Attitude
- Overcoming Your Fear of Cold Calling (Call Reluctance)

15. **COLD CALLING MADE EASIER**  
(How to Reach Decision Makers In Spite of Voice Mail and Gatekeepers)

- Finding Decision Makers
- The Optimum Point of Entry
- Handling Screeners, Gatekeepers and Assistants
- Getting Around Voice Mail
- Leaving Voice Mail
- Cold Calling Via Email
- Creating a Cold Calling Campaign Using Voice Mail and Email
- Handling Common Objections on Cold Calls
- Voice Mails to Leave When You Get Stood Up

**SELLING COURSES AND WORKSHOPS:**

16. **HOW AND WHY PEOPLE BUY**  
(Understanding the Psychology Behind the Sale and Why People Do What They Do When It Comes to Making Buying Decisions)

- People Make Buying Decisions Emotionally
- The Secret to Selling is Finding Pain
- Examples of Pain
- Getting Comfortable with the Concept of Pain
- The Pain Quiz
- The Science of Selling and Influencing Others
- The Principle of Reciprocity
- The Principle of Scarcity
- The Principle of Authority
- The Principle of Consistency
- The Principle of Liking
- The Principle of Consensus
- The Principle of Contrast
- Understanding the Principles of Persuasion

17. **HOW SELLING HAS CHANGED**  
(What You Must Do to Survive and Thrive in Today's Hypercompetitive Sales Environment)

- How It's Different Today
- The Evolution of Salesmanship

- The Sales Profession Today
- Customers Today
- Three Different Approaches to Selling
- What Should Your Selling Strategy Be?
- Relationship Selling
- The Future of Selling

#### 18. **THE POWER OF A PROCESS FOR INCREASING SALES**

(How to Save Time, Replicate Your Success and Improve Your Odds of Closing Every Deal)

- The Benefits of Using a Sales Process
- An Overview of the Client Builder Selling Process
- Your Process For Selling Must Be Based On How People Buy
- Advance Agreements – The Mortar That Holds Your Deals Together
- Overcoming Your Prospect’s Fears and Concerns
- Three Simple Rules for Following a Selling Process
- Your Typical Selling Cycle
- Should You Stay or Should You Go?
- The Skill of Listening
- The Power of a Process

#### 19. **PREPARING TO SELL**

(Identifying Your Target Market and Preparing Your Opening Strategy)

- The Importance of Preparation
- Defining Your Target Market
- Identifying Your “Common Complaints”
- Your “30-Second Qualifier” and Third Party Success Stories
- Pre-Call Planning and Intelligence Gathering
- Where to Find Information About Your Prospects
- Gathering Intelligence the Old-Fashioned Way
- Who to Engage in Intelligence Gathering
- The Optimum Point of Entry
- Mental Preparation Prior to the Call

#### 20. **BUILDING RAPPORT & TRUST**

(How to Build Rapport and Avoid the Hidden Traps That Sabotage Your Interactions with Prospects and Customers)

- Building Rapport and Trust to Enhance Communication
- Three Role Models for Establishing Trust
- Building Trust by Finding Commonalities
- Dressing for Sales Success
- Listening – The Real Secret to Building Rapport
- Enhancing Communication by Matching and Mirroring Your Prospects and Customers
- More on Listening
- The “OK/Not OK” Principle (The Psychology Behind Empathy)
- Keeping Your Prospects “OK” Throughout the Sales Process
- Choosing Your Softening Statements
- How We Unintentionally Make Our Prospects “Not OK”

- Falling on the Sword
- OK/Not OK in Action – “Close the Sale or Close the File”
- Keeping Yourself “OK” At All Times

## 21. **ADVANCE AGREEMENTS**

(The Mortar That Holds Your Sale Together and Keeps You in Control of the Sales Process)

- About Advance Agreements
- The Pitfalls of Not Using Advance Agreements
- Advance Agreements Help You Maintain Control of the Sales Process
- Advance Agreements Transition You From One Step in the Sales Process to the Next
- Examples of Advance Agreements from Beginning to End
- The Ultimate Advance Agreement (The Commitment Step)
- The Toughest Selling Decision You Will Ever Face
- Regaining Control of the Sales Process
- Special Situations

## 22. **DIAGNOSING AN OPPORTUNITY**

(Uncovering the Problems and Opportunities That You Can Help Your Prospects Solve and Capture)

- The Diagnosis Step and Finding “Pain”
- Pain is Always Personal
- Uncovering the Why? The Secret to Creating Urgency
- Barriers to Finding Pain
- Questions are your Diagnostic Tools
- Asking Better Questions
- Challenging Conventional Wisdom
- Common Complaints and the 30-Second Commercial – First Steps to Uncovering Pain
- Third Party Examples and First Party Challenges
- Getting the Diagnosis Started
- Last Resort Questions
- The Diagnostic Drill: Moving From “Complaints” to “Pain”
- Keeping Your Prospect Comfortable Throughout the Diagnosis
- Challenging Your Prospects Assumptions
- Creating “Killer” Questions
- Giving Shape to Potential Solutions

## 23. **ADVANCED LISTENING AND QUESTIONING TECHNIQUES**

(How to Use Questions to Uncover Pain, Create a Sense of Urgency and Drive Sales)

- Advanced Listening and Questioning Techniques
- Socratic Questions and the Concept of Uncovering the Question Behind the Question
- Softening Statements
- Mind Reading Out Loud
- Overcoming “Happy Ears” Syndrome
- Clarifying Non-Committal Language
- Don’t Forget the Diagnostic Drill
- Product Knowledge Can Be Harmful to Your Selling

## 24. **DISCUSSING THE INVESTMENT**

(How and When To Discuss the Investment Your Prospect Will Have To Make To Buy Your Product or Service)

- The Investment Step
- The Four Forms of Investment - It's Not Just About Money
- Salespeople Worry Too Much About Pricing
- Uncovering Your Prospect's Ability and Willingness to Make the Necessary Investment
- Strategies for Uncovering Your Prospect's Budget
  - Strategy #1 – Bracketing
  - Strategy #2 – Past Experience
  - Strategy #3 – Metaphors
  - Strategy #4 – Maximum Plausible Position
  - Strategy #5 – The Monkey's Fist
- The Principle of Contrast
- Overcoming Price Objections
  - Strategy #1: The Third Party Reference (“Why do you think others buy from me?”)
  - Strategy #2: The Conviction Question
- Additional Strategies for Dealing with the Price Conscious Buyer
- Never Be Ashamed of Having a Higher Price

## 25. **UNCOVERING THE DECISION PROCESS**

(Uncovering The Who, How, When, Why, And What Of Your Prospect's Decision Making Process)

- The Decision Process Step
- Asking Questions about the Decision Process
- Double-Checking Your Prospect's Answers
- Multiple Decision Makers and Complex Selling Situations
  - Checkwriters (“VITOs and Economic Buyers”)
  - End Users (“Consumers and User Buyers”)
  - Technical Buyers (“Seymours”)
  - Advocates (“Coaches, Sponsors and Champions”)
- Buying Influences and Their Primary Concerns
- Understanding the Political Structure of Your Prospect
- Dealing with Gatekeepers
- Special Challenges: Overcoming the Pigeonhole Problem
- Special Challenges: Selling To Companies That Will Not Let You Meet the Checkwriter

## 26. **CLOSING THE DEAL**

(Establishing the Commitment, Presenting Your Proposal, And Getting a Final Decision)

- Presenting or Proposing Too Early
- The Commitment Step
- The “Preposal” is Your Ultimate Advance Agreement
- The “Preposal” Template
- Qualifying for a Proposal and Making Your Presentation
- Outline for an Effective Presentation and Close
- Closing the Sale
- Closing Techniques to Avoid
- Improving Your Closing Ratio By “Going for the No”



**27. CONFIRMING THE SALE & KEEPING YOUR CUSTOMERS**

(How to Safeguard Your Deals, Manage Expectations and Build Lasting Customer Relationships)

- The Confirmation Step
- Eliminating Buyer's Remorse
- Rehearsing Your New Customer on How to Deal with Your Competition
- Managing Expectations
- Ensuring a Smooth Handoff
- Contingency Planning For When Problems Arise
- Keeping a Fuzzy File on Your Customers

**28. OVERCOMING RESISTANCE**

(How to Overcome Stalls and Objections and Change Your Prospects' Mindsets Without Making Them Defensive)

- Overcoming Resistance and the Principle of Scarcity
- Psychological Reactance
- Assumptive Questions – "Telling" in the form of Questions
- Take-Aways – Using Psychological Reactance to Uncover the Truth and Shift the Momentum in Your Favor
- "Going For the No"
- When To Use Take-Aways
- Using Assumptive Questions and Take-Aways in Tandem

**SALES MANAGEMENT COURSES AND WORKSHOPS:**

**29. BECOMING A GREAT SALES MANAGER**

(The Essentials of Becoming a Good Sales Manager and Building a Great Sales Culture)

- Building a Great Sales Culture
- The Essentials of Being a Good Sales Manager
- Common Myths and Misconceptions About Salespeople
- The Twelve Universal Sales Management Truths
- Utilizing a Unified Sales Process
- Promoting Overachievement

**30. RECRUITING AND RAMP-UP**

(The Effective Hiring and Onboarding of New Salespeople)

- Keeping Your Eye Out for New Sales Talent
- Hiring Salespeople Who Will Succeed
- Using Psychometric Testing Prior to Hiring
- Who Sells Who In the Job Interview?
- The Best Questions to Ask in the Interviewing
- Onboarding a New Salesperson

**31. MOTIVATING A SALES TEAM**

(Promoting Overachievement and Setting Goals)

- Motivating Your Salespeople
- Sales Compensation
- Showing Salespeople How to Achieve Their Goals
- Getting Salespeople to Change

### 32. **MANAGING SALES PERFORMANCE**

(Setting Expectations and Holding Salespeople Accountable)

- Creating a Culture of Sales Accountability
- Creating and Managing a Sales Pipeline
- Monitoring Your Salespeople's Prospecting Activity
- Resetting Expectations with an Underperforming Salesperson

### 33. **COACHING AND DEVELOPING SALESPEOPLE**

(The Secret to Building a High Performance Sales Team and Keeping It Intact)

- Improving Sales Performance Through Coaching
- A Step-by-Step Process for Coaching Salespeople
- Role-playing with Your Salespeople
- Windshield Training (Accompanying Salespeople on Sales Calls)
- Making Joint Sales Calls
- Reinforcing the Sales Training

## **To Learn More...**

To learn more about the Client Builder Academy online sales coaching platform and Client Builder Sales & Marketing's process for achieving EPIC improvement in sales performance visit the website at [www.ClientBuilderSelling.com](http://www.ClientBuilderSelling.com) and download the free reports on:

"How to Increase Your Selling Horsepower"

"Proven, Practical Secrets for Creating EPIC Sales Improvement"

"The Power of a Process for Increasing Sales"



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