



Online Curriculum #3: Advanced Selling System To Make More Money

This program is designed for experienced Sales Designers seeking to be far more productive. For gaining the greatest value from the program, it is strongly recommended that attendees have completed either (a) The Fundamentals of Selling Online Course or (b) viewed the On Demand Webinars from the SENTelligence Library that covers the "Fundamentals" course material. All attendees will receive handouts in advance of each class. And all attendees will be expected to complete any homework assignments by the following class.

of Online Classes: 10 **Duration:** 10 Weeks **Time:** Typically 4-6 pm ET **Minimum Class Size:** 2

Start Dates: Oct. 2 **Tuition Fee:** List \$1,799; SEN Buying Member \$1,299; SEN Full Member \$999

<u>Class #1</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 201	Prelude To Making More Money	Why Have a Selling System? The Selling Dance 7 Principles of Persuasion Going For "The No"
<u>Class #2</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 202	Introduction to SEN Selling System	14 Sales Principles The Three Key Elements Tactics, Strategy, Quality
<u>Class #3</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 203	Preparation	Barriers to Open Communication Knowing Your Customer The 30-Second Commercial
<u>Class #4</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 204	The First Meeting	Building Bond & Rapport Leveraging DISC and Personas Non-Refundable Retainer, not Design Fee
<u>Class #5</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 205	The Diagnoses	Uncovering Pain: No Pain, No Sale Listen More, Talk Less The DBM
<u>Class #6</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 206	The Investment	When To Talk About Money The Interactive Budget Speed Kills the Competition

<u>Class #7</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 207	Decision Making Process	Understand How Decisions are Made Remember The Storyboard Find the Who, How, When, Why & What
<u>Class #8</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 208	Presentation	Use A Review! The 2 Minute Warning Sell Today, Educate tomorrow Overcoming the Resistance Go for the "No"
<u>Class #9</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 209	Closing the Sale	Review the 5 Buying Decisions Leveraging Emotion to Buy Close the Sale or Close the File
<u>Class #10</u>	<u>Title</u>	<u>Topics Covered</u>
Salesmanship 2010	Additional Sales Training	Questioning Techniques Negative Reverse Selling Prospecting, Forecasting, Setting Goals Break Through the Comfort Zone Developing Form for Success
<u>Online Roundtable</u>	<u>One Month Retreat & Renew</u>	<u>Comparing Results, Tweaking Technique</u>