

PRO CODE SALES CHAPTER MODULES

I. Intro to a Professional Sales Career (16 videos)

- Personal Success
- Definition of Selling
- Intro to a Professional Sales Career
- Success in Selling
- Overview of the Sales Process
- How Do I Know if I Should be in Sales
- The Importance of a Sales System
- Understanding the Sales Funnel
- Burn Your Boats
- Level Up Your Sales Income
- What Makes a True Sales Pro
- Best Industries for Sales
- The Right Company to Sell For
- Pro Vs. Amateur Sales People
- Sales Statistics
- Sales Statistics II

II. Values of Successful Salespeople (20 videos)

- Happiness
- Law of Averages
- Attitude Control
- Persistence
- Persistence (Eddie Shore)
- Persistence (Starbucks)
- Think Big
- Embracing Change
- Embracing Change II
- Importance of Continuing Development
- Constant Improvement is Possible
- Humility
- Pay it Forward
- Service Attitude
- Leaving Your Comfort Zone
- Understanding Rejection
- Teamwork
- No Excuse
- Goal Setting
- Goal Setting II

III. The Approach (7 videos)

- How to See More People
- The Approach
- The Approach II
- Keys to the Approach
- Answering Objections to the Phone Approach
- The Gatekeeper
- Call Reluctance

IV. The Perfect Presentation (25 videos)

- The Perfect Presentation
- First Presentation to a New Prospect
- The Product or Service Demonstration
- The Setup
- Setup the Sale
- The Importance of Establishing Rapport
- Establishing Rapport
- Why building Rapport is the First Sales Step
- Sales Script
- Why Perfecting Your Script Can Win You an award
- Buying Atmosphere
- Buyers Perceptions
- Communication Techniques
- Listening
- Enthusiasm
- Why Enthusiasm Will Help You Earn More
- The Importance of Questions
- The Importance of Questions II
- The Importance of Names
- Why Saying the Prospects Name Really Matters

- Customers Names
- Third Part Testimonial
- Prospects Names
- The Importance of Stories
- The Trial Close

V. Taking Your Presentation to the Next Level (29 videos)

- Body Language Overview
- Body language: The Salesperson
- Body Language II: The Prospect
- Emotional IQ
- Intelligence
- Building Relationships
- Common Mistakes Salespeople Make
- Recognizing Prospect Personality Types
- Personality Types
- Amiable
- Analytical
- Driver
- Expressive
- Power Phrases
- Power Phrases II
- Power Phrases III
- Power Phrases IV
- Power Phrases V
- Power Phrases VI
- Power Phrases VII
- Sales Tools
- Seven Deadly Sins
- Gluttony
- Pride
- Greed
- Sloth
- Envy
- Lust
- Wrath

VI. Answering Objections (5 videos)

- Answering Objections Overview
- Competitive Price Objection
- Answering Objection: I Can't Afford it
- Answering Objection: I Want to Think About it
- Price Objection

VII. Inspirational Stories (5 videos)

- Ron Wayne
- Overnight Success - Ron Rice
- J.K. Rowling
- Burning Desire - Tom Cortney
- Struggle to Success

VIII. Topping Off Your Sales Education (16 videos)

- Controlling the Sales Cycle (just filmed, needs to be edited)
- Referrals
- Referrals II
- How to Avoid the Sales Slump
- Networking
- Follow Up
- Elevator Speech
- Competition
- Creating an Atmosphere of Greatness
- Work Life Balance
- Stress
- Self-Assessment
- Personal Finances
- Exception Proves the Rule
- Hot Checklist
- Reminders