

Selling Made Simple Method Workshop

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| <ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ○ The Rules of Sales ○ Worksheet 1 ○ Worksheet 2 • Your Buyers Journey <ul style="list-style-type: none"> ○ Overview ○ Who Are They? ○ What is There Next Step? ○ How do You Get Them There? • Value Proposition Design <ul style="list-style-type: none"> ○ Overview ○ Identify Your Value ○ Find the Fit ○ Value Proposition Statement • Building Buyer Lists <ul style="list-style-type: none"> ○ Overview ○ Creating a Test Audience ○ Testing Your Audience ○ Scale or Change • Sales Cadence Design <ul style="list-style-type: none"> ○ Overview ○ Activities ○ Plays ○ Cadence • Cold Emails <ul style="list-style-type: none"> ○ Overview ○ Get Attention ○ Show a need ○ Give proof ○ Call to action • Cold calls <ul style="list-style-type: none"> ○ Overview ○ Confirm ○ Break ○ Value ○ Tie-in ○ Close • Social Lead Generation <ul style="list-style-type: none"> ○ Overview ○ Build Profile ○ Share insights ○ Grow Authority ○ Outreach • Selling by The Numbers <ul style="list-style-type: none"> ○ Overview ○ Define Wants ○ Set Income Goal ○ Starting Point ○ Waypoints ○ One Page Plan | <ul style="list-style-type: none"> • Diagnosis Call <ul style="list-style-type: none"> ○ Overview ○ Pain ○ Trigger ○ Fit ○ Return ○ Process ○ Budget ○ Champion ○ Agreement • Upselling <ul style="list-style-type: none"> ○ Overview ○ Document Results ○ Changing Needs ○ Risk of Not Changing ○ Answer: Why Now • Competitor Takeovers <ul style="list-style-type: none"> ○ Overview ○ Find the Gap ○ Get Agreement ○ Answer: Why Now • Sales Demos <ul style="list-style-type: none"> ○ Overview ○ Agenda ○ Real Needs ○ Agree: If "X" then "Y" ○ Feature, Benefit, Desire ○ Peak-End Rule ○ Does it Make Sense? ○ Follow-up ○ Overview ○ Prepare ○ Close Agenda ○ L.E.T.S. Questions ○ Close the Next Step • Beat the Status Quo <ul style="list-style-type: none"> ○ Overview ○ The Gap ○ Cost of Change ○ Cost of Inaction ○ Narrow Options ○ Confirmation Bias ○ DIY ○ Trust • Micro-Closing <ul style="list-style-type: none"> ○ Overview ○ Question One ○ Question Two ○ The Loop • Referral Generation <ul style="list-style-type: none"> ○ Overview ○ Confirm ○ Who Else ○ Specific Ask ○ Follow-up |
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SalesCode Workshop

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| <ul style="list-style-type: none"> • Logical Negotiations <ul style="list-style-type: none"> ○ Overview ○ Variables ○ Start With "No" ○ Invest Options ○ "That's Fair" ○ If I X, Will You Y? • Influence <ul style="list-style-type: none"> ○ Overview ○ Commitment ○ Proof ○ Reciprocity ○ Scarcity ○ Authority • Objection Handling <ul style="list-style-type: none"> ○ Overview ○ Listen ○ Repeat ○ Solve ○ Confirm ○ Move Past • Sales Simplification <ul style="list-style-type: none"> ○ Overview ○ List Out ○ More High ○ Less Low ○ Leverage • Identifying Key Accounts <ul style="list-style-type: none"> ○ Overview ○ Rank Revenue ○ Rank Success ○ Next Steps ○ Book Meetings • Storytelling <ul style="list-style-type: none"> ○ Overview ○ Current Reality ○ Pain ○ Blockers ○ Future Reality ○ Reality Bridge • Optimism <ul style="list-style-type: none"> ○ Overview ○ Recognise ○ Evidence ○ Point of View ○ Usefulness ○ Implications • Comfortable with Money <ul style="list-style-type: none"> ○ Overview ○ Current Beliefs ○ Decide ○ Take Action ○ Inject Positive Beliefs • Becoming Extroverted <ul style="list-style-type: none"> ○ Overview ○ Change Coping Strategy | <ul style="list-style-type: none"> • Self-Esteem <ul style="list-style-type: none"> ○ Overview ○ Self-Trust ○ Action Taking ○ Flexibility • Caveman Brain <ul style="list-style-type: none"> ○ Overview ○ Catch the Thought ○ Label as Caveman ○ Be More Human • Personal Accountability <ul style="list-style-type: none"> ○ Overview ○ Feedback Loops ○ Less Bad Questions ○ More Good Questions • Goal Setting <ul style="list-style-type: none"> ○ Overview ○ Achievements ○ Disappointments ○ Learnings ○ Limited ○ Roles ○ Focus ○ Goals ○ Commit • Emotional Intelligence <ul style="list-style-type: none"> ○ Overview ○ Who You Are ○ What You do ○ Other People • Systems Habits <ul style="list-style-type: none"> ○ Overview ○ Identify ○ Cue ○ Motivation ○ Ability ○ Reward • Assertiveness <ul style="list-style-type: none"> ○ Overview ○ No Excuses ○ Choose ○ Changing Your Mind ○ Saying "I Don't Know" • Quitting People-Pleasing <ul style="list-style-type: none"> ○ Overview ○ Your Needs ○ External Validation ○ Communicating Clearly • Bucket Productivity <ul style="list-style-type: none"> ○ Overview ○ Capture ○ Define the Next Step ○ Organize ○ Drain |
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Market of One Workshop

- **Introduction and Why Now**
 - The Goal of this Training
 - Why Now
 - The Era of "Permission Selling"
- **Define Your Micro Niche**
 - Overview
 - Expertise
 - Market Desire
 - Market Fit
 - POV
- **Building the Ideal Character**
 - Overview
 - Communication Style
 - Backstory
 - Polarizing POV
- **Demonstrate Expertise**
 - Overview
 - Expand Your Credentials
 - Raise Your Profile
 - Social Proof
- **Enable Inbound**
 - Overview
 - Homepage
 - Optin Bait
 - Follow-up Sequence
 - The Ask
- **Gain Outbound Access**
 - Overview
 - Social Media
 - Other Ways to Build

AI Cold Outreach Workshop

- **The System**
 - What is AI Cold Outreach?
 - Feeding the machine
 - Write your emails
 - The master database
 - Scaling outreach
 - It's alive
- **Additional resources**
 - Saving credits inside Clay
 - Email waterfalls
 - Creating lead magnets