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S.E.L.L.™
Training

**Sales
Environment
Learning
Laboratory
*S.E.L.L.™***

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Printed Name

License Granted By Date

Signed Date

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Date

Signed

Date

Foundation For The Training

The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training is designed to help you identify ways in which you will become more effective. The success of the program requires the following:

- 1. Attendance to each and every module.
- 2. Attendance on time to each module. Returning on time from breaks.
- 3. A commitment to use the concepts and materials for the duration of the program.
- 4. Making commitments to specific action arising out of the material in each module, and following directions of the trainer when in the training room.
- 5. No telephone calls, interruptions or messages into the training room. No magazines, newspapers or other non-training materials read or displayed in the training room. This includes food, gum, drink cups, etc. (except as agreed to with the trainer in advance).
- 6. All cellular phones and/or portable paging systems are to be turned off or left outside the training room and participant agrees to no texting or checking cell phones while in the training. If a cell phone goes off during the training, the Training Manager will accept and hold all such units to be left outside the room.
- 7. Name tags to be worn at all times during the training modules, and at all times be clearly visible.
- 8. Remaining in the training room for the duration of each session. There will be frequent breaks.
- 9. Conversations during the sessions are limited to between trainers and participants only. Conversations between fellow participants are not permitted.
- 10. Time of the completed training is unscheduled. Do not make any plans immediately following the completion of the training.
- 11. The content of the training is a private and confidential matter between you and the group. All materials, forms, concepts and conversations shall be kept strictly confidential.
- 12. If a participant misses a significant part of any module, he or she, at the sole determination of the trainer, will need to take the entire training over.
- 13. When the size of the training permits, participants shall sit next to someone that he/she did not know or have a relationship with prior to the training. This includes family, friends and business associates.
- 14. Chairs are arranged and positioned in the training for a specific purpose. Participants shall not move any chairs during the training.

Signature _____ Date _____

The Power Of Commitment

...Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too.

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way.

I have learned a deep respect for one of Goethe's couplets:

***Whatever you can do, or dream you can, begin it.
Boldness has genius, power and magic in it.***

-W. H. Murray

ScoreCard

A WORKLOAD ANALYSIS

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	

B TIME ALLOCATION

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

C TIME CONTROL

Yes	No
1.	
2.	
3.	

D PRE-APPROACH PLANNING

Yes	No
1. A B C D E	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

E PROSPECTING

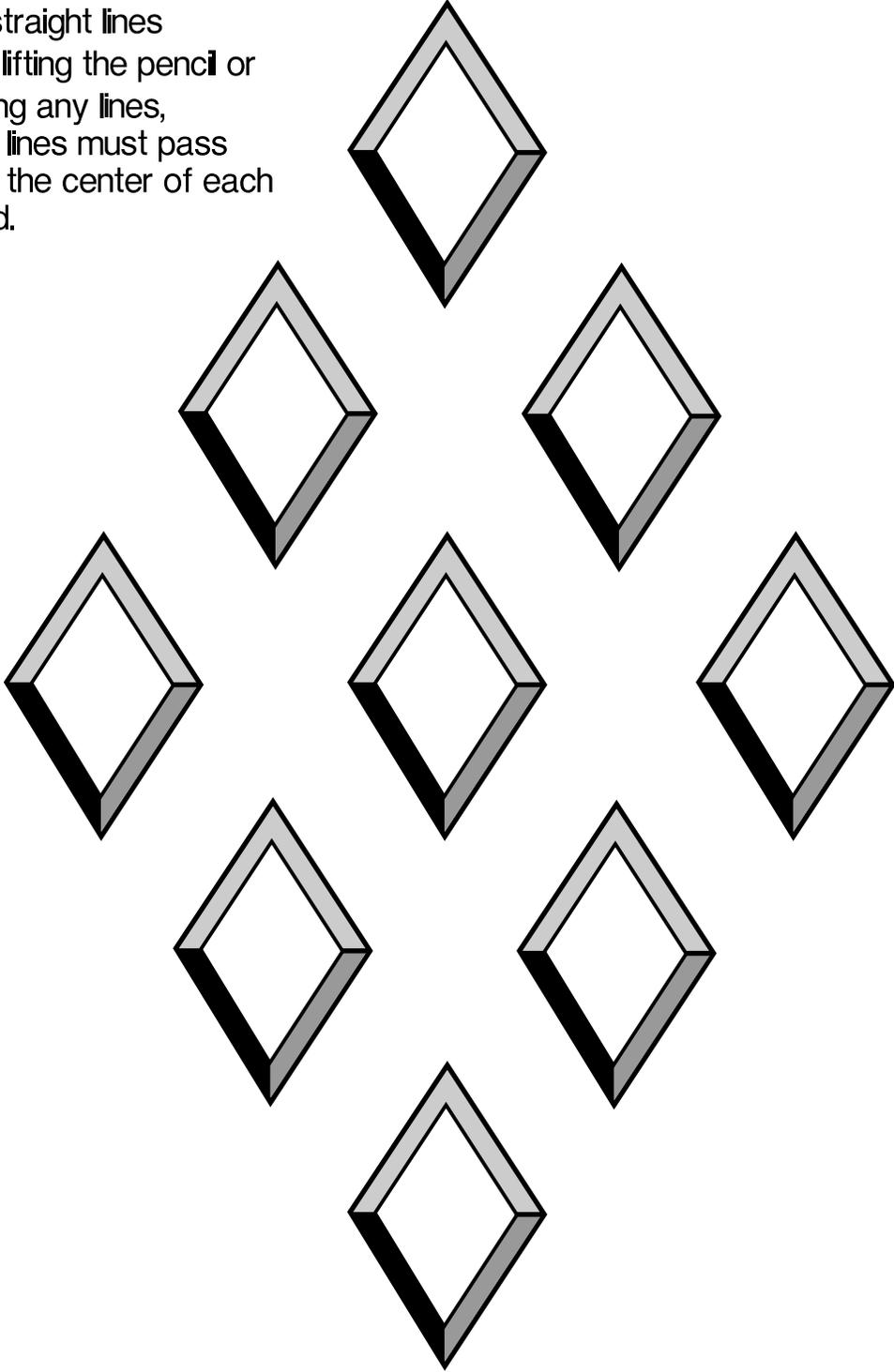
Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

F PRESENTATION METHODS

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

Constructs Of Reality

Connect the 9 diamonds
with 4 straight lines
without lifting the pencil or
re-tracing any lines,
and the lines must pass
through the center of each
diamond.



When

What Time

Which Time

How Soon

Where

Lead Management Scripts

LeadConnect365 Lead Survey

SURVEY SCRIPT

Hello, this is _____(your name)_____ we are conducting an industry survey of businesses in your area to update our records. I could use your help answering a few short questions?

So (Company name) is your address still _____?

I have your website as _____ is that correct?

(If not correct get correction.) (If no Website:)

I don't have a Website for you, what is your Web address _____?

What primarily do you sell (is your service)?

Great, is this your only location?

(If others how many and where)

I have _____ as the person in charge of advertising, or decision maker for your Company is that still correct? (If no, "Who's name should I have as the person in charge, or decision maker in charge of advertising for your company?)

Thank You have been very helpful, and what was your name? _____(their name)_____
thank you very much for your time.

(Make note of their name when calling back you will be able to use there name)

LeadConnect365 Phone Drop-by

EVENT INVITE CALLING DROP-BY SCRIPT

“Hello, my name is _____, with San Diego TV Station KSDY. I’m calling for _____ Lead/Prospect Name _____ as (he/she) has been chosen to attend an exclusive, Special Event being put on by the KSDY Television.” This is not a sales call. *(Reach Client)*

“Hello _____ I am calling to let you know you have been selected to to be invited to attend an exclusive Special Event put on by San Diego’s KSDY Television Station. It is limited to 25 to 40 people who are your peers. I would like to invite you to a: *(description of the event i.e. (_____ luncheon/ Cocktail Party/Event_____ topic to be mentioned/explained))*. KSDY feels this is a particularly timely topic as example: (a lot is changing right now in the market), don’t you think?

(This is to be a little clearer when Michelle and Bob button it down.

Example:

THE MISSION VALLEY EVENT IS:

A Luncheon, Tuesday, April 9, 2013 from 12:00 pm to 1:00 pm at the _____ Club
OR
A Cocktail Party, Wednesday April 10, 2013 at the _____ Club

THE NORTH COUNTY EVENT IS:

• A Luncheon, Thursday, April 11, 2013 at (to be determined.)

“This event is by Invitation Only and I wanted to find out WHEN WOULD BE A GOOD TIME for (Account Exec Name) to drop by and personally deliver to you an formal invitation to this Special Event? The event is by invitation only. He/she WILL BE IN YOUR AREA _____ DAY or _____ DAY WHICH WOULD BE BETTER FOR YOU?

IS MORNING AT (10:00) OR AFTERNOON AT (2:00) A BETTER TIME?
(STAY WITH THEM TILL YOU HAVE A SPECIFIC DAY DATE AND TIME)

(If they say just drop off, mail etc.)

“I’m sorry but there are only a limited number of invitations and it will only take 2 minutes for him/her to introduce themselves and deliver it to you personally so WHAT DAY IS BETTER _____ DAY OR _____ DAY.

(STAY WITH UNITL YOU HAVE A DAY DATE & TIME)

Great! I look forward to seeing you _____ day at _____ o’clock. You can count on me to be there at this time, can I could on you?
It is going to be a very informative event and I look forward to having you there.

Meet, Introduce and Invite

MEET, INTRODUCE AND INVITE SCRIPT

Hello I am _____ with San Diego Television KSDY, (contact name) great to meet you.

(what is this about etc)?

My assistant called and said it was ok to drop by and meet you and see if you would like to accept our invitation to: _____ Event Name and Thumbnail Description _____.

(Get to know them and their business. Remind them this is NOT a sales call. Learn as much about them as you can...don't waste their time.)

I wanted to simply drop by a "Media Packet" and a flyer about the event for you to review and introduce myself and meet you personally.

The event is strictly limited in size and by invitation only. So....do you think this is something you would be interested in?

If answer is yes:

Great, I will need to get you a formal invitation. You may bring a guest or two; do you think you will want to do that? Ok,
I will be in back your area _____ day and _____ day. I promise it will only take a couple of minutes to say Hi and give you the invitation(s) Each person will need one. So which day would be better for you? _____

Is morning or afternoon generally a better time for you? _____

Great! I will be there between (10-11 o'clock), (1-2, between 3 and 4 what ever you have according to your schedule)

Thank you very much _____ (client) I look forward to seeing you _____ day between _____. See you then, goodbye.

- 1. Time Management**
- 2. Making Appointments**
- 3. Shaping Your Language**
- 4. Recognizing Buyers**
- 5. Establishing Committed
Business Relationships**
- 6. Working Coherently**
- 7. Establishing a Buyer's
Needs through Probing**
- 8. Closing as a Process - Not
an Event**

Pathfinding - Implementation - Results

Visions		Relevant Steps	Commitments	Date	Results
A. Personal	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
B. Business	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
C. Family/Relationships	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
D. Health/Recreation	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				

Pathfinding - Implementation - Results

Visions	Relevant Steps	Commitments	Date	Results
A. Personal	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
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	2			
	3			
	4			
C. Family/Relationships	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
D. Health/Recreation	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			

Task Analysis

Productive	Indirectly Productive	Non-Productive
<ol style="list-style-type: none"> 1. Meeting with Clients 2. Probing Appointments 4. Presenting Proposals 5. Negotiations 6. Writing Contracts 7. Drive Time to Clients but only When They Show Up 	<ol style="list-style-type: none"> 1. Jelly Bean Jar Calls 2. Cold Canvassing 3. Drop By Appt. 4. Research for Specific Appt. 5. Preparing Materials for Specific Appt. 6. Networking Appt's 1 Appt/=Hr. 7. Follow-Up Appts. 8. Asking for Referrals 9. Invitations to Special Event Nights 	<ol style="list-style-type: none"> 1. Sales Meetings 2. Planning 3. Putting Proposals Together 4. Training Meetings 5. Quantum Trainings 6. Action Monday & Coaching 7. Organizing Desk/Week 8. Creating Campaign 9. Ad Copy 10. Checking Availability 11. Production of Campaign 12. Dealing w/Accounting, Credit

TIP™ Analysis

Name				
From	To			
	T	I	P	
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
		I=	P=	N= (N=T -[I+P])
	100%	I= %	P= %	N= %
	100%	33%	33%	33%

Weekly Schedule

WEEKLY SCHEDULE

AGENT NAME: _____

WEEK BEGINS: _____

OFFICE: _____

SUMMARY OF LAST WEEK:

of Calls _____ #Leads _____ #Drop by _____ #Probes _____ #Prop. Prsntd _____ #Open Orders _____ # Contracts Signed _____

TIP ANALYSIS: #T _____ %P _____ %I _____ %N _____ Avg. Hrs. Day _____ Avg. N hrs Day _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							

	Client/Phone	Type	Day	Time	Next Step	Day	Time	Next Step
1								
2								
3								
4								
5								
6								
7								
8								

	Scheduled Invitation Events	Date	Time
1			
2			
3			



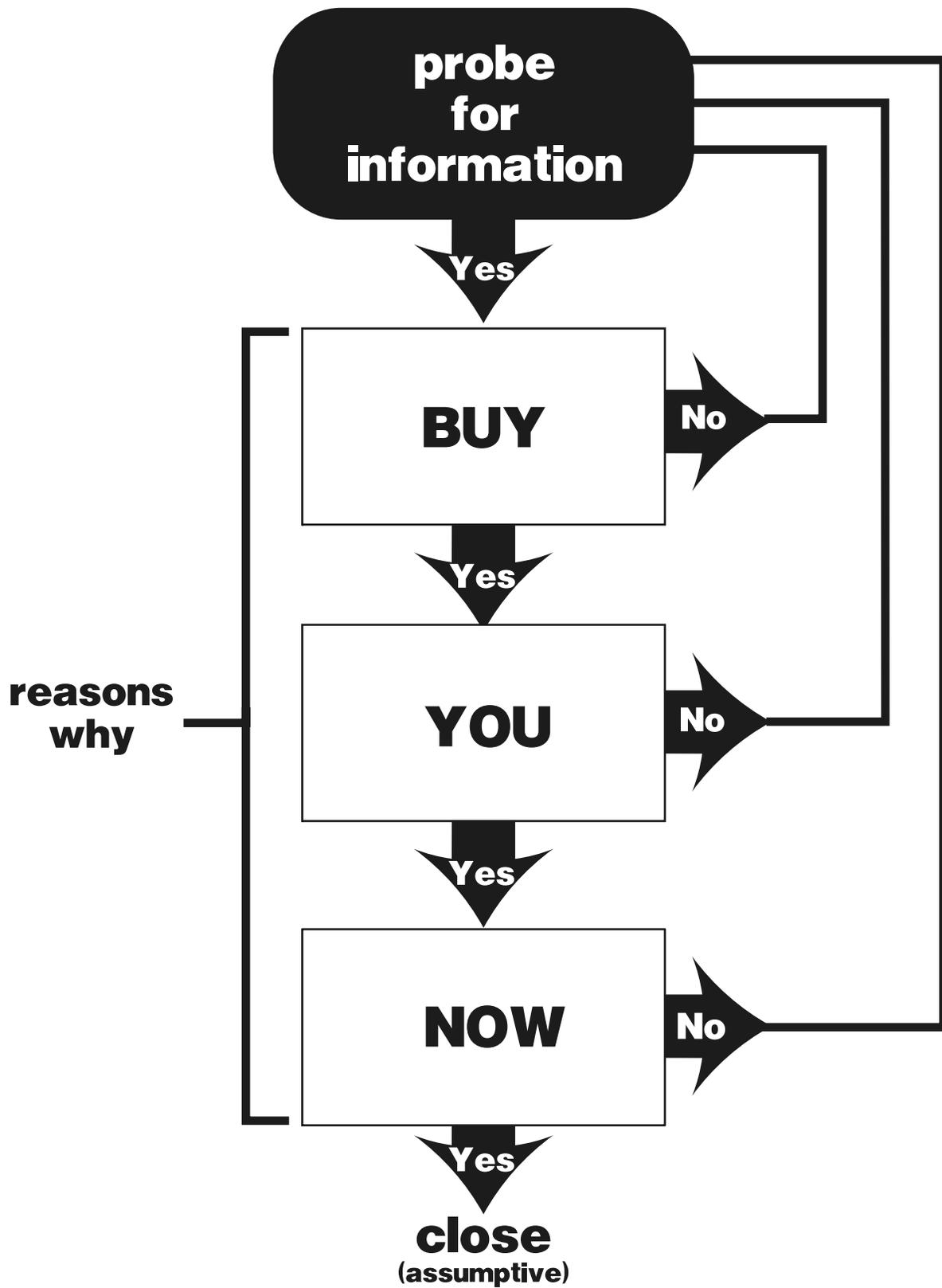
**QUANTUM
MANAGEMENT
SYSTEMS**

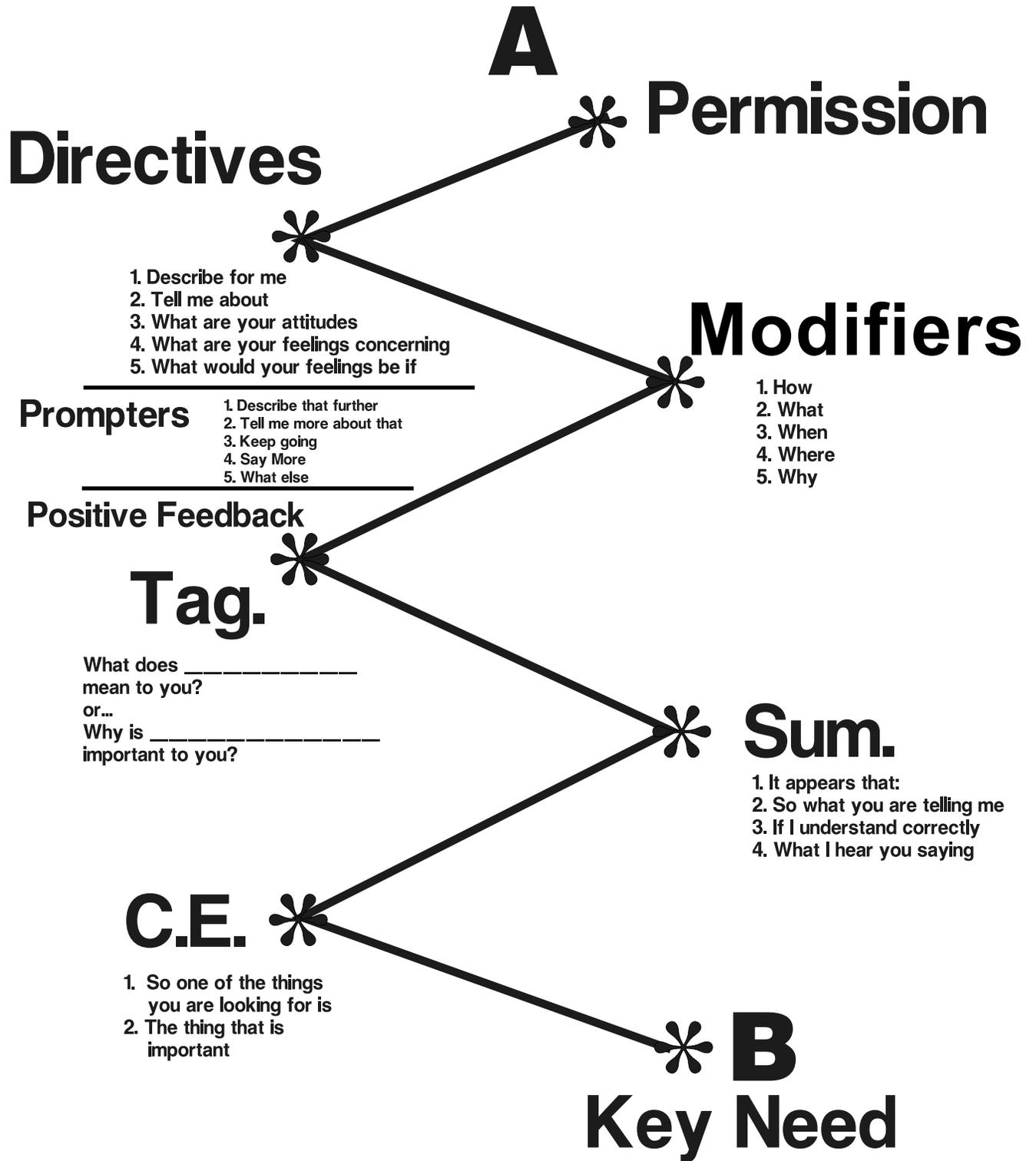
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JTM43-11 Weekly Schedule.pmd

Rev. 10/30/02
JTM43-11

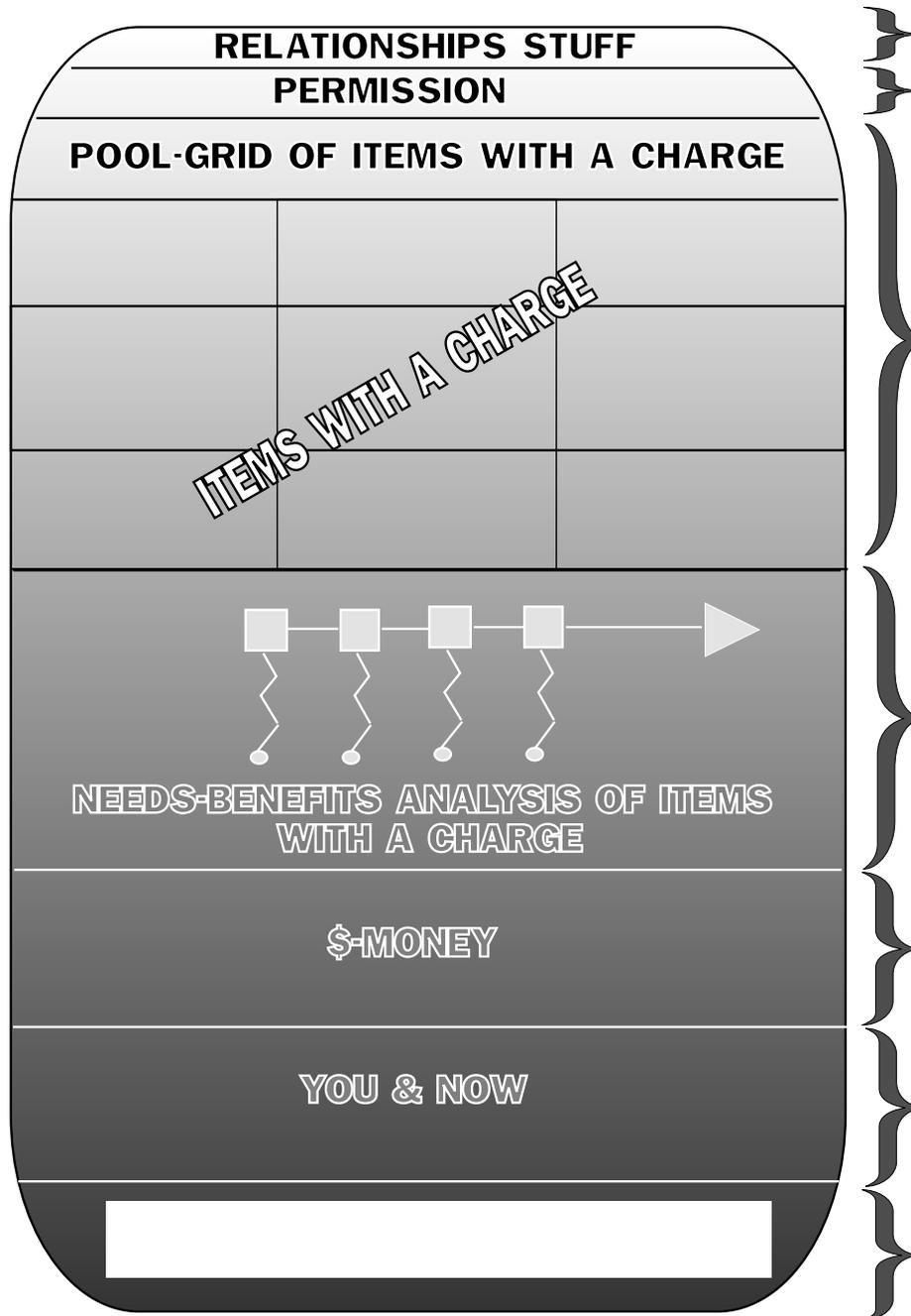
Committing Communication™

Decision Shaping





PROBING TIMELINE



Needs/Benefits Language

- 1) **Comfort**
- 2) **Convenience**
- 3) **Privacy - Sanctuary**
- 4) **Prestige/Esteem**
- 5) **Love**
- 6) **Sex**
- 7) **Value (Making Money)**
- 8) **Economy (Saving Money)**
- 9) **Aesthetics**
- 10) **Security (Peace of Mind)**
- 11) **Safety (Physical Safety)**
- 12) **Recreation**
- 13) **Entertainment**
- 14) **Health**
- 15) **Self-Actualization (Personal Development or Expression)**

Before Probing™, Getting Permission

In order for us to determine the best way for us to support your business, I need to ask you a few questions to help me really understand your needs. They may be little different than you are used to is that going to be OK?

At The End Of Probing: "Here's How I Work"

“Let me tell you how I work:

I appreciate all the information you have shared with me. It will be very valuable to be able to take this information back to my team and design a Campaign (program) tailored with these specifics in mind.

I am going to go to work for you and I am ready to commit the time and resources necessary to come up with the best a plan for you.

I want you to feel *YOU and I* are a team on this and working together to get you the best results.

Will that work for you?

Client Needs Analysis

O.E.-Directives

1. Describe for me
2. Tell me about
3. What are your attitudes about
4. What are your feelings concerning
5. What would your feelings be if
6. Talk about
7. Help me understand

MODIFIERS

What
When
Where
Who
How

TAG- (Crystallization)

1. What does ___ mean to you?
2. Why is _____ important to you?

SUMMARY

1. It appears that _____
2. So what you are telling me is _____
3. If I understand correctly _____
4. What I hear you saying is _____

CLOSED END

1. So one of the things you are looking for is _____
2. The thing that is important is _____

PROBING TIME

1. Introduction
2. Permission
3. Grid/Pool
4. Summarize needs
5. Set up next step

PROMPTERS

1. Describe that further
2. Tell me more about that/the
3. Keep going
4. Say more about that
5. What else?
6. Go On

ISSUES:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Client Needs Analysis

O.E.-Directives

1. Describe for me
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4. What are your feelings concerning
5. What would your feelings be if
6. Talk about
7. Help me understand

MODIFIERS

- What
- When
- Where
- Who
- How

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ISSUES:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

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	2				
	3				
	4				
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	2				
	3				
	4				