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**S.E.L.L.™**  
**Training**

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



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\_\_\_\_\_  
License Granted By

\_\_\_\_\_  
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

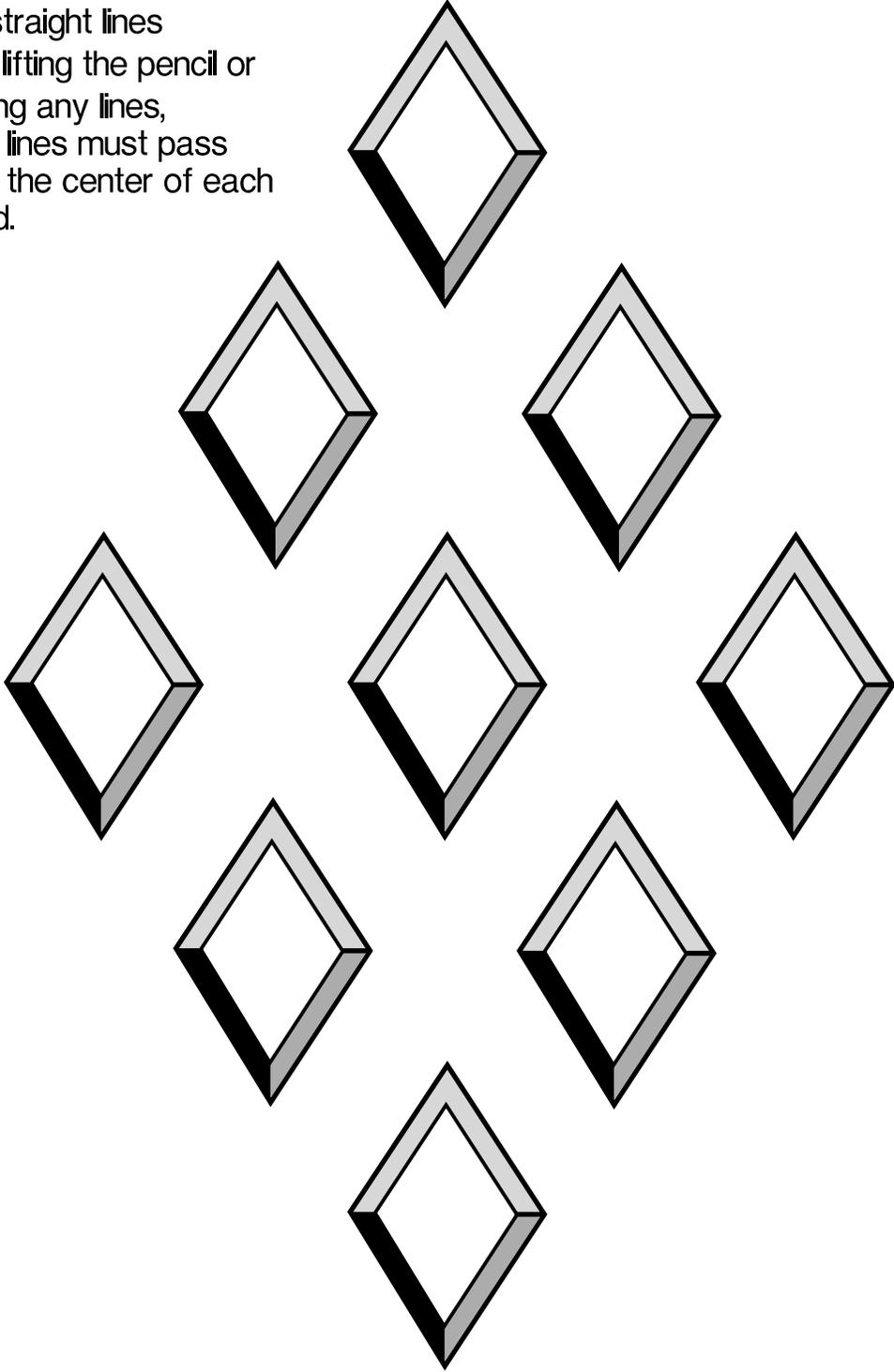
Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

## 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**

- 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

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A. Personal	1	<input type="checkbox"/>	<input type="checkbox"/>	
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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

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

# 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

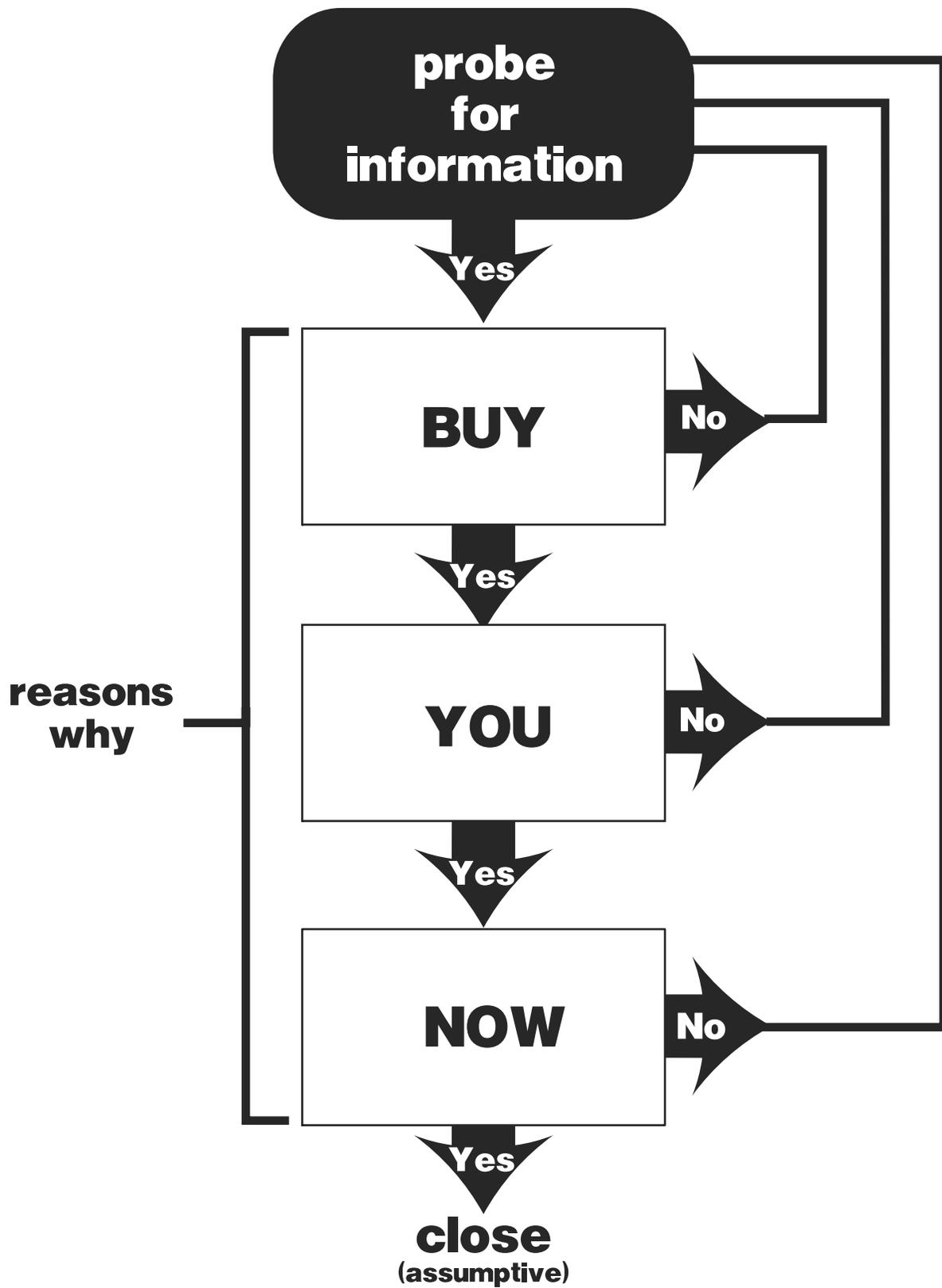


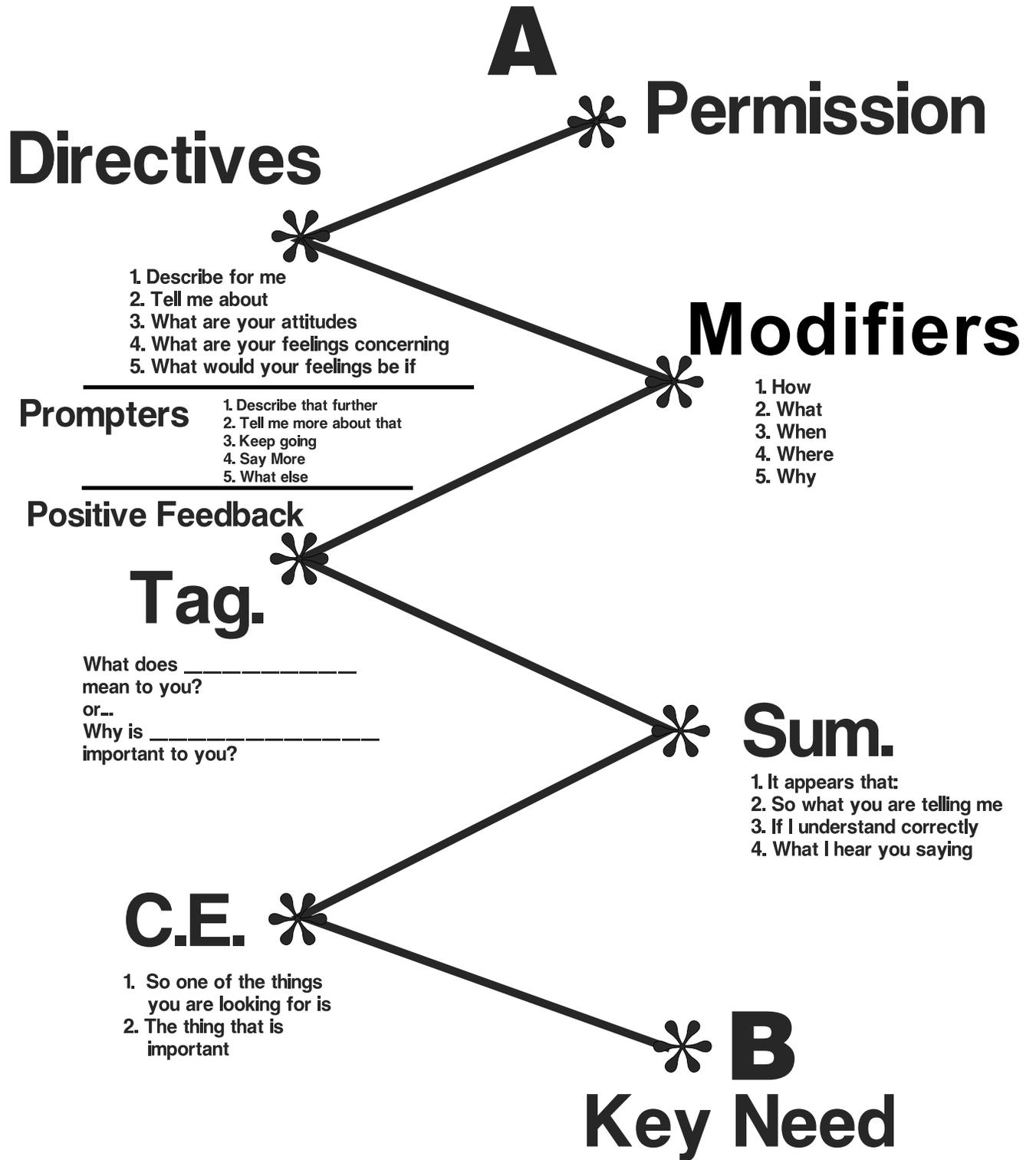
# Committing Communication™



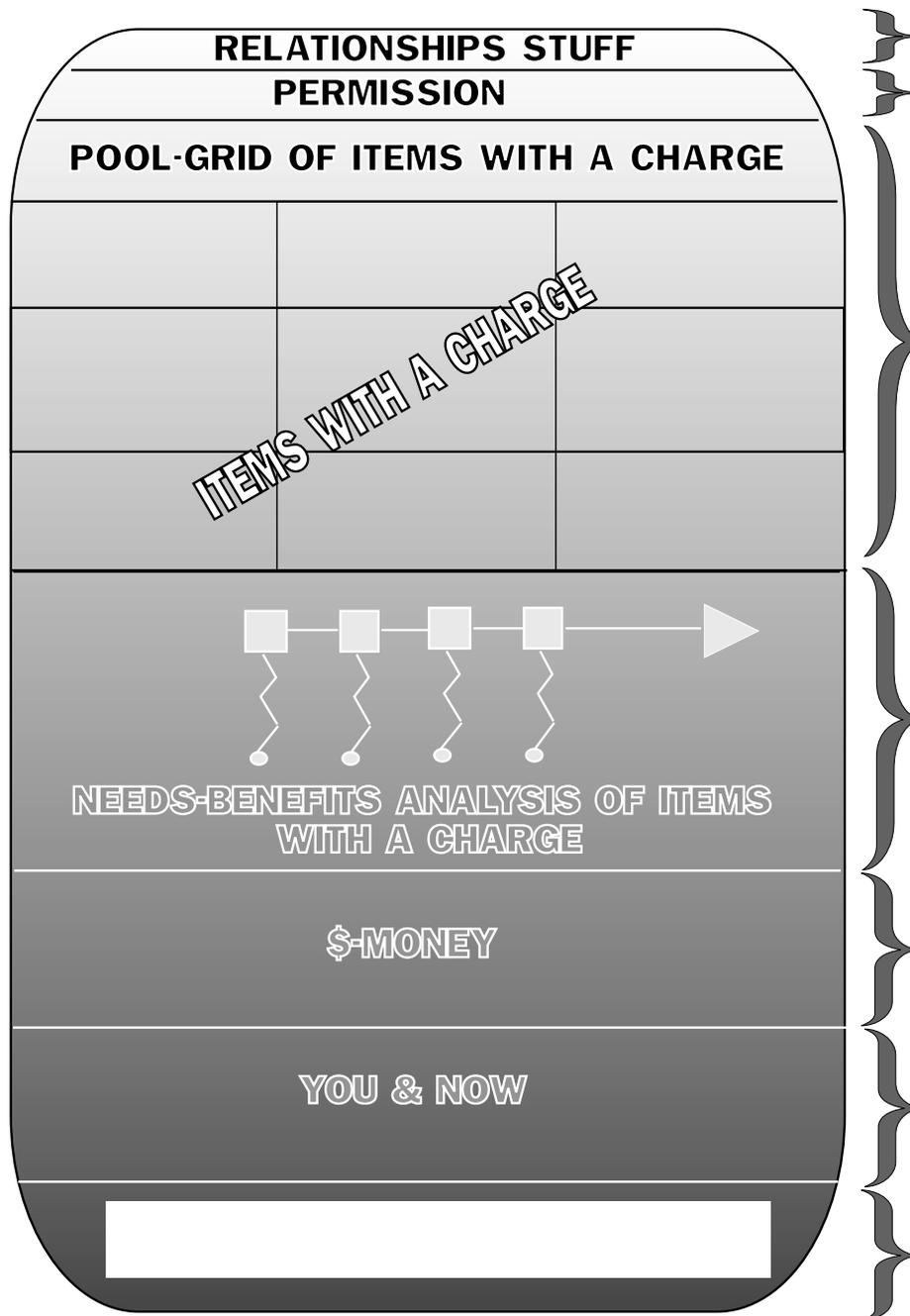


# Decision Shaping





# 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.

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