



The Sales System of the Masters

- Week 1 - Training Intro and Sales Psychology Overview
- Week 2 - The Life Insurance Sales Academy Sales System
- Week 3 - Prospecting
- Week 4 - Setting the Stage for a Successful Conversation
- Week 5 - Fact Finding and Needs Analysis
- Week 6 - Uncovering Motivation and Creating Urgency
- Week 7 - Overcoming Resistance and Removing Roadblocks
- Week 8 - Closing
- Week 9 - Post-Sale Follow Up and Relationship Building



Week 1 – Training Introduction and Sales Psychology Overview



Week 2 – The Life Insurance Sales Academy Sales System



Week 3 - Prospecting

The Prospecting Attitude

Tonality On The Phone

Locking Down Appointments - No More Getting Stood Up!

How to Get Out of Call Back Hell!

Bonus Content: Scripts and More Scripts!

Week 4 – Setting The Stage For a Successful Conversation

How to Make an Amazing First Impression

Rapport Building!
Rapport Building!
Rapport Building!

Setting The Stage:
Expectations
Agenda
Permission to Say "No"

Bonus Content: Selling is a Team Sport

Week 5 – Fact Finding

How to Make Sure All of Your Questions Get Answered

Types of Probing Questions

Deep Digging Questioning Strategies

Bonus Content: You Don't Need a Silver Bullet, You Need a Golden Shovel!

Week 6 – Uncovering Motivation and Creating Urgency

Making The Decision to Buy EASY!

Cost Vs. Value - We Protect Things That Are Priceless!

Creating Urgency - No More Thinking It Over!

The Ultimate 3 Step Questioning Strategy!

Bonus Content: How To Get Anyone To Do Anything

Week 7 – Overcoming Resistance and Removing Roadblocks

Overcoming Resistance and Removing Roadblocks

The Principle of Scarcity, Going Negative and Take-Aways

Get Your Competition Fired!

Bonus Content: You Can't Overcome Objections - You Must Avoid Them!

Week 8 - Closing

The 5 Types of Resistance

How to Close Every Closeable Deal!

The Best Closing Questions

Bonus Content: How to Go Back and Handle Objections You Missed

Week 9 – Post-Sale Follow-Up and Relationship Building

Never Lose a Sold Deal!

How to Duplicate Your Best Clients

Don't Ever Ask For Referrals!-)

Building Long-Term Relationships