MONTH 1 - Your Foundation

Module 1  Introduction  
22 minutes 55 seconds (Part 1 12:52, Part 2 10:03)

Module 2  Beliefs, Certainty, and Congruency  

Module 3  The Pyramid of Selling  
7 minutes 44 seconds (Part 1 7:44)

Module 4  The Approach and First Initial Seconds  
24 minutes 32 seconds (Part 1 12:34, Part 2 11:58)

Total  
• Weekly – 29 minutes  
• Every 2 Weeks – 59 minutes  
• Monthly – 118 minutes

MONTH 2 - Neuro-linguistic Programming

Module 1  NLP  
7 minutes 25 seconds (Part 1 7:25)

Module 2  Visuals  
14 minutes 39 seconds (Part 1 11:56, Part 2 2:43)

Module 3  Auditories  
13 minutes 33 seconds (Part 1 13:33)

Module 4  Kinesthetics  
14 minutes 23 seconds (Part 1 10:47, Part 2 3:36)

Module 5  How to Sell a Visual  
12 minutes 50 seconds (Part 1 12:50)

Module 6  How to Sell an Auditory  
9 minutes 41 seconds (Part 1 9:41)

Module 7  How to Sell a Kinesthetic  
5 minutes 59 seconds (Part 1 5:59)

Module 8  The Eyes, and the Ever-Changing Modes  
8 minutes 23 seconds (Part 1 1:22, Part 2 8:02)

Total  
• Weekly – 22 minutes  
• Every 2 Weeks – 44 minutes  
• Monthly – 88 minutes
MONTH 3 - Rapport and the Power of Questions

Module 1  Rapport  
4 minutes 47 seconds (Part 1 4:47)

Module 2  The Power of Questions  

Module 3  Listening  
14 minutes 13 seconds (Part 1 14:13)

Module 4  Global Rapport  
7 minutes 17 seconds (Part 1 7:17)

Module 5  Rapport Smorgasbord  
23 minutes 12 seconds (Part 1 14:12, Part 2 9:00)

Module 6  Matching and Mirroring  
21 minutes 27 seconds (Part 1 13:49, Part 2 7:38)

Module 7  Pacing and Leading  
4 minutes 54 seconds (Part 1 4:54)

**Total**
- **Weekly** – 30 minutes
- **Every 2 Weeks** – 61 minutes
- **Monthly** – 122 minutes

MONTH 4 - Collecting Ammunition and Eliminating Objections

Module 1  Body Language (55%)  
27 minutes 53 seconds (Part 1 11:28, Part 2 16:25)

Module 2  Voice Qualities (38%)  
23 minutes 36 seconds (Part 1 23:36)

Module 3  The Words (7%)  
5 minutes 09 seconds (Part 1 5:09)

Module 4  Collecting Ammunition and Eliminating Objections  
5 minutes 56 seconds (Part 1 5:56)

Module 5  Finding the Need  
8 minutes 36 seconds (Part 1 8:36)

Module 6  Anchors  
10 minutes 33 seconds (Part 1 10:33)

Module 7  Positives and Negatives  
6 minutes 09 seconds (Part 1 6:09)

Module 8  Establishing Outcomes  
3 minutes 16 seconds (Part 1 3:16)

Module 9  Instant Replay Technique  
4 minutes 52 seconds (Part 1 4:52)
Module 10  Eliminating Objections
13 minutes 49 seconds (Part 1 13:49)

Module 11  Breaking the Pact
11 minutes 13 seconds (Part 1 4:35, Part 2 5:06, Part 3 1:32)

**Total**
- Weekly – 30 minutes
- Every 2 Weeks – 60 minutes
- Monthly – 121 minutes

**MONTH 5 - The Liquid Presentation**

Module 1  Feature/Benefit/Emotional Anchor
24 minutes 01 seconds (Part 1 11:27, Part 2 12:34)

Module 2  Assuming
6 minutes 43 seconds (Part 1 6:43)

Module 3  Reduce It to the Ridiculous
7 minutes 13 seconds (Part 1 7:13)

Module 4  Emotion
21 minutes 02 seconds (Part 1 12:13, Part 2 8:49)

Module 5  Creating Urgency
6 minutes 32 seconds (Part 1 6:32)

Module 6  The Takeaway
14 minutes 50 seconds (Part 1 14:50)

Module 7  Pain
12 minutes 25 seconds (Part 1 12:25)

Module 8  Tie-Downs
5 minutes 59 seconds (Part 1 5:59)

Module 9  State and Floating Personality Types
13 minutes 23 seconds (Part 1 13:23)

Module 10  Total Control with an Open Mind
19 minutes 24 seconds (Part 1 19:24)

**Total**
- Weekly – 33 minutes
- Every 2 Weeks – 65 minutes
- Monthly – 131 minutes

**MONTH 6 - Closing and Handling Objections**

Module 1  Knowing When to Close
19 minutes 24 seconds (Part 1 19:24)

Module 2  Closing
46 minutes 52 seconds (Part 1 18:03, Part 2 18:52, Part 3 9:57)
Module 3  Hearing Objections
3 minutes 10 seconds (Part 1 3:10)

Module 4  Handling Objections
9 minutes 16 seconds (Part 1 9:16)

Module 5  The Objection-Handling Formula

Module 6  The Objection-Handling Smorgasbord
15 minutes 43 seconds (Part 1 15:43)

Module 7  Get ‘em Real, Get the Deal!
9 minutes 18 seconds (Part 1 9:18)

Module 8  Wrap Up
9 minutes 27 seconds (Part 1 9:27)

Total
- Weekly – 37 minutes
- Every 2 Weeks – 75 minutes
- Monthly – 150 minutes

MONTH 7 - Finding More Qualified Leads

Module 1  Finding More Qualified Leads
22 minutes 32 seconds (Part 1 12:26, Part 2 10:06)

Module 2  This Month’s Phone Tips & Techniques
22 minutes 50 seconds (Part 1 11:49, Part 2 11:01)

Module 3  This Month’s N.L.P. Techniques
11 minutes 53 seconds (Part 1 8:47, Part 2 3:06)

Module 4  This Month’s Education & Motivation
14 minutes 56 seconds (Part 1 8:47, Part 2 6:09)

Module 5  This Month’s Operating Your "Personal Business"
9 minutes 53 seconds (Part 1 9:53)

Total
- Weekly – 20 minutes
- Every 2 Weeks – 41 minutes
- Monthly – 82 minutes

MONTH 8 - Competing with a Lower-Priced Competitor

Module 1  Competing with a Lower-Priced Competitor
18 minutes 39 seconds (Part 1 6:38, Part 2 11:31)

Module 2  This Month’s Phone Tips & Techniques
14 minutes 36 seconds (Part 1 11:11, Part 2 3:35)

Module 3  This Month’s N.L.P. Techniques
13 minutes 17 seconds (Part 1 9:56, Part 2 3:21)
Module 4  This Month’s Education & Motivation
14 minutes 42 seconds (Part 1 10:13, Part 2 4:31)

Module 5  This Month’s Operating Your "Personal Business"
8 minutes 21 seconds (Part 1 8:21)

**Total**
- Weekly – 17 minutes
- Every 2 Weeks – 34 minutes
- Monthly – 69 minutes

MONTH 9 - How to Talk to and Close Business Owners

Module 1  How to Talk to and Close Business Owners
21 minutes 04 seconds (Part 1 11:38, Part 2 9:26)

Module 2  This Month’s Phone Tips & Techniques
18 minutes 56 seconds (Part 1 10:01, Part 2 8:55)

Module 3  This Month’s N.L.P. Techniques
4 minutes 07 seconds (Part 1 4:07)

Module 4  This Month’s Education & Motivation
31 minutes 08 seconds (Part 1 12:53, Part 2 11:33, Part 3 6:42)

Module 5  This Month’s Operating Your "Personal Business"
11 minutes 07 seconds (Part 1 11:07)

**Total**
- Weekly – 21 minutes
- Every 2 Weeks – 43 minutes
- Monthly – 86 minutes

MONTH 10 - How to Close Your Company's "Dead" Deals

Module 1  How to Close Your Company's "Dead" Deals
16 minutes 42 seconds (Part 1 16:42)

Module 2  This Month’s Phone Tips & Techniques
16 minutes 34 seconds (Part 1 7:47, Part 2 8:47)

Module 3  This Month’s N.L.P. Techniques
5 minutes 58 seconds (Part 1 5:58)

Module 4  This Month’s Education & Motivation
18 minutes 56 seconds (Part 1 10:29, Part 2 8:27)

Module 5  This Month’s Operating Your "Personal Business"
12 minutes 17 seconds (Part 1 12:17)

**Total**
- Weekly – 17 minutes
- Every 2 Weeks – 35 minutes
- Monthly – 70 minutes
MONTH 11 - Getting Internet Leads to Pick up Their Phone

Module 1  Getting Internet Leads to Pick up Their Phone
8 minutes 06 seconds (Part 1 13:09, Part 2 4:57)
Module 2  This Month’s Phone Tips & Techniques
15 minutes 14 seconds (Part 1 6:34, Part 2 9:40)
Module 3  This Month’s N.L.P. Techniques
11 minutes 29 seconds (Part 1 11:29)
Module 4  This Month’s Education & Motivation
12 minutes 15 seconds (Part 1 12:15)
Module 5  This Month’s Operating Your "Personal Business"
15 minutes 32 seconds (Part 1 3:21, Part 2 12:11)

Total
- Weekly – 18 minutes
- Every 2 Weeks – 36 minutes
- Monthly – 73 minutes

MONTH 12 - Getting Through the Gatekeeper

Module 1  Getting Through the Gatekeeper
23 minutes 22 seconds (Part 1 8:28, Part 2 14:54)
Module 2  This Month’s Phone Tips & Techniques
11 minutes 15 seconds (Part 1 11:15)
Module 3  This Month’s N.L.P. Techniques
14 minutes 19 seconds (Part 1 14:19)
Module 4  This Month’s Education & Motivation
13 minutes 22 seconds (Part 1 13:22)
Module 5  This Month’s Operating Your "Personal Business"
13 minutes 41 seconds (Part 1 13:41)

Total
- Weekly – 19 minutes
- Every 2 Weeks – 38 minutes
- Monthly – 76 minutes

MONTH 13 - Your Selling Style

Module 1  Your Selling Style
6 minutes 45 seconds (Part 1 6:45)
Module 2  This Month’s Phone Tips & Techniques
12 minutes 32 seconds (Part 1 12:32)
Module 3  This Month’s N.L.P. Techniques
10 minutes 47 seconds (Part 1 10:47)
Module 4  This Month’s Education & Motivation  
10 minutes 18 seconds (Part 1 10:18)

Module 5  This Month’s Operating Your "Personal Business"  
12 minutes 31 seconds (Part 1 12:31)

**Total**  
- **Weekly** – 33 minutes  
- **Every 2 Weeks** – 26 minutes  
- **Monthly** – 53 minutes

**MONTH 14 - How to Upsell in a Relationship Sale**

Module 1  How to Upsell in a Relationship Sale  
14 minutes 49 seconds (Part 1 14:49)

Module 2  This Month’s Phone Tips & Techniques  
13 minutes 42 seconds (Part 1 13:42)

Module 3  Burnout  
10 minutes 50 seconds (Part 1 10:50)

Module 4  This Month’s Education & Motivation  
8 minutes 55 seconds (Part 1 8:55)

Module 5  How to Close Someone Based on Their Profession – Part 1  
8 minutes 14 seconds (Part 1 8:14)

**Total**  
- **Weekly** – 14 minutes  
- **Every 2 Weeks** – 28 minutes  
- **Monthly** – 56 minutes

**MONTH 15 - Selling Intangibles**

Module 1  Selling Intangibles  
18 minutes 28 seconds (Part 1 10:04, Part 2 8:24)

Module 2  This Month’s Phone Tips & Techniques  
13 minutes 22 seconds (Part 1 13:22)

Module 3  Excuses Salespeople Need to Stop Using  
17 minutes 48 seconds (Part 1 12:28, Part 2 5:20)

Module 4  This Month’s Education & Motivation  
12 minutes 29 seconds (Part 1 12:29)

Module 5  How to Close Someone Based on Their Profession – Part 2  
8 minutes 57 seconds (Part 1 8:57)

**Total**  
- **Weekly** – 18 minutes  
- **Every 2 Weeks** – 36 minutes  
- **Monthly** – 71 minutes
MONTH 16 - How to Close Salespeople and Others That Know Sales Techniques

Module 1  How to Close Salespeople and Others That Know Sales Techniques
          17 minutes 08 seconds (Part 1 8:55, Part 2 8:13)
Module 2  This Month’s Advanced Call Strategies
          8 minutes 13 seconds (Part 1 8:13)
Module 3  How to Really Get Referrals
          10 minutes 37 seconds (Part 1 10:37)
Module 4  This Month’s Education & Motivation
          10 minutes 03 seconds (Part 1 10:03)
Module 5  How to Close Someone Based on Their Profession – Part 3
          9 minutes 34 seconds (Part 1 9:34)

Total
  • Weekly – 14 minutes
  • Every 2 Weeks – 27 minutes
  • Monthly – 55 minutes

MONTH 17 - Selling a Commodity – Part 1

Module 1  Selling a Commodity – Part 1
          10 minutes 21 seconds (Part 1 3:37, Part 2 6:44)
Module 2  This Month’s Advanced Call Strategies
          6 minutes 45 seconds (Part 1 6:45)
Module 3  The Epidemic That Is Killing Sales Pipelines
          8 minutes 42 seconds (Part 1 8:42)
Module 4  This Month’s Education & Motivation
          10 minutes 55 seconds (Part 1 10:55)
Module 5  Improve Your Post-Decision Debriefs
          6 minutes 03 seconds (Part 1 3:35, Part 2 2:28)

Total
  • Weekly – 11 minutes
  • Every 2 Weeks – 21 minutes
  • Monthly – 43 minutes

MONTH 18 - Selling a Commodity – Part 2

Module 1  Selling a Commodity – Part 2
          8 minutes 01 seconds (Part 1 8:01)
Module 2  This Month’s Advanced Call Strategies
          13 minutes 38 seconds (Part 1 13:38)
Module 3  Everything You Need to Know About Writing Proposals – Part 1
          10 minutes 11 seconds (Part 10:11)
Module 4  This Month’s Education & Motivation
10 minutes 10 seconds (Part 1 10:10)

Module 5  Dress for Success
7 minutes 47 seconds (Part 1 7:47)

Total
- Weekly – 12 minutes
- Every 2 Weeks – 25 minutes
- Monthly – 50 minutes

MONTH 19 - Justify Your Drop Close – Part 1

Module 1  Justify Your Drop Close – Part 1
11 minutes 46 seconds (Part 1 11:46)

Module 2  This Month’s Advanced Call Strategies
10 minutes 55 seconds (Part 1 10:55)

Module 3  Everything You Need to Know About Writing Proposals – Part 2
9 minutes 05 seconds (Part 1 9:05)

Module 4  This Month’s Education & Motivation
17 minutes 49 seconds (Part 1 10:03, Part 7:46)

Module 5  Build Your Presentation Around Your Toughest Clients – Part 1
9 minutes 10 seconds (Part 1 9:10)

Total
- Weekly – 14 minutes
- Every 2 Weeks – 29 minutes
- Monthly – 58 minutes

MONTH 20 - Justify Your Drop Close – Part 2

Module 1  Justify Your Drop Close – Part 2
8 minutes 53 seconds (Part 1 8:53)

Module 2  This Month’s Advanced Call Strategies
8 minutes 31 seconds (Part 1 8:31)

Module 3  Selling with R.O.I.
15 minutes (Part 1 15:00)

Module 4  This Month’s Education & Motivation
13 minutes 08 seconds (Part 1 13:08)

Module 5  Build Your Presentation Around Your Toughest Clients – Part 2
9 minutes 35 seconds (Part 1 9:35)

Total
- Weekly – 14 minutes
- Every 2 Weeks – 27 minutes
- Monthly – 55 minutes
MONTH 21 - Justify Your Drop Close – Part 3

Module 1  Justify Your Drop Close – Part 3  
9 minutes 35 seconds (Part 1 9:35)
Module 2  This Month’s Advanced Call Strategies  
13 minutes 49 seconds (Part 1 9:35, Part 2 4:14)
Module 3  Certainty Bombs  
8 minutes 28 seconds (Part 1 8:28)
Module 4  This Month’s Education & Motivation  
9 minutes 05 seconds (Part 1 9:05)
Module 5  Mastering Transitions  
7 minutes 39 seconds (Part 1 7:39)

Total  
• Weekly – 12 minutes  
• Every 2 Weeks – 24 minutes  
• Monthly – 48 minutes

MONTH 22 - How to Effectively Manage Your Leads – Part 1

Module 1  How to Effectively Manage Your Leads – Part 1  
8 minutes 33 seconds (Part 1 6:34, Part 2 1:59)
Module 2  This Month’s Advanced Call Strategies  
11 minutes 33 seconds (Part 1 11:33)
Module 3  Public Speaking – the Path to Ultimate Confidence and Certainty  
12 minutes 53 seconds (Part 1 12:53)
Module 4  This Month’s Education & Motivation  
8 minutes 56 seconds (Part 1 8:56)
Module 5  You Should Always Present This Way  
3 minutes 16 seconds (Part 1 3:16)

Total  
• Weekly – 11 minutes  
• Every 2 Weeks – 22 minutes  
• Monthly – 45 minutes

MONTH 23 - How to Effectively Manage Your Leads – Part 2

Module 1  How to Effectively Manage Your Leads – Part 2  
6 minutes 35 seconds (Part 1 6:35)
Module 2  Protecting Your Customer Base – Part 1  
11 minutes 02 seconds (Part 1 11:02)
Module 3  Let Them Know You're a Salesperson  
8 minutes 58 seconds (Part 1 8:58)
Module 4  This Month’s Education & Motivation
8 minutes 22 seconds (Part 1 8:22)

Module 5  Being Present – Part 1
7 minutes 07 seconds (Part 1 7:07)

Total
•  Weekly – 10 minutes
•  Every 2 Weeks – 21 minutes
•  Monthly – 42 minutes

MONTH 24 - How to Effectively Manage Your Leads – Part 3

Module 1  How to Effectively Manage Your Leads – Part 3
8 minutes 13 seconds (Part 1 8:13)

Module 2  Protecting Your Customer Base – Part 2
11 minutes 11 seconds (Part 1 11:11)

Module 3  How to Identify and Deal with Very Specific People
8 minutes 57 seconds (Part 1 8:57)

Module 4  This Month’s Education & Motivation
8 minutes 56 seconds (Part 1 8:56)

Module 5  Being Present – Part 2
11 minutes 13 seconds (Part 1 11:13)

Total
•  Weekly – 12 minutes
•  Every 2 Weeks – 24 minutes
•  Monthly – 48 minutes

MONTH 25 - Visualize the Sale Like CAD (Computer-aided design)

Module 1  Visualize the Sale Like CAD (Computer-aided design)
11 minutes 18 seconds (Part 1 11:18)

Module 2  Protecting Your Customer Base – Part 3
6 minutes 39 seconds (Part 1 6:39)

Module 3  The Psychological Makeup of the Master Closer – Part 1
8 minutes 17 seconds (Part 1 8:17)

Module 4  This Month’s Education & Motivation
11 minutes 29 seconds (Part 1 11:29)

Module 5  Managing Customer Expectations – Part 1
7 minutes 38 seconds (Part 1 7:38)

Total
•  Weekly – 11 minutes
•  Every 2 Weeks – 22 minutes
•  Monthly – 45 minutes
MONTH 26 - The 10 Commandments of Networking

Module 1  The 10 Commandments of Networking  
5 minutes 23 seconds (Part 1 5:23)

Module 2  Customer Profiling  
8 minutes 10 seconds (Part 1 8:10)

Module 3  The Psychological Makeup of the Master Closer – Part 2  
9 minutes 37 seconds (Part 1 9:37)

Module 4  This Month’s Education & Motivation  
7 minutes 45 seconds (Part 1 7:45)

Module 5  Managing Customer Expectations – Part 2  
5 minutes 59 seconds (Part 1 5:59)

Total  
- Weekly – 9 minutes
- Every 2 Weeks – 18 minutes
- Monthly – 37 minutes

MONTH 27 - The 80/20 Rule Applies to Everything

Module 1  The 80/20 Rule Applies to Everything  
4 minutes 32 seconds (Part 1 4:32)

Module 2  Stepping Outside of Yourself  
6 minutes 39 seconds (Part 1 6:39)

Module 3  Networking on the Golf Course  
3 minutes 02 seconds (Part 1 3:02)

Module 4  This Month’s Education & Motivation  
7 minutes 15 seconds (Part 1 7:15)

Module 5  21 Tips to Use at a Networking Event  
6 minutes 51 seconds (Part 1 6:51)

Total  
- Weekly – 07 minutes
- Every 2 Weeks – 14 minutes
- Monthly – 28 minutes