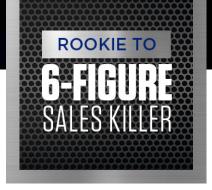


The Training Process Used in Grant Cardone's Business to Build 6 Figure Sales Producers in 90 Days



Dear Business Owner,

Congratulations on downloading the **Rookie to 6-Figure** Sales Killer 90-Day Onboarding program.

If you're in the market for hiring new sales staff, and you're looking to grow your business from 6 figures to 7 figures, or even from 7 figures to 8 figures...

Then you're in the right place.

Because what you're looking at here is an abbreviated version of the exact same 90-day training all of my new sales hires go through.

My Sales Team is the driving force behind my business, and they're a massive reason why We've scaled Cardone Enterprises from doing \$3 million a year in 2010 to doing over \$150 million a year in sales today.

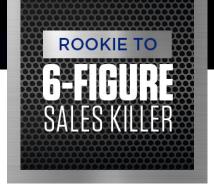


The key goal of this training program is to get your new hires fully up to speed and firing on all cylinders in 3 months' time with MINIMAL input from you. As the business owner responsible for overseeing the success of the Sales team, it's critical you have systems in place that work on autopilot. A smooth and well-structured training program is what will transform them into massive revenue-generating assets for your company.

6-figure sales killers aren't born... They're MADE.

This guide will show you how to make them.





Here's how you use this manual.

Read through this document and distribute it to your Sales team leader(s).

From here, it's hands-off for you. All you'll need to do is check in with your team once a week on Fridays to make sure goals are being hit. This booklet is a field manual for training a world-class salesforce. It puts them in the right mindset, adopting the correct behaviors, with a clear structure to progress.

If you want help implementing any of this, visit this link and schedule a free Strategy Session with a member of my team.



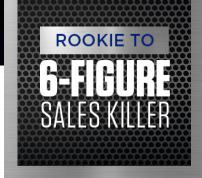


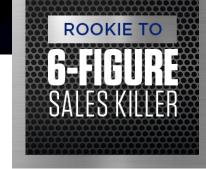
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PRE-START CHECKLIST

| Offer Letter: This will also include the new hire's background check & drug screening if this is applicable to your company. |
|---|
| Computer access, company email, account platforms set up |
| Testing of all technology to ensure it is in proper working order before the new hire's start date. |
| Desk is fully equipped with all necessary tools & supplies |
| New hire contact information is sent out to all managers/team leaders |
| New hire is contacted by the manager one to two days prior to the start date to welcome them to the company and see if they have any questions or concerns prior to starting. |



FIRST DAY: ONBOARDING DAY!

Employee arrives early to work and is shown around the office and observes for the first hour of the day

Employee is introduced to all co-workers and is announced in the morning meeting

Employee is given onboarding binder with all necessary documents and "how to" sheets for any company used software

Employee meets with HR to take their company headshot, collect I-9 documents, go over benefits/insurance, and get building/ parking garage cards if applicable.

Employee meets with Manager to go over company policies and procedures (*it is recommended that you have the employee sign this and keep it for your records)

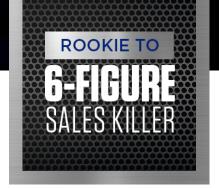
Employee will spend time watching training videos (**These are noted below for Week 1: Day 1 in the 90-Day Onboarding process)

Employee is given scripts from a team lead and goes over them before calling leads. (Be sure to ask the employee if they have any questions at this point before putting them on the phones)

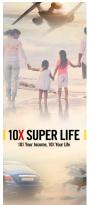
Employee is given 200 leads to call

At the end of the day, sales team leader checks in with the employee to see if they have any questions or concerns and see how they are doing!





On each new hire's first day, I provide them with a 500-page workbook that contains all of these seminar programs. They're to study these programs in their own time:

















The purpose of this study is so they develop the mindset of a top salesperson, in addition to the more practical strategies and tactics they'll use.

If you'd like to receive a FREE copy of this Seminar workbook, contact a member of my team to learn how.



Here are segments from some of the seminars.

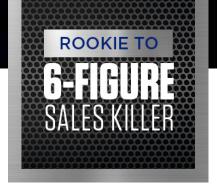
You'll find some scripts available for your team to use, too, in the '10X Daily Rituals' section.

Each of our new sales hires receives a different book on their first day, which includes some in-house rules/trainings.

These include:

- HR Code of Conduct
- POS Training
- Dialer training
- Software orientation (Zoom/Slack/Hubspot)
- CRM training
- How to turn in an order





To begin with, before I outline the entire 90-Day Quickstart program my team members go through — I want to show you my team's DAILY MORNING RITUALS.

These meetings happen every day without fail, with relentless consistency.

7:00AM - 8:20AM: TRAINING ON CARDONE UNIVERSITY

New hires start every day by training on Cardone University's online training.

8.20am - 8.40am: THE KEY TAKEAWAYS

First thing in the morning, the Sales team leader rounds up the reps and fields any questions/asks them to talk about their key takeaways from that morning's training.

This fires the team up and offers them insights they may have not gained on their own (the whole is stronger than the sum of its parts).

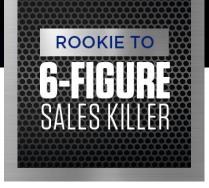
8.40am - 9.00am: DRILLING / ROLE PLAY

Every morning, the Sales team gathers together to run through daily drills.

New hires participate from Day 1, alongside the 10-year vets.

They run through their scripts and role play with each other to "warm up" for the day ahead.

Here's an example of an "Elevator Pitch" drill we team runs through some morning:



How to Set Up Role Play

Setting up role play can be a quick and easy process. It can be done in 3 minutes or less. Review the following for setting up role play (see role play exercise on the following page).

Choose the Objection/Problem (1 min.)

Pick an objection the salesperson will use while role playing (e.g. "I'm not interested." "I don't have time." "The price is too high.")

Choose Participants/Employees (1 min.)

Consider who will be role-playing (e.g. salesperson, manager). If you don't have anyone, find someone else to role play with (e.g. family, friends, co-worker, etc.).

Assign Roles (30 sec.)

Select a role for each participant. Choose a salesperson, buyer, and evaluator. The evaluator can be the buyer, a salesperson or a manager.

Communication Method (30 sec.)

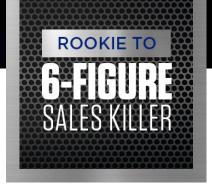
Select a communication method: (1) phone (standing back to back) or (2) in-person (standing face to face).

Tips:

Keep your pitch concise, clear, and engaging.

Highlight the unique value and benefits your product/service offers.

Use storytelling or relatable examples to make your pitch more memorable.



Perfect Call

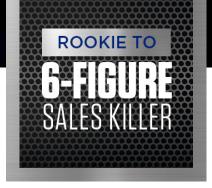
This is Joe from Grant Cardone's office

Grant asked me to call and give your company a tool he created that has increased sales at companies like yours by as much as 40%.

To be sure I can help your company tell me;

- a. How many sales people do you have?
- b. What are the two biggest recurring problems you experience with your sales people?
- c. If I could accomplish 1/2 of what I have stated would you make time to see me?
- d. Other than yourself who else would need to see this tool in order to understand how to use it?

When would be a good opportunity to get 10 minutes of your time to demonstrate the program so that your sales team can start benefiting from it?

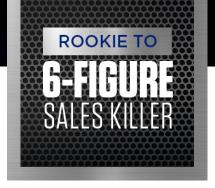


9.05am - 9.30am: COMPANY WIDE MEETING

In the classroom, every in-house member of my company joins in and shares stats and info to foster a collaborative, high-energy company culture.

The Sales team comes to this meeting with the previous day's numbers. They announce each deal + the contract value of each one.

This practice keeps the whole organization informed, celebrates the wins, and promotes healthy competition.



On Day 1, each sales hire is issued an employee handbook and they spend an hour orienting themselves with this.

After the initial formalities, the team goes straight into their core training!

Below is an outline of the "90-Day Quickstart" program EVERY one of my sales hires completes.

Each day is composed of 4-5 video tutorials delivered by myself.

The daily training outlined here is the bare minimum each rep is expected to complete each day...

They're encouraged to complete as much of it as they'd like.

Below, I've summarized the content of each tutorial in the training, in the order it's presented.

All of this training is available for you to use immediately inside my proprietary software program, Cardone University

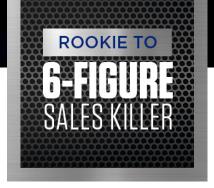
If you're interested in using this platform on a free trial basis, to see if it's the right fit for your team, schedule a free call with my team here:



You'll get unrestricted access to all of this training material so you can sample it yourself.

You'll see how easy it will be to automate a robust sales training program for your team.

NOTE: Each video tutorial is followed by 2-3 "comprehension" questions. All sales hires must answer these questions with a 100% score to progress to the next stage of the training.



Week 1

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

Introduction to Selling: Explore the concept of commissions and how it applies beyond sales, fostering a world-class mindset. Highlight the distinction between salary and commission.

Volume & Profit Part 1: Explain the importance of volume and profit in sustaining a business. Emphasize the link between sales performance and driving the organization's success.

Volume & Profit Part 2: Illustrate how salespeople play a crucial role in driving the overall growth and profitability of the company, with examples.

Salespeople Drive Entire Economies: Emphasize the vital role of salespeople in the business ecosystem and their impact on driving the success of products and services.

Day 2

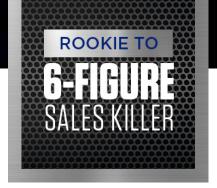
The Great Shortage: Emphasize that exceptional salespeople are not born but made, through continuous personal growth. Stress the importance of self-improvement and acquiring knowledge to excel in sales.

Commitment: Encourage the elimination of alternative options.

Greener Pastures: Encourage salespeople to fully commit to their role and strive for excellence without seeking easier alternatives.

The Power of Observation: Explore the power of observation, recording, and pattern recognition in sales. Teach salespeople to identify and leverage patterns effectively to improve their sales strategies.





Day 3

The Reason People Don't Like Selling: Address common concerns and misconceptions about selling, focusing on skill development and building competency to overcome negative perceptions.

Selling Yourself: Emphasize the significance of believing in the product and the company to effectively sell to customers. Encourage salespeople to build confidence in what they sell by aligning with the company's values.

Conviction is the Make/Break Point: Highlight the importance of transferring enthusiasm and conviction to customers. Teach salespeople techniques to effectively convey their belief in the product and build trust with buyers.

The 90-Day Phenomenon: Address the potential decline in productivity and enthusiasm among salespeople after an initial period. Explore personal conflicts and provide strategies to overcome this common challenge.

Put Your Money Where Your Mouth Is: Encourage salespeople to personally invest in and use the products they sell. Demonstrate the value of firsthand experience in building credibility and confidence in the product.

Day 4

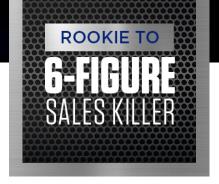
It's Almost Never Price: Emphasize that price is rarely the sole determining factor for customers. Focus on building relationships, addressing customer needs, and effectively communicating the value of the product.

Love, Solve Problems & Confidence: Highlight the importance of building rapport with customers, instilling confidence in the product, and effectively addressing their needs. Emphasize that customers prioritize these factors over price.

More On Price: Teach salespeople the art of communicating value effectively, ensuring customers understand the benefits they will receive in exchange for the price they pay.

Handling 'Other' Concerns That Could Handle Price: Introduce salespeople to potential objections they may encounter aside from price. Equip them with strategies to address and overcome these concerns.

Justifying Price With Other Inventory: Introduce price anchoring techniques to make the original deal more appealing and help salespeople close the sale successfully.



Day 5

Salespeople Don't Stop Sales, Customers Do: Encourage salespeople to take control of their environment and assume responsibility for their success. Teach them to adapt to customer needs and provide exceptional service.

No Shortage of Money: Introduce a module on developing a money mindset, highlighting the abundance of opportunities to acquire wealth. Emphasize the importance of aligning one's mindset with financial success.

The Second Sale: Explore the power of upselling and upgrading to increase sales and enhance the bottom line. Teach salespeople techniques to effectively identify and capitalize on opportunities for additional sales.

The People Business, Not the 'X' Business: Introduce the 80/20 rule, highlighting the significance of focusing on building relationships with customers rather than solely on products. Teach salespeople to prioritize the human element of sales.

The Most Interesting Person in the World: Encourage salespeople to take a genuine interest in customers and uncover their unique interests. Highlight the importance of building connections and personalizing the sales experience.

Week 2

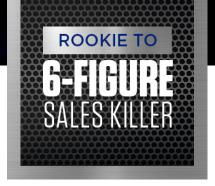
[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

The First Rule of Selling: Emphasize the importance of aligning with the customer's perspective and finding common ground. Clarify that agreeing with the customer doesn't always mean accepting that they are always right.

The Agreement Challenge: Introduce techniques for practicing agreement as an essential sales skill. Highlight the value of building rapport and finding mutual understanding with customers.

The Agreement Drill: Explain the significance of agreement in the sales process. Introduce daily drills for the sales team to practice handling the top 10 objections and providing agreement-based responses.



Trust Is Critical to the Sale: Highlight the role of empathy and trust in establishing strong customer relationships. Discuss the importance of building trust through effective communication and understanding customer decision-making processes.

Customers Don't Make Sales, Salespeople Do: Reinforce the responsibility of salespeople to create and nurture trust with buyers. Encourage salespeople to proactively build relationships and instill confidence in their abilities.

Day 2

Credibility = Increased Sales: Explore the link between credibility and increased sales. Discuss strategies for building credibility, such as delivering on promises, demonstrating expertise, and leveraging social proof.

People Believe What They See, Not What They Hear: Emphasize the importance of providing visual evidence and tangible proof to support sales claims. Teach salespeople to use data, case studies, and testimonials to validate their statements.

Use 3rd Party to Validate: Encourage salespeople to leverage third-party sources to validate the value and quality of the product or service. Highlight the influence of external endorsements on buyer confidence.

Tips on Using Information to Build Trust: Stress the importance of documenting key information during the sales process. Teach salespeople to use written materials and references to reinforce trust and provide transparency.

The Magic of Give, Give: Teach salespeople the value of giving attention, energy, and exceptional service to customers. Explain how going above and beyond shortens sales cycles and fosters customer loyalty.

Day 3

Love the One You're With: Highlight the significance of giving undivided attention to customers during sales interactions. Teach salespeople to make customers feel valued and appreciated by providing exceptional service.

Level of Service: Discuss the impact of superior service in deterring customers from price shopping. Teach salespeople the importance of delivering "Four Seasons" level service and the willingness to pay more for outstanding customer support.



Service Is Senior to Selling: Illustrate the importance of demonstrating care and commitment to customers through exceptional service. Provide practical examples of how salespeople can prioritize service to create long-lasting customer relationships.

The Hard Sell: Prepare salespeople for the discomfort that may arise during the closing phase of a sale. Teach them to stay engaged and persistent while addressing any objections or concerns.

Closing Is Like a Recipe: Introduce the importance of using proven sequences and scripts for effective closing techniques. Emphasize the significance of preparation and rehearsal in mastering the art of closing sales.

Day 4

Take Massive Action: Encourage salespeople to adopt a mindset of taking massive action to achieve extraordinary results. Discuss the four degrees of action and how embracing a proactive approach leads to success.

The 4 Degrees of Action: Explain the four levels of action and their respective impact on sales outcomes. Teach salespeople to identify opportunities for higher levels of action and take bold steps to drive results.

Massive Action = New Problems: Highlight that taking massive action may lead to new challenges and obstacles. Teach salespeople the importance of resilience and problem-solving in overcoming these hurdles.

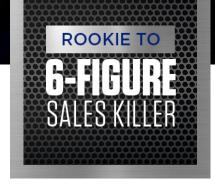
Production Yields Happiness: Emphasize the relationship between productivity and personal fulfillment. Discuss how achieving sales targets and contributing to company success can bring happiness and satisfaction.

The 10X Rule: Introduce the concept of the 10X Rule, encouraging salespeople to set ambitious goals and strive for ten times the effort and results. Teach them to push their limits and reach beyond conventional expectations.

Day 5

Work Your Power Base: Explain the concept of a power base and its role in generating sales opportunities. Provide strategies for salespeople to leverage their existing networks and relationships for business growth.

How to Build on Your Power Base: Teach salespeople effective techniques for expanding and nurturing their power base. Discuss networking, referrals, and building mutually beneficial relationships with influential individuals.



Impose On Them or Help Them?: Encourage salespeople to approach their power base with a mindset of providing value and assistance rather than imposing their sales agenda. Teach them to focus on helping others to create win-win situations.

Capitalize On the Easy Side: Highlight the potential for generating sales from existing satisfied customers. Teach salespeople to identify upselling and cross-selling opportunities to capitalize on the easier side of the sales process.

How Much Time Do You Have?: Discuss time management strategies for salespeople. Teach them to prioritize tasks, allocate time effectively, and focus on high-value activities that drive sales success.

Week 3

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

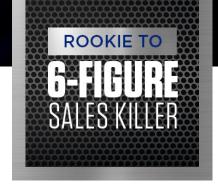
Use Every Moment to Sell: Encourage salespeople to seize every opportunity, even outside of formal sales interactions, to promote their products or services. Teach them to recognize and utilize lunchtime as a valuable networking and sales opportunity.

The Lunch Opportunity: Highlight the potential for sales growth during lunch meetings and outings. Discuss strategies for engaging potential clients or partners during these informal settings.

Lunch Out = Sales Up: Emphasize the correlation between building relationships outside of the workplace and increased sales outcomes. Teach salespeople the art of conducting business discussions while maintaining a positive and enjoyable atmosphere.

A Great Attitude Is Worth More Than a Great Product: Emphasize the impact of a positive attitude on sales success. Teach salespeople that their mindset, enthusiasm, and approachability can often outweigh the specific features of a product.

Treat Them Like Millionaires: Encourage salespeople to provide exceptional service and attention to all customers, regardless of their financial status. Teach them the importance of building a reputation for treating everyone with respect and value.



Day 2

Daily Attitude: Stress the significance of cultivating a positive attitude on a daily basis. Teach salespeople to maintain optimism, resilience, and a growth mindset to overcome challenges and drive sales success.

A Product of Your Environment: Discuss the influence of the sales environment on attitude and performance. Encourage salespeople to surround themselves with positive influences and create a supportive atmosphere to foster a great attitude.

Tips to Have a Great Attitude: Provide practical tips and strategies for maintaining a positive attitude throughout the workday. Teach salespeople techniques such as practicing gratitude, visualization, and self-motivation.

Your Attitude Defines You: Reinforce the notion that a salesperson's attitude is a reflection of their character and professionalism. Teach salespeople to consistently project a positive image that inspires trust and confidence in customers.

What You See & Say Creates Attitude: Explain how one's perception and verbal expressions shape their attitude. Teach salespeople to focus on positive aspects, avoid negative self-talk, and use empowering language to cultivate a winning attitude.

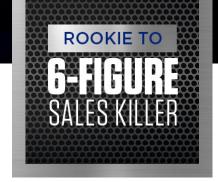
Day 3

Top Traits of Great Salespeople Part 1: Discuss the key characteristics and behaviors that contribute to sales excellence. Teach salespeople traits such as active listening, empathy, resilience, and effective communication.

Top Traits of Great Salespeople Part 2: Continue exploring essential traits of successful salespeople. Highlight qualities like adaptability, problem-solving skills, integrity, and the ability to build strong relationships.

Putting the Buyer at Ease: Teach salespeople techniques for creating a comfortable and trusting environment for buyers. Discuss the importance of active listening, addressing concerns, and providing relevant information to alleviate buyer anxiety.

Understanding the Buyer's Fears: Discuss common fears and objections that buyers may have during the sales process. Teach salespeople to empathize with these concerns and provide reassurance through knowledge, testimonials, and case studies.



The Buyer Is Number One: Reinforce the customer-centric approach to sales. Teach salespeople to prioritize the needs and interests of the buyer, focusing on building relationships and delivering value throughout the sales journey.

Day 4

Do's and Don'ts at Point of Contact: Provide guidelines for salespeople to effectively engage with potential buyers at the point of contact. Teach them to be attentive, respectful, and responsive while avoiding common pitfalls and pushy behavior.

Prepare for Point of Contact: Emphasize the importance of preparation before interacting with potential buyers. Teach salespeople to research the buyer's background, anticipate objections, and have relevant information ready to address their needs.

Learn How to Handle Your Buyers' Objections: Equip salespeople with strategies for effectively addressing buyer objections. Teach them active listening, empathy, and providing tailored solutions to overcome objections and close the sale.

How to Prepare for Your Buyers' Response: Teach salespeople the importance of anticipating and preparing for various buyer responses. Discuss role-playing scenarios and developing persuasive responses to ensure a confident and professional interaction.

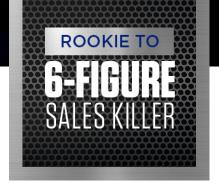
Response Time to an Objection Is Critical: Highlight the significance of timely and well-crafted responses to buyer objections. Teach salespeople to address objections promptly, demonstrating knowledge, empathy, and offering compelling solutions.

Day 5

Understand Why Your Buyer Is Money-Sensitive: Teach salespeople to identify and understand the motivations and concerns of price-sensitive buyers. Provide insights on addressing price objections and demonstrating value beyond the price tag.

How to Handle Price with the Buyer: Equip salespeople with effective techniques for discussing and negotiating price with buyers. Teach them to communicate value, justify pricing, and offer suitable options to accommodate varying budgets.

Successful Ways to Handle Price: Provide salespeople with proven methods for handling price-related discussions. Teach them to emphasize the overall value proposition, showcase cost-saving features, and offer flexible financing or payment options.



Initiate the Price Issue: Teach salespeople how to introduce the topic of price in a sales conversation. Discuss techniques for setting price expectations, addressing concerns early on, and establishing the value of the product or service before discussing pricing.

Week 4

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

Six Situations to Offer Alternatives: Provide salespeople with scenarios where offering alternative products or options can enhance the sales process. Teach them to identify situations where additional choices can address customer preferences and increase sales potential.

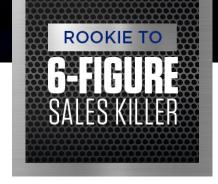
How to Use Alternatives in the Sale: Teach salespeople effective techniques for incorporating alternative options into the sales process. Discuss methods for showcasing the value and benefits of each alternative to help customers make informed decisions.

Day 2

Common Mistakes and Why Salespeople Don't Use the Phone: Discuss common mistakes made when using phone calls as a sales tool. Teach salespeople the importance of phone communication, overcoming reluctance, and building rapport through effective phone conversations.

Secrets & Rules to Using the Phone: Share insider tips and best practices for effective phone communication in sales. Teach salespeople strategies for building rapport, conveying enthusiasm, and handling objections over the phone.

Telephone Turnoffs & Benefits: Discuss common mistakes and behaviors that can turn off potential customers during phone conversations. Teach salespeople to be aware of their tone, pacing, and the importance of active listening. Also, highlight the benefits of using the phone as a sales tool, such as convenience and reaching a larger audience.



Day 3

The Cost of Not Making the Call: Emphasize the missed opportunities and potential loss of sales that can result from not making proactive sales calls. Teach salespeople to overcome hesitation, fear, and the importance of taking initiative.

Preparation Is the Key to Confidence: Stress the significance of thorough preparation before making a sales call. Teach salespeople to research the customer, anticipate questions, and be knowledgeable about the product or service to boost confidence and credibility.

Never Make a Call Without Leaving a Message: Explain the importance of leaving a voicemail when reaching out to customers. Teach salespeople to craft concise and compelling messages that encourage callbacks and generate interest.

Day 4

Selling Yourself by Knowing Your Assets: Stress the importance of personal branding and leveraging individual strengths in the sales process. Teach salespeople to identify their unique qualities, expertise, and customer service skills, effectively showcasing themselves as trustworthy and valuable.

Proper Responses to the Buyer During the Callback: Provide guidelines for handling callbacks from potential buyers. Teach salespeople effective communication techniques, active listening, and personalized responses to address buyer inquiries or concerns.

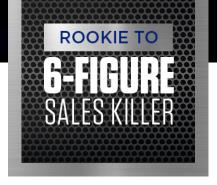
Objection Mistakes in the Callback: Discuss common errors salespeople make when handling objections during callbacks. Teach salespeople to avoid becoming defensive, actively listen to objections, and provide well-crafted responses that address the buyer's concerns.

Week 5

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

What Makes a Great Presentation: Discuss the key elements of an effective sales presentation. Teach salespeople how to structure their presentations, capture the buyer's attention, and communicate the value proposition convincingly.



Get Emotional Involvement in the Presentation: Explain the importance of evoking emotions in the sales presentation. Teach salespeople techniques for connecting with buyers on an emotional level, highlighting the personal benefits and emotional satisfaction the product or service can provide.

What Is a Trial Close: Introduce the concept of a trial close in the sales process. Teach salespeople how to gauge buyer interest, assess readiness to make a purchase, and use trial closes to move the sales conversation forward.

Day 2

Trial Close vs. Commitment: Distinguish between trial closes and commitment from the buyer. Teach salespeople how to recognize signals of commitment, overcome objections, and move towards closing the sale.

Build Mental Ownership: Explain the concept of building mental ownership in the buyer's mind. Teach salespeople techniques for emphasizing the benefits and value of the product, helping the buyer visualize ownership and build a sense of attachment.

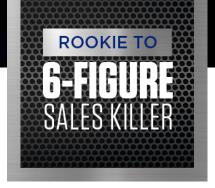
Objections to the Trial Close: Discuss common objections that may arise during trial closes. Teach salespeople how to address these objections confidently and offer solutions or alternatives to alleviate buyer concerns.

The Value of the Write-up: Explain the importance of the write-up process in the sales cycle. Teach salespeople how to gather necessary information, document buyer preferences, and tailor the sales approach based on the collected data.

Excuses for Not Writing Up the Buyer: Address common excuses salespeople may use to avoid completing the write-up. Teach salespeople the significance of thorough documentation and the impact it has on the sales process and customer satisfaction.

Day 3

Distractions in the Write-up: Highlight potential distractions or obstacles that salespeople may encounter during the write-up process. Teach them techniques for maintaining focus, handling interruptions, and completing the necessary paperwork efficiently.



Assume Ownership & Commitment: Emphasize the importance of assuming ownership and commitment throughout the sales process. Teach salespeople to convey confidence, guide the buyer's decision-making, and demonstrate their dedication to customer satisfaction.

Information You Need on a Worksheet: Provide guidance on the essential information that salespeople should gather and record on a worksheet during the sales process. Teach them to ask relevant questions, actively listen, and document customer preferences accurately.

Getting Comfortable with Objections Created from Fear: Discuss objections that may arise from buyer fear or uncertainty. Teach salespeople to empathize with the buyer's concerns, address their fears, and provide reassurance and information to alleviate objections.

Objections to Writing the Buyer Up: Address common objections that buyers may have when asked to complete the necessary paperwork. Teach salespeople effective techniques for handling these objections, clarifying the process, and reinforcing the value of the write-up.

Week 6

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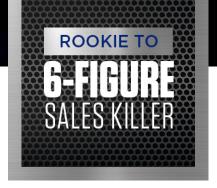
Day 1

Responses to 10 Objections in the Write-Up: Equip salespeople with effective responses to common objections that may arise during the write-up process. Provide them with persuasive and informative answers to address buyer concerns and move the sales process forward.

The Rules for Negotiating: Outline the fundamental principles and strategies for successful negotiations. Teach salespeople the importance of preparation, active listening, maintaining professionalism, and finding win-win solutions.

Alternatives Before First Offer: Emphasize the significance of exploring alternative options before making the initial offer. Teach salespeople techniques for presenting choices to the buyer, creating a sense of ownership and involvement in the decision-making process.

Three Options with a Residual: Discuss the concept of presenting three different options to the buyer, including a residual value option. Teach salespeople how to structure these options effectively and explain the benefits and trade-offs of each.



Sell to the Smallest Number: Encourage salespeople to focus their efforts on the decision-makers and influencers within the buying process. Teach them strategies for identifying the key individuals involved and tailoring their sales approach accordingly.

Day 2

Options in the Close: Introduce different closing techniques and options available to salespeople. Teach them how to tailor the closing approach based on the buyer's preferences, needs, and objections, maximizing the chances of a successful close.

Reasons for No Closes: Explore common reasons why salespeople may not attempt to close the sale. Discuss the importance of overcoming fear, building confidence, and recognizing closing opportunities to increase sales effectiveness.

Why Salespeople Don't Attempt Closure: Dive deeper into the psychological factors that may prevent salespeople from attempting closure. Provide strategies to overcome self-doubt, fear of rejection, and hesitation, empowering salespeople to confidently ask for the sale.

Day 3

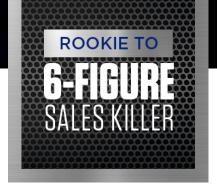
Qualities of Great Closers: Identify the essential qualities and traits that make salespeople effective closers. Teach them how to develop strong communication skills, emotional intelligence, and the ability to build rapport and trust with buyers.

Rules for Handling Negotiations in the Close: Provide a framework for salespeople to navigate negotiations during the closing phase. Teach them techniques for active listening, identifying buyer needs, and finding mutually beneficial solutions.

Delivery Check and Payments to Figures Close: Explain the importance of performing a delivery check to ensure customer satisfaction. Teach salespeople strategies for addressing any concerns, reviewing payment details, and closing the sale on a positive note.

Second Base, Demo, Time to Re-think Closes: Introduce additional closing techniques that focus on reinforcing the buyer's interest and commitment. Teach salespeople how to leverage second-base closes, product demonstrations, and providing time for reflection to solidify the sale.





Day 4

Payment Breakdown: Provide guidance on breaking down payment details for buyers. Teach salespeople how to present payment options, explain financing terms, and address any questions or objections related to payments.

Assume Zero Balance: Explain the concept of assuming a zero balance in negotiations. Teach salespeople techniques for reframing discussions to eliminate or minimize negative equity or outstanding balances from previous vehicles.

Money Equal & Copy Close: Introduce the money equal and copy close techniques. Teach salespeople how to reinforce the value of the purchase and create a sense of urgency by highlighting the financial equivalence and offering to provide copies of the deal.

Ben Franklin and Compare Close: Teach salespeople how to utilize the Ben Franklin close, where they list the pros and cons of the purchase decision, and the compare close, where they compare the benefits of their offer with alternatives. These techniques help buyers make informed decisions.

ACV and Unwind Close: Explain the ACV (Actual Cash Value) and unwind close methods, which involve discussing the long-term value and investment potential of the purchase. Teach salespeople how to effectively present these perspectives to influence buyer decisions.

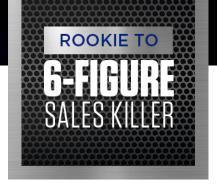
Day 5

The Digital Customer: Explore the characteristics and behaviors of customers who prefer online shopping. Discuss the impact of digital platforms on the automotive industry and the opportunities and challenges it presents for salespeople.

Who Is Shopping Online?: Identify the demographics and consumer segments that are most likely to engage in online vehicle shopping. Teach salespeople how to understand and cater to the needs and preferences of these digital customers.

Why Are Consumers Shopping Online?: Examine the motivations and advantages that drive consumers to shop for vehicles online. Discuss factors such as convenience, research capabilities, and access to a wide range of options.

How Online Customers Differ: Highlight the key differences between online customers and those who prefer traditional in-person shopping experiences. Teach salespeople how to adapt their sales approach to meet the unique needs and expectations of online customers.



There Are More Mobile Devices Than Desktops: Discuss the increasing prevalence of mobile devices and their impact on online vehicle shopping. Teach salespeople the importance of optimizing their online presence for mobile platforms and delivering a seamless mobile experience.

Week 7

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Day 1

Consumers Can Shop 24/7: Highlight the accessibility of online shopping and the convenience it offers to consumers. Emphasize the importance of being available and responsive to customer inquiries and needs at any time.

More Purchases Take Place on Tablets: Discuss the increasing trend of consumers using tablets for online purchases. Teach salespeople how to optimize their online platforms and content for tablet users to enhance the shopping experience.

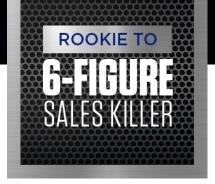
Average Purchaser Spends 11 Hours Researching Purchases Online: Inform salespeople about the significant amount of time consumers invest in online research before making a purchase. Stress the importance of providing comprehensive and accurate information online to meet buyer expectations.

The Consumer Is Connected, and You Need to Be As Well: Highlight the interconnectedness of consumers through various online channels and social media platforms. Encourage salespeople to establish an online presence and engage with potential buyers through these channels.

Slow Response Times: Address the negative impact of slow response times on customer satisfaction and conversion rates. Teach salespeople the importance of prompt and timely responses to customer inquiries to maximize sales opportunities.

Day 2

No Defined Follow-up Process: Stress the importance of having a structured and consistent follow-up process for leads and inquiries. Provide guidance on developing an effective follow-up strategy to nurture and convert leads into sales.



Assuming Your Lead Hasn't DoneTheir Homework: Remind salespeople not to underestimate the level of research and knowledge potential buyers may have before contacting the dealership. Encourage them to listen actively and adapt their approach based on the buyer's understanding.

Not Giving the Info Requested: Emphasize the significance of providing the information and answers buyers specifically request. Teach salespeople to actively listen, address buyer concerns, and provide the requested details to build trust and credibility.

Forgetting They Still Need to Be Sold: Remind salespeople that even if a lead has shown interest, they still need to guide and persuade the buyer through the sales process. Teach them effective techniques for presenting value, addressing objections, and closing the sale.

Assuming the Lead Is the Decision-Maker: Encourage salespeople to avoid assumptions about the buyer's decision-making authority. Teach them to build relationships with all stakeholders involved in the purchase process and adapt their approach accordingly.

Day 3

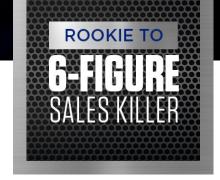
Rely on Only One Form of Communication: Stress the importance of utilizing multiple communication channels to reach and engage with leads. Teach salespeople to leverage phone calls, emails, text messages, and social media to maximize their chances of connecting with potential buyers.

Quit Too Soon: Remind salespeople not to give up on leads too quickly. Encourage persistence and the use of effective follow-up strategies to nurture leads and maintain engagement until a sale is secured.

Lead May Be on the Wrong Product: Teach salespeople to identify and understand the buyer's needs and preferences to ensure they are presenting the right product. Guide them on how to redirect leads to alternative options that better suit their requirements.

Inability to Get Through Filters/Gatekeeper: Provide techniques for overcoming gatekeepers and reaching the decision-makers within an organization. Teach salespeople effective communication and persuasion strategies to navigate through barriers and connect with the right individuals.

No Research on Lead: Emphasize the importance of conducting research on leads before contacting them. Encourage salespeople to gather relevant information about the lead's background, interests, and potential needs to personalize their approach and build rapport.



Day 4

Introduction: Provide an overview of the importance of the telephone in sales and customer communication. Highlight its role as a valuable tool for prospecting, follow-up, and customer service.

Telephone's Importance: Discuss the significance of effective telephone communication in building relationships, establishing trust, and closing sales. Teach salespeople how to leverage the telephone to enhance the customer experience and drive sales success.

Types of Calls: Introduce different types of calls salespeople may encounter, such as prospecting calls, follow-up calls, and customer service calls. Discuss the unique objectives and strategies for each type of call.

My Rules of the Phone: Share personal insights and rules for successful telephone communication. Provide tips and best practices for effective phone conversations, active listening, and building rapport with customers.

What Makes a Good Phone Person?: Identify the qualities and skills that contribute to being an effective phone person in sales. Discuss attributes such as communication skills, empathy, problem-solving abilities, and the ability to handle objections.

Day 5

Myths About the Phone: Address common misconceptions or myths that salespeople may have about using the telephone in sales. Debunk any negative beliefs and reinforce the importance and effectiveness of phone communication in driving sales.

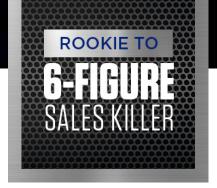
Introduction: Reiterate the significance of understanding and aligning with the buyer's goals in the sales process. Emphasize the need to uncover buyer motivations and tailor the sales approach accordingly.

Buyer's Goals: Discuss the various goals and motivations that buyers may have when purchasing a vehicle. Teach salespeople how to identify and address these goals to create a personalized and compelling sales experience.

Salesperson's Goals: Highlight the importance of salespeople having clear goals and objectives in the sales process. Guide them on setting achievable targets and aligning their actions with the dealership's goals.

Your Responsibilities: Outline the key responsibilities of salespeople in the sales process, including providing accurate information, addressing buyer concerns, guiding the customer through the purchase journey, and building long-term relationships.





Week 8

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Day 1

Types of Calls: Review and reinforce the different types of calls that salespeople may encounter, such as prospecting calls, follow-up calls, and customer service calls. Provide additional insights and tips for handling each type effectively.

Things to Avoid: Discuss common pitfalls and mistakes to avoid during phone calls. Highlight behaviors or actions that may hinder effective communication and hinder the sales process.

Quick Review on Incoming Calls: Recap the essential steps and strategies for handling incoming calls professionally and efficiently. Emphasize the importance of providing a positive first impression and gathering necessary information.

Parts of the Call: Break down the components of a sales call, including the greeting, fact-finding, presentation, handling objections, and closing. Provide guidance on navigating each part successfully.

The Greeting: Focus on the importance of a strong and engaging greeting. Teach salespeople how to create a positive and welcoming first impression that sets the tone for the rest of the call.

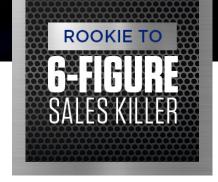
Day 2

Fact Finding: Discuss the significance of conducting thorough fact-finding during sales calls. Teach salespeople how to ask relevant questions and actively listen to gather information about the customer's needs, preferences, and buying motivations.

Number & Name: Guide salespeople on the proper way to ask for the caller's contact information, including their name and phone number. Emphasize the importance of capturing accurate data for follow-up and future communication.

Controlling the Call: Teach salespeople how to maintain control and guide the conversation during phone calls. Provide strategies for steering the dialogue towards the desired objectives and addressing the customer's needs effectively.

Appointments: Discuss the process of scheduling appointments with potential buyers. Share tips for setting up appointments that align with the customer's availability and the dealership's schedule.



Appointment Stalls: Address common objections or stalls that salespeople may encounter when attempting to schedule appointments. Provide effective responses and strategies for overcoming these obstacles.

Day 3

Stall Killer: Introduce techniques and strategies to overcome stalls or objections during sales calls. Teach salespeople how to address and defuse customer concerns effectively to move the conversation forward.

Ending Calls - Vital: Emphasize the importance of ending calls professionally and on a positive note. Teach salespeople how to summarize the conversation, confirm next steps, and leave a lasting impression.

Fundamentals of Price Inquiries: Provide an overview of handling price inquiries effectively. Discuss the importance of understanding customer concerns and providing value beyond just price.

The General Price Inquiry: Teach salespeople how to handle general price inquiries by focusing on the value and benefits of the product rather than solely discussing the price.

Price on a Specific Product Inquiry: Guide salespeople on addressing inquiries about the price of a specific product. Teach them how to present the value proposition and unique selling points of the product to justify the price.

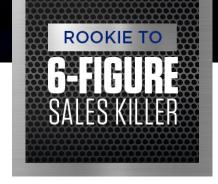
Day 4

Price Insistent Inquiry: Discuss strategies for handling customers who insist on obtaining a specific price. Teach salespeople how to redirect the conversation towards the overall value and negotiate effectively if necessary.

Price from a Distance Inquiry: Address inquiries from customers who are not physically present at the dealership but are seeking price information. Teach salespeople how to handle such inquiries and maintain engagement.

Match or Beat the Price Inquiry: Provide guidance on handling customers who request to match or beat a competitor's price. Teach salespeople how to navigate price negotiations while emphasizing the value and benefits of purchasing from the dealership.

The Grinder Price Inquiry: Discuss strategies for handling customers who engage in aggressive price negotiation tactics. Teach salespeople how to maintain composure, reiterate value, and negotiate effectively.



BEST Price Inquiry from an Assistant: Guide salespeople on handling inquiries about the "best price" from an assistant or intermediary. Teach them how to handle such requests professionally and provide the necessary information.

Day 5

Fundamentals of Ad Inquiries: Explain the essentials of handling inquiries related to advertisements. Discuss the different types of ad inquiries and the key information salespeople should gather during these conversations.

Price Ad - Equipment Question: Teach salespeople how to address inquiries specifically related to pricing in advertisements. Provide strategies for highlighting the equipment, features, and value offered by the advertised products.

Payment Ad - Downpayment: Discuss strategies for addressing inquiries related to down payments mentioned in advertisements. Teach salespeople how to explain down payment requirements and offer alternative financing options.

How Does an Ad Work?: Explain to salespeople how advertisements generate interest and inquiries. Help them understand the purpose of ads and how they fit into the overall sales process.

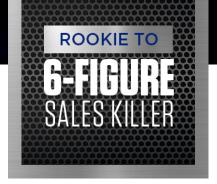
Week 9

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Day 1

Fundamentals of Availability Inquiries: Explain the basics of handling availability inquiries from customers. Differentiate between general availability inquiries and specific availability inquiries, providing appropriate responses for each scenario.

What Are the Payments On?: Teach salespeople how to handle inquiries about monthly payments for vehicles. Guide them on explaining the financing options available, gathering necessary information, and providing accurate payment estimates.



Day 2

Interest Rate Inquiries: Address inquiries from customers who want to know the interest rates for financing options. Teach salespeople how to explain interest rates, factors that may affect them, and provide general rate ranges.

How Much Money Down: Discuss strategies for addressing inquiries about the required down payment for purchasing. Teach salespeople how to gather necessary information, explain down payment options, and provide guidance based on the customer's situation.

Can You Get Me Financed?: Guide salespeople on handling inquiries from customers who are concerned about their financing eligibility. Teach them how to gather necessary information, explain the financing process, and address common concerns.

Day 3

Lower Payment Inquiries: Discuss strategies for handling inquiries where customers express interest in lower monthly payments. Teach salespeople how to explore different financing options, explain their impact on payments, and provide suitable alternatives.

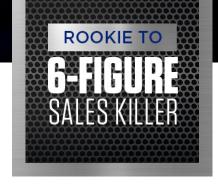
The Importance of Follow-up: Highlight the significance of follow-up in the sales process. Discuss why it is essential to maintain contact with leads and provide strategies for effective follow-up communication.

Follow-up Definition: Define what follow-up entails and its purpose in building relationships with potential customers. Explain the different types of follow-up, such as phone calls, emails, and in-person meetings.

Day 4

B2B Leads Not Sales Ready: Address the challenges of converting business-to-business (B2B) leads into sales and provide strategies for nurturing and qualifying these leads effectively.

Why Leads Do Not Convert: Discuss common reasons why leads may not convert into sales and provide insights into improving lead conversion rates. Explore factors such as timing, competition, and customer needs.



Week 10

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Day 1

The Importance of Nurturing Leads: Emphasize the significance of lead nurturing in the sales process. Explain how consistent communication and building relationships with leads can lead to higher conversion rates and long-term customer loyalty.

Lift Your Lead Generation: Provide strategies and techniques to improve lead generation efforts. Discuss methods such as targeted marketing campaigns, referral programs, and partnerships to increase the quantity and quality of leads.

Get a 500% Increase in Lead Conversion: Introduce effective strategies and best practices that can lead to a significant increase in lead conversion rates. Share success stories and practical tips for optimizing the conversion process.

Be the First to Follow Up: Stress the importance of prompt follow-up with leads. Explain the advantages of being the first salesperson to reach out and provide guidance on how to implement efficient follow-up processes.

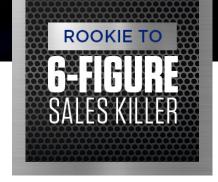
The ALWAYS Rule: Teach salespeople the "ALWAYS" rule, which emphasizes the importance of consistency and persistence in following up with leads. Encourage them to adopt this mindset to maximize lead conversion opportunities.

Day 2

Don't Be THAT Guy: Discuss common mistakes and pitfalls to avoid in lead generation and follow-up. Provide insights into behaviors and approaches that can harm relationships with leads and hinder conversion rates.

Be in the Top 1% of Earners in the World: Inspire salespeople to strive for excellence and exceptional results in their sales careers. Share insights and techniques employed by top earners in the industry, encouraging continuous improvement and professional development.

Convert 40% More Leads Than Anyone Else: Share proven strategies and tactics for increasing lead conversion rates. Discuss effective communication techniques, active listening skills, and persuasive selling approaches that can significantly boost conversion rates.



The Most Powerful Follow-Up Tool: Introduce a powerful follow-up tool or technique that can enhance lead conversion. Provide guidance on how to utilize this tool effectively and share success stories or testimonials illustrating its impact.

Day 3

Commitment: Stress the importance of commitment and dedication in sales. Discuss the mindset and attitude necessary for success, emphasizing the need to stay focused, motivated, and persistent throughout the sales process.

CRM - Customer Relationship Management: Explain the concept of CRM and its significance in managing customer relationships. Discuss the benefits of using a CRM system, such as organizing customer data, tracking interactions, and optimizing follow-up activities.

Organization: Highlight the importance of organizational skills in sales. Provide tips and techniques for effective time management, task prioritization, and maintaining an organized workflow to maximize productivity and efficiency.

Scripts: Discuss the role of scripts in sales conversations and provide guidance on how to develop and utilize effective scripts. Emphasize the importance of personalization and adaptability while using scripts to engage leads and handle objections.

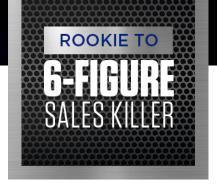
Accountability: Stress the importance of being accountable for one's actions and results in sales. Encourage salespeople to take ownership of their performance, set goals, track progress, and hold themselves accountable for meeting targets.

Week 11

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Day 1

Unreasonable Attitude: Address the negative impact of an unreasonable attitude on sales success. Discuss the importance of maintaining a positive and professional mindset, handling rejection, and staying motivated despite challenges.



Never Made the Call: Highlight the consequences of failing to make necessary sales calls. Explain the missed opportunities and potential loss of sales that can result from neglecting this essential aspect of the sales process.

Not Enough Calls: Emphasize the importance of consistent and sufficient call volume in generating leads and driving sales. Provide strategies for increasing the number of sales calls made and optimizing time management.

Calls Not on a Regular Basis: Discuss the benefits of establishing a regular call schedule and the importance of consistency in maintaining contact with leads. Explain how regularity builds rapport, trust, and customer engagement.

Waits Too Long for Follow-Up: Stress the significance of timely follow-up with leads. Explain the negative consequences of delays in responding to inquiries or failing to follow up promptly. Provide guidance on establishing efficient follow-up systems.

Day 2

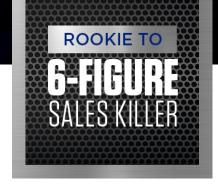
Lack Variety in Reasons to Call: Encourage salespeople to diversify their reasons for reaching out to leads. Discuss different types of calls, such as check-ins, follow-ups, referrals, and informational calls, to engage leads and build relationships.

No Clear Purpose in the Call: Highlight the importance of having a clear objective for each sales call. Teach salespeople to define their purpose, whether it's to schedule an appointment, address concerns, or provide information, to maximize the effectiveness of each call.

Not Leaving a Message: Explain the missed opportunities that result from not leaving a message when a lead doesn't answer. Provide guidance on crafting concise and compelling voicemail messages that encourage call-backs.

Not Collecting Critical Data for Future Sales: Emphasize the importance of gathering and documenting relevant customer data during sales calls. Discuss the value of customer information for personalized follow-up and future sales opportunities.

Not Asking for Referrals: Stress the significance of actively seeking referrals from satisfied customers. Teach salespeople how to approach the topic of referrals and provide strategies for making the ask effectively.



Day 3

Using the Facts on Unsold Customers: Highlight the value of data and insights gained from unsold customers. Discuss how analyzing customer interactions and reasons for not buying can provide valuable feedback for improving sales approaches and overcoming objections.

Follow the Opportunity: Encourage salespeople to follow up on every potential sales opportunity diligently. Emphasize the importance of persistence, consistent communication, and building relationships with leads to convert them into customers.

Why Don't People Buy?: Explore common reasons why potential customers may choose not to make a purchase. Discuss factors such as price concerns, timing, objections, and competition, and provide strategies for addressing these obstacles.

The 5 Types of Buyers: Introduce the concept of buyer personas and discuss the five common types of buyers, such as analytical, spontaneous, relational, driver, and amiable. Explain how understanding buyer behavior can inform sales strategies and improve customer interactions.

Day 4

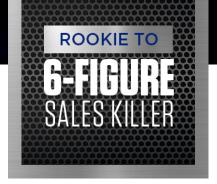
Revelations of Follow-Up: Share success stories and testimonials highlighting the impact of effective follow-up on sales results. Illustrate the positive outcomes that can arise from consistent and strategic follow-up efforts.

Phone Call: Discuss the benefits and best practices of making follow-up phone calls. Provide guidance on structuring and conducting effective phone conversations to nurture leads and move them further along the sales process.

Text: Explore the use of text messages as a follow-up tool. Discuss appropriate scenarios and guidelines for sending follow-up texts, emphasizing the importance of being concise, professional, and respectful of the recipient's preferences.

Email: Discuss the role of email in follow-up communication. Provide tips for crafting compelling and personalized follow-up emails that engage leads and prompt them to take action.

Handwritten Letter: Highlight the unique impact of a handwritten letter in the digital age. Discuss the personal touch and sincerity conveyed through a handwritten note and encourage salespeople to utilize this method for special follow-up occasions.



Day 5

Personal Visit: Discuss the power of face-to-face interactions and the impact of personal visits in building relationships with leads and customers. Highlight the benefits of meeting in person, such as establishing trust, understanding customer needs, and providing a memorable experience.

Using Gimmicks: Explore creative and attention-grabbing tactics or gimmicks that can be used in follow-up communication to stand out from competitors. Discuss how well-executed gimmicks can leave a lasting impression and reinforce the sales message.

Apology Contact: Address situations where a mistake or misunderstanding has occurred in the sales process. Explain the importance of making an apology contact to rectify the situation, rebuild trust, and demonstrate commitment to customer satisfaction.

Selfie Video Message: Introduce the concept of using selfie video messages as a personalized and engaging follow-up tool. Discuss how recording short videos can add a human touch, convey enthusiasm, and make a lasting impact on leads and customers.

Social Media Reach: Discuss the role of social media platforms in follow-up communication. Explore strategies for leveraging social media to stay connected with leads, share relevant content, and engage in ongoing conversations to nurture relationships.

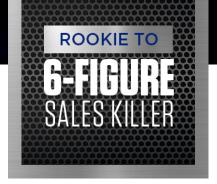
Week 12

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Day 1

Use Photo Images: Explore the power of visual content in follow-up communication. Discuss how incorporating photo images, such as product images or personalized photos, can enhance the impact and engagement of your messages.

Newsletters and Blogs: Discuss the benefits of sending regular newsletters or maintaining a blog to provide valuable information, updates, and insights to leads and customers. Highlight the importance of staying top-of-mind and positioning yourself as a trusted resource.



Testimonial: Explain the value of sharing testimonials from satisfied customers as part of your follow-up strategy. Discuss how testimonials can build credibility, showcase the benefits of your products or services, and influence purchasing decisions.

Survey: Highlight the benefits of conducting surveys to gather feedback and insights from leads and customers. Discuss how surveys can help you better understand their needs, preferences, and satisfaction levels, enabling you to tailor your follow-up communication accordingly.

Texting: Discuss the effectiveness of using texting as a follow-up communication method. Highlight the convenience and immediacy of text messages in reaching leads and customers, and share best practices for using texting professionally and respectfully.

Day 2

Email: Explore the importance of email as a follow-up communication channel. Discuss strategies for crafting compelling and personalized email messages that capture attention, convey value, and drive engagement.

Calling: Emphasize the significance of phone calls in maintaining direct and personal connections with leads and customers. Discuss effective calling techniques, such as active listening, building rapport, and addressing customer needs.

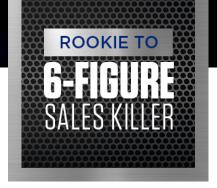
Visiting: Discuss the impact of in-person visits as a follow-up approach. Highlight situations where face-to-face interactions can strengthen relationships, overcome objections, and provide a unique experience for leads and customers.

Mail: Explain the value of sending physical mail as a follow-up method. Discuss how personalized letters or postcards can create a tangible connection, stand out from digital communications, and leave a lasting impression.

Gifts: Explore the use of gifts or promotional items as a follow-up strategy. Discuss how thoughtful and relevant gifts can show appreciation, reinforce your brand, and leave a positive impression on leads and customers.

Day 3

Friends: Discuss the power of referrals and leveraging existing relationships to expand your customer base. Explore strategies for encouraging leads and customers to refer their friends and acquaintances, and the importance of maintaining those referral connections.



Retargeting: Explain the concept of retargeting or remarketing in digital advertising. Discuss how following up with leads who have shown interest in your products or services through online ads can help reinforce your brand message and increase conversion rates.

Same Day Call: Emphasize the importance of prompt follow-up by making same-day calls to leads or customers. Discuss the advantages of being proactive and responsive in addressing their inquiries, concerns, or requests.

3 Day Contact or Call: Highlight the significance of consistent follow-up by initiating contact or making calls within three days of the initial interaction. Discuss the benefits of maintaining regular communication to build trust, stay top-of-mind, and move leads through the sales process.

7 Day Contact: Discuss the importance of ongoing contact and engagement with leads and customers by initiating communication within seven days. Explore strategies for providing value, addressing any new developments, and nurturing relationships.

Day 4

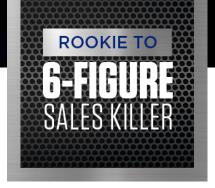
14-Day Contact - Send Video Message: Explore the impact of sending personalized video messages as part of your 14-day follow-up strategy. Discuss how video messages can convey sincerity, build rapport, and create a memorable experience for leads and customers.

1 Month Contact - Mail or Personal Visit: Discuss the importance of maintaining contact at the one-month mark through personalized mail or in-person visits. Highlight the opportunity to gather feedback, provide additional information, and reinforce your commitment to customer satisfaction.

3 Month Call - Data Personal to the Buyer: Emphasize the value of personalized and data-driven follow-up communication at the three-month mark. Discuss the benefits of leveraging customer data to tailor your messages, address specific needs or preferences, and strengthen relationships.

6 Month - Value Your Opinion Call: Discuss the significance of reaching out to leads and customers at the six-month mark to gather their opinions, feedback, or suggestions. Highlight the importance of showing genuine interest in their perspectives and using the insights to enhance your offerings.

12 Months: Explore the opportunities for follow-up at the one-year mark. Discuss strategies for expressing gratitude, providing exclusive offers or rewards, and reinforcing the long-term value of your relationship with leads and customers.



Day 5

15 Month - Personal Visit Call: Discuss the impact of making personal visits or calls at the 15-month mark to maintain a strong connection with leads and customers. Highlight the opportunity to gather feedback, address any evolving needs, and reinforce your commitment to their satisfaction.

18 Months - Personal Mail: Explain the value of sending personalized mail at the 18-month mark as a thoughtful and tangible follow-up approach. Discuss how personalized letters or postcards can remind leads and customers of your brand and create a positive impression.

18 Months Same Day - Email or Phone Call: Explore the effectiveness of reaching out through email or phone calls on the same day at the 18-month mark. Discuss the benefits of timely communication in staying connected, providing updates, or addressing any emerging concerns.

24 Month Call - Feedback Call: Discuss the importance of conducting feedback calls at the two-year mark to gain valuable insights from leads and customers. Highlight the opportunity to assess satisfaction, identify areas for improvement, and strengthen the relationship.

Same Day Contact - Thank You: Emphasize the significance of expressing gratitude through immediate follow-up contact. Discuss the impact of sending thank-you messages or making calls on the same day to show appreciation for leads or customers' time, consideration, or purchases.

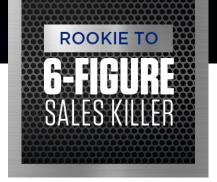
Week 13

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

Day 1 Contact Call: Emphasize the importance of making immediate contact with leads or customers on the first day of engagement. Discuss the significance of being proactive, addressing any initial questions or concerns, and setting a positive tone for the relationship.

Day 2 Contact Handwritten Letter: Explore the impact of sending a handwritten letter on the second day of engagement. Discuss how the personal touch of a handwritten note can make a lasting impression, show genuine interest, and differentiate your follow-up approach.



Day 3 Contact Video: Highlight the effectiveness of using video as a follow-up method on the third day. Discuss how a personalized video message can create a sense of connection, deliver information or updates, and engage leads or customers in a more dynamic way.

Day 4 Personal Visit: Discuss the power of face-to-face interactions by making a personal visit on the fourth day of engagement. Explore the benefits of building rapport, understanding customer needs in-depth, and providing a memorable experience that sets you apart.

Day 5 Thought of You: Share the importance of staying top-of-mind by reaching out with a "Thought of You" message on the fifth day of engagement. Discuss the significance of showing ongoing interest, sharing relevant content or resources, and nurturing the relationship.

Day 2

Day 10 Contact Event Offer: Discuss the value of reaching out on the tenth day with an exclusive event offer. Highlight the opportunity to provide a unique experience, deepen engagement, and create a sense of exclusivity for leads or customers.

Day 14 Informational Links: Explore the use of informational links in your follow-up communication on the fourteenth day. Discuss the benefits of sharing relevant articles, resources, or educational content that align with leads or customers' interests or needs.

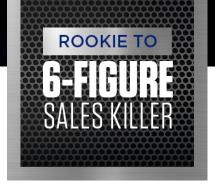
Day 21 Video Email: Emphasize the impact of sending a video email on the twenty-first day of engagement. Discuss how a video email can convey sincerity, showcase additional value or insights, and maintain a personalized connection.

Day 30 Event Offer: Discuss the significance of offering another event or exclusive opportunity on the thirtieth day of engagement. Highlight the value of ongoing engagement, reinforcing your brand's presence, and providing continuous value to leads or customers.

Day 40 Thinking About You: Share the importance of reaching out with a "Thinking About You" message on the fortieth day of engagement. Discuss the significance of showing genuine care, reiterating your commitment to their success or satisfaction, and opening the door for further conversation.

Day 3

Day 50 Contact Special Offers: Discuss the effectiveness of offering special discounts, promotions, or incentives on the fiftieth day of engagement. Highlight the impact of exclusive offers in driving conversions, rewarding customer loyalty, and encouraging repeat purchases.



Day 60 Contact Personal Visit: Emphasize the value of making a personal visit on the sixtieth day of engagement. Discuss the opportunity to strengthen relationships, address any evolving needs or concerns, and provide personalized support or guidance.

Day 75 Contact Send Photo Mock Up: Explore the impact of sending a photo mock-up or visual representation of a product or service on the seventy-fifth day of engagement. Discuss how visualizing the benefits or customization options can create excitement, generate interest, and move leads or customers closer to a decision.

Day 90 Contact Management Call: Discuss the importance of making a management-level call on the ninetieth day of engagement. Highlight the opportunity to demonstrate a higher level of commitment, address any complex or strategic questions, and show the involvement of key stakeholders.

Day 100 Contact Special Gift: Share the significance of offering a special gift or reward on the one hundredth day of engagement. Discuss how surprises and gestures of appreciation can foster a positive relationship, encourage referrals, and create a memorable experience.

Day 4

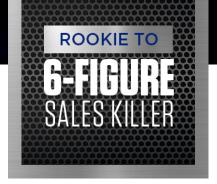
Day 120 Contact Personal Visit: Emphasize the impact of making a personal visit on the one hundred and twentieth day of engagement. Discuss the benefits of reinforcing the relationship, addressing any evolving needs or concerns, and providing personalized support or recommendations.

Day 150 Contact Drop Off Special Offer: Explore the effectiveness of dropping off a special offer or gift on the one hundred and fiftieth day of engagement. Discuss the value of creating a sense of anticipation, surprising leads or customers, and showcasing your commitment to their satisfaction.

Day 180 Contact Compelling Information: Discuss the importance of sharing compelling and relevant information on the one hundred and eightieth day of engagement. Highlight the opportunity to provide updates, industry insights, or relevant news that positions you as a trusted source of information.

Day 210 Contact Just Got This In: Emphasize the impact of reaching out with exciting news or updates on the two hundred and tenth day of engagement. Discuss how sharing new products, features, or developments can reignite interest, re-engage leads or customers, and stimulate further conversation.

Day 240 Contact Apology Contact: Share the significance of making an apology contact on the two hundred and fortieth day of engagement. Discuss the opportunity to address any past issues or concerns, demonstrate accountability, and show your commitment to resolving any challenges.



Day 5

Day 270 Contact Chocolate Boot Candy: Discuss the impact of sending a unique or personalized gift like "Chocolate Boot Candy" on the two hundred and seventieth day of engagement. Highlight the attention to detail, creativity, and thoughtfulness that can leave a lasting impression.

Day 300 Contact Person of Influence: Explore the benefits of connecting with a person of influence in your industry on the three hundredth day of engagement. Discuss the impact of introducing leads or customers to key contacts, industry experts, or thought leaders who can add value to their experience.

Day 330 Contact Testimonial Request: Share the importance of requesting testimonials or reviews on the three hundred and thirtieth day of engagement. Discuss how positive reviews can strengthen your reputation, build social proof, and influence future leads or customers.

Day 365 Contact You Don't Know By Now: Emphasize the opportunity to address any remaining questions or misconceptions on the three hundred and sixty-fifth day of engagement. Discuss the importance of providing clarity, addressing concerns, and reinforcing the value and benefits of your offerings.

Texting During Engagement: Discuss the role of texting as a supplementary communication channel during the entire engagement process. Highlight its effectiveness in providing quick updates, reminders, or answering brief questions, while ensuring respect for the leads or customers' preferences and privacy.

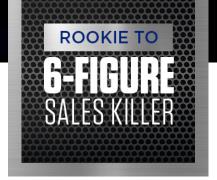
Week 14

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

Immediate Texting: Discuss the importance of sending immediate text messages as a form of follow-up. Highlight the benefits of real-time communication, quick updates, and the convenience of reaching leads or customers directly on their mobile devices.

Management Call: Explore the significance of making a management-level call during the follow-up process. Discuss how involving higher-level decision-makers can demonstrate a higher level of commitment, provide personalized attention, and address any complex or strategic questions.



Invites: Discuss the power of sending invitations as a follow-up strategy. Highlight the effectiveness of inviting leads or customers to exclusive events, webinars, or special promotions, which can create a sense of exclusivity and increase their engagement.

Regular Newsletter: Emphasize the value of a regular newsletter in your follow-up efforts. Discuss how a well-crafted newsletter can provide valuable content, updates, and insights, keeping leads or customers informed and engaged with your brand.

Social Media As Follow-up: Discuss the role of social media in your follow-up strategy. Highlight the benefits of leveraging platforms like Facebook, Twitter, or LinkedIn to engage with leads or customers, share relevant content, and build relationships in a more casual and interactive way.

Day 2

"I Saw This and Thought of You": Discuss the impact of reaching out to leads or customers with a personalized message, mentioning that you came across something that reminded you of them. Highlight how this approach can create a sense of connection and show genuine interest in their preferences or needs.

Giant Cookie: Explore the effectiveness of sending a unique and memorable gift like a giant cookie. Discuss how a fun and unexpected gesture can leave a lasting impression, spark conversations, and strengthen the relationship.

Telegram: Discuss the use of telegram as a unique and attention-grabbing way to follow up. Highlight how sending a telegram can stand out in today's digital age, creating a sense of nostalgia and capturing the recipient's attention.

Personalized Singing Email: Emphasize the impact of sending a personalized singing email. Discuss how this creative approach can surprise and delight leads or customers, making the follow-up memorable and enjoyable.

Custom Candies: Explore the use of custom candies as a creative and personalized follow-up gift. Discuss how customized candies with your branding or messages can leave a sweet impression and serve as a reminder of your brand.

Day 3

Lottery Ticket: Discuss the use of a lottery ticket as a follow-up gesture. Highlight how this can create excitement and anticipation, while also providing a unique opportunity to engage leads or customers in a playful way.



Personal Visit with Gift Bag: Explore the impact of making a personal visit accompanied by a thoughtful gift bag. Discuss how this approach can demonstrate your commitment, show appreciation, and provide a tangible reminder of your interaction.

Purchase Prepaid Cellphone: Discuss the strategy of purchasing a prepaid cellphone as a follow-up tactic. Highlight how this can serve as a practical and useful gift, enabling leads or customers to experience your products or services firsthand.

"If I Don't Hear Back, I Will Ship the Product": Discuss the effectiveness of creating a sense of urgency by mentioning that if you don't hear back from leads or customers by a certain date, you will proceed with shipping the product or service. Highlight how this can motivate action and prompt a response.

Chocolate Feet: Explore the use of chocolate feet as a unique and attention-grabbing follow-up gift. Discuss how this creative approach can surprise and delight leads or customers, leaving a lasting impression and creating a memorable experience.

Day 4

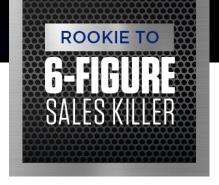
Call the Wrong Extension: Discuss the tactic of intentionally calling the wrong extension as a follow-up strategy. Highlight how this approach can create curiosity, spark conversation, and provide an opportunity to engage with leads or customers in a more lighthearted way.

Add This Phrase: Share a specific phrase or statement that can be added to your follow-up communication to create impact or intrigue. Discuss how this additional element can capture attention and encourage leads or customers to take the desired action.

Show Them in a Magazine: Discuss the strategy of featuring leads or customers in a magazine or publication as part of your follow-up efforts. Highlight how this can generate excitement, create a sense of pride, and elevate their perception of your brand.

The 5 "No" Strategy: Introduce the concept of the 5 "No" strategy, which involves persistently seeking a definitive "no" response from leads or customers. Discuss how this approach can help you navigate objections, clarify concerns, and uncover the true barriers to closing the sale.

Five No Calls and Flip: Discuss the technique of making five consecutive calls to leads or customers, focusing on overcoming objections and seeking a positive outcome. Highlight how this persistence and determination can lead to successful conversions and sales.



Day 5

Word of Caution on Follow-up: Share a word of caution about excessive follow-up or becoming too pushy. Discuss the importance of finding the right balance between persistence and respect for leads or customers' boundaries and preferences.

Lack of Time: Address the concern of leads or customers who may express a lack of time for further engagement or follow-up. Discuss strategies for accommodating their busy schedules and finding convenient ways to continue the conversation.

Personal Issue (Kids, Marriage, Legal): Acknowledge that personal issues can sometimes take precedence over follow-up or business matters. Highlight the importance of being understanding and supportive, offering flexibility and rescheduling options when necessary.

Concern About Cost: Discuss how to address leads or customers' concerns about cost during follow-up. Highlight the value and return on investment of your products or services, offering personalized solutions or payment options that alleviate their financial worries.

Cash Flow: Explore ways to address concerns related to cash flow during the follow-up process. Discuss options such as financing, installment plans, or flexible payment terms that can accommodate leads or customers' financial situations.

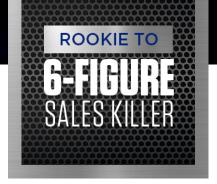
Week 15

[All of this training is available to you inside our proprietary Cardone University software. <u>Click here to schedule a call with a member of our team for a demonstration</u>].

Day 1

Budget Constraints: Discuss how budget constraints can be a significant barrier to closing a sale. Explore strategies for addressing this issue, such as offering flexible payment plans, demonstrating the value and return on investment of your products or services, or identifying cost-saving opportunities.

More Pressing Problems: Acknowledge that leads or customers may have more pressing problems or priorities that take precedence over the current sales opportunity. Discuss the importance of understanding their needs and challenges, and positioning your offering as a solution to their most pressing issues.



Able to Carry On Without: Address the challenge of convincing leads or customers that they can continue without your product or service. Explore ways to highlight the unique value and benefits that your offering brings, emphasizing how it can enhance their operations, save time or money, or provide a competitive advantage.

Change of the Guard: Discuss how a change in leadership or decision-makers within an organization can impact the sales process. Explore strategies for navigating this transition, such as building new relationships, adapting your approach to align with the new decision-maker's priorities, and reaffirming the value of your offering.

Instability Within: Address the challenge of selling to organizations or industries experiencing internal instability. Discuss how to position your offering as a stabilizing or transformative solution, emphasizing its ability to address their specific pain points and contribute to their long-term success.

Day 2

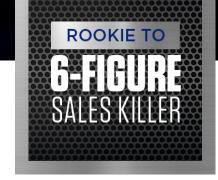
Poor Previous Decisions: Acknowledge that leads or customers may have had negative experiences or outcomes from previous decisions, which can make them hesitant to move forward with a new purchase. Discuss the importance of addressing their concerns, providing case studies or testimonials that showcase positive results, and offering guarantees or assurances to instill confidence.

Lack of Branding: Explore the impact of a lack of branding on the sales process. Discuss the importance of a strong brand identity in building trust, credibility, and recognition. Highlight strategies for strengthening your brand presence, such as consistent messaging, visual identity, and customer testimonials.

Reputation: Discuss how a negative reputation or perception of your brand can hinder the sales process. Explore strategies for addressing reputation issues, such as proactively addressing customer concerns, improving customer service, and actively managing your online presence through reviews and testimonials.

Uncertainty: Address the challenge of selling in uncertain times or industries. Discuss strategies for alleviating uncertainty, such as providing clear and transparent information, offering guarantees or warranties, showcasing stability or proven results, and addressing any potential risks or concerns.

Buy-Sell Agreement: Discuss the complexities of navigating buy-sell agreements in the sales process. Highlight the importance of understanding the terms and conditions, collaborating with legal teams or advisors, and effectively communicating the benefits and value of your offering within the context of the agreement.



Day 3

Not Decision Maker: Address the challenge of selling to individuals who are not the ultimate decision-makers. Discuss strategies for navigating this situation, such as building relationships with influencers or stakeholders, providing compelling information or recommendations to support their advocacy, and facilitating direct communication with the decision-maker.

Lost a Deal to Competition: Acknowledge the impact of losing a deal to competition. Discuss strategies for regaining momentum and differentiating your offering, such as conducting a thorough competitive analysis, identifying unique selling points, and leveraging customer testimonials or case studies that highlight your advantages over the competition.

They Don't Like You: Address the challenge of personal dynamics or rapport affecting the sales process. Discuss the importance of building rapport, demonstrating empathy, active listening, and finding common ground. Explore strategies for overcoming personal biases or dislikes through professionalism, authenticity, and building trust.

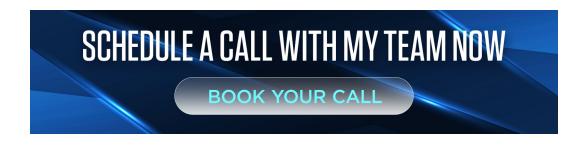
That's the 90-Day Quickstart Training Program complete.

As you can see, this is the meat of the onboarding.

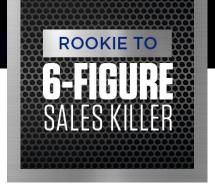
It gives your new hires the confidence and knowledge to become killer salespeople.

All of this training is available for you to use immediately inside my proprietary software program, Cardone University

If you're interested in using this platform on a free trial basis, to see if it's the right fit for your team, schedule a free call with my team here:







DISC Personality Assessment

All my new sales hires complete a DISC (Dominance, Influence, Steadiness, Conscientiousness) assessment in during their first week. Here's a sample DISC personality assessment you can use for your own team:

Instructions: Please read each statement and select the response that best represents your typical behavior or preference. There are no right or wrong answers—choose the option that most closely aligns with your natural tendencies.

Scoring: Assign 4 points for each (a) response, 3 points for each (b) response, 2 points for each (c) response, and 1 point for each (d) response. Add up your total score for each category.

Interpretation:

Dominance (D): High score indicates a preference for taking charge, being assertive, and achieving results.

Influence (I): High score suggests a preference for social interaction, collaboration, and enthusiasm.

Steadiness (S): High score reflects a preference for harmony, stability, and supporting others.

Conscientiousness (C): High score indicates a preference for accuracy, analysis, and attention to detail.

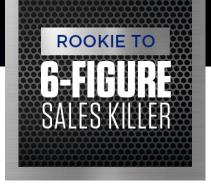
In social situations, I tend to:

- a) Take charge and initiate conversations.
- b) Wait for others to approach me.
- c) Engage with others but prefer a balanced interaction.
- d) Observe and listen before actively participating.

When faced with challenges, I am more likely to:

- a) Quickly take action and make decisions.
- b) Seek additional information or input before deciding.
- c) Find a compromise that satisfies everyone involved.
- d) Analyze the situation thoroughly before taking action.





In a group project, I am inclined to:

- a) Lead the team and delegate tasks.
- b) Contribute by offering ideas and insights.
- c) Collaborate and support the group's efforts.
- d) Work independently and complete my assigned tasks.

When communicating, I tend to:

- a) Be direct and straightforward.
- b) Consider others' feelings and use tact.
- c) Seek consensus and maintain harmony.
- d) Provide detailed information and explanations.

My approach to rules and guidelines is to:

- a) Challenge or question them if necessary.
- b) Respect and follow them without question.
- c) Strive to find a balance between following and adapting.
- d) Understand the purpose and intent before deciding to follow.

When under pressure, I am more likely to:

- a) Become assertive and take control.
- b) Seek support and advice from others.
- c) Remain calm and composed, focusing on solutions.
- d) Withdraw and reflect on the situation privately.

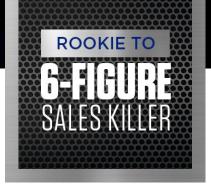
I feel most energized and motivated when:

- a) Accomplishing tasks and achieving results.
- b) Interacting and collaborating with others.
- c) Contributing to a team effort and maintaining harmony.
- d) Analyzing information and solving complex problems.

In my decision-making process, I rely more on:

- a) Gut instincts and intuition.
- b) Gathering and analyzing data and facts.
- c) Considering the impact on relationships and emotions.
- d) Careful evaluation of pros and cons.





Wrong Call

I am Joe Leisure from Grant Cardone's offices

We are the leader in sales training getting 20-50% increase in sales results

I would like to meet with you to discuss how our company can benefit your company

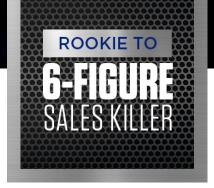
Can I get a time this week to show you what we can do for your company

Agreement Scripts (Always, Always, Always Agree) Buyer: "The payments too high." Salesperson: "I agree the payments are too high." Buyer: "We're not going to buy anything for three months." Salesperson: "Excellent sir, and you know what? That's perfect for me. Sir everyone that invests in this product thinks it's a big investment. The truth is it is a big investment; that's why you should get it installed now so you can start making your money right back right away."

Buyer: "I never make a rash decision."

Salesperson: "I agree with you sir, I agree. And I'm telling you something, making a rash decision would be absolutely the wrong thing to do and I wouldn't want you to do that. However, the truth is sir you've been thinking about upgrading for some time now. Look, you've been using the same computer system for what, nine years, ten years? It's time you update. If you'd of done it nine years ago, come on we could have said it was rash then, impractical, didn't make sense. But look, you've been ten years with the same system man. Makes sense now it's not a rash decision."





Cold Call for Real Estate Listings

This is Joe from Remax in Miami

The reason I am calling is we have buyers actively seeking to buy 1/2 acre lots in the 33141 zip code

To be sure I am not wasting your time let me ask you?

- a. Does your property qualify?
- b. Is there a reason you haven't listed your home (or didn't sell it) already?
- c. If you got a substantial premium to market would you sell your home?
- d. Other than yourself who would be involved with this decision?
- 4. Would you make time for me tomorrow to meet with you?
- 5. Would there be any reason you wouldn't be able to show up?

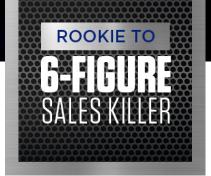
Cold Call Objections

| • | Not | Interested |
|---|------|------------|
| • | 1001 | nnenesieu |

- Spouse stall
- Let me think about it
- Leave me some information
- Don't have time
- Budget objection
- Price objection
- Never make a rash decision
- It's a bad time
- Too much money
- Let me try it for awhile
- Didn't use the last time I bought something like it

Cardone Call Calculation Worksheet™

| 1. | Annual desired income | \$1,000,000 |
|----|---|------------------|
| 2. | Divide by commission per sale | \$6,000 |
| 3. | Number of Sales | 167 |
| 4. | Divide by Closing Rate (Direct Mktg Assoc) | 6% |
| 5. | Number of Contacts | 2,705 |
| 6. | Divide by number of days worked | 300 |
| 7. | Total Contacts per day | 9.01 |
| 8. | 10X Rule | 90 calls per day |



TEMPLATES/SCRIPTS

Structure of Outbound Warm Call

| Greet | This is | with |
|-------|---------|------|
| | | |

Reason The reason I am calling is your name was given by or you entered your informa-

Fon on our website last night expressing an interest in...

Qualify To be sure I am not wasting your time let me ask you?

Do you qualify?

What are main issues?

Why have you not done this already?

Magic question - If I could even 1/2 of what I have promised....

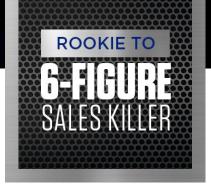
Appt Other than yourself who would be involved with this decision?

Write Would you make time to meet me later?

Lock Do you have pencil handy. Write this down.

Close Would there be any reason you wouldn't be able to show up?





How My Team Can Help You

Your Sales team will crush, so long as you train them EXACTLY as I've shown you in this Playbook.

But for an easier, more hands-off way to train them, <u>click here to schedule a call with a member of my team</u>.

They'll show you my Cardone University software program, which delivers the 90-Day Quickstart Program FOR YOU, directly to your new sales hires, without you having to lift a finger.

They'll show you a demo of the software for free.

