



ALS Framework™

Sales Mastery Bootcamp

**Stop Losing Sales
to Price Objections**

**Start Closing Like a
Trusted Advisor**



**Get More Sales.
Fewer Objections.
Predictable Results.**

ALS. *Ask. Listen. Solve.*
FRAMEWORK™
THE #1 CONSTRUCTION SALES TRAINING



Sales Without a System = Building Without a Plan

Selling sheds without a system is like building without a blueprint — you might get something standing, but it won't be square, level, or lasting.

For too long, sales reps have been told to “just push harder” or “drop the price.”

That's not mastery — that's burnout.

The ALS Framework™ flips the script:

**Instead of chasing buyers,
you guide them.**

**Instead of fighting price objections,
you isolate the real issues.**

**Instead of hoping leads call back,
you follow a repeatable process.**

**If you've ever thought: “
There's got to be an easier, better
way to sell these buildings,”
— you just found it.**



**You put in the time.
You greet walk-ins.
You send quotes.
You follow up.**

And yet, you keep hearing:

- ✗ “I’m just looking right now.”**
- ✗ “That’s more than I want to spend.”**
- ✗ “We’ll think about it.”**
- ✗ Silence on your follow-up.**

Why Sales Stall

- > It’s not because customers don’t want a building.**
- > It’s because the process never uncovers the real issue.**
- > Most objections are surface-level — the hesitation runs deeper.**

That’s what A.L.S. fixes.



With the right framework, every conversation becomes an opportunity to guide the buyer, uncover the truth, and move the sale forward with trust.

Proven Skills to Transform Your Sales

Tools You'll Master



A Repeatable Process

a process that works every time to produce consistent results.



Phone Scripts to Convert

learn exactly how to handle calls to get to the purchase.



A Follow-up Flow

A repeatable system that gets responses, not silence.



Objection Isolators

Cut through surface excuses to the real concern.



Full Needs Assessment

Diagnose your customer before you offer a solution



A River of Decision Map

A simple map showing where your buyer stands.



Mindset Reframes

Learn how to lead with confidence and clarity.

Who this is for



Sales Managers

Gain a proven framework to coach, track, and duplicate high-performing reps.

Shed Sales Reps

Learn how to handle objections with confidence and close more deals without discounting.

Dealers

Equip your team with a structured process that builds trust and drives consistent revenue.

Business Owners

Stop relying on guesswork and finally scale sales with a repeatable, predictable system.

Want your entire team trained?

I can bring the Bootcamp directly to your location and run it onsite.

Book a Strategy Call

Lets get on a call to get crystal clear if this is for you or not



Carolyn Miller

— America's Leading Shed Sales Coach

Carolyn is a veteran sales leader who has helped shape over \$150M in construction sales. As the creator of the ALS Framework™ (Ask. Listen. Solve.), she has trained many reps across North America to move faster, close with confidence, and serve customers with integrity.

From walk-in leads to high-ticket buildings and custom cabins, Carolyn has lived every part of the sales process in the real world. Her training doesn't come from books. It comes from buildings sold, objections crushed, and teams transformed.

She was always boots on the Ground, Training, Developing Software Solutions and the Best Sales Strategies.

She's here to help you stop winging it—and start closing with purpose

Register Today →



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- **Systems & Processes**
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