TURBO COACHING.COM
Accelerate Your Thinking! ™

PROPOSAL FOR TRAINING

PHASE I - Kicking Off The Sessions

The first phase of the Training sessions begins with a three and a half hour **Building Bridges™ Workshop**. This Kick-Off session is designed to lay out the foundational principles and beliefs to create the Teams commitment to reinforce and consistently improve their skill sets. It will also start them off with some immediate feedback on the power of integrating new skills and beliefs into their existing sales generating process, culminating with the exciting physical metaphor of Board-Breaking to demonstrate their ability to immediately apply what they have learned.

The content of the session is as follows:

The Building Bridges™ Workshop

Communication Tools for Optimizing Customer and Colleague Relationships

Out of this session the participants will learn and utilize:

- **The Power of Modeling:** How to elicit and duplicate the Beliefs, Strategies and Physiology of excellence to produce outstanding results in a fraction of the time it takes others to develop the same level of results from scratch.
- **The Personal Performance Model:** Recognizing how we can use four innate abilities we already have; our ability to manage our Mental and Emotional **"States"**, our ability to create **Rapport**, our ability to create certainty and **Belief** in ourselves and in the mind of our customers, and our ability to improve our **Skill Sets** effect each other positively and negatively in our behavior. Participants learn specific ways to be more proactive in harnessing and using these abilities to empower themselves to consistently produce outstanding results with others.
- **The Pain/Pleasure Principle:** How what we unconsciously link pain and pleasure to directly affects our performance and productivity. You learn not only to be more aware of this dynamic in your life, but how to use it effectively to destroy old limiting behaviors and habits, and how to condition and reinforce new habits and skills for success.
- **Stretching your Comfort Zone:** Each participant will shift from linking pleasure to staying in their comfort zone and pain to doing what's uncomfortable, to linking pleasure to the stretch and pain to being complacent. They also recognize a direct correlation to their growth curve and how to impact it. This serves as a great pre-frame for the impact of the Board Breaking Exercise to follow.
- **The Board-Breaking Experience!:** The session culminates with a physical metaphor that they will never forget! Each participant will demonstrate what they learned in the session by modeling the Beliefs, Strategies and Physiology of a Ti-Kwan-Do Master and breaking a 1" board with their bare hands! To make this experience even more meaningful, each participant will write a goal, quota or limitation that has been stopping them in the past on the board such as procrastination, fear of rejection, a specific sales goal or even a health issue etc. to break through and create a line of demarcation where they will stop no more. We video each participants board break so they have an outstanding reference of themselves stepping up and doing whatever it takes to get the job done!

Phase II – Reinforcement and Consistent Improvement

The format for the Training is flexible. We can conduct one to two hour Turbo Coaching™ Skill Sessions at a conference in breakout rooms or as a stand-alone group session. In our experience, the most effective format is a fully customized two or three-day emersion for training that really changes behavior. A follow up session one week to one month later increases accountability and carry over. The Skill Sessions we draw upon are on a variety of topics identified by you and the team to be of greatest impact on the overall team's performance and productivity. We prioritize your specific outcomes and custom tailor each session to facilitate an easy application of the skills to their roles and job process. They can also be delivered through distance learning via Webinars and Tele-Seminars for greater economy. One to three hours of Tailoring time on the phone or in person in Chicago is included in the Training fee. Some sample topics that can be utilized are:

Turbo Coaching™ to Increase Sales and Performance

- **Turbo Charging™ Your Sales Cycle:** This session uses Sales DOTS™ to dissect every aspect of their Sales Cycle creating priorities for growth and improvement based on the Skill Sets that will make the biggest difference for them. The group dynamic created "*Models*" the best practices of the best in your company and industry for that matter, and compels each Team Member to capture *their* best ideas and strategies in a duplicatable format and then contribute them to the rest of the team.

- **Skill Set Inventory:** The group identifies the most productive skill sets and habits, then rates themselves on where they are at now, and where they want to be. We then write out a plan to develop the skills and what evidence would result to measure it by. We will also establish a buddy system to support each other with their new commitments to improve.

- **Prospecting and Referrals: The Winners Edge:** A brief overview and examples of an effective prospecting system and how to best use it. We discuss Profiling a "Class A" prospect, Asking for Referrals, Nest-egging Techniques, and how to develop a system to succeed in managing your prospects, customers and territories. They will be challenged to improve what they are currently doing to manage their Prospect/Client base for modeling by others at the next session.

- **The Art and Skill of Reading People Based on Values & Lifestyles:** The standards for most national advertising is based on appealing to mass groups of people who share similar values and lifestyles. This session will give you insight to reading peoples values and needs

- **Rapport & Influence: The Mark of Excellence:** We discuss the keys to reading your prospects to create a deep and meaningful rapport; The four primary Communication Styles, (Visual, Auditory, Kinesthetic and Digital) and techniques to adjust your style so that the customer can relate to you better, because you are relating to the customer better. We will also discuss Matching and Mirroring Techniques to build unconscious rapport.

- **How to Make Contact and Get Their Interest and Attention:** We discuss their best strategies for making it rain prospects; effective systems for managing those prospects; their best strategies to contact them; Ways to create interest to make them want to here your message; and Credibility builders to make them glad you're meeting with them.

- **Telephone Techniques of Top Performers:** Strategies to make the most of your phone time; tracking techniques; tools of the trade; ways to get thru the gatekeeper; effective script outlines to get your result; effective ways to put yourself in the best "State" of mind to be productive.

- **The Art and Skill of Asking Good Questions to Qualify and Probe for Your Customers Needs:** Profiling techniques to keep you calling on your most qualified prospects first; Understanding

"Gambits" and how to pre-plan your customers greatest needs, Masterminding the best questions to induce pain and pleasure "States" of emotion to motivate your prospects to buy now; How to utilize product knowledge to create quality leading questions to communicate value and solutions to their needs.

- **Creating "Turbo Teams™ to capture and communicate product knowledge:** An awesome strategy to rally the Team to learn, share and utilize product knowledge with each other to communicate value to the prospect.

- **The Art and Skill of Trial Closing Your Way Through the Sale:** The Team rallies to brainstorm, capture and drill their best ideas for; Opening Trial Closes; Trade-off Trial Closes; Nail Downs & Future Based Trial Closes.

- **The Art and Skill of Assuming The Sale From the Beginning:** This session discusses strategies to assist you to know your outcome for each aspect of the sale; Framing skills to assume the sale and create certainty in the mind of your prospect.

- **The Art and Skill of Closing and How: Closing Questions that Make Sales:** The Team rallies to brainstorm, capture and drill their best closing questions and strategies to close sales. We'll cover some of the classics, but more importantly, we work them over until they become their own and they can use them at will. When they have them down their confidence and closing ratios go up!

- **The Art and Skill of Turning Stalls and Objections Into Sales:** The strategies taught here are to train the salesperson to handle any potential objections in advance, and any that do come up, you learn to effectively isolate the objection to springboard to the sale while building rapport and taking care of the customer. Understanding and utilizing this strategy transforms a salesperson from linking pain to objections to developing an inner confidence in their ability to serve the customer and thus linking pleasure to objections because they know they can handle any concern or consideration the customer may have. Absolutely a priceless skill with many tangible *and* intangible returns!

- **The Art and Skill of Generating a Referral Based Business That Makes More With Less Time:** This is one of the most effective strategies I can possibly teach you. You will learn some simple strategies for developing bridges to take you from the presentation to the request for referrals. It also works in any networking opportunity when you've met someone for the first time. The Team rallies to profile their best customers and then captures a list of bridges and promptings. They then capture the information as well as an icebreaker for each lead that assists them to ride on the coat tails of relationship and rapport that the referral giver has with the prospect. You will get so much confidence in your ability to get referrals that you will ask at every single opportunity you come across. This is truly a priceless strategy!

Turbo Coaching™ on Effective Time Management Skills

- **Time Use Capturing Vehicle:** Each participant uses a simple instrument to capture how he or she is currently using their time in their role. They then map it against their High-Payoff activities to discover limiting beliefs and behaviors that impede their productivity. The study lasts two weeks with a target of capturing 5 or more days for analysis.

- **Principles of Effective Time Management:** A brief overview of the principles of Capturing activities and commitments, Prioritizing, and Plugging them in to their schedule. This is mostly designed to be a pre-frame for what we will discuss further in The Planning Cycle.

- **Time Use Analysis:** Participants compile two weeks of information to establish new standards and identify benchmarks for improvement by increasing high-payoff activities and decreasing low payoff activities. Participants discover how the increased accountability influenced them to stay focused on high payoff activities. They find it hard to believe how much time is easily wasted in a day/week, and how much more productive they can be with better habits and greater focus on high payoff activities. We summarize the time spent in each activity with a summary form and identify area for improvement I then challenge them to turn these new insights into new skills and then into new habits by "working them" for another week.

- **The Time Picture:** Participants set goals for what kind of time they will utilize in each aspect of their role such as Face to Face Sales calls, Prospecting new business, Servicing customers and writing up orders in a given day/week. We also discuss how to stay out of low pay-off activities and principles of effective delegating.

- **The Planning Cycle:** The discussion includes Principles of Effective Planning, and we will walk through a weekly and daily planning cycle to establish higher standards of managing their time and territory more effectively and profitably. We will also discuss the pros and cons of different planners and prospecting systems.

Fees and Terms:

- The stand-alone fee for a three and a half hour Building Bridges™ Workshop without any additional or follow-up sessions is based on the number of participants, location of the event and the amount of pre-session customizing required. Considerable savings can be realized when combining these sessions into a multiple day event and/or follow up sessions. A 50% deposit is required to reserve the date, and 50% is received two weeks prior to the event date.
- A Multi-Day event is quoted based on number of sessions contracted, number of people targeted and location of the venues.
- Additional expenses by your Company are limited to supplies consisting of Boards for breaking (approx. $1.25 per person) and copying handout packets from supplied masters for each session. The Training facility and related expenses are also the responsibility of your Company.
- The Sound System, Wireless Mike, Power Point Projector, Screen, & Laptop required for The Building Bridges Workshop can be contracted through TurboCoaching.com for $450 plus freight/travel charges for groups of under 250, or from an outside vendor. TurboCoaching.com personnel will interface with any provider to assure quality.

My goal is to provide you with a training program that significantly changes behavior and provides you a return on investment that is truly measurable. My efforts and contributions are designed to dramatically impact the bottom line profitability and performance of each member of the team. I am committed to doing whatever it takes to reach that end with you, such that the rewards of our efforts create a relationship that is mutually valued more and more as time goes on.

Please call my office with any questions you may have, otherwise I shall follow up with you shortly to set up the next step.

Enthusiastically Yours,

"Jimmy Z" Zawiski
President/Founder