Immediate Results Workshop Outline

Bryson reads Introduction

Purpose of meeting

Explain our training philosophy/ Southwestern’s history

Habits of a Top Producers

1. Find a Way; Not an Excuse
2. Students of the Game
3. Take Action Now!

Cycle of the Sale

1. Pre-approach
2. Approach
3. Introduction
4. Presentation
5. Close (2-5-15)
6. Answering Objections
7. Referrals

Coast/Silk

Wrap-up

1. Explain brochure (benefits & qualifications)
2. Give price/ EL
3. Bring up Bryson
4. Bonuses
5. Enrollment (1,2,3)
6. Referrals/ raffle (ask for and teach referrals)