

Weekly Team Training - January 13

Introduction and Sales Training @ 0:00

Andrew Cardi welcomes the group and introduces Troy Landwehr, who will be providing sales training. Troy emphasizes the importance of being excited about the product and understanding it deeply in order to effectively sell it.

Identifying Decision Makers @ 2:16

Troy explains the importance of identifying all the key decision makers involved in a sale, not just the person you are initially speaking with. He provides a step-by-step process for uncovering the full decision-making process.

Emotional Selling @ 2:57

Troy discusses the difference between selling to men (logic-based) versus women (emotion-based). He recommends using the word "imagine" to get prospects emotionally engaged with the product's benefits.

Referrals and Associations @ 16:12

Troy advises getting referrals from current clients, even before they become a customer. He suggests asking about their industry associations and connections to get introductions to new prospects.

Overcoming Ghosting @ 28:16

Troy shares a unique technique for re-engaging prospects who have gone silent - sending them a series of playing cards in the mail to pique their curiosity and get them to call him back.

Unlimited Opportunity @ 56:30

Troy discusses the ERC (Employee Retention Credit) program and how the new tax savings program they are offering is even bigger, with unlimited potential for business owners and their employees.

Closing Thoughts @ 57:51

Troy emphasizes the importance of getting excited about the product, setting sales goals, and taking action now to capitalize on the significant tax savings and benefits the program offers.