

### **Start with Who You Know**

Your friends and family are your biggest supporters and most loving critics. Therefore, begin by promoting the opportunity for professional development and college/career enhancement to those you know best. You don't need a perfect presentation when offering the services to them. However, you perfect your presentation through diligently marketing to those in your circle.

### **Connect with Those They Know**

Referrals are the lifeblood of any successful salesperson. Therefore, be sure to ask your friends and family to refer you to people they feel would be interested the services we offer. The referrals could result in viable business leads and or numerous individuals that want to take our courses. The possibilities are endless for those who aggressively seek referrals.

### **Promote What You Know**

Identify the aspects of our training services that mean the most to you and communicate that passion with your clients. You may be attracted to the "8 minutes or less" concept, the Global Success Initiative, the soft skills certifications you can acquire or quality of our original content. Whatever you appreciate about our program, passionately convey it to your potential clients.

### **Don't Fear What You Don't Know**

It's okay if you don't know it all. Nobody does! When clients ask you a question you can't answer, remember, it's quite alright to say, "I don't know". You gain experience through the sales presentation process. Over time, you'll know more and increase in confidence. Simply commit to growing in knowledge with each presentation.

### **Know the Power of Asking Questions**

The best salespeople are great listeners NOT great talkers. Ask your clients about their goals, interests, passions and challenges and you'll be able to serve them better. Ask them for their business: "Can we finalize your transaction today?" Ask them for Referrals: "Do you know anyone else that would also like to benefit from our services?" Your task is to ASK!

### **Know Where You Want to Go**

Goals setting is the foundation to success. Therefore, paint a clear picture of what you want to accomplish each day. Achieving your sales goals ignites a powerful chain reaction: Your clients grow professionally, they refer you to others, you earn money and gain experience. Also remember, for each sale you make, someone less fortunate will receive a chance to earn certifications and chart a new course for their life.

### **Know the Importance of NOW**

There is no better time than Now to take steps towards reaching your goals. Don't doubt your ability to make a difference right now. You will be pleasantly surprised at how much you accomplish when fear, procrastination and insecurities are removed from your mind. You do not have to wait to win. You can win NOW.