



## Core Training Courses & Tools

### **Welcome Section** (for Leaders/Managers/Trainers)

- Orientation & Mindset Videos
- Leaders/Facilitators Guide
- 60-Day Action Plan Template

### **Course 1 - Communicate Your Value to Win More Clients**

- Module 1 - The Key to Attracting New Clients
- Module 2 - Strategies to Stay Relevant & Competitive
- Module 3 - Create a Radically Relevant Value Proposition
- Module 4 - Create a Critically Compelling Value Proposition
- Module 5 - Target Marketing - Your Key to a Competitive Advantage

### **Course 2 – Get Referrals without Asking**

- Module 1 – The Prospect Experience
- Module 2 – The New Client Experience
- Module 3 – The Ongoing Client Experience

### **Course 3 – Requesting Referrals without Pushing or Begging**

- Module 1 – Promote Referrals and Introductions
- Module 2 – Use the V.I.P.S. Method™
- Module 3 – Address Concerns and Objections

### **Course 4 – Secure Solid Introductions**

- Module 1 – Use a Collaborative Approach
- Module 2 – Optimize Email and LinkedIn Introductions
- Module 3 – Set Appointments that Stick

## **Course 5 – Create Powerful Referral Partners**

- Module 1 – Find the Best Advocates for You
- Module 2 – Start Building Your Network
- Module 3 – Create Referral T.R.U.S.T.
- Module 4 – Build Your *Referral Team*

## **Course 6 – Social Event Marketing**

- PART 1 - Your Ticket to Introductions to Great Clients
- PART 2 - Strategies to Maximize Your Event Marketing Results

## **Role Play Videos**

- 12 Skill-Enhancing Demo Videos

## **Training Resources**

- Referral Scoreboard (score card for tracking behavior)
- Practice Templates
- Special Reports
- Scripts Book & Other Scripts
- Checklists & Assessments

# **Reinforcement Courses & Tools**

## **Learn from the Masters**

- Library of Audio Interviews with Successful Professionals and Other Experts (Audio may be downloaded for future consumption.)

## **Bill's Referral Repair Shop**

- Library of Short Videos Addresses Common Challenges and Breakdowns (We are adding more videos on a regular basis.)

## **Referral Spark**

- Library of 7 Video Lessons designed for reinforcement or reps who aren't part of a more complete training initiative (to expose them to the concepts)

## **Rapid Fire Referrals**

- Robust reinforcement program that delivers 2 very short video lessons every week for a full year. (Audio version of each video may be downloaded, and scripts printed for future reference.)