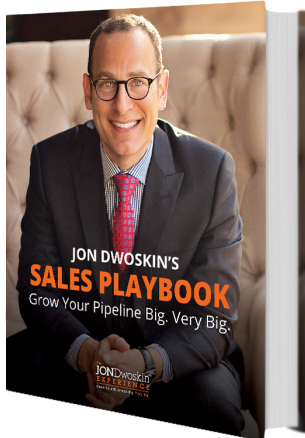


# JON DWOSKIN'S 10-WEEK SALES BOOT CAMP

Result: Learn how to boost your sales, pipeline and revenues



Jon's Sales Playbook included in every 10-Week Sales Boot Camp

**Are You Ready for the Ultimate Accountability to Grow Your Pipeline Big. Very Big?**

**Do you have a sales playbook?**

Jon's 10-week boot camp is an intense program designed to provide high level training in small, focused groups to deliver the biggest results possible and provide you with the sales playbook you've been looking for. It will take discipline, hard work and dedication, but **if you're ready to grow your pipeline big, Jon is ready to help you do it!**

## **Jon's 10-Week Sales Boot Camp:**

Video conference bootcamp with Jon and a maximum of five salespeople with one-hour weekly workshop themes that include:

- |  |  |
|--|--|
| Creating the ultimate business plan                | Accountability                                       |
| Defining the "you" experience                      | Keys to successful time management and follow up     |
| Clarifying your key differentiators                | Identifying and getting your ideal clients           |
| Understanding your metrics, ratios and conversions | Marketing to bring prospects and clients in the door |
| Becoming the thought leader in your industry       | Increasing your influence and credibility            |

**And much, much more!**

**Get Ready to Grow Your Business Big. Very Big.**

The  
**JONDwoskin™**  
EXPERIENCE  
Grow Your Business Big. Very Big.

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**Result: Learn how to boost your sales, pipeline and revenues**

## CLASS SYLLABUS

### **Week 1: Business Planning, Metrics and Identifying Your Ideal Client**

Construct the most specific and measurable 12-month business plan of your career. Together, we will craft your plan and reverse-engineer down to the quarter, month, week and day. We will determine the metrics, ratios, marketing/branding, projects, leading activities/priorities and the one measurable you need to focus on to grow your business, pipelines and revenues.

### **Week 3: Build Your Team**

Whether you have a team in place or are building one, you must have the right people in the right seats doing the right things. We will make sure your people comprise the right coachable crew with the right business plans that mesh with your overall goals.

### **Week 5: Clarify Your Message**

Most salespeople don't know how or what to say to separate them from the competition. We'll hone your message with clear direction so your clients can quickly understand what sets you apart and makes you the better choice.

### **Week 7: Employ Effective Time Management**

As salespeople, all we have is our time. It is critical to learn how to balance and raise our skillset in not only managing our time, but our energy. Nothing drains salespeople more than working with a difficult client or team member. Master techniques that maximize your time and your energy so you can focus on the bottom line.

### **Week 9: Excel in the New Prospecting Relationship Game**

How do you prospect in the social media age, where competition is fiercer than ever before? Understand how to distinguish yourself from all the noise and employ proven methods to target key clients and markets.

### **Week 2: Finding Your Voice and Knowing What to Say**

Create the ultimate scripts for the cold call, warm call, referral and getting through the gatekeeper. Fine-tune the process of building the relationships you need, and grow your business development skill set.

### **Week 4: Zero In on Your Pipeline**

We take a deep dive into your pipeline, key clients and top 10 to 30 target clients. We will clean up your pipeline and get you focused on clients and deals that accelerate your business – not hold it back.

### **Week 6: Perfect the Art of the Close**

Walk away with new closing techniques to sign more clients and showcase your ability to work the deal from start to finish. Discover how to keep your clients aware of what you are accomplishing for them so you can demonstrate your value and secure that next deal.

### **Week 8: Influence with Marketing & Branding**

Grow your business through the power of marketing and branding your message. Realize what differentiates you from the competition and create a lead-generating plan that brings more clients in the door.

### **Week 10: Mine the Power of Introductions/Referrals**

Most salespeople don't like to ask for referrals to grow their business, but it's an essential skill to embrace. We will work on strategies and best practices to secure more of the right clients through your relationships with current accounts, prospects and centers of influence.

#### **Bonus for Week 10: Cement Accountability**

Everything leads to a higher level of success when you have a way to hold yourself highly accountable. Add methods and techniques to your toolbox that increase your accountability and the ability to grow big. Very Big!