

Master Plan  
Sales Training  
Speaker's Training  
Writer's Training



## MASTER PLAN TRAINING

The concept of the Master Plan Training is based on Napoleon Hill's Master Mind research. He found that the wealthiest self-made millionaires all participated in a Master Mind group. The process is that each person identifies where there are in their business and where they would like to see improvements.

We will wait until you have at least 20 members in each group and you are comfortable operating 16 groups prior to beginning the Master Plan Training.

The class is two hours long and you will have several videos of each class to review prior to offering the course yourself.

You will also complete the training course at the home office prior to providing the training for your members.

### A. The Master Plan Enrollment Process

Those who are new in their business, need too develop their skills in time management, organization, record keeping, budgeting, cash flow, productivity, personnel management, profitability and/or sales skills are prime candidates for the Master Plan workshops.

I do not take sign-ups for the Master Plan. I generally invite those that I observe as running their business with less efficiency or by asking members about where they want their business to be.

The members participating are required to a three-month minimum commitment. They will need to pay the three month fee at the first training.

You will have several videos of each training to review prior to offering the course yourself.

You will also participate in the training course either at the home office virtually prior to providing the training for your membership. This will give you first hand experience so that you will feel more comfortable with moderating the training.

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"What we hope ever to do with ease, we must learn first to do with diligence."

- Samuel Johnson

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## SALES TRAINING

The concept of the Sales Training is based on the concept of teaching others to recognize personality traits. We will wait until you have at least 20 members in each group and you are comfortable operating 16 groups prior to beginning the Sales Training.

The class is two hours long. You will have several videos of each class to review prior to offering the course yourself. You will also complete the training course at the home office prior to providing the training for your membership.

### A. The Street Smart Sales Training Sign-up Sheet

Use light blue color paper to print "Street Smart Sales Training" Sign-up sheets. You'll be able to spot them easier at the meetings. You can pick up bright colored stock at Kinkos or any other copy store.

Click [✓] Start [✓] Programs

- ✓ Adobe ✓ PageMaker 6.5 ✓ PageMaker6.5
- ✓ "File"; ✓ Open
- ✓ "form12-Workshops.p65"
- ✓ Page 2

Change the information (by referring to page 7) for the Title, the date, time and place. Use the following descriptives for the specific classes. Make sure you area codes are correct.

The following descriptions can be found on Page 7:

### The Approach

- What do you need to know before your first contact?
  - What can you do to achieve an average of 50% approaches for your attempts?
- What questions can you ask to develop a higher ratio for Approaches to Interviews?

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*"A man to carry on a successful business must have imagination. He must see things as a vision, a dream of the whole thing."*

- Charles M. Schwab

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### The Interview

- What question do you ask to know how to close the sale?
  - What is the biggest appeal during the interview?
- Control the sales cycle through the questions you ask.

### The Agreement

- What should you include in your agreement?
- How should you present it to keep your prospect from getting cold feet?
  - What makes the prospect accept the agreement?

### The Presentation

- How should you stage the Presentation
- What can you do to create the ultimate level of interest?
  - Learn what one thing will speed up the sales cycle!

### The Close

- Learn to use a trial close -with style
- Recognize each of the buying signs, so you'll know when to stop talking
  - Learn when the time is right to ask for their business

### The Follow-up

- How do you turn the sale into a great referral source?
- Discover what to do to solidify a long-term relationship
  - What can you do to keep your clients happy?

### B. Print the Sign-up Sheets

Insert one sheet of light blue paper stock in your printer.

- ✓ "File"; ✓ Print, type " 3" for the number of copies,
- ✓ Range, type 2 (to print Page 2 only, ✓ Print

The first two sheets will be used for sign-ups, those who are interested in attending the workshop. The third sheet is used as a sign-up sheet the day of the training.

Staple and punch the copies

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*"A "No" uttered from deepest conviction is better and greater than a "Yes" merely uttered to please, or what is worse, to avoid trouble."*

- Mahatma Gandhi

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C. Promoting the Training

Begin to promote the Training at least one month prior to the date by announcing the information at the beginning of each meeting. Emphasize limited seating and value of the information.

Send a notice to the newspapers at least 3-4 weeks prior to the date along with your meeting press information. Refer to 3.10 for information.

D. Recording Results

It keep a listing of all the workshops, how many signed up and how many attended in an Excel spreadsheet. It's a great reference for judging future workshops.

It also serves to substantiate one of the major differences between Elite Leads and all the other groups.

We are the only organization that provides educational workshops for our members.

Also, keep track of who attends which class so that when they have complete the entire 6-month training, you will provide them with a Certification of Completion.

E. Certification of Completion

- Click [✓] Start [✓] Programs
- ✓ Adobe ✓ PageMaker 6.5 ✓ PageMaker6.5
- ✓ "File"; ✓ Open
- ✓ "form59-Workshops.p65"
- ✓ Page 1

Print the certificate. Insert one sheet of preprinted certificate paper stock in your printer.

- ✓ File;
- ✓ Print, type" 1" for the number of copies,
- ✓ Range, type 4 (to print Page 4 only, ✓ Print

F. Print Class Material

Prepare the binder and print each month's class material (sales1.p65 through sales6.p65) during the third week of the month. Refer to 11.9 for instructions.

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*"Common sense is in spite of  
not as a result of education."*  
- Victor Hugo

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## SPEAK EASY: SPEAKER'S TRAINING

The concept of the Speak Easy: Speaker's Training is designed to get Elite Leads members to develop speaking as a means of promoting their business. According to the IRS those who speak about their industry earn an average of 40% more than those who don't do public speaking.

The Organization list [www.eliteleads.com/orgs.htm](http://www.eliteleads.com/orgs.htm) is used to give the members suggestions as to where they can speak.

The class is two hours long. You will have several videos of each class to review prior to offering the course yourself. Until you are very comfortable with the topic, you will invite a guest to address the topic for the month.

You will also complete the training course at the home office prior to providing the training for your membership.

### A. The Speak Easy: Speaker's Training Sign-up Sheet

Use bright teal color paper to print "Speak Easy: Speaker's Training" Sign-up sheets. You'll be able to spot them easier at the meetings.

Click [✓] Start [✓] Programs

- ✓ Adobe, ✓ PageMaker 6.5 , ✓ PageMaker6.5
- ✓ "File"; ✓ Open
- ✓ "form12-Workshops.p65"
- ✓ Page 3

Change the information for the Title, the date, time and place. Use the following descriptives for the specific classes. Make sure you area codes are correct.

The following descriptions can be found on Page 6:

### Titles That Sell

- Learn the rules of writing titles that will get you speaking engagements
  - Develop your own identification through branding
    - Create a title that will sell for you

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*"Have confidence that if you have done a little thing well, you can do a bigger thing well too."*

- Storey

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The Delivery

- What question do you ask to know how to close the sale?
  - What is the biggest appeal during the interview?
  - Learn to control the sales cycle through questions.

Your Image

- Learn how to use colors & your body language to involve your audience in your presentations
  - Learn branding techniques that will give you instant recognition
    - Create your image through packaging

Back of the Room Sales

- Increase your income with your sales materials
- Learn how to incorporate the materials into your presentation
- Discover how to package the materials & include them in your presentations

Your PR Package

- What should your PR kit look like to obtain the greatest results?
  - Is the 1-sheet enough?
- What design, style and material get the best response?

Free to Fee

- Learn how to take your business from free speaking to fee-based
  - Learn how to promote yourself as the expert
- Gain notoriety and credibility through paid speaking

B. Print the Sign-up Sheets

Insert one sheet of teal blue paper stock in your printer.

- ✓ File
- ✓ Print, type "3" for the number of copies,
- ✓ Range, type 3 (to print Page 3 only, ✓ Print

Staple and punch the copies

The first two sheets will be used for sign-ups, those who are interested in attending the workshop. The third sheet is used as a sign-up sheet the day of the training.

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*"True prosperity is the result of well-placed confidence in ourselves and our fellow man."*

- Burt

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### C. Promoting the Training

Begin to promote the Training at least one month prior to the date by announcing the information at the beginning of each meeting. Emphasize limited seating and value of the information.

Send a notice to the newspapers at least 3-4 weeks prior to the date along with your meeting press information. Refer to 3.10 for information.

### D. Recording Results

It keep a listing of all the workshops, how many signed up and how many attended in an Excel spreadsheet. It's a great reference for judging future workshops.

It also serves to substantiate one of the major differences between Elite Leads and all the other groups.

We are the only organization that provides educational workshops for our members.

Also, keep track of who attends which class so that when they have complete the entire 6-month training, you will provide them with a Certification of Completion.

### E. Certification of Completion

- Click [✓] Start [✓] Programs
- ✓ Adobe ✓ PageMaker 6.5 ✓ PageMaker6.5
- ✓ "File"; ✓ Open
- ✓ "form60-speakerscertificate.p65"
- ✓ Page 1

Print the certificate. Insert one sheet of preprinted certificate paper stock in your printer.

- ✓ File;
- ✓ Print, type" 1" for the number of copies,
- ✓ Range, type 4 (to print Page 4 only, ✓ Print

### F. Print Class Material

Prepare the binder and print each month's class material (form61-speakerstraining.p65) on the Monday prior to the class. Refer to 11.9 for instructions.

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*"Every human mind is a great slumbering power until awakened by a keen desire and by definite resolution to do."*

-Edgar F. Roberts

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## WRITER'S TRAINING

The concept of the Writer's Training is to help members achieve getting published.

The class is a six-month course which members can repeat until they receive the level of publication that they choose.

"Where in the World Are the Words?"

- Learn how to release your natural ability to write
- Discover how to write an article and get it published
  - Create credibility by being published

The Structure: An Article or a Book

- What are the ideal lengths of articles and books
- Learn what publishers are looking for in content
- Create material that will be solid enough for publishing every time

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*"It takes vision and courage to create - it takes faith and courage to prove."*

- Owen D. Young

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This page will be updated at a later date