

## **Farm Credit University**

### *Mastering Sales Magnetism Advanced Sales Course*

#### Online Modules:

1. Introduction to Sales Magnetism
2. Mastering Goal Achievement
3. Developing a Prospecting System
4. Bull's Eye Marketing
5. Creating a Killer Positioning Statement
6. Warming Up Calls
7. Mastering Networking
8. Advanced Prospecting Methods
9. Testing for Fit
10. Maintaining and Building Relationships

*Each Module includes Flash content, text content, objective test, discussion forum response, module rating, and application exercises reviewed by mentor.*

#### Curriculum also includes:

*Two Face-to-Face training sessions (beginning and end)*

*Emotional Intelligence Assessment*

*Various "touchpoints" throughout the course, including teleconferences, webinars, podcasts, etc.*

## **Objectives and Outline of Each Advanced Sales Module**

### **1 - Introduction to Sales Magnetism**

The learning objectives for this module are to:

- Move beyond traditional and consultative selling approaches
- Understand how selling has changed in recent years
- Determine how to “attract” more business using the Sales Magnetism approach
- Identify the core principles of Sales Magnetism
- Know how important integrity is in the selling process

#### **Module 1 Outline**

Introduction

The Rules Have Changed

A New Approach – Sales Magnetism Delivers Results Without Pressure

Creating A Magnetic Sales Culture

Attracting And Keeping Clients – The Sales Magnetism Formula

Principles of Sales Magnetism

Principle #1: No Pressure Will Be Exerted By Either Party

Principle #2: Sales Magnetism Is A Mindset Not A Technique

Principle #3: No Assumptions Are Made

Principle #4: The Goal Is To Get To The Truth

Principle #5: Sales Is a Relationship-Driven Process

Principle #6: The Right Fit Must Exist

Principle #7: Sales Magnetism Has Only Peer-To-Peer Relationships

Principle #8: You’re Creating A Chase-Free Process

Principle #9: You’re Developing Customers for Life

Principle #10: The Way You Do Business Impacts Your Life

Summary

### **2 - Goal Achievement**

The learning objectives for this module are to:

- Understand the importance of goal achievement
- Recognize the impact of excuses on performance
- Learn the seven steps of creating meaningful goals
- Know how to write a SMARTY goal
- Understand the five basic motivation styles
- Learn how to overcome obstacles

#### **Module 2 Outline**

Why Set Goals?

Goal Busters

SMARTY Goals

Write a SMARTY Goal

Making a Mental Commitment

Benefits, Consequences, Rewards, and Penalties

Five Basic Human Motivation Styles

Benefits and Consequences  
Rewards and Penalties  
Obstacles  
Possible Solutions  
Break the Larger Goal into “Yard Markers”  
Rewards  
Summary

### **3 - Developing a Prospecting System**

The learning objectives for this module are to:

- Understand the process necessary to develop a prospecting system
- Break your large sales goals down into specific, executable activities
- Create a system to ensure consistent sales performance
- Determine what sales methods to use to achieve your sales goals

#### **Module 3 Outline**

Are You Winging It?

Why Lenders Fall Short

Six Steps of Developing a Prospecting System

Determine Your Numbers

Break Your Numbers Down

Build Your Numbers Up

Determine prospecting methods and strategies

Cold Calling

Drop Ins

Networking

Referrals, Referral Sources and Strategic Alliances

Writing, Speaking and Edu-Marketing

Repeat Clients

Other Prospecting Methods

Making it Happen and Monitoring your Results

### **4 - Bull’s Eye Marketing**

The learning objectives for this module are to:

- Understand how Bull’s Eye Marketing leads to better loans and more referrals.
- Understand the importance of focusing your prospecting on high-value markets.
- Identify the best markets for you to prospect in.
- Identify key strategic partners who can help you connect with your Bull’s Eye Market.

#### **Module 4 Outline**

A Generalist Approach

The Evolution of Focus

Evolution to Bull’s Eye Marketing

The Road to Marketing and Sales Success

Determining Your Bull’s Eye Market

## Strategic Alliances and Referral Partners

### **5 - Creating a Killer Positioning Statement**

The learning objectives for this module are to:

- Understand the uses of a positioning statement
- Avoid the common mistakes when introducing yourself
- Understand how to write a proper positioning statement using the Sales Magnetism format
- Understand how to answer the question “What do you do” in a way that engages the prospect to ask “How do you do that?”
- Create a foundation for all of your marketing messages including your call script and networking introduction.

#### **Module 5 Outline**

What is a Positioning Statement?

How is a Positioning Statement Used?

Mistake Number One

Mistake Number Two

Mistake Number Three

Positioning Statement Formula

Part Two of Your Positioning Statement

Things to Keep In Mind

### **6 - Warming Up Calls**

The learning objectives for this module are to:

- Understand how to make cold calling an effective part of prospecting
- Understand how to overcome the fear of cold calling
- Prepare an effective pre-approach letter to generate interest
- Learn how to write a “magnetic” cold call script
- Learn how to deal with gatekeepers
- Determine the proper use of voice mail

#### **Module 6 Outline**

Reasons for Cold Calling Even If You’re Not A Cold Caller

Understanding the Purpose

Handling Fear

Pre-approach Letters

E-mail Introductions

Phone Scripts

Things To Do Before Calling

Dealing with a Gatekeeper

Leaving a Voice Mail Message

Don’t Give Up

One Last Effort

Keep Track

## **7 - Mastering Networking**

The learning objectives for this module are to:

- Understand how to make networking an effective prospecting method
- Learn how to properly prepare for a networking event
- Understand how to master introductions and keep the conversation flowing
- Understand how to follow up after a networking event
- Learn the cardinal rules of networking
- Understand social media and the world of online “virtual” networking

### **Module 7 Outline**

Networking Basics

The Purpose of Networking

Before the Event

Tips for Mastering Introductions

Handshakes

Keys to Lively Conversation

After the Event

Cardinal Rules of Networking

Other Social Media for Networking

## **8 – Advanced Prospecting Methods**

The learning objectives for this module are to:

- Discover how to truly differentiate yourself from your competition
- Learn how to become an expert in your field
- Become skilled at using speaking, writing and edu-marketing to demonstrate expertise and “attract” more prospects
- Understand how to use strategic alliances and referral sources to generate prospects

### **Module 8 Outline**

Becoming an Expert

Choose a Specialty

Dedicate Yourself to Learning

Demonstrate Your Expertise

Prospecting As an Expert

Writing, Speaking and Edu-Marketing

Keys to Writing

Keys to Speaking

A Contrarian Voice

Referral Sources and Strategic Alliances

Steps to Solid Referral Relationships and Strategic Alliances

Finding Referral Partners and Strategic Alliances

## **9 - Testing for Fit**

The learning objectives for this module are to:

- Understand the types of fit in a relationship
- Avoid the common mistakes when asking questions in an appointment
- Understand how to ask the right questions to determine whether a prospect is the right one for you to help
- Understand how to distinguish between needs and wants
- Understand how to help a prospect determine their own wants and needs and make appropriate buying decisions based on them

### **Module 9 Outline**

Personal Fit

Company Fit

Wants Fit

Using a Validation Story

## **10 - Maintaining and Building Relationships**

The learning objectives for this module are to:

- Understand how to build long term relationships with clients
- Create follow-through plans for each customer
- Understand how to create customer loyalty
- Understand the law of reciprocity and how it applies to selling
- Understand how to create meaningful partnerships with strategic partners.

### **Module 10 Outline**

Developing Customer Loyalty

Three Categories of Clients

Developing a Follow-Through Plan

Providing Value

Developing Meaningful Partnerships