

FOCUS ON THE RIGHT GOALS
UNDERSTAND THE BRAIN'S HIDDEN CODE
UNLOCK YOUR PEAK CAPACITY
INNOVATE
RELATE
CONNECT FAST AND WELL
SERVE
WIN MORE OF THE RIGHT SALES
IDENTIFY AND MULTIPLY RECOMMENDERS
STAY IN TOUCH BETTER
LEAN IN TO NEW CHALLENGES
UPWIRE YOUR BRAIN
ACTIONABLE INSIGHTS
WIN THE FUTURE

ARE YOU AN INSIDER?

FOR SELECT RETAIL PARTNERS IN 2017



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THE PROGRAM: 10 KEY RAPID-DEVELOPMENT AREAS

HOW TODAY'S RECORD-SETTING RETAIL SALES LEADERS GET THE MOST OUT OF THEIR BRAINS, THEIR TIME, AND THEIR PERFORMANCE

- 1. FOCUS ON THE RIGHT GOALS:** Learn the nine simple but uncommon goal-related practices that distinguish today's top Sales Leaders.
- 2. UNDERSTAND THE BRAIN'S HIDDEN PERFORMANCE CODE:** Upwire your brain with small changes that make the biggest difference.
- 3. UNLOCK YOUR PEAK CAPACITY:** Design your personal peak operating system to bring out your best energy, focus and resilience all day.
- 4. INNOVATE:** Attract the most influential and action-oriented market segments by developing fresh, new and awe-inspiring innovations.
- 5. RELATE:** Create empathy and understanding faster than ever, in person and on the phone.
- 6. CONNECT FAST AND WELL:** Use power words to engage the customer, include the 3:1 positivity ratio, and adapt in split seconds to unpredictable moments in every sales situation.
- 7. SERVE:** Cement your service orientation with tested trust-confirming phrases, develop simpler, better calls to action.
- 8. WIN MORE OF THE RIGHT SALES:** Establish yourself as a long-term trusted advisor, create "memory magnetizers" and overcome objections without pitching and pressure.
- 9. IDENTIFY AND MULTIPLY RECOMMENDERS:** Identify and track the key recommenders in your business to help your business thrive.
- 10. STAY IN TOUCH BETTER:** Use briefer, more frequent, and genuinely respectful ways to stay connected to your customers.



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RAPID DEVELOPMENT
AREAS



OUTPERFORM
THE COMPETITION



LEADING-EDGE
INSIGHTS



WIN THE
FUTURE

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