

No better way to start the YEAR, make sure you are *HERE!*  
**PERFORMANCE DRIVEN SELLING™ BOOTCAMP**

**Calibrate to Greatness ...**

- “You took our sales organization from #50 in the nation to #2 in 24-months!”
- “I was in last place on our organization in the entire region and in 12-months with your training and maps I ended the year #1!”
- “I came to the program with an attitude that I did not need to be here, at the end of day one you had my eyes wide open and I realized that this is exactly where I needed to be as a veteran sales profession, I had been letting everyone down and I thank you for getting me excited once again to be great!”

**Would you agree that selling/recruiting/retaining clients is a whole new strategic and tactical reality today?**

Two powerful days of strategic and tactical discovery of the psychology of selling, business development, client engagement and retention. Learn and benchmark off of 30-years of quantifiable best-practices for FINDING, GETTING, KEEPING & GROWING your business in an ever-changing marketplace of today – Mastering the Art & Science to Sales Success!

**In our post Global ReBoot of 2020-21 the rules of engagement have been massively elevated ... From Virtual connectivity to your market, to engaging selling and networking face-to-face, HYBRID and On-Line ... We will show YOU best practices of what is really working today and blow-up a lot of old rules for YOUR SUCCESS SUSTAINED NOW!**

Action packed professional development experience, no up-selling, hype or infomercials ... Just real world KPIs and ROI for you to put into action even before you leave!

Imagine leaving this program and improving your net results by a factor of **4X, 6X and even 12X?** That is exactly what our clients over the past 30-years have quantifiably reported – read the testimonials section and ask for more ...



**PERFORMANCE DRIVEN  
SELLING™  
BOOTCAMP/Agenda  
DAY ONE:**

**PREP TIME:** The strategic side of greatness – Systems, Processes, Procedures, Programs, Analytics and Your Dashboard to Selling Success!

Breakfast on your own  
7:30 a.m. – Registration & Morning Coffee

Your Selling-Cycle, whether daily, weekly, monthly Quarterly or seasonally will drive the intensity of your BOOTCAMP experience – we will calibrate the two-day professional development experience around

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*your' reality. Participants will leave this professional development program with more than 100 immediate and sustained strategic and tactical action planes for finding more business, engaging others, getting more business, growing their business portfolio and retaining business!*

*CASE STUDIES: Individual and organizational real-life examples of great and worse case scenarios are presented for better understanding and personal ownership of BOOTCAMP doctrines.*

#### **8:00 a.m. - Noon – Education Session**

##### **PART 1 - Fundamentals/Strategic Selling**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer*

*(<https://www.drjeffmagee.com/about-me.cfm>)*

This session will focus on the strategy and mindset of sales masters and what you can learn to master the market of selling. You will learn strategic insights behind why customers come to you, stay with you or leave you, so you can build your strategic selling plans for individual contacts and markets over-all, a powerful B2B, B2C and C2C experience. Attendees will learn:

- Start by calibrating your mind to be a sales champion in the new reality of today
- Understanding that every super selling organization and individual lives by 5-Best-Practices
- Research reveals selling success, sustained client relationships and increased ROI comes down to three PERCENTAGE factors
- The three steps to improving daily effectiveness
- FORUM Institute finds from exit interviews the four core drivers behind why individuals buy or do not buy
- Why prospects do or do not return your calls
- What the prospect needs to hear to become a lasting customer & RELATIONSHIPS are not what matters
- Learn and apply the Reliable CARE™ model, a two-decade real-time analytic on 5-ways prospects and customers want to be engaged
- Learn from super achievers the core steps to building your successful selling practice
- Explore the 4-logic and 4-emaotional sub decisions to every buying decision, and how to ensure your message, emails, texts, voice mail, website, proposals, PowerPoint, documents hit each every time
- Learn how to WOW® your clients and find immediate business using the 100%-of-100% Model™
- Understand the difference between Market Share (where everyone plays) and Market Opportunity, where the 80% of growth markets are that most miss
- Explore the differing engagement mindsets of the five different generational segmentations in today's marketplace
- Learn how your selling approach must adjust for the differing generational segmentations you are engaging

The Trajectory Code Model will be introduced that is a complete game changer to how you think, act and engage the selling marketplace

#### **Noon - 1:00 p.m. – Networking Lunch**

#### **1:00 - 5:00 p.m. – Education Session**

##### **PART 1 - Fundamentals/Strategic Selling**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer*

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The afternoon session will focus on developing the "5 Steps to Selling Process". Attendees will learn:

- How to develop a specific strategic action plan to present solutions to your prospect
- A simple formula for conversationally addressing objections
- The main reasons people do not engage in selling conversations
- New ways to differentiate and ensure your offer is positioned as the best option for them
- Learn the five-step consultative selling model to engage and connect with prospects and customers. The *"5 Steps to Selling Process"* will be introduced from a strategic position and how that applies to every sales tactic; Psychology tells us our mind only does five things when making a buying decision, so let's address and hit each
- Learn and role-play tactical conversational models for each step, whether used on-line, over the telephone, one-on-one or group selling situations.
- Learn the four critical elements of high impact solution based sales presentations with the *SalesBurger™* formula - it works every time
- Explore how to vet and close every sale with effective closing questions
- Never make a cold call again and learn how to generate new business from existing business
- Identify the habits of champions, learn how to use the *Workflow-Frequency™ Model* to identifying what you must really do in your profession to master selling success and create the quantifiable analytics to build a selling success plan and then how to monitor its execution for quantifiable ROI
- Design and learn how to use 10-different attention approaches to your market engagements
- Learn the magic of *Moments of Truth™* and what that means from the customers perspective and how you can make or break your brand impression on others
- Perfect practice makes perfection, we will discover what you must know to perform effectively
- Consultative selling is leveraged off of smart questions and insightful listening, learn 8-powerful ways to shut-up and *LISTEN™*
- Learn how to use the *"ALWAYS Sandwich™"* technique for engaging and winning back upset, anger or hostile customers
- Explore and use the conversational power engagement *Stacking&Linking®* formula to increase your ability to build instant rapport, increase quality questions and listening with the other person to really uncover the immediate, intermediate and long-term selling opportunities; Powerful for networking and prospecting and quality lead flow generation from others to you; Find the hidden leads from the people you are engaging right now

**5:00 p.m. – Adjourn / Evening on your own**

## **PERFORMANCE DRIVEN SELLING™ BOOTCAMP/Agenda DAY TWO:**

*SHOW TIME: What to tactically do daily - How to engage your market and facilitate a highly productive day, every day – action plan implementation!*

*CASE STUDIES: Individual and organizational real-life examples of great and worse case scenarios are presented for better understanding and personal ownership of BOOTCAMP doctrines.*

**Breakfast on your own**

**7:30 a.m. – Morning Coffee**

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## 8:00 a.m. - Noon – Education Session

### **PART 2 - Fundamentals Application/Tactical & Technique Selling**

Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer

(<https://www.drjeffmagee.com/about-me.cfm>)

This session will focus on the application of the fundamentals learned in day one – Implementing and monitoring your action plans for maximum selling impact. Attendees will learn:

- How to recognize your depth of product knowledge & how that directly influences how you see market opportunities and miss them
- By use of the *Business Integration Grid® (BIG)* you will identify where your market opportunities are daily and where your energies should be applied 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> each day
- Learn how to integrate *Survey(s)* into conversations, questions, emails, prospecting, client development and survey analytic tools into your daily activities to actually generate better client intelligence, market intelligence, competitive insights and build stronger client and COI relationships and learn where more selling opportunities are with those that you already have relationships with
- Ways to engage any group and generate *Centers of Influence (COIs)* to become true allies, lead generators, advocates, prospects, customers, etc. and how to gain support from them  
Learn how to utilize the phone and social media to leverage and accelerate every lead you have from initial contact to engagement to close; And then apply an action plan to leverage your last sale to your next sale every time ...
- We explore quality and consistent lead flow generation and reveal where massive opportunities are with the *LeadGenerator®* methodology
- Then apply the *TRE® system* for lead generation to identify solid places to find good leads, hidden leads, and missed selling opportunities in your geography, critical learning for business development and understanding selling markets with unique lead generation challenges, brand threats, and address perceived shrinking market trend
- Learn the critical elements to *Profile Analysis* and how to identify and profile the type of prospect with whom you have the most success and how and where to find more of them
- How to utilize resources more effectively using a visualization process for instant recall
- Learn how to benchmark your daily actions off of the *ProductivityTracker™* of 20-years of best practice research of top selling professionals, what they do daily and when they do it for maximum ROI
- How to develop forward action plans for any lost prospect that decides “no” is the answer for now
- The classic *Sales Pipeline Funnel®* concept is introduced, placed on steroids and you learn how everything you do in selling must be in alignment with the six-levels to your Sales Pipeline Funnel® or it is a distraction to effective selling
- Learn how to ensure now leads gets cold and falls through the cracks with the follow-up magic of *Rule 1-2-3-4-5-X™* - learn the magic # of when most sales professionals stop making follow-up calls and what the magic # is for when most sales are closed
- We will present the *1-52-X Formula®* and the *5@5 Rule®* and how they tee-up what you do every Monday and how to ensure your generating ROI by Friday, while keeping the *Sales Pipeline Funnel®* always full and flowing for continued self-accountability effectiveness after you leave the

## Noon - 12:40 p.m. – Networking Power Lunch

## 12:45 - 4:00 p.m. – Education Session cont'd

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A formula will be presented for each participant to benchmark their daily activities. This plan will incorporate what they do to ensure past great selling opportunities are not lost, and will include ways to subtly generate more leads by viewing this as a daily commitment.

In this session, attendees will learn:

- By understanding the theory behind *Profile Analysis* of qualified Prospects for the differing deliverables you have, you will be able to identify better lead generation opportunities how to attract and engage Prospects faster and cultivate better selling and closing situations.
- It is from levels four and five within the *Sales Pipeline Funnel®* that you will learn effective conversational ways to handle and deal with "NO", "Objections", "Resistance" and hostile gate-keepers to defuse them and close them with three different engagement techniques
- You will learn a game changer ideology that has you identify the essential work products and frequency of each that super-achievers have learned, you will bench mark against this formula for your own and reveal the exact daily actions to success and surpassing sells goals
- The *Quadrant Manager System®* a 4-step time management technique used to track every activity and ensure it generates productivity results
- Learn what the *Magic Number* philosophy means for your sales processes and the math from *Contact2Contract*
- Sales Pipeline Funnel® concept for continued self-accountability effectiveness after you leave the workshop
- These steps will be bench-marked against how to use handouts, brochures, emails, presentations, your website, as well as social media for connecting with your market.
- We will explore how to use the technology at your disposal right now to be a force multiplier for selling effectiveness
- Understand how to leverage social media for your Avatar/Prospect and generate massive quality leads and new business
- Learn how to evaluate your lead contact historical pipeline for immediate new business
- We will explore and identify more than 50 immediate tactical ways to increase your effectiveness and generate greater selling opportunities with the TOOL-KIT Section from utilizing and leveraging social media for market awareness, increased qualified traffic, lead generation and selling, to how to use your resources, collateral materials, business cards, telephone and technology more effectively, and how to find hidden market opportunities, from working in a virtual world to incorporating social media as awareness building, brand positioning, COI leverage, networking for greater market share, and much more!

***YOU will depart this session with a daily "TO DO Plan of action items" to ensure continued success ... And the heart, mind, confidence and tools to achieve & exceed your selling goals!***

**4:00 p.m. – Adjourn & Power Networking**

## **WHEN YOU GET BACK HOME:**

**WHEN YOU LEAVE – Engagement, excitement, education, sustainment and continued success is the next level of the **PERFORMANCE DRIVEN SELLING™ BOOTCAMP** experience – no other sales**

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training program to date does what we do next ... And no additional fees!

### **PART 3 – Strategic Sales Mastery Virtual Coach Goes Home with You**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer*

(<https://www.drjeffmagee.com/sales-mastery.cfm>)

The **PERFORMANCE DRIVEN SELLING™ Series** provides a strategic and tactical technique approach for selling and relationship effectiveness. Unlike most all other training programs, this Series is built off of a proven system, processes, models, and with a full suite of sustainment resource platforms, so when you leave you have additional professional development sustainment options to keep you going and growing. So, once you return back home, I will remain your professional development virtual coach.

EARLY BIRD Registrations will also receive as a reinforcement sustainment to the BOOTCAMP membership in the <https://www.drjeffmagee.com/sales-mastery.cfm> an \$1,994.00 value, at no additional investment.

1. Weekly **PERFORMANCE DRIVEN SELLING™ Series Calibration Articles** with very specific strategy or tactical engagement ideas for sales professionals to immediately use to benchmark their best practice approaches or skill-up with new insights! - <https://jeffreymagee.com/eazines.cfm>
2. More than **25-Weeks of on-going self-development with the PERFORMANCE DRIVEN SELLING™ Series Webinars** that you can opt-in to for enhanced and sequenced follow-up professional development
3. Continued enrollment into **PERFORMANCE DRIVEN SELLING™ Series** future updates to models, excel spreadsheet trackers, research, our exclusive *ProductivityTracker™* and *LeadGenerator™* instruments, 411 and 911 updates as appropriate
4. Post 2-CD/MP3 **PERFORMANCE DRIVEN SELLING™ Series Sales-Mastery Audio** series
5. Access to motivational and on-going professional development **PERFORMANCE DRIVEN SELLING™ Series Podcast** series
6. Immediate access to 90-minute motivational, informational and educational DVD live audience recording of **PERFORMANCE DRIVEN SELLING™ program, with strategic and tactical tune-up ideas**

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WHAT YOU NEED TO SUCCEED! Magazine

**Performance360 Magazine**  
is equipped with powerful How-to oriented, success articles written by powerhouse personalities for your Mental DNA. Each edition is packed with exclusive success achievement focused articles written by world leaders in Business, Government, Politics, Sports, Music, Entertainment, Authors, Consultants, Professional Coaches, and Not-for-Profits.



  
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