

The Only Sales Training that Generates

NEVER-ENDING

REFERRALS

TUESDAY, NOV 28 - FRI DEC 1, 2023
RED ROCK HOTEL, LAS VEGAS

HIGH TRUST SALES ACADEMY



HIGH TRUST SALES ACADEMY AGENDA

DAY 1

LIFE MASTERY AND TIME MASTERY

SESSION 1

8:30 AM - 11:00 AM

LAW #1: THE LAW OF THE ICEBERG

The Truest Measure of Your Success is Invisible to Your Client

BREAK

Snacks Provided

SESSION 2

11:20 AM - 12:30 PM

LAW #2: THE LAW OF THE SUMMIT

Your Direction is a Result of Your Perception

LUNCH

12:30 PM - 1:30 PM

Buffet Lunch Provided

SESSION 3

1:30 PM - 3:00 PM

LAW#4: THE LAW OF THE LADDER

The Success you Achieve is Directly Related to the Step You Conceive

LAW#5: THE LAW OF LEVERAGE

You're Less Likely to Fail When You've Told Others You'll Succeed

HIGH TRUST SALES ACADEMY AGENDA

DAY 1 CONT.

BREAK

Snacks Provided

SESSION 4

3:20 PM - 4:30 PM

LAW #6: THE LAW OF THE HOURGLASS (PART 1)

You Must Make Your Moves Before Your Time Runs Out

SESSION 5

4:30 PM - 5:45 PM

LAW #7: THE LAW OF THE BROOM

To Take Your Business Up, You Must First Clean It Up

DAY 2

TIME MASTERY AND RELATIONSHIP MASTERY

Day 1 Debrief

8:00 AM - 8:30 AM

REVIEWING THE ESSENTIALS

SESSION 1

8:30 AM - 9:30 AM

LAW #3: THE LAW OF THE SHAREHOLDER

Successful Salespeople Buy Stock in Themselves

SESSION 2

9:30 AM - 10:30 AM

LAW #6: THE LAW OF THE HOURGLASS (PART 2)

You Must Make Your Moves Before Your Time Runs Out

BREAK

Snacks Provided

SESSION 3

10:50 AM - 11:30 AM

LAW #8: THE LAW OF THE DRESS REHEARSAL

Practicing Your Lines Elevates Your Performance

HIGH TRUST SALES ACADEMY AGENDA

DAY 2 CONT.

SESSION 4

11:30 AM - 12:45 PM

LAW #9: THE LAW OF THE BULLSEYE

If You Don't Aim for the Best Prospect, You're Likely to do Business with Any Prospect

LUNCH

12:45 PM - 1:45 PM

Buffet Lunch Provided

SESSION 5

1:45 PM - 3:15 PM

LAW #10: THE LAW OF THE SCALE:

To Have More Business, Have Fewer Clients

LAW #11: THE LAW OF COURTSHIP

For A Relationship to be Right on the Outside, It Must First Be Right on the Inside

BREAK

Snacks Provided

SESSION 6

3:35 PM - 5:45 PM

LAW #12: THE LAW OF THE HOOK (PART 1 AND 2)

A Captivated Audience Stays to the End

DAY 3

RELATIONSHIP MASTERY AND THE HIGH TRUST INTERVIEW

Day 2 Debrief

8:00 AM - 8:30 AM

REVIEWING THE ESSENTIALS

SESSION 1

8:30 AM - 10:00 AM

THE HIGH TRUST INTERVIEW

Appointment Setting with Partner Prospects – Role Play

HIGH TRUST SALES ACADEMY AGENDA

DAY 3 CONT.

BREAK

Snacks Provided

SESSION 2

10:20 AM - 11:30 AM

THE HIGH TRUST INTERVIEW

Initial 30-40 Minute Appointment – Role Play

LUNCH

11:30 AM - 12:30 PM

Buffet Lunch Provided

SESSION 3

12:30 PM - 1:30 PM

THE HIGH TRUST INTERVIEW (CONT'D)

Initial 30-40 Minute Appointment - Role Play

SESSION 4

1:30 PM - 3:00 PM

THE HIGH TRUST INTERVIEW (CONT'D)

Initial 30-40 Minute Appointment - Role Play

BREAK

Snacks Provided

SESSION 5

3:20 PM - 5:00 PM

LAW #10: THE LAW OF THE SCALE (BORROWERS)

The Conversion Code: Moving from Price to Advice

LAW #11: THE LAW OF COURTSHIP (BORROWERS)

For a Relationship to be Right on the Outside, it Must First Be Right on the Inside

SESSION 6

5:00 PM - 5:45 PM

DEEP DIVE IMMERSIVE INTERACTION

HIGH TRUST SALES ACADEMY AGENDA

DAY 4

CLIENT MASTERY: UNLEASHING LOYALTY, REFERRALS AND SUCCESS

Day 3 Debrief

8:00 AM - 8:30 AM

REVIEWING THE ESSENTIALS

SESSION 1

8:30 AM - 10:30 AM

LAW #13: THE LAW OF INCUBATION

The Most Profitable Relationships Mature Over Time

LAW #14: THE LAW OF THE ENCORE

A Captivated Audience Stays to the End

BREAK

Snacks Provided

SESSION 2

10:50 AM - 12:30 PM

LAW #3: THE LAW OF THE SHAREHOLDER

Successful Salespeople Buy Stock in Themselves

IMPLEMENTING THE 90-DAY PLAN

Conclusion

12:30 PM