

# Tradie

The Tradie program helps you understand how to get more appointments and close more deals

## UNDERSTAND HOW TO BE THE TRUSTED ADVISOR AND THE EXPERT IN YOUR FIELD

### 1. EXPLORATION

**Why people buy. Who to effectively sell your product, service or idea.**

**Outcomes:**

- Total confidence in ability to put forward an aligned solution
- Positioned as the expert
- Mindshift on how to elicit information from your client.

### 2. TELEPHONE SKILLS

Learn to master telephone sales. Know everything from preparation through to what to say and how to say it.

### 3. LISTENING

**The backbone of all communication.**

**Outcomes:**

- Awareness of when actively listening vs in default mode.
- How your client listens
- What to do to ensure they hear what you are saying to match your intention.

### 3. OBJECTIONS

**Understanding how to use them as opportunities to convert into a sale.**

**Outcomes:**

- Embracing objections
- Using them to forge more meaningful relationships
- Insight to how we feel and react to feedback and objections

### 4. NEGOTIATION

**Preparation, techniques, styles, mindset.**

**Outcomes:**

- Confident, successful negotiators
- Effective action plans
- Professionals who shift the focus from price to client alignment

### 5. ACCOUNT MANAGEMENT/ MANAGING CLIENTS' EXPECTATIONS

**Service excellence. Communication styles. Manage challenging situations.**

**Outcomes:**

- Understanding the client's motivation
- Identify buying signals
- Understanding how they want to be communicated with

### 6. BUSINESS DEVELOPMENT / PROSPECTING

**Making prospecting easy and comfortable.**

**Outcomes:**

- Who to target, when, how, what to say, what to do?
- Consistency and clarity
- Genuine enthusiasm for prospecting
- What is a hunter
- How to use Video Conferencing
- How to set yourself up for success
- How to handle gatekeepers
- Who are the decision makers

## 7. PRESENTING

**Structure to ensure seamless delivery of your message. Outcomes:**

- How to plan, prepare and execute
- How to observe and adapt
- Powerful presenters who understand how to embed a message with clarity

- **7 key topics on how to drive growth**
- **Over 400 minutes of video**
- **Worksheets, checklists and printables**
- **12 week membership**

### Tradie specific topics:

Welcome	Rapport	Timing	Proposal	Do what others will not do	Getting go ahead
Philosophy	Sold	Perception	High price	Call out fee	Wrap up
Trusted advisor (3 videos)	Upsell	Relationship	Competition	Tenders	
Exploration	Language	Notes	Educate	Price matching	
	Qualify	Turns them on	Trip ups		