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# SALES ACADEMY

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INSTRUCTOR  
**DAN  
COOMESBARRY**



**GROSSO**  
UNIVERSITY

[WWW.GROSSOUNIVERSITY.COM](http://WWW.GROSSOUNIVERSITY.COM)

# SALES ACADEMY

## CERTIFIED CLOSER

Designed for individual sales reps, the Sales Academy Certified Closer program empowers sales professionals with comprehensive training to master Grosso University's proven Selling System.

Upon successful completion of the course curriculum, and earning a score of 90% or better on the final exam, the graduate will earn an official Grosso University certificate signed by Dominic Caminata, recognizing the graduate as a "Certified Closer."

## ENTERPRISE

Designed for remodeling companies, the Sales Academy Enterprise program allows organizations to fully implement Grosso University sales training in a team-based format that is repeatable and predictable. Weekly Live Sales Training included!

## MASTERCLASS

Designed for companies interested in Grosso University coaching and mentoring their sales reps individually. The Sales Academy Masterclass allows Grosso University to assume full responsibility for sales reps' aptitude with the selling system. Thus, empowering company leadership and management to focus on growing the business instead of training sales reps.



## IMPORTANT LINKS



**TRAINING MANUAL**



**ZOOM REGISTRATION LINK:**

Meeting ID: 842 3616 1649

Passcode: 360604



**INSTRUCTOR  
CALENDAR LINK**



**TRAINING PLATFORM  
REGISTRATION**



# DAY 1 - MONDAY

**1:00 PM - 3:00 PM EST**

## STEP 1 PREPARATION

### BE HAPPY AND SUCCESSFUL NOW

- Self Image
- Success, Goals, and Vision
- Divergent vs Convergent
- Poverty of the mind and Scarcity Mentality

### S.A.L.E.S. WARRIOR MORNING

- Importance of sleep
- Affirmations
- Continual learning and growth
- Exercise
- Sustenance

### LEAD HANDLING ETIQUETTE

- Definition of a good lead
- Timeline in the home
- NSLI
- Phone calls from every lead

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## HOMEWORK

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- Reps will write down goals for 3 areas of their life. Health and well being, relationships, professional and financial goals.
- They will also write up a list of affirmations to say daily. They will make a vision board with pictures of their goals.
- Read chapter on preparation and watch the videos on preparation in the 11 step breakdown.

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DAY  
ONE

# DAY 2 - TUESDAY

12:00 PM - 2:00 PM EST

## STEP 2 INTRODUCTION

RECAP GOALS, AFFIRMATIONS, AND VISION BOARDS

### INTRODUCTION

- 15/5/1 Rule
- Introduction at the front door
- Smiles go miles
- SRLR acronym
- Overcoming early resistance
- Transition to the kitchen table
- A.I.M. method
- Proper seating arrangement
- Introduction at the kitchen table

### HOMEWORK

- Homework: Memorize introduction scripts.
- Read chapter 2 and watch corresponding videos

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DAY  
TWO





# DAY 3 - WEDNESDAY

12:00 PM - 2:00 PM EST

## STEP 3 NEEDS ANALYSIS/ SURVEY

REVIEW/ROLE-PLAY INTRODUCTION SCRIPTS WITH REPS

### NEEDS ANALYSIS

- Lessons from the top 1%
- F.O.R.M. method
- Self disclosure loop
- A.L.L. method
- Seeding and layering
- Trust is a must (4 keys to building trust)
- ADAPT: Being a chameleon
- 3 personality types
- Examples of survey questions
- 4 Closing boxes
- 7/38/55 rule

### HOMework

- Take your needs assessment and come up with ways to ask the questions involving seeds.
- Make sure to utilize the form method to personalize the experience for the prospect.
- Read chapter 3 and watch corresponding videos





# DAY 4 - THURSDAY

12:00 PM - 2:00 PM EST

## REVIEW AND ROLE-PLAY SURVEY QUESTIONS

### STEP 4: MEASURE AND INSPECTION

- Cycle of motivation
- Affordable and Effective inspection kit
- Measure transition statement and inspection tips
- Commitment and transition back to table

### STEP 5: COMPANY STORY

- Company story intro
- Establish prospects expectations
- Selling insurance
- BBB
- Lead Certification
- Top notch installers
- Major commitment

### HOMEWORK

- Memorize commitments after inspection and company story.
- Read chapters 4 & 5 and watch corresponding videos.



# DAY 5 - FRIDAY

12:00 PM - 2:00 PM EST

## ROLE-PLAY COMMITMENTS FROM PREVIOUS LESSON

### • STEP 6: EVOLUTION

- Taking the prospect shopping
- Kill book
- Kill kit
- Warranties and samples
- Cost vs Value

### STEP 7: PRODUCT PRESENTATION

- Masterful presentation (Formula and response)
- 4 keys to holding a listeners attention
- Open and closed ended questions
- 3 types of stories Labels, mirrors, and accusation audits
- Tie downs, takeaways, and hypotheticals
- Magical words and trigger words
- 4 pre closes

### HOMEWORK

- Review the first 7 steps and continue to memorize scripting.
- Read chapters 6 & 7 and watch corresponding videos



# DAY 6 - MONDAY

12:00 PM - 2:00 PM EST

## REVIEW PRIOR ASSIGNMENTS

### STEP 8: RETAIL CLOSING SEQUENCE

#### Closing and handling objections (Price Delivery)

- Never ask for the order
- People buy what they want
- Grey goose story (Perception is reality)
- Shadow closing
- Grosso objection handling framework
- Features and benefits overview
- C.V.V. and guessing game

#### Financial Terms

- Cash or financing
- Deposit
- 3 options

#### ROI

- Equity
- Energy consumption
- Security and insurance
- Health and well being
- Peace of mind

### HOMEWORK

- Practice price delivery. Read chapter 8 and watch corresponding videos







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# DAY 7 - TUESDAY

12:00 PM - 2:00 PM EST

## REVIEW PRIOR ASSIGNMENTS

### STEP 9 QUALIFICATION

- Bridge to qualification
- 6 Qualification questions
- Explanation of promotion

### PREVIEW FINAL EXAM

#### HOMEWORK

- Read chapter 9 and watch corresponding videos.
- Memorize qualification scripts **VERBATIM**

DAY  
SEVEN



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# DAY 8 - WEDNESDAY

12:00 PM - 2:00 PM EST

## REVIEW PRIOR ASSIGNMENTS

### STEP 10 MAJOR CLOSE

#### Major Close

- Break down the scripts into digestible segments.
- Psychology of numbers
- Indifference is the key
- Letter from the president

#### SUB-STEP CLOSURES

Think over

- Porch Light
- Is it
- Ping Pong
- \$50,000

Shop around

- I apologize
- Price shopper
- Lowest price assurance

Price/Money

- Price is too high
- Titanic/ T.O.C.
- Higher authority
- 3 Question close
- Liar close

### HOMework

- Memorize Major close.
- Read chapters 10 & 11 and watch corresponding videos.





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DAY  
NINE

# DAY 9 - THURSDAY

12:00 PM - 2:00 PM EST

## REVIEW PRIOR ASSIGNMENTS

### STEP 11 BUTTON UP

- Notice of cancellation
- Get customers to sell the job back
- Kill the saboteur
- Next day follow up call
- Thank you card
- Cool down period

### HOMEWORK

Congratulations you have made through nine days of some of the most intense sales training in the world!

Tomorrow you will either end the day unemployed or as a Certified Closing Machine! **Tonight your one and only job is to study and then study some more!**



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# DAY 10 - FRIDAY

12:00 PM - 2:00 PM EST

## FINAL EXAM

- Zoom room will operate at noon ET. There will be an electronic test that everyone will log into from a personal device (phone or tablet.) You will have 1 hour to complete this portion of the test.
- We will jump into breakout rooms and the reps will deliver scripted portion of the test.
- 85% or higher will pass and graduate from the most comprehensive training program in the home improvement industry.

## RESULTS

Everyone who passes with at least 85% proficiency will receive their certification as a Grosso University SALES WARRIOR! They will all be eligible to attend the Monday morning sales meeting the following Monday, and all company specific trainings including one on one training sessions