



Field-Proven, Energy-Focused Sales Training Delivered On-Demand in 6-Minute Lessons

Help your staff, contractors or other trade partners close more deals so that you can meet your own sales goals.

More than 25 years of energy-focused sales experience distilled into hundreds of visually engaging 6-minute lessons

- Lessons are viewable on a smartphone or any other internet-connected device.
- Drip irrigation six minutes at a time ensures attention and comprehension.
- Questions following the lessons encourage the learner to apply these concepts.
- Lessons can be searched by keyword and revisited as many times as needed.
- And now, audio versions of the lessons make it easy to learn or review while on the go.

Cost-effective, time-efficient, and easy-to-deploy. The trade press calls Selling in 6™ a “sales manager’s dream”

- No need to coordinate training dates.
- No venue/catering/AV costs.
- No travel time or expense.
- No missed selling time.
- Ideal content for both existing and new hires.
- Assignable lessons for review at sales meetings.
- Custom playlists for various learner categories.
- Weekly viewing reports verifying learner engagement.
- Ability to reassign licenses as needed.

Selling in 6™ is available in several Editions

- **Platinum C&I Edition** – Comprehensive Sales Training to turbocharge your success (\$1,188/year)
- **Gold C&I Edition** – Sales Training plus strategies for overcoming over 75 objections (\$828/year)
- **Silver C&I Edition** – Basic Sales Training to master the essential elements of selling (\$588/year)
- **Residential Edition** – Sales Training to fully understand and motivate homeowners (\$588/year)
- **Internal Champion Edition** – Sales Training for energy managers doing internal “selling” (\$588/year)

Selling in 6™ takes a multimodal approach that is ideal for adult learners

- Selling in 6™ narrated videos averaging six minutes each.
- Selling in 6™ audio-only version, excellent for “training in traffic”.
- Hardcover Playbook(s) featuring the slides, other resources and space for notes.
- Autographed copy of the speaker’s WSJ bestseller (entire audiobook is also included).
- Access to monthly Mastermind Group coaching calls (recorded for later listening).

Selling in 6™ can be paired with an in-person event (keynote, half-day, 1 or 2-day) or live webinar.