



Salesman.com Academy

Curriculum 2025

Each bullet point below is a video + worksheet to help solve a specific issue that is holding you back from extreme sales success.

Selling Made Simple Process

- **Introduction**
 - Introduction
 - The Rules of Sales
 - Worksheet 1
 - Worksheet 2
- **Your Buyers Journey**
 - Overview
 - Who Are They?
 - What is There Next Step?
 - How do You Get Them There?
- **Value Proposition Design**
 - Overview
 - Identify Your Value
 - Find the Fit
 - Value Proposition Statement
- **Building Buyer Lists**
 - Overview
 - Creating a Test Audience
 - Testing Your Audience
 - Scale or Change
- **Sales Cadence Design**
 - Overview
 - Activities
 - Plays
 - Cadence
- **Cold Emails**
 - Overview
 - Get Attention

- Show a need
 - Give proof
 - Call to action
- **Cold calls**
 - Overview
 - Confirm
 - Break
 - Value
 - Tie-in
 - Close
- **Social Lead Generation**
 - Overview
 - Build Profile
 - Share insights
 - Grow Authority
 - Outreach
- **Selling by The Numbers**
 - Overview
 - Define Wants
 - Set Income Goal
 - Starting Point
 - Waypoints
 - One Page Plan
- **Diagnosis Call**
 - Overview
 - Pain
 - Trigger
 - Fit
 - Return
 - Process
 - Budget
 - Champion
 - Agreement
- **Upselling**
 - Overview
 - Document Results
 - Changing Needs
 - Risk of Not Changing
 - Answer: Why Now
- **Competitor Takeovers**
 - Overview
 - Find the Gap
 - Get Agreement
 - Answer: Why Now
- **Sales Demos**
 - Overview
 - Agenda

- Real Needs
- Agree: If "X" then "Y"
- Feature, Benefit, Desire
- Peak-End Rule
- Does it Make Sense?
- **Follow-up**
 - Overview
 - Prepare
 - Close Agenda
 - L.E.T.S. Questions
 - Close the Next Step
- **Beat the Status Quo**
 - Overview
 - The Gap
 - Cost of Change
 - Cost of Inaction
 - Narrow Options
 - Confirmation Bias
 - DIY
 - Trust
- **Micro-Closing**
 - Overview
 - Question One
 - Question Two
 - The Loop
- **Referral Generation**
 - Overview
 - Confirm
 - Who Else
 - Specific Ask
 - Follow-up

SalesCode Method

- **Logical Negotiations**
 - Overview
 - Variables
 - Start With "No"
 - Invest Options
 - "That's Fair"
 - If I X, Will You Y?
- **Influence**
 - Overview
 - Commitment
 - Proof
 - Reciprocity
 - Scarcity

- Authority
- **Objection Handling**
 - Overview
 - Listen
 - Repeat
 - Solve
 - Confirm
 - Move Past
- **Sales Simplification**
 - Overview
 - List Out
 - More High
 - Less Low
 - Leverage
- **Identifying Key Accounts**
 - Overview
 - Rank Revenue
 - Rank Success
 - Next Steps
 - Book Meetings
- **Storytelling**
 - Overview
 - Current Reality
 - Pain
 - Blockers
 - Future Reality
 - Reality Bridge
- **Optimism**
 - Overview
 - Recognise
 - Evidence
 - Point of View
 - Usefulness
 - Implications
- **Comfortable with Money**
 - Overview
 - Current Beliefs
 - Decide
 - Take Action
 - Inject Positive Beliefs
- **Becoming Extroverted**
 - Overview
 - Change Coping Strategy
- **Self-Esteem**
 - Overview
 - Self-Trust
 - Action Taking

- Flexibility
- **Caveman Brain**
 - Overview
 - Catch the Thought
 - Label as Caveman
 - Be More Human
- **Personal Accountability**
 - Overview
 - Feedback Loops
 - Less Bad Questions
 - More Good Questions
- **Goal Setting**
 - Overview
 - Achievements
 - Disappointments
 - Learnings
 - Limited
 - Roles
 - Focus
 - Goals
 - Commit
- **Emotional Intelligence**
 - Overview
 - Who You Are
 - What You do
 - Other People
 - Systems Habits
 - Overview
 - Identify
 - Cue
 - Motivation
 - Ability
 - Reward
- **Assertiveness**
 - Overview
 - No Excuses
 - Choose
 - Changing Your Mind
 - Saying "I Don't Know"
- **Quitting People-Pleasing**
 - Overview
 - Your Needs
 - External Validation
 - Communicating Clearly
- **Bucket Productivity**
 - Overview
 - Capture

- Define the Next Step
- Organize
- Drain

Salesfluence System

- **What is influence?**
 - Influence?
 - Frame
- **Why influence is more important than ever**
 - The trust crisis
 - Sceptical buyers
 - Why logic isn't enough
 - The cost of low influence
- **How POVs are formed, stored and updated**
 - The three-brain system
 - The computer brain
 - The caveman brain
 - The human brain
 - Reality gap method
- **How to influence your buyers**
 - Understanding their current POV
 - What part of the brain is it coming from?
 - Changing their POV
 - The scales of influence
- **Confirming the change**
 - Saving face
 - Leaving on a high note