

## **Selling in 6™: Field-proven, Energy-focused Sales Training Delivered On-Demand in 6-Minute Lessons** *Presented by Award-Winning Sales Trainer and Wall Street Journal Bestselling Author, Mark Jewell of Selling Energy*

**TARGET:** Give your own staff, agents, distributors, contractors, and other market actors the insights, skills and tools to get more of your product sold and help you meet your goals... with **no need to coordinate training dates, no venue/catering/AV costs, no travel time or expense, and no need to take trainees out of the field...** all at a price that encourages widespread adoption. Capture mindshare and loyalty, prospering yourself by prospering others.

**SOLUTION:** **Selling in 6™** is a mobile-learning platform that delivers six-minute lessons on hundreds of sales topics that are viewable on any smartphone or other internet-connected device. This “drip-irrigation” approach to sales training ensures learner engagement, increases comprehension, and supports both immediate and long-term improvements in sales performance. These lessons are sourced from 25+ years of success selling energy-related solutions as well as insights gleaned from top-producing salespeople who have benefited from Selling Energy’s training programs over the last seven years.

Picture offering learners the following journey and seeing weekly viewing reports that verify learner engagement:

- In each 6-minute lesson, the learner explores a particular insight, strategy or tactic; reviews the lesson summary; answers a question or two; and then thinks about how they might apply what they just learned.
- Lessons can be viewed on any internet-connected device. The viewing dashboard can be custom-branded. Learners can select the next lesson, track their progress, or review any lesson during a 12-month license period.
- Managers can assign particular lessons each week; see viewing reports and selected polling results; and, use the lesson summaries to help inform their sales/marketing meetings, ride-alongs, one-on-one coaching efforts, etc.
- Selling in 6™ is also ideal for onboarding new hires so they become productive members of the team sooner.
- Selling in 6™ comes in Silver, Gold and Platinum Editions. Platinum is the ideal choice for your team. Topics include the basics of professional selling; financial analysis; objections handling; keys to selling into 20+ market segments; sales management; business acumen; cold calling, warm calling and networking; cross-selling and upselling; getting referrals; selling beyond price; time-management, goal-setting and productivity; and more! *A more specific list of concepts covered can be found in the Topics and Pricing appendix.*
- Selling Energy’s **Segment Guides™** resource is the perfect complement to Selling in 6™. This licensed database features insights, jargon, yardsticks, trade orgs, trade publications, sound bites, etc. for 20+ market segments. *More details on this offering can be found in the Segment Guides™ appendix.*

Given that adult learners benefit greatly from a “blended learning” experience, each Selling in 6™ online licensee receives additional resources to help them understand, retain, and actually apply what they view in these lessons:

- *A Selling in 6 Playbook™* with copies of slides for note-taking as well as other resources
- An autographed copy of Jewell’s Wall Street Journal bestseller (entire audiobook is also part of Selling in 6™)
- Access to 12 monthly Mastermind Group coaching conference calls for sharing questions, challenges and successes... and each group coaching call is recorded, so everyone benefits regardless of their schedule
- *An audio version of lessons grouped by topic area... excellent for “training in traffic”!*

Selling in 6™ can also be combined with an in-person event (keynote, half-day, one or two-day) or a live webinar. Excerpts from Selling in 6™, Segment Guides™ and/or Jewell’s WSJ bestseller can be licensed for your own webpages, newsletters, email blasts, etc. to make those communication vehicles more engaging.

**TERMS:** Selling in 6™ Silver, Gold and Platinum Editions are \$588, \$828 and \$1,188 respectively per single-user/full-year license. Segment Guides™ is typically \$588 per single-user, full-year license OR only \$156 (73% discount) when added to Selling in 6™ Platinum Edition.

**ACTION:** For more info, contact Mark Jewell at 415-810-3711 or [mark@sellingenergy.com](mailto:mark@sellingenergy.com).