

# *HYPER SALES* **GROWTH**

ONLINE MASTER BUSINESS COURSE



**GROWTH INSTITUTE**  
SCALE IMPACT & REDUCE DRAMA

## About the Class

Jack Daly's *Hyper Sales Growth* curriculum was designed to provide executives, managers, and all sales professionals the tools, knowledge, and implementation tools to successfully sell in today's hyper-competitive business environment.

Jack Daly pulls back the curtain and leaves no stone unturned. Upon completion of this course, you will have the tools necessary to grow the sales of your business both in quantity and quality and effectively build a culture which will attract top sales employees.

This fully updated course now includes tools and strategies from Jack Daly's newest book, *The Sales Playbook*. With the content you'll learn and these tools combined, you'll have enough insights to put together a sales playbook full of techniques catered to your organization.



### WATCH

8+ hours of videos in which Jack Daly explains Hyper Sales Growth strategies and methodology.



### LEARN

7 Live sessions with Jack sharing with you his experiences while implementing his playbook strategies throughout his career



### GUIDED IMPLEMENTATION

Customized tools to form your own sales playbook to implement in your organization



#### JACK'S IMPACT ON BUSINESSES:

You have clearly had a profound impact on me mate and (have) impacted on both my professional and personal life. On the business at Food Spectrum, we are off the charts delivering unbelievable results. If things go to plans in 2011/12, we will have near doubled the revenue to \$65 million and increase profitability to better than 12% of sales. Three years ago we were working hard to deliver 3% return to sales with revenue at \$35 million.

- Mark Betts, CEO  
Food Spectrum

## Learning Objectives for *Hyper Sales Growth* include:

- Identifying and implementing best practices for your sales team and managers
- Creating a winning sales culture that keeps striving for better performance
- Developing systems and processes that incentivize your team
- How to effectively recruit and manage top sales teams as a sales manager
- Building your own sales playbook based on dozens of tried-and-true strategies used by Jack throughout his career

### Resources provided:

- 8+ hours of pre-recorded video content
- Specialized exercises and worksheets
- Print-out summaries of key concepts
- 7 one-hour live sessions with Jack Daly

## Participation

**Active participation is highly encouraged.** In order to get the most out of this class, it will be necessary to spend time outside of class to complete homework assignments to be discussed in the following session. You are not required to complete the homework assignments, but it will only improve your educational experience to do so. Furthermore, questions and comments are encouraged during every class as they help build a learning environment and improve the overall class experience for everyone.

Attendance is encouraged in every session, but each one is recorded to give you access at a later time. Please plan to attend as many classes as possible to get as much out of the course as possible.

## Breakdown of *Hyper Sales Growth* content:



### **Introduction**

Learn the essentials of building a successful sales team. You'll learn how to diagnose what your team needs, how to sort your high-payoff activities, and how to balance the critical roles of sales and sales management.



### **Culture**

In this module, you'll learn the ins and outs of creating a winning sales culture. You'll learn about the four components to create the culture of your dreams, the pitfalls many organizations fall into, recognition systems to incentive your employees, and communication systems to strengthen your team dynamics.



### **Sales Management**

Here you will learn to successfully recruit, train and retain your sales team. Creating and maintaining a team is hard work! You'll learn how to engage employees with buy-in, how to evaluate your employees by quartiles, and how to create goals that keep each person motivated. You'll also get practical tools and tips to keep up with regular training and best practices.



### **Sales: The Playbook**

In this last module, you'll take a deep dive into the tried-and-proven strategies Jack has used throughout his multiple successful ventures in sales. You'll learn how to be memorable, how to track your sales process, and how to interact with each type of prospect, customer and client in the pipeline. By the end of this module, you'll have a set of strategies to create your very own sales playbook for your organization!

## Course Outline

1.

### Introduction

- Overview: Introduction
- Managing your High-payoff activities

2.

### Culture I

- Defining a winning sales culture
- Three critical aspects to create your culture
- Three sins managers commit, and how to avoid them
- Four components of a successful culture

3.

### Culture II

- 10 Recognition systems to incentivize your team
- Communications systems to strengthen your culture
- 5 Questions to empower your employees

4.

### Sales management

- Negotiating standards and goals with every salesperson
- Classifying your sales team into quartiles and evaluating impact
- Focusing on top performers
- 4 Processes to recruiting top salespeople

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#### WHAT HIS CLIENTS SAY ABOUT JACK:

Jack has trained thousands of our nation's heroes, military recruiters from all branches including the Canadian Armed Forces on multiple occasions. Jack always knocks it out of the park and leaves my clients begging for more. Jack is a win-win for my clients, as they gain so much insight on how to become a better recruiter and they also get to apply Jack's tips and techniques in their personal life.

- Steve Davis, President, COO & Founder  
FederalConference.com & DavisTrapp, LLC

## Course Outline

5.

### Sales management II

- Onboarding your new members effectively
- Training your salespeople with goals in mind
- Creating success guides for top performance

6.

### Sales I

- How to be memorable
- Creating effective role practice routines
- Getting customers to trust you and want to do business with you
- Creating a solid plan for tracking every step of your sales process
- 4 Essential laws to keep performance at its best
- Distinguishing between prospects, customers and clients

7.

### Sales II

- Creating the perception of value
- Leveraging everything the internet offers when prospecting and making sales
- Creating and implementing your touch system
- Identifying your customers' personalities and catering to these styles
- 7 Key lessons learned from Ironmans

8.

### Conclusion

- Wrap-up and conclusion

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WHAT HIS CLIENTS SAY ABOUT JACK:

“On behalf of Inc. Magazine, I would like to thank you for your participation in our annual Growing the Company Conference. Your session was evaluated by attendees based on a scale of 4 (excellent) to 1 (poor). Your average score was 3.96...the highest scoring session!”

- Beth Sheehan, Conference Producer  
Inc. Magazine



About the author  
**Jack Daly**

Jack Daly is a professional sales coach, speaker, and expert in corporate culture, inspiring audiences to take action in customer loyalty, and personal motivation. Jack's biography is a testament as to how he delivers explosive sales keynotes, sales workshops, and corporate culture workshops.

Jack brings 30+ years of field-proven experience from a starting base with CPA firm Arthur Andersen to the CEO level of several national companies. Jack is a proven CEO/Entrepreneur, having built six companies into national firms, two of which he subsequently sold to the Wall Street firms of Solomon Brothers and First Boston.

Highlights from Jack Daly's career in sales include:

- In 1985, he relocated to California and started a mortgage company with 3 colleagues leading the company to 750 employees and 22 offices nationwide (in 18 months), producing \$350 million/month in mortgages, reporting profits of \$42 million in the first 3 years.
- In 1998, working as a senior partner in a 5 year-old privately held Enterprise, Jack helped the company to be recognized as Entrepreneur of the Year by Ernst & Young and ranked #10 on the Inc. 500 List of the fastest growing firms nationwide.
- He holds a BS in Accounting, MBA and was a Captain in the U.S. Army.
- Jack Daly is an accomplished author of books, audio and DVD programs.



### WHY JACK DALY?

- Jack Daly is the Amazon Bestselling Author of Hyper Sales Growth.
- Led sales forces numbering in the thousands.
- History of proven growth with client's businesses from individual success stories to international firms.
- Vistage UK Overseas Speaker of the Year.
- TEC Australia Speaker of the Year.

### PERSONAL HIGHLIGHTS INCLUDE:

- Jack has been married 44 years to his high school sweetheart.
- Jack has completed 15 Ironman Competitions in 8 countries, on 5 continents, making Team USA in 2012.
- Jack has played golf at over 88 of the Top 100 golf courses in the USA.
- To date, Jack has completed 60 marathons in over 33 states in the USA.
- Jack has bungee jumped the world's first and largest bungee jumps, and shark dived in South Africa.



Think you know sales,  
you don't know JACK.



## About Growth Institute

Present in over 40 countries around the world, Growth Institute is leading current movements in hybrid education to provide you access to the best content for professional education.

The Internet is flooded with information and learning opportunities...but the wrong content can often lead to poor results. At the Growth Institute, we curate the world's best content to ensure you have a program specific to your biggest challenges.

Growth Institute handpicks the brightest thought leaders from around the world to bring together the most proven business methods for you to improve in growth, leadership, marketing, sales, productivity, and many others.

Combining online video lessons, live discussions, and implementation plans, you will maximize results in the least amount of time possible. Upon completion of the program, each student is mailed their Master Practitioner Certificate.

We are accredited by AdvancED since 2014, and therefore follow strict quality standards around content and student engagement.



AdvancED is the largest community of education professionals in the world. A non-profit, non-partisan organization that conducts rigorous, on-site external reviews of PreK-12 schools and school systems to ensure that all learners realize their full potential. While their expertise is grounded in more than a hundred years of work in school accreditation, AdvancED is far from a typical accrediting agency. The goal isn't to certify that schools are good enough. Rather, their commitment is to help schools improve.