



BE
THE
BEST!

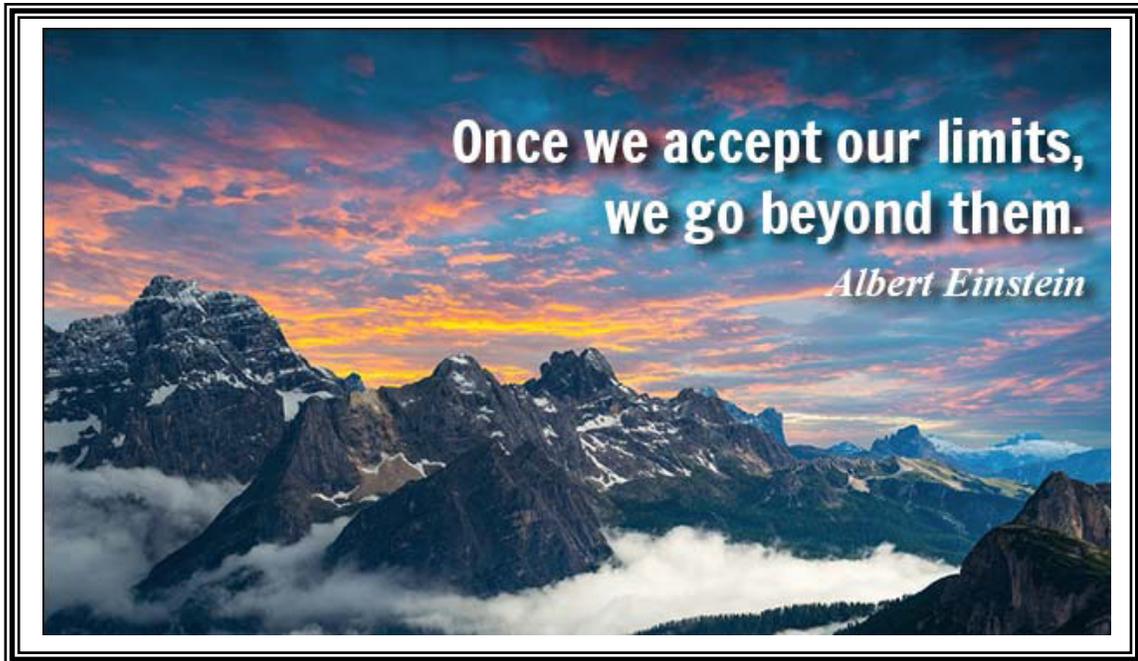
Futurus Optimus
Perceptum quod Meditor
To Be The Best
Learn and Practice

The Cannon EInstitute
THE BASICS PROGRAM



An Advanced
Micro-Marketing
& Sales Training
Program

The 2016 – Basics Program



The training provided in this program is the best in the business. You will not find better material, better presented or better practiced. You will not find in any other Micro-Marketing or Advanced Sales Program the proven concepts, processes, procedures and tools that will irrefutably help you make more sales. No other institution tracks the success of program participants better than Cannon EInstitute. If you are not certain if this program can help, ask a CeI Participant. They all know that the content of CeI programs is most effective.

At CeI, we assert that if you can complete an employment application, you can become a master sales professional and in this occupation, your income is unlimited. Cannon EInstitute employs a proprietary Hybrid Vocational Educational process that ensures complete knowledge and skills transfer. You **WILL LEARN TO EARN MUCH MORE!**

That said, this program is not easy, it is time consuming, cognitively challenging and outside the comfort zone of most individuals. This program has been implemented and proven to change people's lives, their attitudes about the PROFESSION of sales, their level of motivation and their pride in the products and services they proffer to the public.

The CeI Basics Program is never ending. Every Wednesday night at 5:00 PM, participants gather and learn a new tool. Then, participants are expected to practice using the tools they have learned in previous Workshops/Forums. You will practice using these new tools to perfection.

If you are serious about your business, you want to become the best and you want your business to be the best, than join the program at any time.

The Agenda

Below is a list of the basic micro-marketing and advanced sales tools you will develop and use during this year long program.. Along with the description of each tool is a list of the benefits the tool provides to the sales professional and their organization.

BASIC MICRO-MARKETING

When a sales professional is not provided the services of a marketing department or agency he or she must perform Micro-Marketing to position his or her products in the minds of qualified customer/client prospects.

Here are the Micro-Marketing Tools you will learn, create and practice using to perfection.

1. **The Ideal Customers Profile (ICP)** – You will learn how to research and create your ICP.
 - a. The ICP is a demographic, geographic and psychographic description of those individuals or organizations that **should** buy your products and/or services.
 - b. With this tool you will eliminate time wasted attempting to market or sell to those who are not likely to buy your products or services.
2. **The Generic** – Together we will create a Generic you are proud to use.
 - a. Your Generic is a unique umbrella word or phrase that sets your company, products and/or services apart from those of your competitors.
 - b. When you have a unique Generic and that Generic is used in your marketing material, elevator speech and one-minute seminar, your differentiation creates in prospects the perception of a company, product and service superiority.
3. **The Elevator Speech** – You will impress everyone you meet with your expertise and smooth delivery
 - a. The “Elevator Speech” provides a better, more thought out, more “sizzling” and more impressive answer to the question, “What is it you do?”
 - b. Properly delivered, and you will learn proper delivery, the elevator speech literally surprises your prospect, generates interest in your products and services and builds the perception of value. Remembering that the science of selling is demonstrating value above price, the purpose of the elevator speech is to build the perception of value above the price of time the prospect will need to invest to hear your one-minute seminar. Effectively delivered, the prospect will need, want and desire to listen to your one-minute seminar.
4. **The One-Minute Seminar** – Rapport, Benefits, Credibility and Call-To-Action for your Products and Services.
 - a. The name implies one-minute. However, you will learn that the name is just a label describing what used to be called a “fight talk”. The one-minute seminar sets you further ahead and above your competitors. It demonstrates how the prospect’s future will be better as a result of your products and/or service, lists those who have experienced the benefits and provides an irrefutable call to action resulting in either a sale or the scheduling of a power presentation where a sale can be made.
 - b. You will sell your products or schedule presentations where you can sell your products. You will be surprised at how easily you can interest suspects, qualify prospects and motivate the important buying action.

BASIC MICRO-MARKETING (Continued)

5. **The Sales Tool Kit** – Find it fast.
 - a. The sales tool kit is a directory of folders on your computer. This tool kit has evolved from a simple set of six folders and 10 subfolders to a complete library of every tool you need to be incredibly effective in marketing and selling your products and services. As you grow and expand, you will need to rapidly find previous Micro-Marketing and Advanced Sales tools you have created and used effectively.
 - b. The Sales Tool Kit will help you find the tools that can be used as a foundation for creating newer tools and more current marketing media. This training session describes the content of each folder within the Sales Tool Kit Directory. As you build your tool kit, you will be very happy you started organizing your tools almost from the beginning.
6. **Objection Handling Scripts** – There is no “no, when you are prepared.”
 - a. Cannon EInstitute makes handling objections, barriers and obstacles to sales a breeze. The OBO/QPSQ form contains two sections. The OBO (Objections, Barriers and Obstacles) list and the individual QPSQ (Question, Paradigm Shift, Question) script for each OBO listed.
 - b. You are prepared to shift paradigms for each and every logical, and some not so logical, objection, barrier or obstacle you encounter. AND, if you encounter an Objection, Barrier or Obstacle you have not prepared for, you know, inherently, how to respond with a spontaneous QPSQ script. Cannon EInstitute participants are amazed at how easy it is to shift the paradigm of qualified prospects and obtain the order without a delay.
7. **Engagement Questions** – Be the “host”.
 - a. Engagement questions stop suspects (unqualified prospects) who may otherwise not even notice you. They cause people to smile, listen and engage in conversation.
 - b. Properly delivered the engagement question leads to delivery of the elevator speech, transition into the one-minute seminar and either a sale (for lower cost products) or a presentation appointment (for higher ticket products and services).
8. **The Power Card** – Much better than a business card – Integrated with your Elevator Speech and One-Minute Seminar.
 - a. The difference between a plain old business card and a power card is the integration with a call-to-action. If you ever notice the back of a doctor’s card or a lawyer’s card, there is a form for entering the day, date, time and location for a meeting. Their cards are Power Cards, because one engagement leads to the next.
 - b. At the end of your one-minute seminar there is a call to action. If your products or services are above \$200.00, you will most likely need to make a power presentation to help the prospect to the conclusion that buying your product or service NOW is to their advantage and a buying action should not be delayed. The Power Card is integrated with the one-minute seminar call-to-action and, as a result, you will make more appointments.
9. **Networking Commercials** – Entertaining and productive.
 - a. Unless your name is Angelina Jolie or Brad Pitt, you do not want to start your commercial off with an introduction of who you are. REALLY! No one cares who you are until they see value in a relationship with you. The CeI Networking commercial consists of four segments; Rapport, Benefits, Credibility and a Call-to-Action.
 - b. Good commercials build that perception of value. You learn to immediately establish rapport with the audience using one of the four power tools CeI teaches. You then learn how to increase the perception of value with a sizzling list of the benefits of your

products and services. You learn how to establish credibility for your message and how to perform a compelling call-to-action. You also learn a secret, how to use signage to steal the show.

10. **Web Based Video Commercials** – New business while you are awake or asleep.
 - a. CeI Video’s on the Internet are motivating, informative, instructive and entertaining. Again they are composed in four segments, just like the professional commercials you see on the television; Rapport, Benefits, Credibility and a Call-to-Action.
 - b. CeI Web Based Video Commercials are either funny or tell a story that can bring tears to the eyes of the viewer. CeI Web Based Video Commercials are fun to compose and fun to produce. More importantly, you will be proud of your WEB Based Commercial, it will add to your credibility and you will generate a flow of qualified prospect leads.
11. **The Powered-Up Web Site and Landing Page** – New business while you are awake or asleep.
 - a. The CeI Powered-Up Web Site or Landing pages is esthetically pleasing to the eye, easy to use and comfortable to be on. The content is easy to modify and the site and landing pages are social media optimized. Blog content for the site or landing page is shared with the ENewsletter campaign defined in Tool 17, giving the Micro-Marketer more bang for the work.
 - b. CeI Powered-Up web and landing pages are used as a communication media between prospects and the Micro-Marketer, increasing brand awareness and providing an additional call-to-action for new products and services.
12. **Exposition-Trade Show** – Convention, conference and trade show presence tools.
 - a. There is an art and science to marketing at an exposition, trade show or convention. The art is using this tool set to create immediate and positive relationships with the suspects and prospects encountered. The science is using this tool set to demonstrate value above price for the next logical buying action. The CeI Trade Show, Exposition and Convention tool set is effective because the design/layout is founded upon evidence based research.
 - b. The CeI Trade Show, Exposition and Convention tool set ensures you obtain a much better return on the investment of money, time and resources. From where you stand, how you engage suspects, how you qualify prospects and how you obtain either sales or a commitment for a formal presentation (depends on the price of the product or service). Again, the results of this tool set is far superior to all other tools, processes, procedures and techniques offer by other organizations.
13. **Your Better Sales Personality Tool Kit** – Humor, Compelling Stories, Secrets, Quips and Quotations
 - a. Humor and Compelling Stories (Story Selling) are tools only the best and most productive sales professions employ. The good news is that the Internet is packed with humorous stories and quips that can be used effectively to disarm prospects and move the sale through the cycle fast and more efficiently. The secret is a technique that ensures almost immediate trust and provides a foundation for a long term relationship.
 - b. While you cannot necessarily tie the use of humor, the compelling story or the quip into sales success, there is no doubt that the contribution these tools make ensure sales come easier and relationships ensure more success in up-selling and referral gathering.
14. **The Service Information Card (SIC)** – Mind share acquisition and maintenance – Be No. 1.
 - a. There are two terms every entrepreneur and sales professional should know, “mind share” and “branding”. Mind share is the amount of time you are considered in the minds of your prospects and customers/clients versus the time they are considering your competitors. Branding is a measure of the recognition of your logo, your company name,



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and your tag line. The service information card comes in three styles, magnetic, static cling and opaque static cling. The SIC contains appealing graphics, a sizzling banner line, a list of the benefits, credibility information and a strong call-to-action.

- b. The service information card is all about increasing mind share and brand recognition of you, your organization's name, your logo, and your products and services. It is a constant reminder that you should be considered first when selecting products within your industry. The Service Information Card (SIC) has proved to increase profitability for many products. Evidence based research indicates that increase to be in excess of 40% per year.
15. **The Product Information Card** – Mind share acquisition and maintenance – Be No. 1.
 - a. The PIC has the same format and the same objectives as the SIC, see 14 above.
16. **The Affirmation Card Label** – Mind share acquisition and maintenance – Be No. 1.
 - a. An affirmation card contains an inspiring message you want your prospects, clients and customers to remember. More importantly, it is an inspiring message your prospects, customers and clients want to remember. Under the inspiring message is your company name, your phone number and your email address.
 - b. The affirmation card is all about increasing mind share and brand recognition of you, your organization's name, your logo, and your products and services. It is a constant reminder that you care more about the welfare of your prospects, customer and client than you do about making a sale. The static cling or opaque static cling affirmation card is a new marketing media and we are currently capturing statistics to determine it's impact on sales revenue.
17. **The ENewsletter and Mail Chimp** – Better, more consistent branding and mind share maintenance.
 - a. The ENewsletter has proven to be very effective if it is continuously entertaining, informative and motivating. You may notice that I didn't say "or" in that statement. The ENewsletter has to provide ALL three benefits to ensure continuous and growing readership.
 - b. We recommend using "MailChimp.com" as a composition application for ENewsletters. You can have a database of as many as 2000 contacts and you can send as many as 12000 emails for FREE. You will learn how to layout and compose compelling ENewsletters, how to maintain the MailChimp database, and how to broadcast monthly or quarterly ENewsletters.
18. **The Yelp Business Page** – Instant credibility and trust.
 - a. Yelp's website, Yelp.com, is a crowd-sourced local business review and social networking site. Its user community is primarily active in major metropolitan regions. The site has pages devoted to individual locations, such as restaurants or schools, where Yelp users can submit a review on their products or services using a one to five star rating system. Businesses can also update contact information, hours and other basic listing information or add special product/service promotions. In addition to writing reviews, users can react to reviews, plan events or discuss their personal lives. According to Sterling Market Intelligence, Yelp is "one of the most important sites on the Internet." It has 132 million monthly visitors and 57 million reviews.
 - b. Cannon EInstitute participants have demonstrated significant increases in profitable sales through Yelp generated leads. The key to success on Yelp is maintaining a 5 star rating. This means your clients/customers must appreciate the benefits they derive from your

products and services. This workshop/forum is focused on improving your Yelp business page content and utilizing the Yelp upgrade affectively.

19. The LinkedIn Business Page – Improved business-to-business relationships.

- a. The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Users can invite anyone (whether a site user or not) to become a connection. However, if the invitee selects "I don't know" or "Spam", this counts against the inviter. If the inviter gets too many of such responses, the account may be restricted or closed.

This list of connections can then be used in a number of ways:

- Obtaining introductions to the connections of connections (termed *second-degree connections*) and connections of second-degree connections (termed *third-degree connections*)
- Users can find jobs, people and business opportunities recommended by someone in their contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.
- Users can follow different companies and can receive notifications about the new joining organizations.
- Users can save (i.e. bookmark) jobs that they would like to apply for.
- Users can "like" and "congratulate" each other's updates and new employments.
- Users can see who has visited their profile page.

- b. This workshop/forum is focused on how to optimize the LinkedIn opportunity as both a prospect research and qualification site and as a social media marketing site. When you have completed this workshop forum, your LinkedIn business page will be optimized.

20. The Facebook Business and Personal Page – Friends make the best customers/clients.

- a. After registering to use the Facebook site, users can create a user profile, add other users as "friends", exchange messages, post status updates and photos, share videos, use various apps and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". Also users can complain or block unpleasant people.

Facebook does not allow individuals to post business messages or marketing media. For this reason, CeI Participants are trained on how to set up Facebook Business pages and optimize the Facebook opportunity.

- b. This workshop/forum is focused on optimizing the Facebook Micro-Marketing opportunity. Statistics on the success of Facebook Business pages for CeI Participants are not yet available. Like many of our tools, this marketing media is under study. As statistics become available, they will be shared with all CeI registered participants.

21. **The Drop Package** – Direct business-to-business marketing.
 - a. Much of what Cannon EInstitute teaches is just plain common sense. If you want to generate more *almost immediate* business, travel to and meet with your best prospects. That is the logic behind the drop package. This package usually contains a “gatekeeper pass”, a cover letter, interest generating specialty sales items, a product/service information card, and a call-to-action card/survey. The biggest business-to-business accounts have been acquired through the drop package process.
 - b. By far the greatest success in business-to-business generation come from professional referrals leads. The second most productive tool is the Drop Package. **Sales increases are exponential** and, once the new client has been established, **referrals flow from the new relationship**.
22. **The Inbound Call Script** – Making a great first impression.
 - a. The first sound you want your prospective client or customer to hear is not the name of your company or your name. The first sound bite should be something that is humorous, compelling, interest and/or inviting. The CeI Inbound call script starts the call if the call is answered and provides a motivating invitation to leave a voive mail if the call cannot be answered by a live person.
 - b. The most professional companies today use an effective inbound call greeting that generates immediate rapport, lists the benefits the caller can expect from your organization, provides some credibility that you can provide those benefits and proffers an easy call-to-action. Setting the right tone at the beginning of the call makes the rest of the transaction much easier.
23. **The Face-to-Face Greeting Scripts** – Making a great first impression.
 - a. Warm, friendly, approachable, inviting and motivating are the objectives of the face-to-face greeting. When you shake the hand of the party you are greeting, use both hands and hold for a while to ensure there is trust between you and the other party.
 - b. The CeI face-to-face greeting starts every greeting and meeting **right**, resulting in your getting your way the easy way each and every transaction.
24. **The Research Call Script** – Cold calling bad – research calling more productive.
 - a. At CeI we do not believe in "cold calling". We believe cold calling is condescending, rude, obnoxious, and insensitive. We also know, that CeI can generates effective and productive cold calling scripts; however, we don't. We do perform "research calling" to ensure we know who our buying influences are and the best time to contact them. During our research call, we NEVER PITCH a PRODUCT or SERVICE.
 - b. Reduced time and investment is the objective of the Research Call. The caller is immediately disarmed and enrolled in the conversation, information is provided without opposition and a CeI "Gatekeeper" prize is promised and delivered (usually with a drop package). One key reason CeI is so successful improving participant sales and profits is effective use of research calling.
25. **The Heads-up Call Script** – Only after interest has been generated.
 - a. Research indicates that the average sale is made after 5 to 7 "touches". A touch is a communication where the prospect is "engaged" in the transaction. At CeI our research indicates a sales occurs, on the average, after 3 touches. Our record is better because we prepare; for the best and for the worst. After a drop package is delivered to the target prospect, a non-invasive, low pressure, "heads-up" call is made. The objective of the heads up call is to rapidly establish rapport with the target prospect, explain the benefits of the product /service, or a product/service presentation, and obtain a commitment to

purchase the product/service (priced less than \$250.00) or to meet to experience the benefits of the product/service. An effective "Heads-Up" call script will motivate a call back in 53 out of 100 calls. The second objective of the heads-up call scripts is to lay the foundation for a "follow-up" call.

- b. An effective "Heads-Up" call script will motivate a call back in 53 out of 100 calls.
- 26. **The Follow-up Call Script** – The 3rd of 5 touches.
 - a. Years ago there was a sales professional and trainer by the name of Zig Zigler. He emphasized three rules.
 - i. See The People
 - ii. See The People
 - iii. See The People
 (We have expand upon those rules, adding 15 more. To learn about the new rules contact your CeI Counselor.)
 The rule Zig was emphasizing was to contact your qualified prospects, customers and clients continuously; Never Stop!
 - b. The follow-up call script helps you state your message, demonstrate value above the price of time for the called party, state benefits for a call-to-action and then motivate the buying action. In this workshop/forum you will learn how to write and deliver effective, and very productive, follow-up call scripts.
- 27. **The Scheduling Call Script** – Get and confirm the appointment – almost every time.
 - a. **Sales Professionals and Professional Entrepreneurs all have ethics.** That is one of the elements that make them a professional. For this reason, they usually have a challenge calling prospects to schedule that all important presentation (face-to-face, teleconference or internet). Some experience the “**10 Ton Telephone**” challenge. That is precisely why CeI emphasizes some key points in successful “scheduling” calls.
 - i. Timing so that the call is non- invasive.
 - ii. Ensuring the Prospect is fully informed that the call is coming and when.
 - iii. Ensuring the Prospect is fully aware of the benefits the prospect will experience as a result of taking the call.
 - iv. Ensuring the call is entertaining as well as informative.
 - v. Ensuring the call is delivered professionally.
 - vi. Ensuring the CeI “end-with-a-friend” element is incorporated into the call.
 - b. CeI Scheduling Calls delivered ear-to-ear have better than a 55% scheduling success rate. CeI Scheduling Calls delivered through voice mail have a 70% scheduling success rate (usually involves more than one call).
- 28. **Seminars, Workshops and Forums** – The most productive path to new business.
 - a. In this Workshop/Forum you will learn how to create and market effective, popular and ever more productive seminars, workshops and forums. You select a subject, create a sizzling title, prepare the emotional and functional mission statement, create the content, and implement the marketing campaign. You also learn how to parlay success into an ever increasing demand for the content of the seminar, workshop or forum.
 - b. There are three elements necessary in a sale; rapport, trust and credibility. The Seminar, Workshop and Forum are three of the most powerful tools for rapidly establishing rapport, trust and credibility. For Entrepreneurs and Sales Professionals who do not have a marketing department or agency, this is your best source of qualified prospect leads.

ADVANCED SALES TOOL

29. **The Power Presentation** – There is no “no” when properly delivered.
- a. You will learn how to launch a power presentation:
 - i. Establishing rapport,
 - ii. Establishing credibility,
 - iii. Setting the tone,
 - iv. Establishing a direction,
 - v. Obtaining Permission to Survey.
 - b. You will learn how to perform the professional survey demonstrating, methodically and very easily, the perceived value of your products and services far above the price.
 - c. You will learn how to summarize the presentation
 - i. Restating commitments the prospects has made
 - ii. Eliminating objections, barriers and obstacles
 - iii. Obtaining the Order
 - iv. Ending with a long term friend.
 - d. You have spent a great of time and money generating qualified prospect leads. This forum is what brings home the bacon; makes the sale happen.
30. **The Mini-Power Presentation** – For lower ticket items – more immediate “on-the-spot” sales
- a. Not all sales require a full Power Presentation. Some products and services can be sold in minutes using a shorter version of the power presentation you learned in Segment 29.
 - b. This Workshop/Forum demonstrates how to compose and deliver a short presentation for low ticket products and services. You will make more sales and friendships more rapidly.

The Next Step

Understanding and obtaining real wealth is about providing value to the other human beings on this planet we call earth. Yes there are charlatans who would rather spend the effort cheating others than earn an honest living. They do not understand that large wealth through honest endeavors is much more achievable. As CeI we emphasize and celebrate honesty, integrity, community and contribution.

Please join our family of participants. You will:

- Have fun,
- Continuously learn
- Be at the forefront of innovations and creativity in Micro-Marketing, Advanced Sales and Empowerment.

It is About Games

The content of a CeI Basics Program is not easily forgotten. Interactive training techniques are integrated with Hybrid Vocational Education processes to create a dynamic environment where participants cannot ignore the reality of their job, their organization and their management. Participants are encouraged, as members of mini-teams, to play business and communications games that:

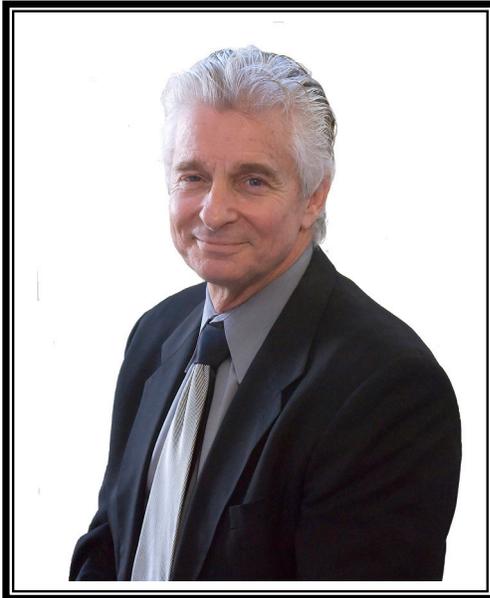
1. Emphasize the challenges management faces each and every day on the job.
2. Demonstrate of the Power of Assuming Leadership at Any Level in the Organization
3. Demonstrate the Power of People Analysis – Personal and Organizational needs.
4. Provide a Stronger Foundation for Influencing Others
5. Eliminate Villains and Victims – No More Complaining
6. Mandate a Positive Mental Attitude and a Positive Outlook
7. Demonstrate how to motivate the indifferent prospect.
8. Demonstrate how to make a NO, “NO” presentation while maintaining a strong, positive relationship
9. Demonstrate how to generate hundreds of qualified prospect leads
10. Demonstrate how to have fun, whole bunches of fun, while you are learning to sell professionally

It is About Process More Than Motivation

Fired up employees at all levels, that is the intent of this very powerful program. Motivational programs are great, but even better are programs that motivate while providing processes, concepts and tools for keeping people positive, dedicated, and loyal. The CeI 2016 Basics Program leaves the participant wanting more, wanting to contribute more, and wanting to practice the use of their new powerful tools. More than all of this, the 2016 Basics Program impacts market share acquisition and profitability significantly.

To learn more about the CeI Basics Program and to apply for enrollment, please call 714.742.4900.

The CeI Basics Program Instructor



Michael Cannon is a dynamic, energetic, articulate, methodical, and motivating professional with extensive practical experience micro-marketing and selling high-technology products, services, and software. He is also a business development (distributor and strategic partnership networks). He accelerates the sales process making significant, almost unbelievable, increases in pipeline content and completed profitable sales. Mike is an imaginative and innovative strategist and an accomplished sales professional who uses humor, the compelling story, complete and professional presentations, and the question as tools to engage the highest level operating officers and supporting officers at potential client companies. He is very pragmatic and practical, developing value propositions and convincing presentations. His advanced sales skills include the latest in data mining, database marketing (SFA/CRM), event marketing, rapid relationship development, structured negotiation, accelerated interest development, and positioning. Rapidly establishes relationships with the

highest-level operating officer at target companies. History includes significant gains in new (high-ticket) profitable business, effective implementation of practice management programs (customer satisfaction, contract extensions, and contract expansions), process cost reductions, and productivity improvements.

As a team player he works well with all levels of management and staff.

Marketing, sales and business development experience includes:

Video Streaming
 Telecommunications
 IT Staffing
 Technical Training

Software Solutions
 Internet Solutions
 TS Staffing
 Soft Skills Training

Entertainment Ticketing
 Electronic Components
 Enterprise Resource Planning
 Knowledge Transfer Systems