



Gitomer Certified Advisor Program

What Can I Sell?

As a Gitomer Certified Advisor, you will be *licensed* to sell and present Jeffrey Gitomer's classroom workshop training and Jeffrey Gitomer's online training, Gitomer Learning Academy.

Gitomer Classroom Courses:

We currently have four classroom courses available:

The Little Red Book of Selling (sales)

The Little Gold Book of YES! Attitude (personal development)

The Little Black Book of Connections (networking)

Customer Satisfaction is Worthless, Customer Loyalty is Priceless (customer loyalty)

These courses are full-day, classroom courses* that are designed by Buy Gitomer, Inc. and facilitated to small groups. *The Little Red Book of Selling* and *Little Gold Book of YES! Attitude* courses are facilitated digitally, in person, using tablets (think paperless). The *Little Black Book of Connections* and *Customer Satisfaction is Worthless and Customer Loyalty is Priceless* courses include printed student workbooks. Each instructor-led workshop includes video lessons by Jeffrey Gitomer and are structured with activities and content for you to facilitate throughout the day to keep you and the participants engaged, on track, and on time. (**The Little Black Book of Connections* is a half-day course.)

Gitomer Online Training, Gitomer Learning Academy:

You are licensed to sell a "per person" subscription for online access to all Jeffrey's virtual training—subscribers can choose to subscribe on a monthly or annual basis. The Gitomer Learning Academy Full Access is made up of GitomerVT and Gitomer Files. The GitomerVT library contains 12 of Jeffrey's books recorded on video with interactive questions, 25 webinars, and hours of Jeffrey's real-world practical sales information, strategies, and ideas. The Gitomer Files is a vault that contains all of Jeffrey's video, audio, and text content—Jeffrey's CD's, DVD's, E-Books, articles, and teleseminars. As new products are developed and new content is filmed, this will be added to the platform and you will receive information regarding how to sell it.

Your unique GCA coupon code for individual subscriptions allows you to offer your customers a significant discount on their monthly or annual fee. Your individual subscribers (customers) will either pay \$49 per person, per month or \$499 per person, annually. Corporate training is available within the platform and pricing is based on the number of users per each location. Corporate training applies to any company with a single location, multiple locations, and multiple users (there is a 5-user minimum for corporate training). Corporate Locations on Gitomer Learning Academy allow managers to access reporting features that track user accountability and progress. Managers can also add and subtract their own users based on the subscription tier they purchase.

GitomerVT—Interactive Courses:

1. *The Sales Bible*
2. *The Little Red Book of Selling*
3. *The Little Black Book of Connections*
4. *The Little Gold Book of YES! Attitude*
5. *The Little Red Book of Sales Answers*
6. *The Little Green Book of Getting Your Way*

7. *The Little Platinum Book of Cha-Ching*
8. *The Little Teal Book of Trust*
9. *Social BOOM!*
10. *21.5 Unbreakable Laws of Selling*
11. *The Sale Redefined*
12. *Win Now*

GitomerVT—Webinars:

1. Social BOOM!
2. How to Ask Powerful, Emotionally Engaging Questions
3. Selling to Tough Customers
4. Deliver Value: A Cash Source Crash Course
5. I Tweet, Therefore I Am
6. Best Sales Year Ever (How to Take Full Advantage of 2012 in the New Economy)
7. Cold Calling: A New Approach
8. Differentiate or Die
9. Create a Killer Personal Brand
10. Closing the Sale
11. YES! Attitude
12. Break Down Barriers to Make the Sale
13. Referrals: The Ultimate Sales Tool
14. Buying Motives: More Powerful Than Selling Skills
15. No Fear Networking
16. Win on Value or Lose on Price
17. Presentation Domination
18. If You Want to Sell Show Don't Tell
19. Satisfied vs. Loyal: To Serve is to Rule
20. Prove It! Testimonials That Sell
21. Win Trust & Make More Sales For Life
22. The Sale Redefined
23. Productivity Redefined, with Darren Hardy
24. Closing Redefined, with Lisa Sasevich
25. Social Redefined, with Mitch Joel

Gitomer Files—Audio Files:

1. Teleseminar: How Different Are you?
2. The Force
3. Teleseminar: Sales Manager
4. Got Attitude—Which Kind?
5. Converting Referrals to Money
6. Teleseminar: Making Powerful Connections
7. Teleseminar: Customer Loyalty
8. *Little E-Book of Why People Buy* (Buying Motives)
9. Teleseminar: C-Level Selling
10. Teleseminar: Sales Revival
11. Asking Powerful Questions
12. Teleseminar: Overcoming Holiday Objections
13. Teleseminar: Objection Cure and Prevention
14. Teleseminar: Voicemail
15. Cold Calling
16. Teleseminar: Mining For Prospects

17. Teleseminar: Creativity
18. Teleseminar: Getting The Appointment
19. C-Level Secrets

Gitomer Files—Video Files:

1. Teleseminar: How Different Are You?
2. The Best Places to Network
3. Networking for Results
4. Netweaving
5. Your 30-second commercial
6. *Little Black Book of Connections*
7. *Little Teal Book of Trust*
8. Sales & Life
9. Establishing and Building Rapport
10. Fatal Flaws
11. 10.5 Commandments of Sales Success
12. *Little Green Book of Getting Your Way*
13. C-Level Secrets

Gitomer Files—Books and Audio:

1. Getting Your Email Opened and Returned
2. Follow-Up and Follow-Through
3. The Lost Secret of Listening
4. People of Attitude and Influence
5. Questions and Answers
6. Resilience: The Lost Secret of Leadership
7. Winners and Whiners
8. *Little E-Book of How to Win Back Lost Customers* (React. Respond. Recover)
9. Beyond the Book
10. *Little Black Book of Connections*
11. *Little Teal Book of Trust*
12. *Little Green Book of Getting Your Way*

What Do I Get After I Become Certified?

- You will have a personal subscription to all of Jeffrey Gitomer's content on his online training portal, Gitomer Learning Academy, as well as 'advisor only' content including a training video from Brad Lea, the CEO of LightspeedVT who powers Gitomer Learning Academy, on how to sell the platform.
- You will have the ability to resell all of Jeffrey Gitomer's content on his online training portal. (As a reseller, you will receive 30% commission on the gross sale.)
- You will receive unique coupon codes for selling Gitomer Learning Academy.
- You will receive a two-year, personal subscription to Outstand (formerly known as Ace of Sales).
- You will have the ability to resell subscriptions to Outstand.
- You will receive one printed facilitator guide, one printed student guide, and media presentations for each classroom course currently available to view while you complete the online certification training. Buy Gitomer, Inc designs all classroom courses, digital and printed. As new classroom courses are created, each advisor will be given the facilitator guide and media disc for that course.
- We have digitized the facilitator guides and student workbooks for the *Little Red Book of Selling* and *Little Gold Book of YES! Attitude* courses. Printed materials are still available for the *Little Black Book of Connections* and *Customer Satisfaction is Worthless, Customer Loyalty is Priceless* course. (Details on digital materials below).

- You will receive 50% off all additional orders of hardbound books (\$1.50 each for shipping per book for all domestic orders. International shipping rates apply.)
- You will receive your very own coupon code to receive 50% off attendance to any Gitomer Webinar.
- You will have your own email magazine template within Outstand.
- You will have your very own landing page using our Gitomer Certified Advisor domain.
- We will provide you with business cards that have been designed by our in-house Graphic Designer (you are responsible for printing the business cards).
- You will have the ability to attend monthly group calls for all advisors.
- You will receive on-demand support from the Gitomer Team through our support email for the GCA App.
- You can write an article and be featured in Jeffrey’s weekly email magazine, Sales Caffeine, up to three times per year (space permitting, first come first serve).
- You will be added to Jeffrey’s advance weekly column list for a first look of his value-based information.
- You will have access to our Advisor Resources Page that contains the GCA and GLA logos and all the documents needed to help you set up, prepare, and sell workshops and online training.

What Is The Cost To Become Certified?

Your first year licensing fee:

\$20,000 for both online training and classroom workshops.

Your licensing fee includes complete advisor training from Jeffrey, training on how to use the digital materials for the *Little Red Book of Selling* and *Little Gold Book of YES! Attitude*, and training on how to facilitate classroom workshops using printed materials for the *Little Black Book of Connections* and *Customer Satisfaction is Worthless, Customer Loyalty is Priceless* courses.

Also included is your attendance at a two-day intensive workshop with Jeffrey and the Gitomer Team—this is where you will learn how to prepare, set up, and facilitate classroom workshops using the digital materials, the GCA App.

After your first year, there is an annual renewal fee:

Each Gitomer Certified Advisor will pay an annual renewal fee of \$12,000 per year to maintain his/her GCA license and ability to sell online training and facilitate classroom workshops, including use of the digital materials. This fee will also maintain your GLA access and all of the features listed under “What Do I Get After I Become Certified?”

*Pricing for Outstand will be additional after your second year.

Classroom Workshops: GCA App

The Little Red Book of Selling and *Little Gold Book of YES! Attitude* classroom workshop materials have been digitized. Yes, think paperless, interactive, and fun!

You will receive:

- A unique login to access and use the digital materials software (using your own tablet or iPad).
- Thorough training from Jeffrey and the Gitomer team at the two-day advanced training on how to prepare, set up, and facilitate workshops using the GCA App.
- Intranet Box : includes Local Computer (nuc), Apple TV and remote (to broadcast to a TV projector), Ethernet switch (hidden below the Apple TV), Wi-Fi access point, HDMI to VGA adapter).
- Ability to co-brand: your logo is displayed on every slide of Jeffrey’s pre-designed PowerPoint presentations.
- Monthly Group Calls
- On-demand support for technical and/or design questions

**Little Black Book of Connections* and *Customer Satisfaction is Worthless, Customer Loyalty Priceless* Courses are available in printed workbooks only; digital materials for these courses will be available once developed, as well as additional classroom workshops.

How To Get Started:

You can either pay your GCA licensing fee (\$20,000) in full or we can set up a payment plan*.

*Payment plans are set up by calling Jamie Filotei at (704) 333-1112.

Certification Process:

- *Step One:* Complete the pre-requisite training within Gitomer Learning Academy designed by Jeffrey to help you become “Gitomer fluent” prior to beginning your certification training.
- *Step Two:* Complete the 4-part online certification training that is loaded to your Advisor Gitomer Learning Academy account. Part 4 of the certification training is your certification exam that you must pass to be licensed to deliver and sell both online and classroom training. The final exam will involve an understanding of Jeffrey’s material, the marketing involved, and the selling process involved as an advisor. Rest assured, EVERYTHING you are tested on is thoroughly covered in the certification training!
- *Step Three:* Upon completing the four-part online certification training and passing the online certification test, you will come to Charlotte, NC for your two-day, advanced training with Jeffrey (trainings are held in Spring and Fall).

The online certification training is broken up into 4 parts and covers 5 sections:

1. We will teach you the offerings.
2. We will go over the courseware in detail.
3. We will give you sample classroom and online lessons.
4. We will give you a complete marketing, promotional, and social media outreach game plan.
5. We will actually teach you how to sell Gitomer content – and your licensed expertise both online and in the classroom.
6. Upon passing the final exam, you will receive a detailed “post certification” kit that outlines everything you need to know and do to get started as an advisor.

During Day 1 of the Advanced Training, you will become the master of how to:

- Facilitate Gitomer Classroom Training using the digital materials—The GCA App
- Discovery of the app value through the both the trainer and participant perspective
- Deliver compelling presentations with humor
- Create a positive impression with customers and your audience
- Present complex information in an understandable manner
- Inspire others to take achievement actions
- React and respond to pressure situations and recover immediately
- Inspire people to understand change and the opportunity it presents
- Make your presentation creative and compelling
- Prepare and set up your AV
- Master classroom presentations
- Get your audience to get it, agree with it, and be willing to try it – i.e. transfer your message

During Day 2 of the Advanced Training, you will become the master of how to:

- Communicate with greater impact and passion
- Be yourself and increase your credibility through the Gitomer Brand

- Social Selling
- Successful new strategies for customer attraction
- Selling web-based training to everyone through Gitomer Learning Academy

When can you get started?

Now! Call us at (704) 333-1112 to pay your licensing fee and get started.

When are the Advanced Day Trainings held?

Spring and Fall; specific dates are announced in Jeffrey's weekly email magazine, Sales Caffeine, and via email by Jeffrey and Jamie.

How Do I Prepare To Be Certified?

Prior to completing the online certification training, you will be given immediate access to Jeffrey's online training portal and a blueprint for preparation (pre-requisite training). Use it to your heart's content to become familiar with Jeffrey's content.

Do You Take a Percentage Of My Training Revenue?

No! You charge whatever you want for the classroom training, and keep all the money.

For Gitomer Learning Academy subscriptions that you sell, you will receive **30% commission** on the gross sale. Commission is paid on the 30th of each month for the revenue collected from the month previous. (For example, commission for revenue from December 1-31st is paid on January 30th).

What Other Costs Are Involved?

You are responsible for your travel to and from Charlotte, and your hotel accommodations for the Advanced Day Training.

There are add-ons for the digital materials such as iPad rental for each of your participants (\$15/day through Magency Digital).

For additional questions, please contact:

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The Sales Bella

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