

THE  
COMMUNICATION  
GYM



# IDEAL CLIENT

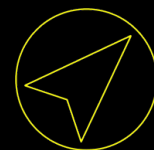
PROFESSIONAL PRACTICE GROUP (PPG) CURRICULUM





# "BELT LEVELS"

Each belt level builds on the previous lessons and skills learned. Each level is punctuated with a promotion test to demonstrate your skill level and receive critical coaching feedback. The program culminates in your Black Belt test where you demonstrate your skills in a high pressure, high support environment.



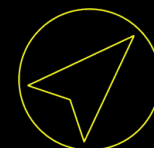
# WHITE BELT

**The White Belt builds your foundation for successful selling with Ideal Clients and Prospects.** This level focuses on two fundamental communication models; the DISC and Modalities. You also begin defining and targeting your Ideal Clients.

- Recognize 4 DISC communication styles
- Match tone, pace, volume, and physiology in conversation
- Pass the DISC styles knowledge test
- Modulate nonverbal aspects of DISC styles
- Articulate 5 keywords for each DISC style
- Use 3 modalities proficiently

## **Communication Targets**

- Ideal Client Description
- Your Internal MVP focusing on your Sales role
  - Motivation – Vision - Philosophy



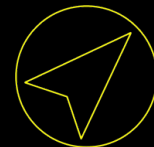
# YELLOW BELT

The Yellow Belt takes your sales conversations to the next level by clarifying the stages, goals, and transitions within your sales process. You will develop your skills in attracting and earning the business from your ideal prospects.

- Use pre-qualification questions to engage your prospects
- Define clearly the stages in your sales process
- Define the goals for each stage of your process
- Demonstrate active listening skills
- Create a Level Playing Field (LPF) for each stage of your process
- Ask “Powerful Questions”

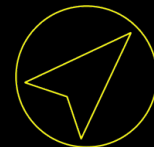
## Communication Targets

- Three Ideal client questions
- Sales process targets
- LPF statement for each stage in your process
- Transition statements for each phase in your process



**The Blue Belt builds on developed skills and incorporates new networking skills.** You will learn to use stories and testimonials to build trust. You will start your first Ideal Client Challenge and expand on your tracking metrics.

- Build market-specific testimonials
- Use stories to build trust and rapport
- Apply modalities when describing the features and benefits of your product or service
- Start your first Ideal Client Challenge
- Define your current campaign (mission) and the behaviors (values) required to succeed
- Define your daily, weekly, and monthly disciplines (plan) required to realize your mission



### **Communication Targets**

- 3 market specific testimonials
- Heralding three business partners
- Your External MVP (focusing on your sales role)
  - Mission – Values - Plan

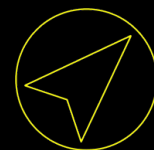
# BLUE BELT



A woman with long brown hair and a man with short dark curly hair, both in business attire, are looking at a document together. The woman is on the left, and the man is on the right. They are both smiling and appear to be in a professional setting. The background is blurred, showing what looks like a window with a view of a city. A yellow diagonal line runs from the top left corner towards the center. A blue triangle is in the bottom right corner.

**Silver and Black Belt targets are tailored specifically for your needs.** In addition to building on your existing skills, you will practice and develop the following skill sets:

- Sub-modalities and behavioral buying patterns
- Communicating with Interests
- Understanding your Competitive Landscape
- Using testimonials and stories to build trust
- Building your referral strategy



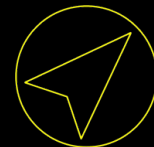


# TAKE THE NEXT STEP

- Fill out an individual application

OR

- Contact us to start your own Exclusive Group



GET IN TOUCH

THE  
COMMUNICATION  
GYM

WEBSITE:

[WWW.THECOMMUNICATIONGYM.COM](http://WWW.THECOMMUNICATIONGYM.COM)

EMAIL ADDRESS

[DALE@COMMUNICATIONCARDIO.COM](mailto:DALE@COMMUNICATIONCARDIO.COM)

PHONE NUMBER

717.579.3724

