



PROGRAM DETAILS

Foundations

- Know your value - This is a substantial challenge as most trainers undervalue their skill set. The starting point in any sales transaction is to believe in your product. In this case, the trainer is the product. If you don't believe in the product, it's much more difficult to sell and to sell for the deserved price. We'll discuss how to embrace your true value.
- What is selling? Breakdown the negative stereotypical barriers most trainers have about the sales process. Without doing this, trainers will avoid the sales process and instead rely on passive means to build their business. No one wants to engage in an activity they don't respect. The sales process, done effectively, is a science just like dog training. Selling. Is. A. Science.
- Reduce fear and apprehension - Normalize the apprehension most people have about selling. Learn how to channel apprehension. Learn how to navigate your way around sales avoidant behaviors.
- Myth busting - Eradicate the myth that about the 'born' salesperson (as well as other myths). Without doing so, trainers will think that the ability to sell can't be learned. Share information about the traits of successful salespeople. You'll be amazed to see what the skill sets are, e.g. extroverts tend to make ineffective salespeople.
- Buyology - The neuroscience behind human motivation and purchasing decisions.
- Your Clients Are Your Sales Staff - Don't only see your clients as a client. See each one as a salesperson for your business.

1: Help, Don't Sell — Reframing Your Role

- The pitfall of identifying as "just" a dog trainer. Your business will thrive when embrace that you're a salesperson selling peace of mind
- How helping clients reduces pressure (for both trainer & client)

2: Features Don't Sell — Emotions Do

- The neuroscience of decision-making: limbic vs. neocortex
- The difference between features and emotionally-driven benefits
- Transforming what you teach into what clients want to feel

3: Sell the Experience, Not the Commands

- Painting a vivid picture of life with a well-trained dog
- Why clients buy transformation, not tasks
- Emotional storytelling strategies for consultations and content

4: Price = Perceived Value

- Why competing on price is a race to the bottom
- The psychology behind pricing and perception. The difference between price and cost.
- How to differentiate instead of discount

5: Connection Before Conversion

- Emotional rapport: the bridge to trust
- How to “meet them as a dog person,” not just a pro
- When to introduce credentials — and when not to

6: Ask, Don't Tell — The Art of Listening

- Why asking the right questions makes you more persuasive
- Listening like the problem is yours
- What is “elicitation” and how to use it like a coach

7: Stand Out — Don't Blend In

- Creating your Unique Selling Proposition (USP)
- Differentiators that go beyond methods: culture, convenience, care
- Avoiding commoditization

8: Leverage the Power of Social Proof

- Why testimonials and case studies are sales tools
- Strategic use of numbers, stories, and media mentions
- Rule of Reciprocation: Give value, inspire trust

9: Don't Discount Yourself — Why Free is a Trap

- Why offering free services hurts more than helps
- How to create a paid “discovery session” that feels valuable
- Scripts for gracefully declining free requests

10: Tools That Support, Not Replace You

- How to use email, your website, and phone calls as sales support
- Why price listings, without yet building value, always fails unless you're selling on price alone.
- Getting potential clients OFF the web and ON the phone
- Creative email & phone prompts that invite human contact

11: Science Wins Over Opinion

- Why “humane” is subjective — and science is compelling
- Explain positive training with authority, not emotion
- Avoiding the method wars — how to educate without debating.

12: Don't sweat the YouTubers and DIY'ers

- The first step in any sales transaction is to qualify the prospect. YouTube does that for you as it attracts DIY'ers who don't want to pay for training services.
- YouTube and DIY'ers are great for your business because when they inevitably fail, you'll be gaining a motivated client
- Focus your efforts where the \$ is. Petsmart/PETCO have annual sales of approximately \$16 billion. Several million \$ in revenue comes from training. Learn how to get your share