

CREATE **SOUL FOLLOWERS:**

Objective:

**Catalyze a community of
Soul Supporters**

From:
Information Conveyors

To: *Soul Stakeholder*

The Elements	The Tools	Outcomes	Metrics	Materials
Emotional Motivation	The Soul Key	Stakeholder Orientation	Follower Score	Field Manual
Profiling	The Actors Profiles	Constituency Connecting Methodology		Pitch and Persuade game
The Argument	The Hero's Journey	Crystalized Argument		Slide Work
Story and Narrative	The Advocates Approach	Foundational Narrative		Book
Persuasion and Presenting	Storytelling	Emotional Intelligent Communication Skills		Video Library

The Experience					
Pre-Program Benchmark	Video Series	The Pitch Game	Webinar I: Winning with E.I.	Webinar II: Team Pitch	Post Program Follow-up

Takeaways

- The ability to understand, spot and connect to the emotional motivation of a sales prospect.
- The means to isolate varied decision-making styles of prospects.
- You will learn the best practices in assembling and delivering winning presentations.
- A new confidence in applying emotive techniques to connect and win.
- New abilities and a higher order means to be more effective in closing.

MODULE 1	MODULE 2	MODULE 3	MODULE 4
Connecting with Your Audience	Understanding Personality Profiles	Preparing for Your Presentation	Closing to Win