



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 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, facilitated courses* that are limited to small groups and include student workbooks and video lessons by Jeffrey Gitomer. Each instructor-led workshop is structured with activities and content for you to facilitate throughout the day to keep you and the participants on track and on time. (**The Little Black Book of Connections* is a half-day course.)

Gitomer Online Training:

You will sell a "per person, per month" subscription for online access to all Jeffrey's virtual training. The online training center 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. New content will be added to the online library as it is recorded by Jeffrey.

Individual users are \$29 per person, per month. Corporate pricing is based on the number of users per each location, and applies to any company with a single location, multiple locations, and multiple users. Corporate Locations on GitomerVT 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.

Book titles included in the online subscription offering:

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*

Webinar titles included in the online subscription offering:

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

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, GitomerVT.
- You will have the ability to resell all of Jeffrey Gitomer's content on his online training portal. (As a reseller, you will receive 40% commission on the gross sale.)
- You will receive a two-year, personal subscription to Ace of Sales.
- You will have the ability to resell subscriptions to Ace of Sales.
- You will receive one facilitator guide, one student guide, and media presentations for each classroom course currently available. As new classroom courses are created, each advisor will be given the facilitator guide and media disc for that course.
- Additional student workbooks for classroom training will be purchased through our office as needed. You buy them at \$100 each (plus \$1.50 shipping per workbook), and sell them to your participants for the "per person price" or the "per training day classroom price" that you choose. International shipping rates apply.)
- You will receive 50% off all additional orders of hardbound books. (A minimum of 20 books are required per order, plus \$1.50 each for shipping per book for all domestic orders. International shipping rates apply.)
- You will have your own email magazine template within Ace of Sales.
- You will have a website on our Gitomer Certified Advisor domain.
- You will be added to Jeffrey's advance weekly column list for a first look of his value-based information.

What Is The Cost To Become Certified?

There is a one-time fee for a two-year license of Gitomer content:

\$5,000 for both online training and classroom workshops*

*This fee is for the first 250 charter advisors. After these spots have been filled, the price will increase.

After your first two years, there is an annual renewal fee:

Each Gitomer Certified Advisor will pay a renewal fee of \$1,000 per year for the online and classroom content, after the first two years.

Pricing for Ace of Sales will be additional (after your first two years), and we will provide a pricing list for those services.

How To Reserve Your Spot As a Charter Member:

There will be a \$1,000 non-refundable deposit to reserve your spot (for the first 250 people).

The remaining fee is due 30 days before your certification workshop.

Certification Workshop in Charlotte, NC:

Each advisor must complete the certification training in Charlotte, North Carolina. At the end of this course, you must pass a test that will certify you to deliver and resell Gitomer content both online and in a classroom setting. The test will involve an understanding of Jeffrey's material, the marketing involved, and the selling process involved as an advisor.

The certification training will be done in 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.

When is it?

Our next workshops will be held on **Thursday, March 27 through Sunday, March 30, 2014** and **Thursday, September 11 through Sunday, September 14, 2014** at the Embassy Suites in Charlotte.

The onsite welcome will begin on Thursday at 4:30pm, followed by a networking reception and presentation by Jeffrey. We will conclude on Sunday at noon. A detailed agenda for the entire weekend will be sent before each event.

Are There Other Training Sessions Beyond the Initial, Three-Day Certification?

Remedial training is available for every advisor online through GitomerVT 24/7/365. There will also be conference calls throughout the year with Jeffrey. There will be additional certification trainings that you may attend for a small fee.

Is there an opportunity to be personally mentored by Jeffrey? Yes, this will be discussed at the three-day training event.

How Do I Prepare To Be Certified?

Prior to our certification workshop, you will be given immediate access to Jeffrey's online training portal and a blueprint for success. 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. You will buy the books and workbooks (as needed) from our office at discounted prices.

For the online training, you will receive 40% commission on the gross sale.

What Other Costs Are Involved?

You are responsible for your own travel to and from Charlotte and your hotel for the certification workshop. We will have special hotel rates available and supply some of the meals.

For additional questions, please contact:

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