



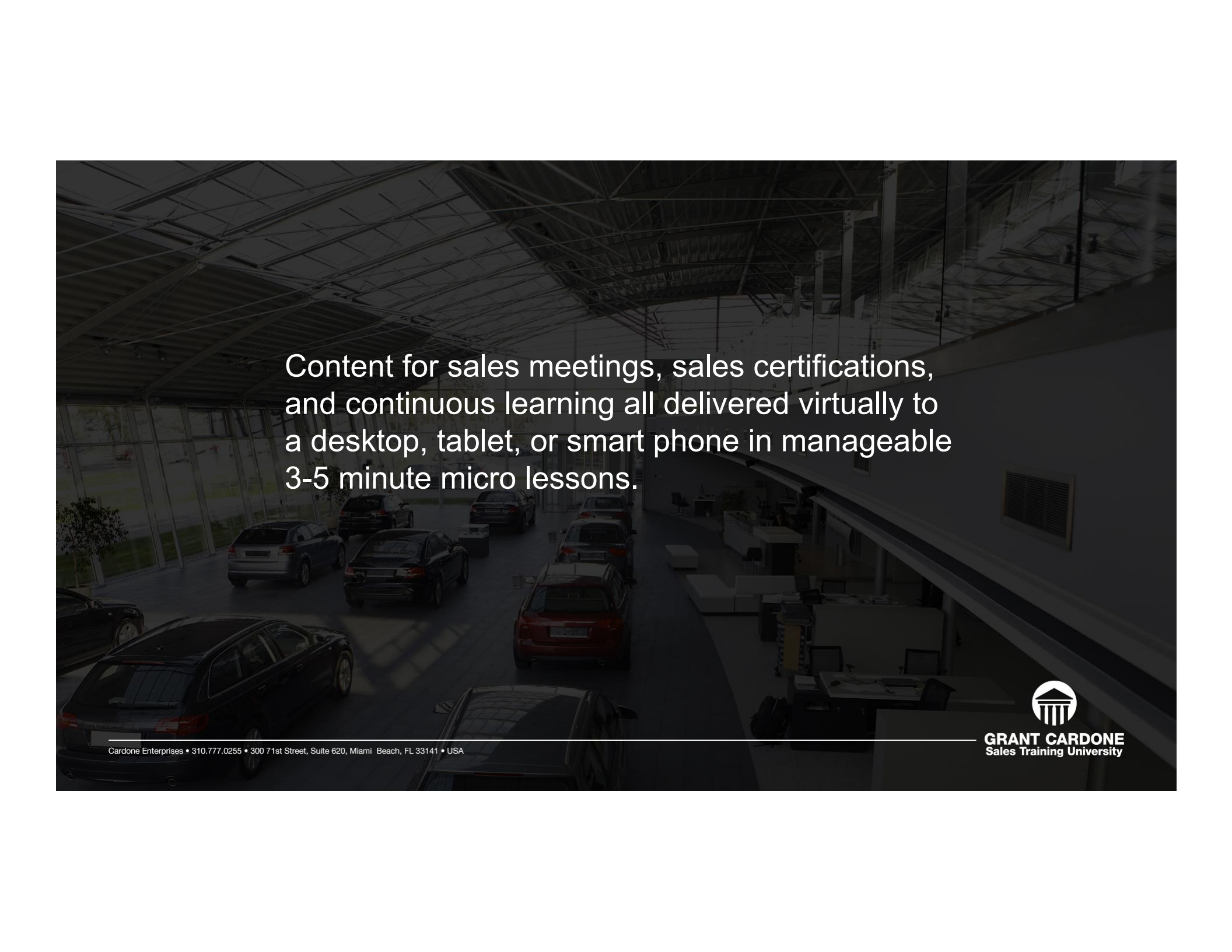
**GRANT CARDONE**  
Sales Training University

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**#1** SALES TRAINING UNIVERSITY ONLINE

**Cardone University** is a comprehensive interactive library of solutions to the most common sales challenges that prevent business executives, managers, and sales people from reaching their goals and targets.





Content for sales meetings, sales certifications,  
and continuous learning all delivered virtually to  
a desktop, tablet, or smart phone in manageable  
3-5 minute micro lessons.



# COLD HARD FACTS

**87%** of Sales people miss their quota

**48%** of Sales people never follow-up

**85%** of Customers report being dissatisfied with their experience on the phone

**91%** of Customers say they would give a referral and only **11%** of salespeople ask for them



# THE COST OF PEOPLE



A bad hire who stays less than 6 months costs you on average **\$25,000**

- *Research Institute of America*



The average company spends **5x-10x more** to hire than they invest in training

- *The Brevet Group*



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# WE TOOK TRAINING WHERE YOUR BUSINESS HAS GONE... **ONLINE**

Information Age has empowered your customers...AND your people.



Accessibility is Key



Must be short



Must be relevant



Must be measurable



# COMPANIES WHO INVEST IN ONLINE LEARNING



Continuous training gives **50% higher** net sales per employee



For every **\$1 invested** in training, companies generate an additional **\$30 in sales**



Salespeople who have access to continuous education and coaching perform **88% better** than those without it



# WHAT WE DO



Sales Meetings  
Management-Led  
Training



Sales Training and  
Certification Paths



Sales Solutions



Accountability







# SALES TRAINING FOR EVERY TOPIC



Basic New Hires



Sales Meetings



Road To Sale



Handling Objection



Phones



Follow-Up



Prospecting



Internet Leads



Closing & Negotiating



Motivation



Success Traits



DISC Assessment





# SALESPERSON ON-BOARDING/CERTIFICATION

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Solutions for Every Selling Situation  
Please select a section below

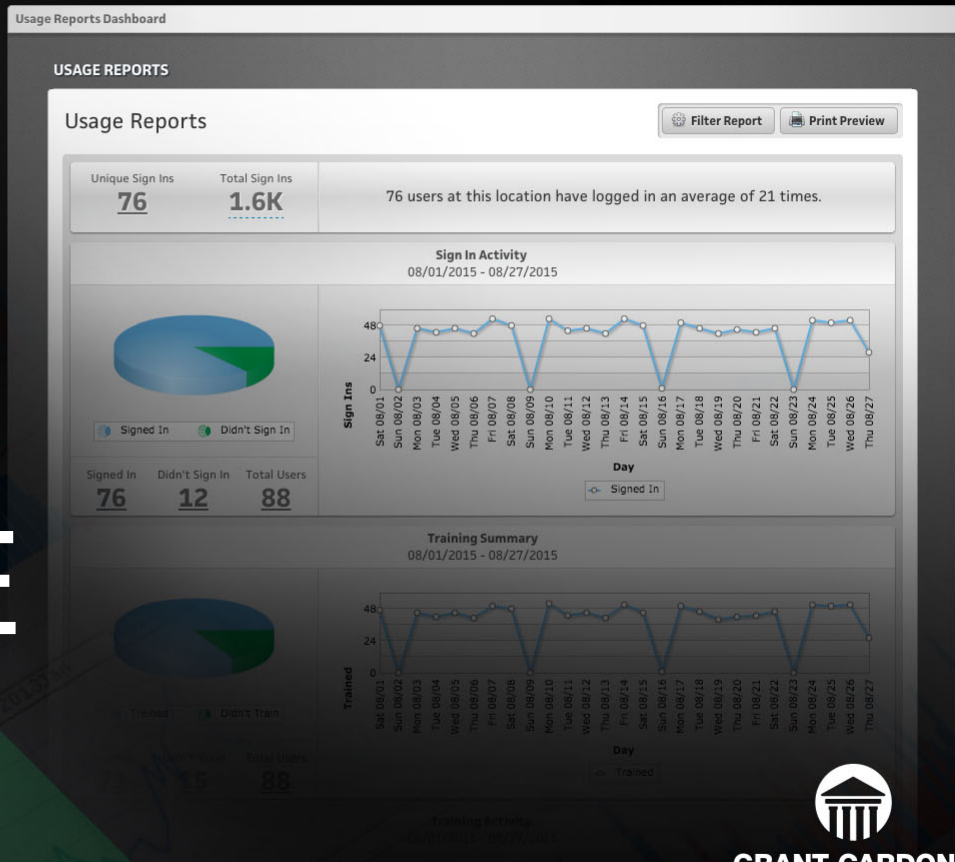
<b>Selling Basics</b> Full Curriculum	<b>UNDERSTANDING THE BUYER</b> Basic Certification	<b>THE SALES PROCESS</b> Basic Certification	<b>Theory of Closing</b> Beginner Certification
<b>CLOSING STRATEGIES</b> Full Curriculum	<b>incoming calls</b> Basic Certification	<b>PROSPECTING</b> Basic Certification	<b>Follow-Up</b> Beginner Certification
<b>100 WAYS TO STAY MOTIVATED</b> Intermediate Certification	<b>Top Traits of Great Salespeople</b> Advanced Certification	<b>INTERNET RESPONSE</b> Advanced Certification	<b>Personal Finances</b> Master Certification
<b>HANDLING OBJECTIONS</b> Intermediate Certification	<b>FOLLOW-UP TOBI</b> Advanced Certification	<b>MASTER The Cold Call</b> Advanced Certification	<b>TAX SUPERHERO</b> Master Certification

#1 SALES TRAINING UNIVERSITY ONLINE  
www.grantcardone.com





# REAL-TIME REPORTING





“Our business saw an 80% increase within 90 days of launching Cardone University. We are now the #1 Allstate office in the state.”



**Justin Harkelroad**

Personal Financial Representative, Harkelroad Family Insurance



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“We saw a 228% increase in funding after 6 months of using Cardone University on a daily basis with both our leadership and sales staff.”



**RJ Grimshaw**  
CEO, UniFi Equipment Finance, Inc





“Our business is up 36% over last year. Cardone University dramatically improved our closing and follow-up skills.”



Derek Cole

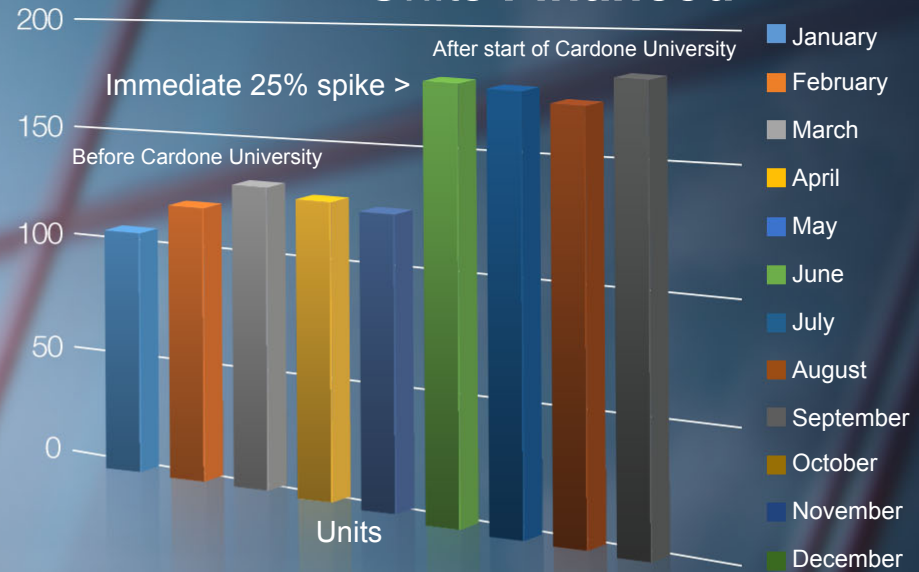
General Manager, One Hour Heating & Air Conditioning





Commercial Fleet Financing, Inc.

## Units Financed



**Matt Manero**

President of Commercial Fleet Financing, Inc.,

*“In our first 6 months on Cardone University we were able to add \$10 million in top line revenue”*



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