



# Salesman.com Academy:

## Curriculum 2026

### Core: Selling Made Simple Method Workshop

- **Introduction** — Sets the core rules and foundations so people build a repeatable sales system (fixing inconsistency and scattered execution).
- **Your Buyers Journey** — Maps how a buyer moves from cold to closed so meetings and deals progress instead of stalling.
- **Value Proposition Design** — Builds a clear message that earns replies and reduces “generic outreach” problems.
- **Building Buyer Lists** — Teaches how to create targeted lists so pipeline improves with qualified leads rather than random prospects.
- **Sales Cadence Design** — Turns selling into a weekly machine so pipeline grows consistently (not in bursts).
- **Cold Emails** — Provides a structure for writing emails that get replies and book meetings.
- **Cold calls** — Gives a call framework to reach decision makers and book meetings when inboxes are dead.
- **Social Lead Generation** — Uses authority and visibility to lift outbound conversion and create additional pipeline sources.
- **Selling by The Numbers** — Converts targets into required activity and pipeline so results become predictable.
- **Diagnosis Call** — Teaches discovery that qualifies properly and creates urgency so calls turn into deals.
- **Upselling** — Shows how to grow revenue inside accounts so you’re less dependent on constant new lead flow.
- **Competitor Takeovers** — Teaches how to win customers who already have a vendor by creating a clear reason to switch.
- **Sales Demos** — Trains demos that advance the deal (not feature tours) and secure next steps.
- **Beat the Status Quo** — Helps overcome “let’s do nothing” inertia so deals move even in cautious markets.
- **Micro-Closing** — Uses small commitment questions throughout the process so objections surface early and closes become smoother.
- **Referral Generation** — Turns customers and network into pipeline through a repeatable referral ask process.

### Core: SalesCode Workshop

- **Logical Negotiations** — Teaches structured negotiation so you hold value, avoid discount spirals, and keep deals moving.

- **Objection Handling** — Gives a repeatable flow to handle resistance and get back to momentum.
- **Sales Simplification** — Removes complexity so people execute consistently and focus on what actually drives pipeline.
- **Identifying Key Accounts** — Helps prioritize the accounts most likely to buy so effort produces more meetings and revenue.
- **Storytelling** — Teaches a narrative structure that makes value feel real and increases urgency to change.
- **Optimism** — Builds a mindset framework that supports consistent action and resilience when results wobble.
- **Comfortable with Money** — Removes money discomfort so pricing, budget talks, and negotiation are handled cleanly.
- **Becoming Extroverted** — Teaches behaviour shifts that make outreach and conversations easier to execute consistently.
- **Self-Esteem** — Builds self-trust so people ask harder questions, follow up, and hold the line in deals.
- **Caveman Brain** — Helps manage fear/avoidance loops that sabotage outreach, follow-up, and negotiation.
- **Personal Accountability** — Creates feedback loops so people stay consistent and improve week to week.
- **Goal Setting** — Turns reflection into clear commitments so execution stays focused and consistent.
- **Emotional Intelligence** — Improves how people read buyers and navigate conversations, increasing meeting and close conversion.
- **Systems Habits** — Builds habit mechanics so prospecting and follow-up happen automatically (not “when I feel like it”).
- **Assertiveness** — Helps sellers lead deals with clarity so they stop people-pleasing and start progressing decisions.
- **Quitting People-Pleasing** — Removes approval-seeking behaviours that weaken negotiation, objection handling, and closes.
- **Bucket Productivity** — Teaches a workflow to capture, organize, and execute so selling stays consistent alongside everything else.

## Core: Salesfluence System

- **Salesfluence System** — A practical framework for shaping how buyers think so they move from “not interested” to “ready to act.”
- **What and why** — This explains what influence is and why it’s the fastest way to increase conversion when buyers are cautious.
- **What is influence?** — A repeatable process for changing a prospect’s point of view so “no” becomes “that makes sense.”
- **More important than ever** — Influence matters more now because buyers are overloaded, sceptical, and default to doing nothing.
- **Points of view** — A buyer’s POV is the mental story they believe about their problem, your category, and what’s worth changing.
- **How POVs are formed, stored and updated** — POVs are built from past experiences and social proof, and they only change when new evidence feels safe and relevant.
- **How the three systems interact** — Decision-making is shaped by logic, emotion, and instinct working together, so influence must speak to all three.
- **Implementing change** — This shows how to introduce new beliefs in small steps so the buyer doesn’t snap back to the status quo.

- **How to influence a buyer** — You influence buyers by diagnosing their current POV, introducing a better one, and guiding them to confirm it.
- **Understand their current POV** — Identify what they believe right now and why, so your message lands instead of bouncing off.
- **What part of the brain?** — This teaches which “decision system” you’re triggering so you can reduce threat and increase trust.

## Bonus: Market of One Workshop

- **Introduction and Why Now** — Frames the modern reality of selling so people understand why positioning and relevance drive replies and meetings now.
- **Define Your Micro Niche** — Teaches focus so outreach stops being generic and starts converting.
- **Building the Ideal Character** — Builds a clear persona and viewpoint so messaging attracts the right buyers and repels the wrong ones.
- **Demonstrate Expertise** — Creates credibility so decision makers take meetings and outbound converts at a higher rate.
- **Enable Inbound** — Builds an inbound engine so pipeline doesn’t rely only on cold outreach.
- **Gain Outbound Access** — Provides additional channels and methods to reach buyers when email/calls are saturated.

## Bonus: AI Cold Outreach Workshop

- **The System** — Systemises lead sourcing and messaging so pipeline grows consistently at scale.
- **Additional resources** — Adds practical accelerators so people can run the outbound machine faster with fewer bottlenecks.