



SALES
TRAINING
ACADEMY



OUR SUCCESS

Our clients get an ROI within the first month of working with us. Since 2006, our sales training has **helped over 30,000 sales professionals**, across 62 industries, exceed their sales targets. The feedback our clients have shared with us, is 'because all of our training is **100% practical and real life**, they love the fact that their sales teams can take action immediately to **achieve instant results.**'

We **conduct LIVE sales calls in training** to our clients ideal prospects. We practice what we preach and demonstrate exactly what we train. We **make mystery calls into our clients' companies** before we start training, so we understand their biggest challenges before we deliver anything. Everything we train is tailored around their business and we give answers to their most difficult questions.

We spend time out in the field with sales people, watching them work and provide detailed feedback on areas to develop. **We are sales people that train, as opposed to trainers that lecture.** Every trainer who works for TMI Training Academy live and breathe sales; they are constantly developing themselves to ensure all training provided is fresh, innovative and up to date.

“

We have tripled our show round appointments since engaging with Tony Morris.



STUART LECKIE, SALES DIRECTOR
JURYS INN

“

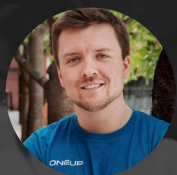
We have improved our customer service standards, increased our average order value and customer retention through working with Tony.



ANDREA REID, HR BUSINESS PARTNER
OAKLEY

“

Hands down the best sales training I've ever seen. Tony made LIVE sales calls and booked an appointment for £800k tender.; it was sensational!



DERRY HOLT, CEO
ONEUP SALES

WHO WE'VE HELPED.

BELVOIR!
Property is personal

HITACHI

IHG®



JURYS
INN

Vitality

 **Polypipe**

HAMMONDS
THE FITTED FURNITURE COMPANY

 **Viridor**

wren
KITCHENS

 Mortgage
Advice Bureau

 **the athena**
network


Villeroy & Boch
1748


OAKLEY

hallmark
HOTELS

 **UNIVERSAL**
ROBOTS

creditsafe

 **EXANE BNP PARIBAS**



MEET THE EXPERTS.

TONY MORRIS.

Tony is the Founder of Tony Morris International and has over 21 years of success in sales. He is a sought-after sales speaker and has an energetic and humorous style that will keep your sales teams' hanging on to his every word. Tony has built up a team of experts to deliver their core areas of expertise for TMI's clients.



START YOUR 14-DAY TRIAL NOW

TMI SALES UNIVERSITY

As people learn differently and like to develop themselves at times that suits them, Tony Morris International has designed TMI Sales University. It's an e-learning platform that consists of:

WWW.TMISALESUNIVERSITY.COM

200 BITESIZE SALES VIDEOS

Each are 3 minutes in length and share an actionable tip that you can implement immediately into your roles.

100 ARTICLES

Tony was a columnist for the Evening Standard and several other business publications. He has included his best articles that are split into a variety of sales topics.

CONFESSIONS OF A SERIAL SELLER PODCAST

As Tony has helped over 30,000 sales professionals across the World, he's interviewed the top 1% of performers to understand what they do differently to achieve outstanding results.

SALES BOOKS

Tony has written 5 books on sales, his first Coffee's for closers being an Amazon best seller. This section includes his books and his 6th is almost complete.

SALES TALKS

Tony delivers talks at sales kick off conferences all over the world. On this section, there are videos of Tony delivering some of his talks and his keynote 'K.I.L.L.E.R SALES: Inside the mind of a serial seller.

Tony will be adding fresh content to the TMI Sales University each month, so you will never run out of things to learn.



TMI SALES ACADEMY

Training will be delivered for 1 hour per week for a 12-month programme (52 sessions in total). It will be hosted on the same day and time each week using the Zoom platform. There will be expert contributors who will share their content throughout the program on a variety of topics such as social selling, digital marketing, strategy etc.

Each session will be recorded and you will be sent a copy of every recording. Therefore, you can build your own sales library to train new recruits and to keep refreshing your team. Training notes will be produced at the end of each month for you to keep track of your learnings.

A private Facebook group will be created where all attendees can share success stories, ask questions and discuss challenges.

EXPERT CONTRIBUTORS FOR TMI SALES ACADEMY



ANDY EDWARDS

Andy Edwards is an inspiring and motivating professional speaker who delivers memorable presentations on Behavioural Psychology, Business Relationships, Understanding Others, Influence, Attitude and Teams.

SIMON ROBERTS

Simon is the motivational energy behind Purple Carrot and holds the firm belief that Life happens for us, not to us. As such, we owe it to ourselves to invest the time and energy to understand what truly makes us happy and to make meaningful, lasting changes to our day to day lives.

Simon has a unique ability to listen, absorb and quickly understand what it is that makes someone tick, help find the right way forward and deliver lasting results.

Simon will help you rediscover your energy, passion and excitement for life and turn short term gratification into long term satisfaction by helping you understand what your life goals and dreams are, building clear and deliverable action plans and gently putting you back on the path to addressing your work-life balance and allowing Life to happen for you again, not to you.



EXPERT CONTRIBUTORS FOR TMI SALES ACADEMY



VICTOR ANTONIO

A poor upbringing from one of the roughest areas of Chicago didn't stop Victor from earning a B.S. Electrical Engineering, an MBA and building a 20-year career as a top sales executive and becoming President of Global Sales and Marketing for a \$420M company.

He has shared the stage with top business speakers: Daymond John (Shark Tank), John Maxwell, Paul Otellini (CEO of Intel), and John May (CEO of FedEx Kinkos).

He's the author of 13 books on sales and motivation and recently launched the Sales Velocity Academy learning platform with 500+ videos.

John has developed the unique Solution Focused Success System. For 30 years, Solution Focused Brief Therapy (SFBT) has been developed as a positive and pragmatic way to work with individuals and organisations. As the name suggests, it's about focusing on solutions, rather than problems. We say, rather than focusing on what is wrong, it is much more effective to talk about solutions. Thus bringing a degree of realistic, effective relief as quickly as possible. The approach values simplicity in philosophy and language, aiming to discover "what works" in a given situation, simply and practically.

JOHN BULLOCK



EXPERT CONTRIBUTORS FOR TMI SALES ACADEMY



ALISON EDGAR

Leaving the world of blue-chip sales, Alison Edgar set up her own business to work with entrepreneurs, start-ups and teams. According to Forbes magazine “90% of start-up businesses fail”, Alison made it her mission to flip this statistic on its head and give every business a fighting chance.

Since, she has been crowned ‘The Entrepreneurs Godmother’ by a plethora of successful entrepreneurs including Dragon’s Den and Apprentice Winners. In recognition of her outstanding contribution to enterprise, Alison was invited to attend the Queen’s Royal Garden Party at Buckingham Palace and was named one of the UK’s Top Ten business advisers. She also regularly consults with Downing Street to give her opinions on the business landscape.

BRYNNE TILMAN

Brynne Tillman is the LinkedIn Whisperer and CEO of Social Sales Link. For over a decade she has been teaching Entrepreneurs, sales teams and business leaders how to leverage LinkedIn for social selling.

As a former sales trainer and personal producer, Brynne adopted all of the traditional sales techniques and adapted them to the new digital world. She guides professionals to establish a thought leader and subject matter expert brand, find and engage the right targeted market, and leverage clients and networking partners for warm introductions into qualified buyers.





VICTOR'S TRAINING:

SELLING 3.0: HOW TECHNOLOGY IS CHANGING HOW WE SELL

How has selling changed?

And, how will it change with this pandemic? (i.e., Virtual Selling or Remote Selling)

How is technology influencing how we sell?

How Artificial Intelligence is reshaping selling

Given access to information, are salespeople becoming obsolete?



ALISONS'S TRAINING:

CONFIDENCE TO SUCCEED IN SALES

Discussing why confidence is paramount to successful sales

Understanding the affects your mind can have on your ability to sell successfully or achieve your goals

Coping strategies to boost confidence

Understanding that when it's delivered correctly sales and customer service are exactly the same thing



ANDY'S TRAINING:

WHY CAN'T PEOPLE BE MORE LIKE ME

Andy will share content on the psychology of selling and understanding the behaviours.



JOHN'S TRAINING:

MOTIVATION IN SALES

John Bullock will share ideas around motivation in sales leadership and management.



BRYNNE'S TRAINING:

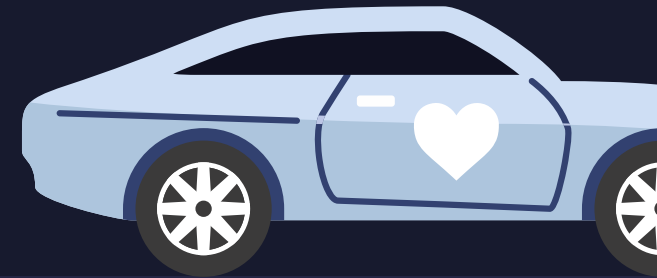
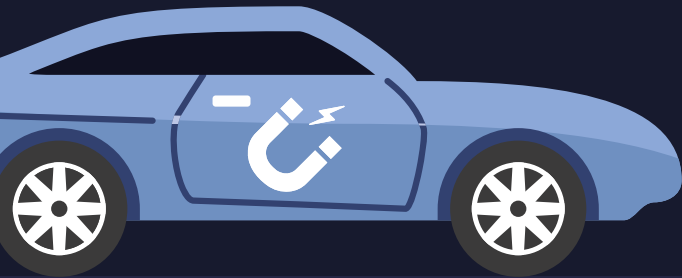
BUILDING RELATIONSHIPS ON LINKEDIN

In this session, Brynne Tillman will walk you through how to identify your LinkedIn connections that you have been ignoring, re-engage past clients, current clients, prospects, and referral partners and start conversations.

THE A.S.K PHILOSOPHY PRINCIPLES:

ATTRACT SOLVE AND KEEP CLIENTS'

TONY'S SALES FRAMEWORK



A TTRACT
THE MAGNETIC PROSPECT
M.E.T.H.O.D.S



SOLVE
THE WINNING RESULTS
R.O.A.D.M.A.P



KEEP
THE RAVING FAN
F.O.R.M.U.L.A

ATTRACT
THE MAGNETIC PROSPECT
M.E.T.H.O.D.S

M	MINDSET
E	EMPATHY
T	TARGET
H	HABIT
O	OPPORTUNITIES
D	DETERMINATION
S	STRATEGY

SOLVE
THE WINNING RESULTS
R.O.A.D.M.A.P

R	RAPPORT
O	OBJECTIONS
A	ARTICULATE
D	DIFFERENTIATION
M	MAXIMISE
A	AGREEMENT
P	PITCH

KEEP
THE RAVING FAN
F.O.R.M.U.L.A

F	FIRST CLASS
O	OPPORTUNITIES
R	REFERRALS
M	MEMORABLE
U	UPSELL
L	LONGEVITY
A	ACCOUNT

13 HOURS

ATTRACT

THE MAGNETIC PROSPECT

M.E.T.H.O.D.S

TONY'S SALES FRAMEWORK

SALES 101 (1 HOUR)

Our job is not to sell, it is to help people buy

Understand the 80/20 rule

MINDSET

2 HOURS

Reflective questions:

What did I learn?

What did I achieve?

What could I have done differently?

What are you focused on? (Viridor)

$E + R = O$

Whale

Never lose, you win and learn
(for success and losses)

No-one wears shoes

Shifters

Success and sales Bible

Be your own best friend

Disassociation

Do not pre-judge

Do not look at your peers (compare today's me
to yesterday and tomorrow's goal)

M

EMPATHY

2 HOURS

NLP

VAK Model

Perspective: if you see the world....

We do not sell

The Guest

2 Golden rules:

People buy from....

Treat people.....

E

TARGET

1 HOUR

Grading clients

Are you fishing in the right pond?

Your targets pain points and aspirations

Where does your target hang out?

A to Z of success

T

HABIT

1 HOUR

The 3 building blocks

Modelling

R.O.T (Return on time)

Eat the frog

Email check points

Eat an elephant

Will it make the boat go faster?

Discipline

Success modelling

H

OPPORTUNITIES

2 HOURS

Content creation

Strategic alliances

Affiliates

Referrals

Introducers

O

DETERMINATION

2 HOURS

Goals

Value of everything

1-3-5 plan

How to keep motivated

Smart goals

D

STRATEGY

3 HOURS

Direct marketing

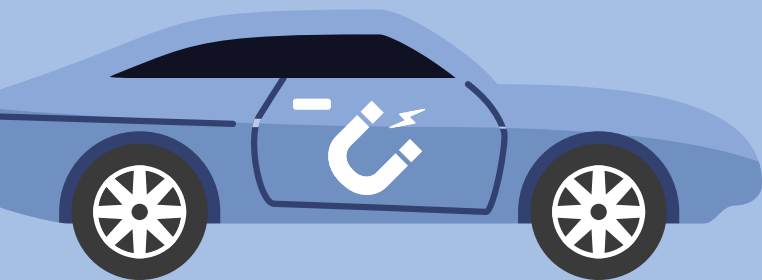
Email campaigns

Webinars

Outreach campaigns

Smart calling

S



21 HOURS

SOLVE

THE WINNING RESULTS

R.O.A.D.M.A.P

TONY'S SALES FRAMEWORK

RAPPORT

2 HOURS

Communication pie
2 Golden Rules
Understanding behaviours
How to identify a behaviour
What frustrates certain behaviours
How to sell to certain behaviours

R

OBJECTIONS

2 HOURS

Unlock the truth
E.A.T model
(Empathise, ask a question, travel on)
A.I.D system
(Acknowledge, isolate, deal with)

O

ARTICULATE

2 HOURS

7 Questioning system
Creating killer questions
Active listening
Embedded commands
Persuasive language
Pause and effect
Email templates

A

DIFFERENTIATION

2 HOURS

Building your differentiators
Understand your tradeables
U.C.B
FAB selling

D

MAXIMISE

2 HOURS

The Amazon technique
Product Vs Client chessboard
Cross sell
Upsell
Do not leave money on the table

M

AGREEMENT

3 HOURS

5 closing system
The follow up
Negotiation
Consolidation

A

PITCH

5 HOURS

G.A.P of the call
Value proposition
Pain/ Gain solution
Storytelling
Call Structure
I.S.P.F.C (I Sell Property For Commission)
I.P.E.P.I.R (I Promise Every Product Is Right)
Call monitoring – P.I.M feedback

P



14 HOURS

KEEP

THE RAVING FAN

F.O.R.M.U.L.A

TONY'S SALES FRAMEWORK

FIRST CLASS

3 HOURS

The extra mile is our starting point
The perfect first impression
UP/ OD
What does world class look like?
Your 10 commitments

F

OPPORTUNITIES

1 HOUR

Company chart
Customers
Suppliers

O

REFERRALS

2 HOURS

Timing
Technique
Tracking system

R

MEMORABLE

1 HOUR

K.I.T
Staying in their mind
Gaining reviews

M

UPSELL/ CROSS SELL

2 HOURS

Amazon bible
Questions to identify the gaps
Statements to persuade and influence
3rd party proof

U

LONGEVITY

2 HOURS

Partner NOT supplier
Insights
Methods to add value
Dealing with difficult customers

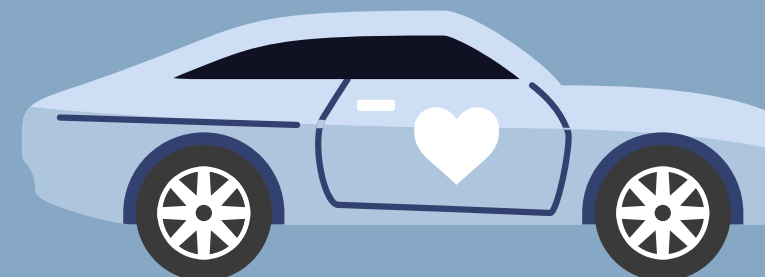
L

ACCOUNT

2 HOURS

Account management plans
Selling through distribution channels
Account goals

A





INVESTMENT:

PER PERSON

£97 per person per month x 12m for the academy or
£997 in total

£97 per person per month for access to TMI Sales
University or £997 in total

£147 per person per month For both the academy and
access to TMI Sales University or £1,497 in total



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