THE SALES ACADEMY

the ultimate sales masterclass

JORDAN STUPAR

ABOUT JORDAN STUPAR

Jordan Stupar is the founder and owner of the fastest growing sales training and media creation companies in the country. Recognized globally as the creator of Cashcards: Flashcards for Closers, Jordan has established himself as the leading resource for today's modern sales professional and was recently named one of the top 20 entrepreneurs to watch in 2023 by LA Weekly.

After creating and successfully selling his SaaS company in 2020, Jordan pursued his passion for helping salespeople and sales organizations significantly increase sales and expand their digital footprint by utilizing his 20+ years of sales experience.

Jordan's newer, sharper and creative approach to sales training enabled him to quickly scale his business to multiple 7-figures in only 18 months.

Stupar Enterprises currently has a growing portfolio of over 100 company clients, 4,000+ individual coaching clients and over 45,000 customers throughout the USA and 46 countries world wide.

Unless you sell to trees and animals, Jordan's psychological and process driven methods will help you sell more, close more and earn more money.

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WHAT IS IT?

The Sales Academy is an exhilarating and immersive skill development program designed to provide members with full access to a large curriculum of virtual lessons, live training, private group chat and a 35-day Sales Acceleration Program to help members generate immediate ROI.

WHO IS IT FOR?

Our general sales curriculum and niche-specific lessons are designed to give any sales professional the information they need to enhance their approach and develop the skills required to experience more success in their sales careers. We have clients representing nearly every industry, market and business model.

A LAYERED APPROACH

- The 35-day Sales Acceleration Program is designed to provide new members with a proven curriculum designed to deliver high-level sales information
- The Sales Academy's online curriculum is filled with over 200+ actionable, video-based sales lessons, assessments, scripts, templates and resources
- Members receive 24/7 access to a private Telegram group chat where they can access Jordan Stupar, his team and other members
- Live coaching calls with Jordan Stupar take place each week on Zoom where members can receive personalized training, conduct role playing, participate in Q&A and network with like-minded professionals

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PREREQUISITES

All members must submit an application and be approved by Jordan Stupar or his team. Members must meet a minimum income threshold to join and complete an application review call.

Equipment needed: a computer or device with internet access.

Our team will send you a Welcome Box containing supplies, course materials and training products.

CONTINUING RESOURCES

Upon graduating the 35-day Sales Acceleration Program, members continue to receive full access to The Sales Academy online training center for life.

Members will also receive access to live, recurring coaching calls with Jordan Stupar each week. In the event that Jordan Stupar is unable to personally participate in recurring coaching calls, a Certified Sales Trainer from Stupar Enterprises will host live calls.

The Sales Academy online training center is updated with new content and resources on a monthly basis that includes live training calls, niche-specific development content, mastermind call recordings, live sales calls and recordings. This ensures that members are always up to date with the most relevant content.

Additionally, members receive full access to Jordan Stupar and the Stupar Enterprises team via private Telegram group chat.

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ONLINE TRAINING CURRICULUM

COURSE 1: SECRETS OF PEAK PERFORMING SALESPEOPLE

Build your foundation by learning the core principals that top producers in every industry live by.

What you'll learn:

- The importance of frequency and consistency
- The real cost of achieving greatness
- Proper goal setting
- Creating an income action plan
- Time management rules & tips
- Wants vs. needs
- The power of commitment
- How to calculate the price of laziness
- Step-by-step formula to double your income
- Creating and sustaining momentum

COURSE 2: SELLING TO OTHER HUMANS

Today's customer is more educated and sophisticated. This course will help you understand how to cater to their wants and needs.

What you'll learn:

- How to maintain an attractive attitude and demeanor
- The 5 segments of buyers & their sales cycles
- The 4 type of buyers & how to communicate with them
- The importance of active listening
- How to talk to anyone about anything
- The 6 elements of proper communication

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ONLINE TRAINING CURRICULUM

COURSE 3: COLD CALL MASTERY & PROSPECTING

Learn how to fill up your pipeline, prospect like a pro and use the 5-step cold calling formula to generate interest with ideal prospects.

What you'll learn:

- Developing a killer mentality
- The lifelong benefits of becoming great at cold calling
- The 5-step cold calling formula
- Getting past gatekeepers
- Proper voicemail etiquette
- Eliminating cold call reluctance
- Cold outreach via social media, email and text

COURSE 4: CREATING THE PERFECT SALES PITCH

Jordan Stupar's 'Sales Algorithm' gives you a process-driven, step-by-step approach to getting your customer to want what you sell.

What you'll learn:

- How to increase your social status & credibility with customers
- When and how to introduce price
- The 6 emotions that make customers purchase products
- Complex Technique: how to generate emotional responses
- The 4 things you're really selling & how to highlight them
- Properly demonstrating features, advantages and benefits
- How to properly transition into the close with confidence
- Identifying buying signals

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COURSE 5: CLOSING AND NEGOTIATING

Never rely on luck, pushy sales tactics or aggressive, high-pressure techniques with today's modern buyer. Learn how to close deals by transferring confidence and certainty to your buyer.

What you'll learn:

- The difference between your presentation and the close
- Your goals vs. your buyer's goals
- Understanding negotiable variables
- Where objections come from & how to avoid them
- Eliminating the pain of rejection
- How to become more assertive without becoming 'pushy'

COURSE 6: OBJECTIONS & POWERFUL RESPONSES

The creator of Cashcards: Flashcards for Closers will show you how to use the objection handling formula to master any sales objection.

What you'll learn:

- The objection handling formula
- Why salespeople struggle with objections
- Handling stall objections
- Handling price & payment objections
- Handling spouse, partner & other 3rd party objections
- Handling competitor objections
- Handling contract & term objections
- Handling financing objections
- And live training calls to help you tailor your responses

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COURSE 7: NEGOTIATING TACTICS & STRATEGIES

In sales, you don't get what you deserve, you get what you negotiate. Unlock negotiating secrets used by top 1% income earners.

What you'll learn:

- How to maintain control
- How to stop becoming emotionally reactive
- Eliminating objections and negative customer considerations
- How and when to use humor
- Understanding the real reason why your customer wont' buy
- Negotiating with value instead of money
- How to give your customer what they want at your price

COURSE 8: MILLION DOLLAR FOLLOW-UP

Dozens of insanely effective follow-up techniques that Jordan Stupar created and has personally used to close over $20M in sales.

What you'll learn:

- What they haven't told you about follow-up
- The Buy-Angle
- Pre-appointment follow-up strategies
- Post-appointment follow-up strategies
- How often to follow-up
- How to know when to stop following-up
- Follow-up processes for inside sales & outside sales
- How to increase customer engagement by 400%
- How to differentiate yourself from competitors

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COURSE 9: BUILDING YOUR PERSONAL BRAND

Increase your personal value, credibility, trust and income security by establishing a personal brand and growing your own audience.

What you'll learn:

- Why you need a personal brand
- How to create your personal brand
- How to stand out on social media
- How to utilize video and image content creation
- Building landing pages and generating your own inbound leads
- Creating compelling CTA's (calls to action)
- Co-branding and elevating your online presence

ADDITIONAL RESOURCES, LESSONS & CONTENT

A growing library of updated bonus content created specifically to supplement and enhance your skills.

Receive lifetime access to:

- Recorded mastermind calls
- Niche-specific training (solar sales, insurance, construction...etc)
- Webinar recordings (screen share sales secrets...etc)
- Recorded sales meetings with Jordan Stupar
- Tech talk, software, integrations, CRM & other applications
- And much, much more!

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WHAT TO EXPECT WHEN YOU START

Here's what to expect when you activate your Sales Academy Membership:

Step 1: Onboarding
You will instantly receive access to The Sales Academy Online Training Center, private Telegram group chat and calendar links for weekly coaching calls with Jordan Stupar (and his team). We will also ship you your Welcome Box filled with valuable training products, course materials & a special letter.

Step 2: 35-day Sales Acceleration Program
Your access to our 35-day initial training curriculum will begin on the first Monday of each month. You will access an exclusive class within The Sales Academy to find daily, drip-enabled sales lessons each day for the entire 35-day period. Use the workbook within your Welcome Box to take notes, answer specific questions and increase your memory retention. Upon graduation, you will be mailed a signed certificate of completion - something to show that others that you are a cut above the rest.

Step 3: Weekly Live Coaching Classes With Jordan Stupar
Throughout your 35-day Sales Acceleration Program, you will have exclusive access to Jordan Stupar for live coaching calls, Q&A and additional training. If you are unable to make any of the live calls, you will be given access to the call recordings and keep access for life.

Step 4: Continued Access
Continue accessing The Sales Academy Online Training Center for ongoing skill development. Continue accessing the private Telegram group chat to share your wins and network with like-minded professionals. After all, training isn't something you did - it's something that you do.

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