



**NOVAK SALES**  
**ACADEMY**



POSITIVE

- \* KNOW & BELIEVE IN THE PROCESS/PLAN
- \* ENJOY THE PROCESS
- \* HIGH ENERGY
- \* ...

Negative	Positive
Why I don't work	Why I believe
What's wrong with my operation	What's great with my operation
I don't have enough	How long will it last
It's going to be slow	It's going to be fast



# NOVAK SALES ACADEMY

Novak Sales Academy will teach sales skills/techniques, effective communication, critical thinking, problem-solving, soft skills, how to network effectively, and much much more!

What sets Novak Sales Academy apart is that our academy is LIVE virtually. Participants will get an opportunity to learn in real time and ask questions in real time.

**BONUS:**

Each participant will receive (4) private one on one coaching sessions via Zoom video with Tod Novak.



## Here's what the Novak Sales Academy offers:

**Tailored Curriculum:** Our academy is customized to address the unique needs and challenges faced by today's sales professionals. From selling products and services to mastering the 4 stages of selling we cover it all.

**Expert Guidance:** Novak Sales Academy is led by Tod Novak, CEO of The Novak Group and other successful sales professionals & entrepreneurs. Our academy provides participants with the guidance and one on one coaching needed to succeed.

**Practical Training:** Our LIVE weekly video sessions ensure that participants not only understand theory but through interactive sessions, participants will build confidence and proficiency in sales, in business and life.

**Sales Development:** Whether you are new in sales or a seasoned professional and want to learn new sales skills to help close more business, our academy equips participants with the skills and knowledge needed to thrive in today's competitive landscape.

## Who Is This Academy For?

- ✔ Companies with salespeople that need hands-on sales coaching and training.
- ✔ Salespeople that want to strengthen their sales and communication skills.
- ✔ Entrepreneurs looking to sharpen their sales and business skills.
- ✔ Individuals that want to start a sales career, but lack experience or need sales coaching and training.

### Author:

Tod Novak CSP  
CEO & Founder - The Novak Group.

### Guest Speakers:

Tod Novak will handpick and vet all guest speakers.

### 1:1 Coaching/Mentor:

Each participant will receive (4) private one on one coaching sessions with Tod Novak.

### Academy Duration:

8 week program  
(8 sessions)

### Academy Start Dates:

1. September 24, 2024
2. January 7, 2025

### Format:

Zoom Video (LIVE)  
Tuesday Evening  
6:30 p.m. to 8:30 p.m. PST

### Certificate of Completion:

Upon successful completion of Novak Sales Academy, participants will be presented with a Certificate of Completion, highlighting proficiency in fundamental sales, communication, and life skills.



## Novak Sales Academy Curriculum

### 1. The Story of Sales

Video and discussion. During this study participants will explore the history, evolution, complexity, contribution, and future of sales.

Experts, authors, and real life salespeople explore how sales has impacted humanity, and how the profession has impacted them.

- What is Sales?
- The Evolution of Sales
- Educating Salespeople
- What Makes a Great Salesperson
- Making a Connection
- Technologies Impact on Sales
- The Future of Sales
- Sales is Great

Sales can and should be a very honorable profession. Everything you have purchased from a store or online was sold to that business first by someone in sales. Become good at sales and you will not have a lack of opportunities. Whether it is a down economy or good economy there is always a need for salespeople.

#### Conclusion:

Become great at sales and you will literally write your own paycheck.

**Nothing Happens  
Without A Sale**

–Tod Novak

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## 2. Problem Solving:

### Problem-Solving and Critical Thinking

In today's competitive market, careful thought around problem solving and applying creative solutions can help you stand out and succeed. Participants will be equipped with problem solving tools and strategic decision making skills to help them respond when faced with situations that require a decision and or solution.

### Training Modules:

- ✔ **Problem-Solving Strategies:** Identify customer pain points, and offer effective solutions through problem-solving techniques.
- ✔ **Handling Rejection and Objections:** Develop resilience and confidence to handle rejection and objections professionally, turning them into opportunities for learning and improvement.
- ✔ **Critical Thinking Skills:** Participants will learn how to analyze a problem, assess possible solutions, make strategic decisions, and respond decisively.
- ✔ **Adaptability and Resilience:** Adapt to different personality and communication styles, handle rejection gracefully, and turn setbacks into opportunities for growth.

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### Conclusion:

Participants will be empowered with the problem-solving skills and confidence needed to help them overcome issues they encounter in their career and personal life.



### 3. Effective Communication:

#### Mastering Effective Communication

Effective communication skills are essential for professional and personal success, whether you're selling a product, service, or yourself. This training is designed to equip participants with the tools and techniques needed to excel in communicating effectively via email, phone, text, video conference or in person.

#### Training Modules:

- ✔ **Persuasive Communication:** Participants will learn how to craft compelling messages that resonate with the audience they are in front of and drive action.
- ✔ **Building Rapport:** Master the art of building genuine connections, fostering trust and loyalty that leads to long-term relationships personally and professionally.
- ✔ **Basics of Public Speaking:** Participants will learn how to confidently speak in front of an audience using voice and body positioning for impact.
- ✔ **Active Listening:** Listening is key to effective communication. Refine your listening skills to grasp the underlying message being conveyed. This enables you to adapt your approach for more

impactful communication tailored to each individual's needs. Intently listening helps develop respect and trust.

- ✔ **Nonverbal Communication:** Increase awareness of nonverbal communication, learn how to harness the power of eye contact, posture, body language, facial expressions, and gestures to convey confidence, credibility, and authority.

#### Conclusion:

Participants will learn critical communication skills needed to get ahead in business and in life.

**It's not about you,  
it's about the person  
you are in front of**  
-Tod Novak

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## 4. Mastering the 4 Stages of Selling

This program will equip participants with the skills and techniques needed to excel at every stage of the sales process.

### Training Modules:

#### ✔ Stage 1: Prospecting

In this stage, participants will learn how to identify and qualify potential leads effectively. We'll cover strategies for building a strong pipeline of prospects, including networking, cold calling, and leveraging social media. By mastering prospecting techniques, you'll lay the foundation for successful sales interactions and set yourself up for long-term success.

#### ✔ Stage 2: Presenting

Presentation skills are crucial for capturing the attention and interest of potential customers. In this stage, participants will learn how to craft compelling presentations that highlight the unique features and benefits of a product or service. We'll cover techniques for structuring presentations, engaging your audience, eye contact, voice variation, gestures and addressing common objections. By honing your presentation skills, you'll increase your chances of closing deals.

#### ✔ Stage 3: Closing

Closing deals is where the rubber meets the road in sales. In this stage, participants will learn

proven closing techniques to seal the deal and turn prospects into customers. We'll cover strategies for overcoming objections, negotiating terms, how to know when the time is right to close the sale, and asking for the sale with confidence. By mastering closing techniques, you'll increase your sales conversion rate and achieve your revenue targets.

#### ✔ Stage 4: Follow-Up

Follow-up is essential for maintaining customer relationships, staying in front of prospects, and driving repeat business. Participants will learn effective follow-up strategies to ensure customer satisfaction and loyalty. We'll cover techniques for staying top-of-mind with customers, addressing post-sale concerns, and asking for referrals. By mastering follow-up skills, you'll close more sales, build a loyal customer base and generate ongoing revenue for your business.

### Conclusion:

By mastering the four stages of selling—prospecting, presenting, closing, and follow-up—participants will be well-equipped to succeed in sales. Remember, sales is not just about making transactions; it's about building relationships and delivering value to customers every stage of the way.

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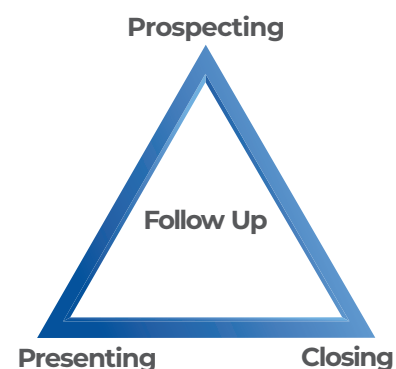
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## The 4 Stages of Selling





## 5. Making The Human Connection

In today's digital world, human connection is crucial for success. That's why our Human Connection Program is essential. By creating instant human connections, you'll maximize every opportunity with customers, potential customers, colleagues, and even friends and family members.

### Why This Program Works

This program is built on simplicity, daily application, and tangible results. *The Birds* system provides a straightforward method for understanding complex human behaviors. Using visual aids that are easy to relate to and fun, participants will quickly grasp the key traits of *The Birds*, allowing them to assess individuals in just 60 seconds or less. This interactive program isn't just about sales—it's about learning how to communicate with different personality styles, understanding yourself and understanding others.

Success in business—and life—requires recognizing that everyone communicates and thinks differently. The Human Connection empowers you to adapt your communication style to match the preferences of others. Just as you would adjust your approach when speaking to a child or a busy executive, understanding and accommodating others' communication styles is key to building meaningful connections and achieving your goals.

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## Training Modules:

- ✔ **Identifying Communication & Personality Styles:** One of the keys to success in life and business is knowing yourself. When you know yourself, you know what you want, what makes you happy, and what fulfills you. All participants will take a personality/communication assessment that will help with all of their relationships, including the most important—the one you have with yourself.
- ✔ **Creating Instant Connections:** By knowing how others like to be communicated to you can create instant human connections with customers, potential customers, colleagues, and even friends and family members.
- ✔ **Human Behavior:** This module simplifies complex human behaviors, providing a visual aid that everyone can identify with. Quickly assess an individual's motivation and adapt your approach accordingly.
- ✔ **Communication:** Participants will learn how to make meaningful connections with all 4 personality styles in person, over the phone, through video conferencing or via email. This instant rapport leads to increased sales and building relationships. This approach is not only effective but also enjoyable and easy to implement.

## Conclusion:

This is one of the most important programs. Learning how to connect and communicate with everyone is going to tremendously help participants professionally and personally.





## 6. Proactive Selling

This program equips participants with the skills, mindset, and strategies needed to take charge of their sales process and achieve exceptional results.

### Training Modules:

#### ✔ **Characteristics of Professional Salespeople vs. Professional Order Takers:**

In the world of sales, there are two distinct types of professionals:

1. **Professional Order Takers**
2. **Professional Salespeople**

While both types may be knowledgeable about their offerings, the key difference lies in their approach to sales. Professional order takers passively wait for leads, while professional salespeople proactively drive sales and exceed targets.

- ✔ **Proactive Selling Techniques:** Participants will learn how to proactively engage with prospects, ask the right questions, think one step ahead, and be guided through the sales process.
- ✔ **Strategic Prospecting:** Effective prospecting strategies will help to generate new leads and expand your client base.
- ✔ **Social Selling:** Harness the power of social media to connect with prospects, build relationships, and generate leads.

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### Conclusion:

Proactive selling is the cornerstone of becoming a true sales professional. Throughout this training, participants will gain invaluable insights into the strategies, techniques and mental attitude needed to proactively engage with prospects every day.



## 7. Mindset-How to Stay Motivated and Positive Every Day

Many sales professionals find themselves struggling to maintain motivation and positivity amidst the challenges of life personally and professionally. In this program participants will learn how important it is to control their mind and thoughts for more positive outcomes, confidence and a happier life.

### Training Modules:

- ✔ **Cultivate a Winning Mindset:**  
Your mindset is your most powerful asset. This program provides practical techniques and strategies to overcome self-doubt, stay focused, and maintain a positive outlook.
- ✔ **Daily Habits:**  
Consistent daily habits fuel motivation and productivity. From morning rituals to evening reflections, we'll guide participants through techniques to optimize their mindset for peak performance.
- ✔ **Thoughts, Words and Action:**  
Your thoughts shape your reality. What you constantly think about and talk about eventually becomes your reality through action. At our academy, we empower you to harness the power of your thoughts and words to achieve remarkable success in life.

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We believe in the principle of *'garbage in, garbage out.'* What you allow into your mind through what you see and hear directly influences your actions and accomplishments. Our program is designed to help you filter out the noise and focus on what truly matters, guiding you towards a path of purpose and fulfillment.

It all starts with cultivating the right mindset-the foundation upon which all great achievements are built.

- ✔ **Fill Your Mind With Positivity:** Participants will learn lifestyle habits and daily techniques to help them be positive and happy. Including practicing positive self talk, daily gratitude, mastering emotions, and surrounding yourself with positive people.

### Conclusion:

Training your mind to be positive is just like training your body at the gym. It takes effort, focus, and consistency.

**Everything  
boils down  
to motivation**

—Tod Novak

Tod Novak is the Founder and CEO of The Novak Group, a sales management, training, and coaching company. Tod founded The Novak Group in 1999 to help companies increase their sales, enhance sales processes, establish meaningful connections with customers, and develop high-performing sales teams and successful sales managers.

Tod Novak's extensive experience and in-depth knowledge in sales and sales management make him a trusted authority in the field. The Novak Group caters to clients from various industries, including major companies such as Microsoft, Comcast, Ford, Liberty Mutual, and USA Today, among many others.

One impressive accomplishment of The Novak Group is increasing the sales of one of their clients by \$400 million dollars, highlighting the effectiveness of their strategies and methodologies.

As a Certified Speaking Professional (CSP), Tod Novak is recognized as one of the top professionals in the speaking industry. With this distinction, he has proven his ability to captivate and engage audiences with his expertise and insights.

Tod is also an author, having written the book "Has Technology Left Us Speechless?". Tod is an active member of the National Speakers Association, having served as the President of the Greater Los Angeles Chapter in 2016 and as the Dean of the Speakers Academy for the Greater Los Angeles Chapter in 2015. He is also the Founder and Past President of the National Speakers Association of New Mexico.

Tod and his wife Joyce reside in Scottsdale, AZ and Newport Beach, CA.



**Tod Novak CSP**

## **Novak Sales Academy Mission Statement:**

We are dedicated to empowering salespeople to thrive. Through hands-on training and coaching, our academy equips salespeople with essential sales and communication skills to help them increase sales, convert more leads, and communicate effectively.