

ECSTATIC SALES:

Leveraging Happiness to Increase Conversions

What is this?

The Ecstatic Sales Experience is a live, online 12-week intensive designed to transform how you think and feel about yourself, your clients and the sales process. Incorporating metaphysics and neuroscience, the Ecstatic methodology gives participants the tools they need to reprogram their brains and regulate their nervous systems for greater personal freedom, creative flow and productivity.

The course covers the “inner” mindset work of overcoming limiting beliefs and the “outer” work of practical skills development.

Who is this for?

The Ecstatic Sales Experience is for anyone who wants to take their sales performance to the next level.

By tapping into the Universal Principles of Human Consciousness and Connection, the course will inspire even the most veteran of sales professionals, but also gives up-and-coming talent a practical roadmap for sales success. While the program includes traditional practices like meditation, members of all faith backgrounds (including “non-spiritual”) will feel safe and included in the program.

Why did we create this?

In 2011, Caitlin Cogan Doemner started her sales recruitment & management business (VirtualCoachingSales.com) terrified of sales. The idea of having to leave a voicemail made her nauseous. Despite her MBA, she had failed in numerous entrepreneurial endeavors previously and discovered the problem: She didn’t know how to sell.

Since then, her company and the sales teams they’ve built have generated tens of millions of dollars for coaching industry leaders like Deepak Chopra, Ali Brown, Mastin Kipp, and Fabienne Fredrickson. Her personal record is closing over \$2.5M in coaching sales in less

than 12 months. She's now passionate about sales, calling it "an act of love and service," and the fastest path to financial freedom.

Our mission is to teach Lightworkers how to make money, and connect Money-Chasers back to their Light.

How does it work?

Starting January 5, 2023, participants will receive 12 weekly sales trainings (the Core Curriculum). They will be assigned to a small "Coaching Cohort" for weekly accountability calls, and they will track their progress daily in our Magic Minute App.

In addition participants have the option of going through a variety of "Electives" (mini-courses teaching specific tactics) at their own pace.

What's Included?

THE PRE-WORK

The Ecstatic Way™ Mental Framework

The foundational 3-Part methodology we use to identify and shift limiting beliefs

Values-Aligned Goal Setting

Our 5-Step process of seeing a Vision, setting a Target, tracking Metrics, keeping Micro-Commitments, and shifting Identity to achieve previously impossible goals

Key Performance Indicators

Utilize our 9 KPIs or select your own industry-specific metrics to celebrate progress

THE CORE CURRICULUM

5 Stages of the Self-Perpetuating Sales Flywheel

- Engage
- Educate
- Enroll
- Evaluate
- Endorse

6 Mindset Principles of Transformative Sales

- Fall in love with Yourself
- Fall in love with your Client
- Fall in love with Results & Systems
- Fall in love with Numbers & Accountability
- Fall in love with Money
- Fall in love with Action

THE ELECTIVES

15 - 60 minute video trainings on the following topics:

- My \$2.5M Coaching Sales Script - and Why it Works!
- No clients? No problem! How to Close 3 High-Ticket Sales without a List or Clear Offer
- Your C.O.R.E. Offer: The 3 Elements of an Irresistible High-End Scalable Package
- Decode the Four Buying Personalities & Speak Their Language
- Generate Leads without Advertising
- The Four Pillars of Multichannel Marketing for B2B
- Building a Six-Figure Referral Network
- Customer Relationship Management: Flowcharting your Systems & Tools

Where and When will calls take place?

Live Trainings will take place on **Thursdays, 11:00am Eastern / 4:00pm GMT, January 5 - March 23** on Zoom. You will have access to all the replays until the end of July.

Coaching Cohorts will be offered at various times to accommodate as many time zones as possible. If your assigned cohort time is not convenient for you, you can request an alternative cohort.

How is this going to help me?

As a result of going through this program, you can expect to be **more excited about your work** than ever before. You will actually **look forward to sales activities** as a way to further a mission you care about. You will **lean into challenging situations** as an opportunity for personal growth. You will take chances and experiment with innovative new approaches to **expand your reach**.

While we fully expect you to **blow your previous sales goals out of the water and make more money than you ever believed possible**, we also expect that **you will be happier**, and **more confident**, too. You may enjoy **more peace and joy** in all areas of your life. You might find yourself losing weight as a result of our work together. Your marriage could feel more fun. Because the principles we teach are applicable at all levels of business, you might rewrite your entire business plan to incorporate these principles and find yourself **disrupting your market**.

If you bring an open mind and a commitment to take new action, you will experience **radical personal and professional transformation** as a result of being a part of this program.

How is this different from other sales training?

Honestly, we don't really care about sales for sales' sake. We view sales as the best possible **bootcamp for personal development**. Selling forces us to confront our own inner demons -- and then we go out and wrestle everyone else's demons for a living.

We believe that **selling is an act of love and service**. Decisions change destinies, which means every sales conversation has the potential to change the lives of both the Buyer and the Seller.

When you come to the table as your Client's Advocate, fighting for them as opposed to your paycheck, you'll discover that **sales can be the most emotionally-rewarding career on the planet**. You'll watch people smile brighter, stand taller and live more fully as a result of your work.

Everyone is always selling. We sell our spouse on the idea of marriage... We sell our kids on the value of homework... We sell our employees on the company vision... We sell ourselves on the risk of taking chances... **Everything in life is a negotiation of values**.

Which means **if you want to be a Leader, you need to master the art of selling with your whole heart**. THAT is what we teach in the Ecstatic Sales Experience.

Investment:

\$3,000 USD for individual

Or 4 installments of \$1000

\$5,000 USD for a group of five

(+ \$1,000 each additional seat)

Do you offer a guarantee?

If you are not 100% delighted with the Experience after attending all of the trainings and completing the homework as assigned (including submitting the weekly feedback forms) ...we will happily refund your money!

How do I get started?

[CLICK HERE](#) to submit your \$1,000 non-refundable deposit and you will get instant access to:

"LEADING THE SALE" - A binge-worthy 5-hour video sales training course for high-ticket service providers

You can choose to (1) recruit more friends, (2) continue on the payment plan, or (3) pay the balance in full within 30 days.

What do past attendees have to say about the Learning Sales from Caitlin?

Even after 12 years in business, I felt like I was still struggling to overcome my clients' objections and teach my team how to do the same. Establishing systems to consistently close deals is an area of my business where I can ALWAYS improve my skills. Now, after participating in Caitlin's sales program, we're now reaching a new level of close rates! **We closed 80% of our sales during the sales course and had a record breaking month in March!** I'm now training my staff with our new skills and anticipate we'll easily break a half million this year.

Scott Roewer, TheOrganizingAgency.com

Caitlin is the REAL DEAL. She's a diamond in the rough of charming small business sales & marketing people. I was skeptical that she could even do what she said she could do, but along the way **I have learned to jump out of my comfort zone** (it's absolutely real!) and breathe. Caitlin does what she says she's going to do; she's an honest and truly gifted business woman, and kind, compassionate partner.

Laura Labovich, The Career Strategy Group

We love Caitlin! Before working with her, I was doing all my sales sessions myself and wondering how I could expand the position to hire others and create a team. Caitlin's coaching showed me how to **sharpen my selling skills, while creating a system to manage and hire others. She made it easy and fun.** My sales have increased and I have the confidence to train others to do the same. Thank you, Caitlin!

Helen Chang, Author Bridge Media

I have been in sales for over 35 years and yours is **the most heart centered sales training** I have ever encountered. I wish I had had this training 35 years ago when I started my 22 year real estate career or even ten years ago when I started a new career in health coaching! This is such a valuable course! I am so impressed with how you are able to **break down the entire sales process so clearly.** I especially love how you train and model how to continually love your prospects and clients and seemingly wrap your soul around them, even while on the phone!

Dyann Lyon, Whole Health By Design

I really stepped into a lot of Caitlin's suggestions on mindset and different strategies and techniques and how to approach a sales call: I had **six sales calls in the course of a week and I had a 100% say YES!** I thought that I was already pretty good -- I had a pretty good conversion rate -- but I totally saw things coming up in the calls where I was like, "Okay, my tendency would be to do THIS... but based on what Caitlin said and what I've learned, I'm going to do this instead..." And it was AWESOME! It was so powerful.

I know that it was my team's mindset that was holding them back... and seeing them grow in leaps and bounds has been **absolutely, positively worth every dime and every single second that we spent with Caitlin and her sales course.**

So if you're thinking about taking yourself to the next level in sales and you're wondering what book to read or video to watch or workshop to invest in -- CAITLIN KNOWS HER

STUFF. And what's great is that because Caitlin started in a place where she didn't know anything, **she can relate to all levels of the sales process. and everyone's level of experience.** I give Caitlin my highest level of recommendation.

Caitlin is absolutely THE BEST. So if you're thinking about joining her Academy or working with Caitlin on any level – DO IT RIGHT NOW!

Amber Thiel, CEO of The Healthy Edge

Caitlin is truly a Sales whisperer! I was absolutely blown away by her training and how informative and thorough it was. She changed my view on what selling should be. I love how she broke everything down and made it so simple to understand. The best part was that her sales techniques were so authentic. They didn't feel slimy or distasteful. I can't wait to start implementing them. If you want to learn to sell gracefully, I highly recommend working with Caitlin.

Cecilia Wong, CeciliaWongSkincare.com

Your Instructors



Caitlin Cogan Doemner is founder & CEO of VirtualCoachingSales.com and author of the upcoming book, "The Ecstatic Way." After studying at Oxford University and getting her MBA from Biola University, Caitlin Doemner launched a sales management company which generated over \$11M in new revenue for its clients in its first 8 years. She has published multiple books, including "The Unseen Sales Machine" and "Sell with Heart." She is currently traveling the world with her husband and three kids.



Jess Funke Maspes is the owner of Contagious Connectors, which teaches conscious entrepreneurs how to recognize their value, take powerful action from a place of clarity, and confidently lead in every area of their lives. Jess' background in the hospitality industry, closing 7-figure contracts, combined with her work as a yoga teacher, makes her the perfect instructor for Ecstatic Sales. She loves making selling easy, fun and effective by applying science-backed methods with an open mind and fulfilled heart. She speaks multiple languages and currently resides in London, UK with her two daughters.