



- **INCREASE** Average TOA
- Speed Up **RAMP** Time
- Become Profitable **QUICKER**



Welcome to the Elite Sales Training Program

This 8-week intensive, hands-on bootcamp is built for one purpose: To ignite the fire that moves the needle within your organization!

Whether you're looking to elevate your current team's production or ramp new hires to full productivity faster, this program is built for you. This program is designed to help your organization take market share, grow headcount, and raise average TOA per recruiter—driving stronger margins, greater confidence, and developing each team member into a higher-performing recruiter.

Nothing in our industry delivers this level of development. This isn't general "training." It's a proven competitive advantage. In a commoditized market, I develop healthcare recruiters who stand out, build confidence, and instill the winning mindset needed to compete at the highest level.

Your team will move through a proven 8-week program where each week intentionally builds on the last, guiding them through a structured progression from foundational skills to elite level performance. The program is supported by performance driven resources outlined below, all designed to move the needle inside your organization.

If you're serious about driving revenue, elevating culture, and scaling performance, this program is the missing piece in your business model.

"Elite Sales Training has elevated our performance and strengthened our sales culture. Working in conjunction with our internal training team, they have created a proven system we will continue to utilize to support the growth and development of our recruiters"

-Shawn Roeber, CEO, Fortis Healthcare Solutions

What's Included in the 8-Week Program

Live Coaching (2x per week): High-energy hour sessions built to fuel confidence, sharpen skills, and keep your recruiters performing at full throttle.

Elite-Level Skill Development: Master advanced sales and recruitment strategies through structured training in the Online Recruiter Academy (weekly sections outlined below).

Applied Learning: Reinforce key concepts through targeted coursework aligned with each section, designed for real-time application.

One-on-One Coaching: Direct individual coaching for deep skill development, accountability, and personalized growth.

Manager's Course Guide: A strategic resource to help leadership reinforce and sustain the Elite Sales Training framework within their teams.

Gamified Accountability: An 8-week competition tracking key performance indicators to drive engagement, execution, and accountability. Top performers are spotlighted weekly and recognized during the program's final review.

Measurable ROI: Pre- and post-training KPI comparisons provide clear evidence of growth and lasting performance improvement.

Leadership Collaboration: Ongoing partnership with leadership through progress reports, recruiter-specific recommendations, and final performance analysis.

Completion Ceremony: A closing recognition event celebrating achievement, growth, and program completion.

Weekly Program Outline:

Across the seven sections outlined below — each specifically tailored to healthcare recruiting — your team will develop their mindset, deepen their understanding of sales psychology, master elite-level closing, execute effective pay conversations and extension strategies, and make the shift from transactional selling to relationship-based consulting.

Week / Section Title:	Class Overview:
Week 1: The Elite Closer Mindset Overview	<p>The Elite Closer Mindset equips sales professionals with the mental framework required for exceptional performance—emphasizing discipline, emotional intelligence, and a growth-driven approach. This section teaches you how to embrace challenges, rewire fear-based thinking into empowering beliefs, and maintain relentless focus on long-term success. By mastering these strategies, you'll build the resilience and confidence needed to thrive in competitive environments. If you want to elevate your sales career and step into elite performance, it starts by transforming your mindset and unlocking your full potential.</p>
Week 2: Massive Action	<p>Massive Action is the engine behind sales success—driving relentless, large-scale effort to maximize your reach, impact, and pipeline. This section emphasizes the power of consistent, high-volume outreach and the discipline required to sustain it. You'll learn to operate from a mindset of abundance—not fear—by taking full ownership of your results and eliminating excuses. Through repetition, structure, and intensity, you'll sharpen your skills and build your own economy—one that isn't dependent on external factors, but created through the discipline of taking massive action.</p>
Week 3: The First Call	<p>The First Call sets the tone for every client relationship—and mastering it is non-negotiable. While most recruiters focus on pitching jobs and rates, this section teaches you how to sell relationships and the long-term success of your clinicians. Using NLP (Neuro-Linguistic Programming), emotional intelligence, and advanced communication strategies, you'll learn how to build trust and establish deep rapport from the very first interaction. These skills transform transactional calls into long-term partnerships and lay the groundwork for a stronger, more sustainable book of business.</p>

Week 4: The Elite Closer	<p>The Elite Closer section transforms you from a salesperson into a strategic closer—one who knows how to win deals with precision, confidence, and control. Here, you'll master the critical difference between selling and closing by developing the mindset and advanced techniques that top performers rely on. You'll gain a deep understanding of sales psychology and how emotional buying decisions are made—leveraging NLP (Neuro-Linguistic Programming) to close without your prospects ever feeling pressured. These skills will help you dominate complex sales situations, overcome objections effortlessly, and convert at a higher level. Step into the mindset of an elite closer, crush your targets, and lead the pack with confidence.</p>
Week 5: Chess Moves	<p>Chess Moves equips you with the strategic thinking and tactical precision needed to outmaneuver clinicians and stay in control of the sales process. In this section, you'll learn how to anticipate needs, plan your moves in advance, and apply advanced techniques that position you as the authority. You'll master the push-pull dynamic of influence—so the clinician is drawn to work with you, not the other way around. By leveraging NLP (Neuro-Linguistic Programming) and understanding the psychological game behind high-level selling, you'll learn how to influence outcomes subtly but powerfully. Master these chess moves to dominate your market, close with finesse, and build long-term relationships that compound over time.</p>
Week 6: Pitching Pay & Extension Strategies	<p>Pitching Pay & Extension Strategies empowers you to confidently lead salary conversations and contract extensions with precision and control. You'll learn the art of price anchoring to set firm expectations early and navigate pay negotiations like a pro. This section positions you as a trusted advisor—someone who can present compelling pay packages and extension offers that align with both clinician needs and business goals. By mastering these strategies, you'll secure stronger deals, avoid costly missteps, and build long-term loyalty through clarity, trust, and confidence.</p>

<p>Week 7: Factors That Separate You from The Pack</p>	<p>Factors That Separate You from the Pack delivers bold strategies to help you stand out in a crowded market and become the go-to recruiter in your space. This section is about building a true book of business—not just hitting numbers. You’ll uncover your unique differentiator, learn to sell effectively across diverse personality types, and evolve from order taker to trusted consultant. From crafting an exceptional customer experience to building strong internal and external relationships, you’ll discover how to foster loyalty, earn trust, and create long-term success. By applying these strategies, you’ll develop a powerful personal brand that drives consistent performance and positions you as a leader—not just another recruiter.</p>
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