

AI meeting summary:

- The "Sales Breakthrough Preview" meeting, hosted by Eric Lofholm, introduced participants to a comprehensive program aimed at significantly enhancing sales performance through a blend of mindset, techniques, and actionable strategies. Covering essential topics like the "Sales Transformational Triangle," the session emphasized the importance of inner game elements such as belief and confidence, outer game skills such as sales scripting, and the necessity of consistent action. Lofholm shared his extensive experience and the transformative potential of the program, illustrated by compelling case studies of successful participants. Attendees learned about the structure of the 12-month mentorship, which includes individual and group coaching, and special offers for early commitment, backed by a money-back guarantee. To capitalize on the opportunity, participants were encouraged to express interest in the program promptly for additional coaching benefits.

Notes:

- **Introduction to Sales Breakthrough (00:00 - 10:39)**
- Eric Lofholm introduces Sales Breakthrough program
- Program designed to help participants make more money
- Guaranteed to increase sales results
- Affordable pricing with generous offer at the end
- Focus on inner game, outer game, and action
- Eric's background: 30 years of selling experience, 25 years of professional coaching
- **Sales Transformational Triangle (12:03 - 21:10)**
- Inner game: mindset, belief, confidence
- Outer game: techniques, scripts, strategies
- Action: doing necessary tasks, prospecting, sales calls
- Eric to provide expertise in sales scripting
- Importance of skill-building vs. motivation
- Introduction to "don't know you don't know" concept
- **Breakthroughs and Potential (22:43 - 31:59)**
- Eric's mentors and background shared

- Emphasis on becoming a better version of oneself
- Examples of potential breakthroughs: group selling, CRM usage, email marketing
- Participants encouraged to estimate potential income increase
- Importance of long-term benefits from coaching
- **Case Studies and Success Stories (33:26 - 44:26)**
- Bill Le: Increased income from 80-100k to over 500k in commercial insurance
- Mike Irwin: Grew business to \$20 million annual revenue, aiming for \$250 million
- Importance of mindset shifts in achieving breakthroughs
- **Sales Breakthrough Program Details (46:17 - 54:05)**
- 12-month structured mentor program
- Includes one-on-one coaching, group coaching, virtual boot camp
- \$10,000 investment with founder special discount
- Bonuses: Protege membership, in-person training, Platinum Protege membership
- 30-day money-back guarantee and ROI guarantee
- Payment options: \$5,000 upfront or payment plans available

Action items:

unassigned

- Request interview for Sales Breakthrough program within 10 minutes for additional coaching bonus (53:51)
- Email or text Eric to express interest in Sales Breakthrough program (51:15)