



LEGENDARY TRAINING FOR THE MODERN WORLD



ABOUT US

Grosso University is a premier sales training and consulting organization in the Home Improvement Industry, helping companies scale through elite sales training, leadership development, and proven systems that drive performance, profitability, and lasting growth.

OUR SERVICES

- **One-On-One Training**
- **In-Person & Virtual Bootcamps**
- **High-Energy Seminars**
- **Custom Content & LMS Creation**
- **Sales Leadership Coaching**
- **Comprehensive Online University**
- **Entrenamiento disponible en español**

GROSSOUNIVERSITY.COM

Check out the Vault of Rick
Training!



GROSSO U

Dominic Caminata is the **visionary** CEO and Founder of Grosso University, the leading sales training and consulting organization in the Home Improvement Industry. A recognized **expert in sales training, leadership coaching, and motivational speaking**, Dominic played a significant role in establishing a \$100 million sales organization based on the original principles of Rick Grosso's sales training. He subsequently launched Grosso University, dedicating himself to training contractors, sales professionals, and business leaders across the nation.

Through live events, leadership workshops, and elite sales training programs, **Dominic has helped thousands** of professionals **improve closing percentages, build high-performing teams, and create scalable, profitable businesses**. His teachings combine advanced sales psychology, leadership development, communication, and mindset training to help individuals and organizations operate at the highest level.

OUR MISSION at Grosso University is to provide home improvement companies **legendary training** for the modern world. We forge business organizations into profitable empires built to **dominate** their markets with precision, discipline, and power through proven strategies, methods, and tactics.

OUR VISION is to **transform** the home improvement industry by creating elite sales professionals and leaders. We aim to unlock potential, scale businesses, and electrify a global movement of sales experts who make a difference, excel in their markets, and build **meaningful legacies**.

OUR VALUES are to uphold strong morals, emphasizing **honesty, accountability, and transparency**. Our clear vision empowers and inspires others, fostering motivation and pride in our work. We focus on physical and mental optimization, demonstrating resilience while collaborating to achieve personal and company goals.

OUR WARRIORS, trained in an 11-Step Sales Process, confidently handle objections, execute closing strategies, and maintain high performance. They are influential agents, cultivating **greatness in themselves** and others. Through daily focus and learning, they excel in the industry and in their **pursuit of happiness**.



Matt Burke is a growth leader in the home improvement industry with over 20 years of experience in sales and team building. He began his career in 2003 selling Temo sunrooms and quickly became a top producer. In 2019, he helped to co-launch Grosso University. As COO & Partner, he has played a pivotal role in transforming the leadership and operational strategies of remodeling companies across the U.S., significantly driving their growth.

SALES ACADEMY

LEGENDARY TRAINING FOR THE MODERN WORLD

Certified Closer™ is **elite**, execution-driven sales training built for home improvement sales **professionals** who want **consistency, confidence, and control** in every appointment.



YOU'LL LEARN HOW TO

- Control the sale from the first minute in the home
- Present price with confidence, without pressure
- Handle objections before they occur
- Close cleanly and ethically in a one-call environment
- Master the "inner game" of selling



DELIVERABLES

- Proven In-Home selling system
- Mindset coaching
- Bible of In-home selling
- Monthly 2-week live masterclass with final exam certification
- Role-playing handbook
- Monday Morning Sales Mastermind
- Closers Camp ticket



CONSULTING

- 20-minute private zoom sessions up to three (3) per week
- Live role-playing, objection handling, and execution coaching
- Mindset work "sales therapy"



INVESTMENT

- 4-month minimum commitment

Scan To Schedule Your Strategy Session



For complete pricing details,
contact mburke@grossouniversity.com

Certified Closer™ was developed for those **tired** of losing deals on price, feeling **unsure** at the close, and having **inconsistent** performance week to week.



GROSSO
UNIVERSITY

INSTRUCTED BY



DANIEL COOMES-BARRY

Daniel is the Head Sales Trainer at Grosso University and leader of the Sales Academy Masterclass. One of the most decorated trainers in the home improvement industry, he combines hands-on trade experience with elite one-call closing mastery.

After starting in HVAC and carpentry, Dan rose through the sales ranks and refined his skills alongside Dominic Caminata. Today, he's known for transforming sales reps into confident, high-performing closers through the Grosso System.

**Invest In Your Sales
Career Today!**



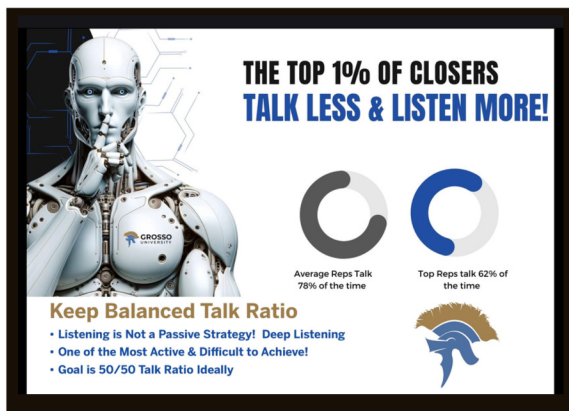
1% CLOSERS

What strategies do the top 1% of closers use in the home to close deals and secure business?

The **difference** between average salespeople and the top 1% closers in the Home Improvement Industry is no longer based on opinion, it's backed by data.

After analyzing more than 1 million sales encounters using AI-driven insights, clear patterns began to emerge separating elite performers from everyone else.

Top 1% closers ask **five times more** questions than average sales reps because they understand that great salespeople do not dominate conversations, they guide them. They maintain a balanced talk ratio, ideally close to 50/50, allowing homeowners to feel heard, understood, and emotionally connected throughout the appointment.



The data also revealed that elite closers leverage financing nearly **eight times more** than average reps. They understand that monthly investment conversations create affordability, reduce emotional resistance, and help homeowners move forward confidently.

Beyond financing, the top performers are **significantly more** patient at the negotiating table. Instead of rushing or becoming emotional, they stay calm, composed, and intentional during critical decision-making moments.

Another major differentiator is process compliance. Top closers follow a proven system nearly **70% of the time** instead of “winging it” or shooting from the hip. They trust structure, repetition, and psychology.

Perhaps the biggest insight of all is how much time top closers spend building value. The top 1% **spend four times longer** establishing trust in themselves, their company, and the solution before discussing price. They also spend **significantly more** time in the home, averaging between two and two-and-a-half hours per appointment. Why? Because they understand that relationships, trust, value, and emotional connection cannot be rushed.

SALES LEADERSHIP COACHING



EMPOWERED WITH SUCCESSFUL STRATEGIES

The **Grosso U Sales Leadership Coaching Program** provides sales leaders with the **tools, insights, and strategies** to implement **proven, repeatable, and predictable** sales processes of sustained **success**.



KEY AREAS OF FOCUS

- Recruiting & Onboarding
- Sales Training & Development
- Finance Program Development
- Operational Excellence
- Lead Management & Accountability



DELIVERABLES

- Comprehensive sales leadership training platform
- Access to templates, documents, and scripts designed to optimize all aspects of the sales process
- Tailored evaluations of your sales systems, goal setting structure, and roadmap for actionable objectives



CONSULTING

- Direct access to Dominic for personalized coaching through monthly zoom sessions, unlimited scheduled 20-minute phone calls and text support
- Bi-weekly sales management meetings (60 mins.)
 - Planned and prescribed sales training, weekly meeting agenda and competitive strategies
 - Set benchmarks and define clear, actionable goals



INVESTMENT

- 3-month minimum commitment, then month to month

Scan To Schedule Your Strategy Session



For complete pricing details,
contact mburke@grossouniversity.com

Grosso U Sales Leadership Coaching Program transforms your sales leadership potential and **drives measurable results**. Fostering a **growth mindset**, our program equips you with the **knowledge** and **confidence** to lead your team to success.

INSTRUCTED BY



DOMINIC CAMINATA

Dominic Caminata is nationally recognized as a leading sales trainer, leadership coach, and motivational speaker in the Home Improvement Industry. After playing a key role in building a \$100 million sales powerhouse, he has committed his career to hosting live events, conducting leadership workshops, and offering elite sales training programs. Through his efforts, Dominic has empowered thousands of professionals to enhance their closing rates, develop high-performing teams, and establish scalable, profitable businesses.

His teachings integrate advanced sales psychology, leadership development, effective communication, and mindset training, enabling individuals and organizations to reach their full potential.

LEAD WITH STRATEGIES!



GROSSO U PODCAST



The "**Profits for Sanity**" podcast, brought to you by Grosso University, is designed to support leaders in home improvement, remodeling, and home services as they expand their businesses without experiencing burnout. Hosted by Dominic Caminata, the CEO of Grosso University, the show dives into practical strategies aimed at **achieving long-term success**.

Key topics include business scaling, where listeners learn how to transform small contracting businesses into **multi-million dollar enterprises**. The podcast also covers sales and leadership, offering tactics for in-home sales, **building effective sales teams**, and **mastering the closing process**. Additionally, it explores tech and innovation, highlighting how modern tools, including AI, are revolutionizing the home improvement industry. The show also features founder stories with **successful entrepreneurs** and industry experts who share their journeys from the field to large-scale operations.

To catch our episodes, **subscribe** to the **Grosso University YouTube** channel, or listen on Spotify and Amazon Music. If you're interested in more information or would like to be a guest on the show, contact Dominic Caminata directly at dcaminata@grossouniversity.com or call 888-GROSSOU.

In the world of business, **Volume** is for **Vanity** and **Profit** is for **Sanity**! Catch us on the next episode!



Grosso U YouTube Channel
[@grossouniversity3712](https://www.youtube.com/@grossouniversity3712)

Our channel delivers life-changing education, sales tactics, and leadership frameworks for sales warriors, leaders, and business owners. Learn sales mastery, objection handling, recruiting insights, & leadership strategies right on our YouTube platform.



Stay connected with us to explore exciting upcoming events, podcasts, workshops, products, services, and exclusive offers! Grosso U is active on Facebook, LinkedIn, Instagram, and TikTok.

EXTREME LEADERSHIP MASTERMIND



**Forging Apex Leaders.
Building Apex Businesses.**

The **Extreme Leadership Mastermind** is an **elite**, high-level experience designed for driven business owners and sales leaders committed to operating at the **highest level**. This mastermind is built to **challenge, sharpen, and elevate leaders** into their **most powerful form**.



HIGHLIGHTS

- Direct access to Dominic and elite leadership experience
- Bi-weekly mastermind sessions with real-time strategy and problem solving
- Elite peer group of high-level operations
- Leadership curriculum and book study for mindset expansion
- Special guest speakers and industry experts
- Strategic development across leadership, culture, sales, and growth



EXCLUSIVE RETREAT AT GU CAMPUS

- Transformational leadership experiences to break limitations and expand vision
- World-class guest speakers commanding the most successful businesses
- Deep dives into sales systems and process
- Team building development



PROGRAM STRUCTURE

- Onboarding with goal alignment and integration
- 2x monthly mastermind sessions
- Leadership book discussions & guest speakers
- Ongoing collaboration & networking opportunities



INVESTMENT

- 12-month commitment required, then month to month

Scan To Schedule Your Strategy Session



For complete pricing details,
contact mburke@grossouniversity.com

This **mastermind** is designed for those who are dedicated to developing **outstanding teams**, nurturing a **robust culture**, **boosting profits**, and further enhancing their personal and professional lives.

INSTRUCTED BY



Dominic Caminata

Dominic Caminata, recognized for his dynamic coaching approach, unwavering no-excuses mindset, and passion for nurturing leaders, has established an Extreme Leadership Mastermind. This program is designed for individuals eager to explore exclusive opportunities to learn about building and managing high-performing sales teams and businesses.

Members will benefit from direct coaching, real-world business insights, and effective leadership strategies, equipping them with the essential tools to cultivate stronger teams, foster winning cultures, enhance accountability, and confidently lead an Apex-level company.

JOIN THE ELITE!

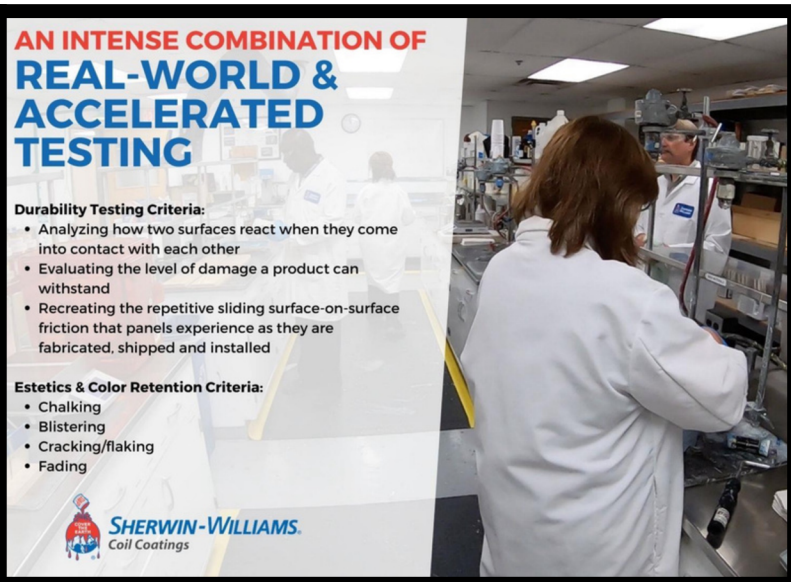


SALES WARRIOR JUMPSTART PROGRAM

The best close in the world is YOUR Masterful Sales Presentation, customized by Grosso U media team. This presentation is specifically tailored to meet your product and company needs, utilizing Grosso University's proven and effective sales presentation framework to maximize effectiveness at every stage of the Grosso U sales system.

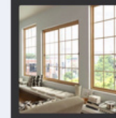
This includes an evaluation of your company story along with actionable recommendations. Additionally, it is optimized for your preferred presentation software.

The image below showcases an interactive slide from the creation process for the Metal View program for Sherwin-Williams.



Window Materials

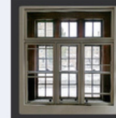
Selecting the right type of replacement window is paramount as it can significantly impact energy efficiency, aesthetics, and overall comfort in your home.



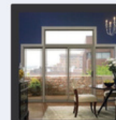
Wood



Vinyl



Aluminum



Composite

The image above features an interactive slide that includes videos, testimonials, website links, infographics, before-&-after photos, & time-lapse videos for RWC client.

Custom scripted and branded for your product and company. This package includes embedded screenshots of the sales presentation, complete with scripting and talking points for each slide.

Grosso U will guide your sales team through the presentation, addressing questions to ensure maximum confidence in navigating the slides. The session will be recorded and owned by the client for future training purposes, hosted on the Grosso LMS.

You will receive a 90-minute training session along with a live Q&A. To learn more, visit Grosso University website or call 888-GROSSOU.

GROSSO U SALES OS™

FULLY IMPLEMENTED SALES OPERATING SYSTEM

The **Grosso U Sales OS™ Program** is designed for home improvement companies that want to **standardize, and scale** their sales operations with a **repeatable and predictable onboarding system** for new hires and retention.



DELIVERABLES

- **PHASE 1: Implementation and Execution Jumpstart**
 - Build & install Sales OS with immediate performance gains
 - Reps enter Online University, masterclass, & live coaching to become trained, tested and certified on the GU 11-step system
 - Company specific scripting with branded role-playing guide
 - Pricing & financing delivery structure
 - Custom closing sequence
 - Sales department policies and procedure
 - Custom training portal with private LMS build in parallel
- **PHASE 2: Growth & Scale**
 - This phase is designed to eliminate friction in onboarding, retraining and performance management.



CONSULTING

- **Up to two (2) 20-minute coaching calls per week**
 - Building and structuring a sales organization
 - Recruiting, interviewing, and onboarding
 - In-field coaching system
 - Sales meeting structure and cadence
 - Pricing, margin, and discount control
 - KPI selection, tracking, and accountability



INVESTMENT

- **12-month commitment required, then month to month**

Scan To Schedule Your Strategy Session



For complete pricing details,
contact mburke@grossouniversity.com

The OS™ Program combines **rep certification, company-owned training infrastructure, live rep coaching** and **executive-level leadership coaching** into one integrated system.

INSTRUCTED BY



DOMINIC & DANIEL

Dominic Caminata builds the foundation of the Grosso Sales OS by creating each company's customized sales infrastructure, including presentations, policies, procedures, and role-playing guides.

Daniel Coomes-Barry then implements the system through an intensive 12-week live sales training program that teaches reps exactly how to sell using the Grosso system. Each session is recorded and turned into custom training modules, helping clients build their own proprietary LMS and long-term onboarding platform.

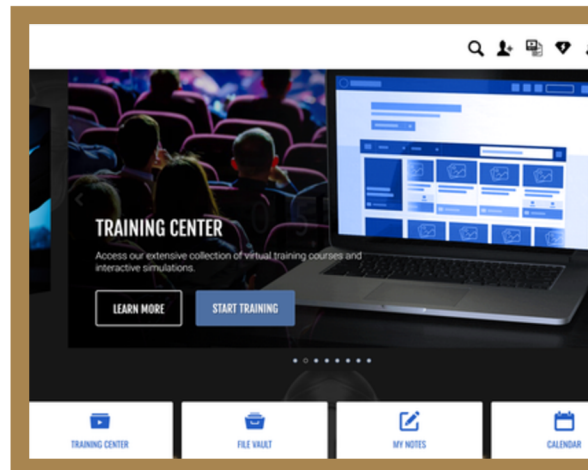
DEPLOY THE SALES OS INSTANTLY!



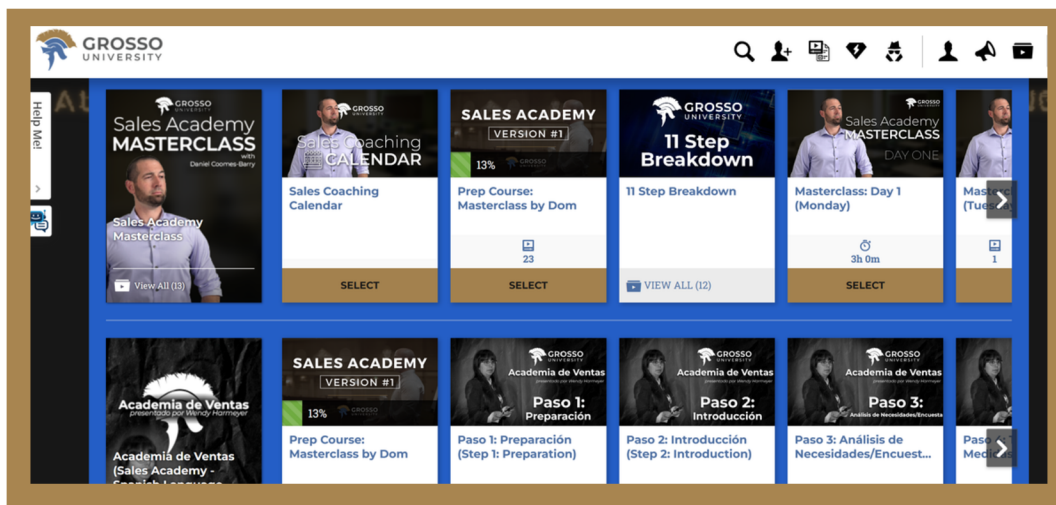
GROSSO U ONLINE PLATFORM

The **Grosso University Online Platform** is a **specialized**, learning management system (LMS) designed exclusively for the home improvement and remodeling industry. It provides on-demand sales training, management tools and performance tracking to help businesses shorten onboarding times and increase close rates. **Key Features** of this platform include **studio quality video modules**, **file vault**, **quizzes with certification** and the **11-step sales breakdown**. The sales methodology is divided into 40+ short-form, on-demand modules for **easy comprehensive** and **long term retention**.

Whether you're a seasoned professional or new to the industry, Grosso University offers a dynamic learning experience tailored to your needs. The platform's intuitive design ensures that users can easily navigate through the modules, making it simple to focus on the skills that matter most. Additionally, interactive quizzes reinforce learning and help solidify key concepts, ensuring that knowledge sticks.



For sales reps eager to refine their techniques, the 11-step sales breakdown provides a clear roadmap for success, guiding them through every aspect of the sales process. This structured approach not only **boosts confidence** but also **empowers reps** to close deals more efficiently and profitably.



The GU file vault is a comprehensive library of proven sales, leadership, recruiting and business building resources designed specifically for the home improvement industry. With instant access to scripts, workbooks, presentations, playbooks, and training materials, contractors, sales leaders, and **sales warriors have everything they need to sharpen their skills, accelerate their growth and master their profession.**

Managers can issue assignments, set deadlines, and run detailed performance reports to identify and tackle individual rep challenges. Users receive access to weekly interactive sales training sessions via zoom to enhance their training experiences.

With tailored feedback and performance analytics, managers can effortlessly pinpoint areas needing improvement while also acknowledging top performers. This leads to a well-rounded, highly skilled sales team prepared to face any challenge.

The platform equips sales managers with the resources to become effective sales coaches, monitor team analytics, and customize content to meet the specific needs of their team.

Join the Grosso University community and transform your sales strategy today! Call 888-GROSSOU!

www.grossouniversity.com

TALENT SOLUTIONS



UNLOCK POTENTIAL, IGNITE GROWTH

The **Talent Solutions Program** is designed to help Home Improvement companies attract and hire **elite talent** that **drives growth, strengthens culture, and increases profitability**. We connect industry-leading companies with top-performing sales professionals, leaders, and executives nationwide.

DELIVERABLES

- Full Access to GU Certified Closer Program
- Refined Policies and Procedures (onboarding procedures)
- Training Systems

CONSULTING

- Align Expectations, Define Hiring Goals & Understand Organizational Needs
- Review and Refine Critical Talent-Related Frameworks:
 - Employee onboarding policies and procedures
 - Compensation structure
 - Interview process
 - Training systems
 - Lead handling and communication etiquette
- Candidate Sourcing & Interview Coordination
- New Hire Integration
- Post-Hire Support & Follow-Up
- Performance Support

EXCLUSIVE ACCESS

- Sales Representatives Have Full Access To GU Certified Closer Program Including:
 - Unlimited access to GU online coursework
 - Monthly Mastermind Participation
 - Free access to GU in-person and virtual training events

INVESTMENT

- Tier Placement Fees
- For complete pricing details, contact mburke@grossouniversity.com or scan the QR code
- Fractional HR Services (Provided on an additional retainer basis)

The Talent Solutions program **optimizes** the hiring process, allowing your internal team to **stay focused** on core business operations.

DIRECTED BY



KARLI BUDDE

Karli Budde is the Director of GU Talent Solutions at Grosso University and a highly accomplished recruiting leader in the home improvement industry. With over a decade of experience, she previously led recruiting at Renuity, building a team of 30+ recruiters and supporting hiring for a \$1B+ organization.

She has helped place thousands of employees nationwide and is known for building high-performance recruiting systems. Today, Karli leads GU Talent Solutions, helping contractors attract, hire, and retain top-tier talent at scale.

LEARN MORE



GROSSO U

Grosso University hosts elite training events, workshops, webinars, and immersive summits tailored specifically for the home improvement and remodeling industry. These engaging events include **Closers Camp**, **Owner's Camps**, **Warrior Women's Retreat Workshop**, **Campamento de Ventas**, **Marketing Workshop**, and **Extreme Leadership Workshop**. In addition, Grosso's live events offer cutting-edge virtual access for those interested in participating from the comfort of their home or office. Grosso U also provides a comprehensive in-depth Masterclass training program that guides participants through every aspect of the sales process, from lead handling to one-call close.



Unleash Your Potential with GU Events: Ignite The Greatness Within!

These events are designed not just for information but for transformation. The key to success starts with selling yourself to yourself first. To change your mindset and achieve new heights, you must believe and awaken what is already within you—your greatness! Throughout these events, you will be inspired and reset by motivational speakers and mindset experts before you even dive into the content. Moreover, these events include interactive experiences that highlight the importance of mindset and personal empowerment.

High-intensity training, Elite training!

Our events span 2 to 3 days and not only incorporate mindset but also delve deeply into the psychology behind customer behavior and decision-making. Health and wellness are integral to every aspect of our events. You train in proportion to how you feel, engaging in workouts and unconventional experiences that stimulate your senses and challenge your limits. Role-playing exercises with peers are designed to enhance retention, break barriers, and elevate your training experiences.



The VIP Experience is where Life Changing Relationships are Forged!

Every event offers a chance to join an inner circle and build meaningful relationships. The VIP experience includes a private dinner with the GU Team and off-campus team-building activities. Attendees can connect with industry leaders and peers, fostering collaboration, innovation, and a supportive network that lasts beyond the event. Whether seeking knowledge, partnerships, or inspiration, these events provide an ideal environment for growth and leadership.

Your Network is your Net worth!

Staying connected is vital for your continuous development and achievements. These events leave you feeling inspired and transformed. To support your progress, GU offers a variety of resources, including programs, social platforms, GU University, Profits for Sanity podcasts, published articles, blogs, and magazines. These resources will help you stay informed about layered learning, peer success stories, upcoming events, networking opportunities, technology integration, partnership possibilities, and growth avenues for your business!



EVENT EXPERIENCES

CONNECT, COLLABORATE, & GROW WITH THE ELITE

We organize **high-performance** events in a **premier** training environment. Our packages are designed to meet various needs, creating **impactful** and **unforgettable experiences**. The facility accommodates both **in-person** and **virtual attendance**.



TIER 1: BASELINE VENUE RENTAL (SPACE ONLY)

- **Full venue footprint access** (8-10 hours) to main training space, flex office, kitchen, and patio
- **Modular seating arrangements for up to 100 people**
- **Plug-and-play digital infrastructure**
- **Standard post-event facility reset**
- ***Half-Day \$1,500 | 2-Hour Min. \$800**



TIER 2: PREMIUM EXPERIENCE

- **Includes all baseline venue features**, plus executive boardroom access
- **Active multimedia production crew** providing on-site multi-cam raw content capturing, audio reels, and full virtual/zoom live-stream support
- **On-site event coordinator**
- **Custom dynamic branding deployed** across facility TV screens and digital signage entryways



TIER 3: ELITE GROSSO EXPERIENCE

- **Includes all Tier 1 & Tier 2 features**, plus Grosso Studios
- **2.5-month strategic event pre-consulting**
- **1-hour featured keynote presentation** delivered directly by Dominic Caminata or senior executive
- **Cinematic post-event media package** featuring fully edited promotional recaps, motion graphics, and high-end B-roll highlight clips
- **Premium beverage and hydration hospitality upgrade**

***Note:** All food, hospitality catering, and customized team apparel packages are unbundled from these packages



INVESTMENT

- **For complete pricing details, contact** kcaminata@grossouniversity.com or scan the QR code



GROSSO
UNIVERSITY

DIRECTED BY



KELLIE CAMINATA

Kellie Caminata is the **Director of Brand Experience & Events** at Grosso University, where she spearheads the vision and implementation of Grosso's prestigious events and brand identity.

With more than a decade of expertise in team management and the oversight of intricate retail operations, Kellie possesses a keen eye for vision, detail, and customer experience. She ensures that every interaction ranging from live events to brand presentation is executed at the highest level.

LEARN MORE



Wendy Harmeyer Spanish Director



Wendy (Merizalde Auz) Harmeyer born in Quito, Ecuador, began her journey into the world of sales in 2017, when she met her late mentor, William Barr III, who taught her the one-call-close sales methodology "A to Z," inspired by Rick Grosso's Sales System, of which William Barr III was a student.

In 2021, Wendy met her mentor and great friend Dominic Caminata, CEO and Founder of Grosso University. That same year, Wendy and Dominic began discussing the idea of offering the Grosso University Sales System in Spanish, a vision that would soon become a reality, and the very reason you're reading this biography.

Today, Wendy serves as the Director of the Spanish Program at Grosso University and is fully committed to delivering the highest-quality sales training in the remodeling industry. The Grosso University 11-Step Sales System, used by many of

today's industry-leading companies, is now, for the first time, available to the Hispanic market, and Wendy is proud to lead that mission.

The words that best describe Wendy are passion, energy, commitment, and excellence. Her focus, beyond spending time with the people she loves, is to elevate the skills of the Hispanic workforce in the remodeling industry and to give back the same gift her mentors gave her to everyone willing to work hard in pursuit of their dreams.

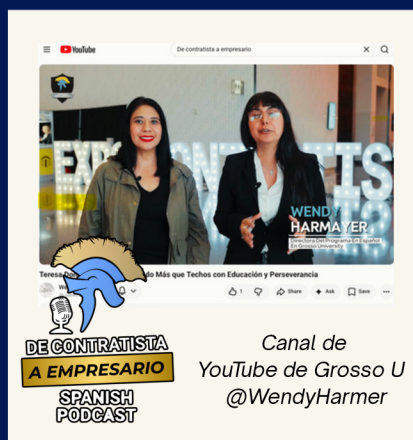
Wendy (Merizalde Auz) Harmeyer, nacida en Quito, Ecuador, comenzó su camino en el mundo de las ventas en 2017, cuando conoció a su difunto mentor, William Barr III, quien le enseñó la metodología de ventas de cierre en una sola visita "A to Z," inspirada en el Sistema de Ventas de Rick Grosso, del cual William Barr III fue alumno.

En 2021, Wendy conoció a su mentor y gran amigo Dominic Caminata, CEO y Fundador de Grosso University. Ese mismo año, Wendy y Dominic comenzaron a discutir la idea de ofrecer el Sistema de Ventas de Grosso University en español, una visión que pronto se convertiría en realidad, y la razón por la cual estás leyendo esta biografía.

Hoy, Wendy se desempeña como Directora del Programa en Español de Grosso University y está completamente comprometida con ofrecer la capacitación en ventas de la más alta calidad en la industria de remodelación. El Sistema de Ventas de 11 Pasos de Grosso University, utilizado por muchas de las empresas líderes de la industria actual, está ahora, por primera vez, disponible para el mercado hispano, y Wendy se enorgullece de liderar esa misión.

Las palabras que mejor describen a Wendy son pasión, energía, compromiso y excelencia. Su enfoque, más allá de pasar tiempo con las personas que ama, es elevar las habilidades de la fuerza laboral hispana en la industria de remodelación y devolver el mismo regalo que sus mentores le dieron a todos aquellos dispuestos a trabajar duro en la búsqueda de sus sueños.

Plataformas de redes sociales



En este espacio ayudamos a contratistas hispanos a crecer profesionalmente, fortalecer sus sistemas y convertirse en verdaderos empresarios. Este canal es parte del compromiso de Grosso University de educar y elevar a la comunidad hispana en la industria del home improvement y la construcción.



Manténgase conectado con nosotros para explorar los emocionantes próximos eventos, podcasts, talleres, productos, servicios y ofertas exclusivas! Grosso U está activo en Facebook, LinkedIn, Instagram y TikTok.

Academia de Ventas



Entrenamiento Legendario Para El Mundo Moderno

Certified Closer™ (Vendedor Certificado) es un entrenamiento de ventas élite, enfocado en la ejecución, diseñado para profesionales de ventas en el sector de la construcción, remodelación, mejoras y servicios del hogar que buscan consistencia, confianza y control en cada cita.

LO QUE APRENDERÁS

- Controlar la venta desde los primeros minutos en el hogar
- Presentar el precio con confianza, sin presión
- Manejar objeciones antes de que ocurran
- Cerrar una venta de manera limpia y ética en un solo cierre
- Dominar el 'juego interno' de las ventas

QUE INCLUYE EL PROGRAMA

- Sistema de ventas comprobado
- Coaching de mentalidad
- Libro de trabajo con los 11 Pasos del Sistema de Ventas de Grosso University detallados
- Acceso a la Universidad Virtual
- Masterclass mensual de 3 días en vivo
- Entrada presencial o virtual a Campamento de Ventas

INVERSIÓN

- Compromiso mínimo de 4 meses

Escanea para agendar tu sesión de estrategia



Para detalles completos sobre los precios, contacte a wharmeyer@grossouniversity.com o escanee el código QR

Certified Closer™ fue desarrollado para aquellos **cansados** de perder tratos por precio, sentirse **inseguros** al cierre, y tener un rendimiento **inconsistente** semana tras semana.

INSTRUIDO POR



Wendy Harmeyer

Wendy Harmeyer comenzó su carrera en ventas en 2017 tras aprender la metodología de "cierre en una sola llamada" de su difunto mentor, William Barr III. Wendy obtuvo su primera maestría en Marketing Digital y Comunicación por la Universidad Politécnica de Valencia en 2018, graduándose como la mejor de su clase. En 2021, completó una segunda maestría en Dirección de Marketing y Ventas en INESEM Business School, implementó exitosas estrategias de marketing y ventas, logrando un crecimiento del 600% en cinco años.

¡Invierte En Tu Carrera De Ventas!



Bilingual Sales Academy

Academia de Ventas Bilingüe

Legendary Training Para El Mundo Moderno

Bilingual Certified Closer™ is elite, execution-driven sales training built for bilingual home improvement sales professionals who want consistency, confidence, and control in every appointment.

Certified Closer™ (Vendedor Certificado) es un entrenamiento de ventas élite, enfocado en la ejecución, diseñado para profesionales de ventas en el sector de la construcción, remodelación, mejoras y servicios del hogar que buscan consistencia, confianza y control en cada cita.



QUE INCLUYE EL PROGRAMA

- **Everything included in the "Academia de Ventas-Certified Closer™ (Vendedor Certificado)"**
- **Everything included in the "Sales Academy- Certified Closer™" Sales Training Program**
- **Todo lo que incluye el Entrenamiento de Ventas en Español "Academia de Ventas-Certified Closer™ (Vendedor Certificado)"**
- **Todo lo que incluye el Entrenamiento de Ventas en Inglés "Sales Academy-Certified Closer™"**



INVERSIÓN

- **Compromiso mínimo de 4 meses**
- **Para detalles completos sobre los precios, contacte a wharmeyer@grossouniversity.com o escanee el código QR**

"Acabo de asistir al Campamento de Ventas con Dominic y Wendy en Grosso University, y fue sin duda uno de los mejores entrenamientos que he experimentado. La forma en que desglosan el proceso de ventas hace que todo sea claro, práctico e inmediatamente aplicable.

Lo que realmente destacó fue lo auténticos y transparentes que son, sin relleno, solo estrategias comprobadas que realmente funcionan en el campo. La energía durante todo el evento fue increíble, y se nota que realmente les importa ayudar a las personas a mejorar y tener éxito."

-Martin Castillo



Have the best of both worlds!
Scan Here To Invest In Your Sales Career!
¡Invierte En Tu Carrera De Ventas!

Coaching Privado

Empoderando Empresarios Latinos con Estrategias Prácticas

El Programa de Coaching Privado con Wendy Harmeyer está diseñado para proporcionar herramientas, conocimientos y estrategias para implementar en procesos de marketing, ventas y estructura de negocio a empresarios Latinos dentro de la industria de construcción, remodelación, mejoras y servicios del hogar.



QUE INCLUYE EL PROGRAMA

- **Guía Experta y Accesibilidad**

- Acceso directo a Wendy Harmeyer: Coaching personalizado a través de sesiones por zoom, llamadas telefónicas y soporte vía mensajes de texto.
- Soporte Personalizado: Evaluaciones adaptadas a tu empresa y modelo de Negocios, establecimiento de objetivos y creación de un plan de acción claro.

- **Coaching y Soporte**

- Acceso bajo demanda: Agenda llamadas de coaching individual con Wendy via zoom (75 minutos a la semana)

- **Áreas Clave de Enfoque**

- Reclutamiento y Onboarding
- Entrenamiento y Desarrollo en Ventas
- Desarrollo de Programas de Financiamiento
- Excelencia Operacional: Establecer políticas y procedimientos y medir desempeño y optimizar estructuras de compensación
- Gestión de Leads y Responsabilidad
- Crecimiento Cultural y Estratégico

- **Plan de Implementación**

- Llamada de Inicio (Kickoff)
- Integración de Coaching Semanal
- Acceso a Recursos Exclusivos: Acceso al portal en línea de entrenamiento empresarial. Uso completo de herramientas y soporte para implementación efectiva



INVERSIÓN

- **Compromiso mínimo de 4 meses**

Escanea para agendar tu sesión de estrategia



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INSTRUIDO POR



Wendy Harmeyer

Mi objetivo no es simplemente traducir contenido, sino crear una experiencia de aprendizaje culturalmente relevante que empodere a los profesionales hispanos para hacer crecer sus negocios, aumentar la rentabilidad, mejorar sus habilidades de liderazgo y generar un impacto generacional dentro de sus familias y comunidades.

Mi segundo gran objetivo es establecer a Grosso University como el recurso líder de entrenamiento y coaching para profesionales hispanohablantes en las industrias de mejoras del hogar y servicios residenciales en todo Estados Unidos y América Latina. Estamos construyendo un ecosistema donde empresarios y vendedores hispanos puedan aprender, conectar y desarrollarse a través de programas de entrenamiento, coaching, eventos, alianzas y apoyo comunitario continuo.

¡Invierte En Tu Carrera De Ventas!



GROSSO

MULTIMEDIA TEAM



DIRECTORS
BRETT HILL & BRETT NAPLES

ABOUT US

MULTIMEDIA DIRECTOR

BN

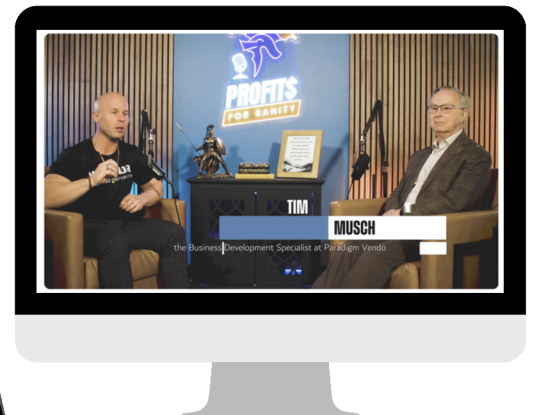
Brett Naples is a highly creative and motivated multimedia director with a strong passion for guiding teams in crafting powerful visual narratives. He possesses an impressive talent for mentoring individuals both behind and in front of the camera. Brett captures Grosso's legendary training and brings it to life, infusing his work with extraordinary depth and authenticity. As a collaborative leader and adept problem-solver, Brett aligns creative vision, team strengths, and production resources to turn concepts into refined, cohesive visual stories.

LMS DIRECTOR

BH

Brett Hill is a dedicated filmmaker and writer who infuses his love for storytelling and visual artistry into every video project at Grosso University. Alongside assisting Brett Naples with both live and scripted content shoots, he also manages the Grosso University Studio, the Profits for Sanity Podcast Studio, and Grosso's Custom Learning Management Platform. With a keen eye for detail and a deep understanding of the power of narrative, Brett seamlessly blends creativity with technical expertise. His work not only elevates the university's visual content but also enriches the learning experience for students, bringing stories to life in a way that resonates and inspires.

OUR WORK



Stay up to date on the GU scoop!

STAY CONNECTED



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"Had a great time at last week's Grosso University Closer's Camp at the Grosso University Campus in the Madison, WI area. Fabulous facility for home improvements training events. As a window/door in-home salesperson in my past life, i found the sales training from Dominic and Daniel first class..... As a vendor and sponsor of the event, we at Paradigm Vendo couldn't ask for more support from the Grosso U team..... thank you! Looking forward to the next event planned at the Grosso university Campus!" -Tim Musch

Watch Reviews

