

CEO BREAKOUT - DAY 1 TUESDAY, FEBRUARY 16TH



CLOSER'S CAMP
2021

10:00 AM

CEO BREAKOUT SESSION INTRODUCTION,
NICK RICHMOND

BEGIN WITH THE END IN MIND

HOW TO CREATE AN EXIT STRATEGY, SUCCESSION PLANNING, ACQUIRING PRIVATE EQUITY

11:00 AM

KEYS TO PROFITABILITY, NICK RICHMOND

GROSS MARGIN, NSLI, MARKETING METRICS, EBIDA AND HOW THESE METRICS MATTER TO THE VALUE OF YOUR BUSINESS

12:00PM

RON SHERMAN ADVERTISING

WORLD RECORD HOLDER OF TV COMMERCIALS

12:15PM

WORKING LUNCH, RESTROOM BREAK

12:30PM

HOW TO USE TECHNOLOGY AND PROPER PROCEDURES TO MAXIMIZE LEAD FLOW

CHRIS HOVE

12:55PM

SO YOU'VE GOT A LEAD, NOW WHAT?
10:1 RETURN ON MARKETING SPEND

CHRIS HOVE

1:10PM

HOME ADVISOR

LUKE ZUNAMON

1:30PM

MARKETSHARP

TIM MUSCH

1:45PM

KEYS TO MANAGING A SALES TEAM
AND ULTIMATE ACCOUNTABILITY

NICK RICHMOND

2:45PM

RESTROOM BREAK

3:00PM

REMOTE SALES FORCE / ONE CLICK CONTRACTOR

DALE THORNBERRY

FUTURE OF REMOTE SELLING

3:30PM

SUNLIGHT FINANCIAL

KEVIN JURCZYK

4:15PM

SALES RABBIT

ZAC KERR

4:30PM

CABINET RESTYLERS

ANTHONY THEIL

4:45PM

GUARD STREET

VINCE MAZZA

PROTECTING HOME REMODELERS FROM CYBER THREATS

5:00PM

ADJOURN

AFTER THE SEMINAR

AFTER CLOSER'S CAMP 2021, WE'LL KEEP YOU CONNECTED AND ENGAGED WITH ALL THE RESOURCES YOU NEED TO KEEP YOUR SALES MOMENTUM GOING STRONG.

LEARNING MANAGEMENT SYSTEM

A MONTHLY SUBSCRIPTION UNLOCKS HUNDREDS OF VIDEO AND AUDIO SALES TRAINING COURSES, INCLUDING EXCLUSIVE CONTENT FOR BOTH C-LEVEL EXECs AND SALES-LEVEL REPS.

GREAT FOR REFRESHING YOUR MEMORY POST-CONFERENCE OR FOR SHARING WITH THE TEAM BACK HOME!

BEYOND THE SEMINAR

HIRE US FOR AN IN-DEPTH ANALYSIS OF YOUR HOME IMPROVEMENT BUSINESS, UNLIMITED TEXT AND EMAIL Q&As, OR RECRUITMENT. WE GUARANTEE 100% SATISFACTION AND A MINIMUM 10% INCREASE IN NET PROFITS WITH OUR 6-MONTH DEVELOPMENT PROGRAM

CEO BREAKOUT - DAY 2

WEDNESDAY, FEB 17TH



CLOSER'S CAMP
2021

9:00 AM

SPECTRUM

*TY KING- ARTIFICIAL INTELLIGENCE
AND LEAD SCORING*

9:45 AM

BALTO

*NICK RICHMOND AND MARC
BERNSTEIN HOW TO USE ARTIFICIAL
INTELLIGENCE TO COACH YOUR CALL
CENTER – LIVE*

10:00 AM

CALLSOURCE

*NICK RICHMOND AND BEN SCHIFTAN
SCORECARD, LIVE GRADING AND SCORING OF
CALL HANDLER*

10:20 AM

GROSSO UNIVERSITY ONLINE
TRAINING PLATFORM

NICK RICHMOND

10:40 AM

10 MIN BREAK

10:50 AM

STICKY LEADS

TIM BYLAND

11:05 AM

EXTREME SALES LEADERSHIP AND BEST
PRACTICES

CHUCK THOKEY

12:00 PM

WORKING LUNCH

Q&A PANEL DISCUSSION

1:05 PM – 1:20 PM

15 MIN BREAK

12:30 PM

GROSSO UNIVERSITY CONSULTING
PROGRAM VENUE PARTNERS

1:30 PM

ADJOURN

OUR AMAZING SPONSORS

DIAMOND LEVEL:

SUNLIGHT FINANCIAL

PLATINUM LEVEL:

ONE CLICK CONTRACTOR

SPECTRUM

SERVICE FINANCE

GOLD LEVEL:

SOFT LITE WINDOW

SALES RABBIT

BALTO

SOLARCHEATCODE

STICKYLEADS

SILVER LEVEL:

MARKETSHARP

RON SHERMAN ADVERTISING

PROGRESSIVE FOAM

CALLSOURCE

GUARD STREET

DESTINATION MOTIVATION

INGAGE

LEAD PERFECTION

CABINET RESTYLERS

MAIN EVENT - DAY 1

MONDAY, FEBRUARY 15TH



GAYLORD OPRYLAND RESORT EVENT CENTER

8AM - 12PM
REGISTRATION

12PM - 12:15PM
DOMINIC CAMINATA & NICK RICHMOND
OPENING DAY CEREMONY & NATIONAL ANTHEM
KICK OFF CELEBRATION

12:15PM - 12:45PM
DOMINIC CAMINATA & NICK RICHMOND
THE ORIGIN OF GROSSO UNIVERSITY

12:45PM - 2:15PM
KEVIN JURCZYK INTRODUCES
JORDAN BELFORT
THE REAL WOLF OF WALLSTREET
HISTORY OF STRAIGHT-LINE PERSUASION
5 KEYS TO UNLOCK ANY BUYERS COMBINATION

2:15PM - 2:30PM
15 MINUTE BREAK

2:30PM - 2:45PM
KEVIN JURCYK, SUNLIGHT FINANCIAL

2:45PM - 4:15PM
JORDAN BELFORT, THE WOLF OF WALL
STREET
BECOME A WORLD CLASS CLOSER
FOLLOWING THE STRAIGHT LINE
HOW LOOPING, TONALITY & BODY LANGUAGE
CREATES A CONDUCTIVE BUYING ATMOSPHERE

4:15PM - 5:15PM
1 HOUR FOOD BREAK

5:15PM - 5:35PM
DOMINIC CAMINATA
BE HAPPY & SUCCESSFUL NOW!
YOUR SELF-IMAGE
SUCCESS & GOALS
BECOME YOUR THOUGHTS
AFFIRMATIONS

5:35PM - 6:05PM
DOMINIC CAMINATA
PROPER PREPARATION & GOOD LEADS
MASTER THE MORNING
DEVELOP WINNING HABITS
GOOD LEADS/PREJUDGING

6:05PM - 7:05PM
DOMINIC CAMINATA
CLOSING & HANDLING OBJECTIONS
BE CONFIDENT & ASSERTIVE
GO FOR THE NO
ASSUME THE SALE
5-STEP OBJECTION FRAMEWORK

7:05PM - 7:45PM
DOMINIC CAMINATA
INTRODUCTION
INTRO AT DOOR
OVERCOMING RESISTANCE
AIM METHOD
INTRO AT TABLE

7:45PM - 8PM
DAY 1 RECAP

8:15PM - 10:30PM
2 HOUR COCKTAIL RECEPTION
SPONSORED BY: SUNLIGHT FINANCIAL
CEO RECEPTION AT THE GAYLORD WATERS
EDGE DELTA ATRIUM WITH SPECIAL GUEST
JORDAN BELFORT
COMPANY PHOTO SESSION

MAIN EVENT - DAY 2

TUESDAY, FEBRUARY 16TH



9 AM - 9:05 AM

NICK RICHMOND INTRODUCES RICK GROSSO

9:05 AM - 9:35 AM

RICK GROSSO VIRTUAL PRESENTATION

9:35 AM - 9:45 AM

NICK RICHMOND

CEO BREAKOUT SESSION ANNOUNCEMENT

9:45 AM - 10 AM

JEFF MANN WITH INGAGE

JEFF INTRODUCES WALDO WALDMAN

10:00 AM - 11:30 AM

LT. COL. WALDO "THE WINGMAN" WALDMAN

NATIONAL HALL OF FAME SPEAKER

NEW YORK TIMES & WALL STREET JOURNAL

BEST SELLING AUTHOR OF NEVER FLY SOLO

11:30 AM - 12:15 PM

45 MINUTE LUNCH BREAK

12:15 PM - 12:45

DOMINIC CAMINATA

NEEDS ANALYSIS/SURVEY

CONVERSATION/TRUSTED ADVISOR

OPEN ENDED QUESTIONS

LAYERING/DEEP LISTENING

F.O.R.M

12:45 PM - 1:25 PM

DOMINIC CAMINATA

MEASURE & INSPECTION

CYCLE OF MOTIVATION

CREATING URGENCY

INSPECTION KIT

MAJOR COMMITMENT

1:25 PM - 1:55 PM

DOMINIC CAMINATA

COMPANY STORY

TELL STORIES

BUILD TRUST & RESPECT

GETTING CUSTOMER TO REVEAL INFORMATION

MAJOR COMMITMENT TO YOUR COMPANY

1:55 PM - 2:25 PM

DOMINIC CAMINATA

EVOLUTION & PRODUCT PRESENTATION

KILL THE COMPETITION

FORMULA OF MASTERFUL PRESENTATION

FUNNEL DOWN TO YOUR PRODUCT OR NOTHING

4 PRE-CLOSES TO ISOLATE OBJECTIONS TO

AFFORDABILITY

2:25 PM - 2:40 PM

15 MINUTE BREAK

2:40 PM - 4:00 PM

DOMINIC CAMINATA

RETAIL CLOSING

PRICE DELIVERY

FINANCIAL TERMS

RETURN ON INVESTMENT

4:00 PM - 5:00 PM

DOMINIC CAMINATA

QUALIFICATION & MAJOR CLOSE

BRIDGE TO QUALIFICATION

6 QUESTIONS

PROMOTION EXPLANATION

INITIAL VISIT PROMOTION W/LETTER FROM

PRESIDENT

5:00 PM - 5:15 PM

DOMINIC CAMINATA

Q & A SESSION

5:15 PM - 5:30 PM

DOMINIC CAMINATA

DAY 2 RECAP

STUDY INSTRUCTIONS

MAIN EVENT - DAY 3

WED. FEBRUARY 17TH



9 AM
DOMINIC CAMINATA
SUB STEP CLOSING
5 STEP OBJECTION HANDLING FRAMEWORK
PORCHLIGHT CLOSE
IS IT CLOSE
PING PONG
TITANIC CLOSE
PRICE SHOPPER CLOSE
\$50,000 CLOSE
1 APOLOGIZE CLOSE
3 QUESTION CLOSE
PHONE DROP (HIGHER AUTHORITY)

11AM - 11:30AM
30 MINUTE BREAK

11:30AM - 12:15PMM
BUTTON UP
NOTICE OF CANCELLATION SCRIPT LEAVE
BEHIND PACKET
CUSTOMER-SELL THE JOB BACK
ASK FOR REFERRALS
TIE UP ANY LOOSE ENDS
NEXT DAY PHONE CALL

12:15PM - 1:15PM
1 HOUR LUNCH BREAK

1:15PM - 2:30PM
FINAL EXAM

2:30PM - 2:50PM
FINAL EXAM GRADING

2:50PM - 3:05PM
15 MINUTE BREAK

3:05PM - 4PM
AWARDS CEREMONY
TOP THREE CLOSERS WILL BE RECOGNIZED FOR
ACHIEVEMENT

4PM - 5PM
GROUP PHOTOGRAPHS
INTERVIEWS NETWORKING HOUR



TOP CLOSER AWARDS

1ST PLACE: **\$5,000**
2ND PLACE: **\$2,000**
3RD PLACE: **\$1,000**



MEMBERSHIP INCLUDES

FULL ACCESS TO OUR LIBRARY OF
AUDIO/VIDEO
REAL-TIME PROGRESS TRACKING WITH OUR
LEARNING MANAGEMENT SYSTEM
INSTANT ACCESS TO ALL NEW COURSES
EARLY ACCESS TO LIVE EVENTS
SPECIAL MEMBERS-ONLY PRICING ON
EVENTS AND EXCLUSIVE PRODUCTS
PRIVATE Q&A SESSIONS
ACCESS TO OUR PRIVATE NETWORKING
COMMUNITY