





www.grossouniversity.com



EVERYTHING YOU NEED TO BUILD A SUCESSFULL HOME REMODELING COMPANY

Looking for a systematic approach to in-home selling and effective communication? Tired of the rising cost of marketing affecting your bottom line? Struggling to find the right people and retain them? Seeking to gain a deeper understanding of the best practices for structuring your home improvement, remodeling, or home services company?

Look no further than Grosso University's comprehensive suite of educational training products. Our products are designed to address these challenges and help you achieve greater success. If you have any questions or are interested in a custom solution, we invite you to schedule an appointment with Grosso University's Director of Consulting services, Matthew Burke, just scan the QR code below and let us help you grow your business to the next level!





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SALES ACADEMY CERTIFIED CLOSER

Designed for individual sales reps- the Sales Academy Certified Closer program empowers sales professionals with comprehensive training to master Grosso University's proven Selling System. Upon successful completion of the course curriculum and earning a score of 90% or better on the final exam, the graduate will earn an official Grosso University certificate signed by Dominic Caminata- recognizing the graduate as a "Certified Closer."

- Comprehensive Module-based video training series with testing for each step of the selling system- modernized by Dominic Caminata.
- 160-page Bible of In-home Selling.
- 50+ hours of Advanced Sales Training courses are unlocked upon graduating for continued education.
- Official Certificate signed by Dominic Caminata.



SALES ACADEMY



SALES ACADEMY ENTERPRISE

Designed for remodeling companies- the Sales Academy Enterprise program allows organizations to fully implement Grosso University sales training in a team-based format that is repeatable and predictable. Weekly Live Sales Training included!

- Everything in the Certified Closer Program.
- Private labeled platform with company logo and colors.
- Access levels organized by owners, manager, and representatives.
- Ability to add custom video content, quizzes, and documents.
- Issue and track assignments with start/due dates.
- Track performance and usage with detailed reporting.
- LIVE sales training via Zoom every Monday at 10:00am ET.

SALES ACADEMY MASTERCLASS

Designed for companies interested in Grosso University coaching and mentoring their sales reps individually- the Sales Academy Masterclass allows Grosso University to assume full responsibility for sales reps' aptitude with the selling system. Thus, empowering company leadership and management to focus on growing the business instead of training sales reps.

- Includes everything in the Certified Closer Program and the Enterprise Program.
- 1:1 weekly Live Sales Training- specific to your team's unique products and services recorded and hosted on your private labeled training portal.
- 1:1 individual coaching by appointment.
- Daily performance monitoring.
- Targeted assignments.
- Monthly management meetings to review goals and evaluate performance with diagnostic and prescriptive analysis for each sales rep.
- Rillavoice analysis and implementation support (Rillavoice membership required.)



SALES ACADEMY







BUILD AN ARMY OF 50% + CLOSER'S

DELIVERABLES

- Proven Grosso Selling System
 - Bible of In-Home Selling (Trainer's and Student's Edition).
 - Comprehensive Online Training Curriculum via Grosso U.
 - Master the Art of the One-Call-Close with Zero Pressure.
 - Video Courses, Quizzes, Final Exam.
- Sales Management Operations
 - Compensation and Bonus structure.
 - Staff Roles and Responsibilities.
 - Policies & Procedures Manual.
 - In-Field Training (Structure, Evaluation Forms, Best Practices).
 - Recruiting (Job Posting Ads, Interview questions, Best Practices).
- Mastermind Resource Center
 - Group Session Recordings, Supporting Documents.

CONSULTING

- 1 on 1 Monthly Workshops via Zoom
 - Implementation Guidance, Recruiting and Hiring Support, Targeted Sales Training for Sales Reps.
- Training Sessions Deep Dive: How to Build a High-Powered Sales Department Layer by Layer:
 - Policies & Procedures, Operations, Accountability, Recruiting, In-Field Training, Department Organization, Scaling Multiple Locations, Performance Improvement Plans, Culture Development Profitability.
- Structured Lesson Plans every Month.
- · Best Practices Shared by the Group.
- Access to Dominic Caminata Via Text & Phone Call.

SALES LEADERSHIP ACADEMY



SALES WARRIOR JUMPSTART PROGRAM

THE BEST CLOSE IN THE WORLD IS A MASTERFUL PRESENTATION

MASTERFUL SALES PRESENTATION

- Professional grade studio quality presentation, built to maximize the opportunity of each step in the selling system.
- Based on Grosso University's proven sales presentation used by some of the largest and most profitable companies in the country.
- Proprietary content to kill competing products and price condition.
- Company Story development to differentiate your company and products from the competition.
- Interactive format optimized for Ingage, PowerPoint, or Keynote.

SALES TRAINING BOOTCAMP

- Grosso University will host a live sales training bootcamp to train your team on the execution of the Masterful Sales Presentation and Sales Tools.
- Interactive format- your team can ask questions and pushback to ensure "buy in" and thorough adoption of the selling system.
- Recorded, professionally edited and organized into a video training series.
- Up to 4 hours in duration.
- Student Workbook- branded for your company.

ADDITIONAL SALES TRAINING TOOLS

- Needs Assessment Survey.
- Inspection Sheet.
- Features & benefits overview: Installation package, warranty, and product.
- Customer marketing program form.
- Assurance of lowest price form.
- Customized with your products and branding guidelines.



SALES WARRIOR JUMPSTART



SALES TRAINING BOOTCAMP

TAILORED SPECIFICALLY TO YOUR HOME IMPROVEMENT BUSINESS.

MASTERFUL SALES PRESENTATION

Professional quality sales presentation built on the platform of choice.

- · Company Story.
- Product Evolution and Demo.
- · Price Conditioning.
- Installation Best Practices and Imagery of corner cutting methods used by "low-cost competition.

SALES TRAINING VIDEO SERIES

- 2-day In-Person Bootcamp with Final Exam.
- Filmed by professional videographers in 4k with a 2-camera setup.
- Professional studio quality editing, organized by chapter.

PRODUCT TRAINING VIDEO SERIES

4-hour training via Zoom covering nuances of each product line

- · Needs Assessment Survey.
- · Measure and Inspection.
- ROI.
- · Product Evolution and Demo.

Professional studio quality editing, organized by chapter.

STUDENT WORKBOOOK

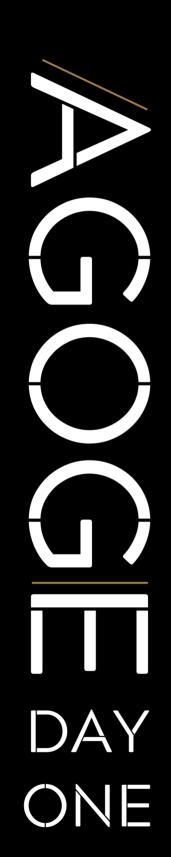
- Comprehensive Sales and Product Training Curriculum.
- 160-page textbook supports and follows along with the Sales Training Video Course.



SALES LEADERSHIP ACADEMY







OWNER'S WORKSHOPS

Located in front of the Palmetto Ballroom

10:00 WELCOME CEREMONY

Nick Richmond and Dominic Caminata

10:30 CREATING AN APEX LEVEL COMPANY

Nick Richmond

11:35 **BREAK**

12:00 MAXIMIZE EBITDA

Nick Richmond

1:00 **NETWORKING LUNCH**

Stephanie Green - The Ultimate lead gen and Sales Conversion System

2:00 MAKE MORE WITH METAL

Mark MacDonald

2:15 EXTREME SALES LEADERSHIP

Dominic Caminata

3:00 **BREAK**

3:30 BUILDING A SALES FOUNDATION

Dominic Caminata

4:30 **SECURING LEADS IN UNCERTAIN TIMES**

Josh Yager

5:15 **EXPERT PANEL**

Dominic Caminata, Josh Yager, Nick Richmond



Reception 6:00PM - 8:00PM

Join us at the Omni Courtyard for drinks and appetizers.

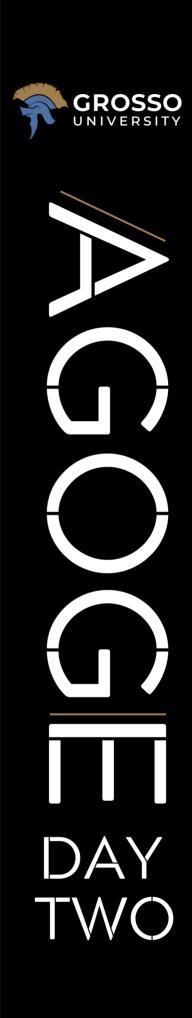




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OWNER'S WORKSHOPS DAY 2

9:00	DOORS OPEN Take a minute to visit our sponsors
10:00	THIS IS JUST THE BEGINNING - THINKING INTO RESULTS Shawn Feurer
11:00	BREAK
11:15	DIGITAL MARKETING & ADVERTISING Chris Morris
12:00	THE PROVEN RECRUITING MACHINE
	Andrew Henke BRIX Recruiting Partners
12:50	LUNCH AND LEARN: IN FIELD COACHING
	In the field Coaching by; Dominic Caminata & Sebastian Jimenez
1:50	UNLOCK YOUR TRUE POTENTIAL AND LIVE A R.I.C.H. LIFE
	Dr. InJun Chong founder of Reveal Wellness
2:50	BREAK
3:20	NEUROMARKETING: HOW TO COMPEL THE HOMEOWNER?
	Wendy Harmeyer
4:30	THE ULTIMATE EXPERT PANEL WITH Q&A





All Speakers





