

MASSIMO IMMERSION - LIVE!

NOVEMBER 4 - 5, 2014



FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY | DURHAM, NORTH CAROLINA

PRE-EVENTS (LIVE WEBINARS)

OCTOBER 15

Introduction to R.A.M.P. UP ©
Introduction to AVA Assessment

OCTOBER 29

Prepare for Massimo Immersion - Live!

TUESDAY, NOVEMBER 4

MORNING SESSIONS

- Breakfast*
- Welcome
- The AVA Assessment
- Massimo Action Plans (MAPs)
- Introduction to Massimobile™

AFTERNOON SESSIONS

- Lunch*
- Your Value Proposition
- Precision Prospecting
~ *The Prospect Letter*
- Precision Prospecion
~ *The Phone Call*

EVENING SESSIONS

- Working Dinner*
- FOCUS Questioning
- Introduction to the
Massimo Matrix

WEDNESDAY, NOVEMBER 5

MORNING SESSIONS

- Breakfast*
- Implementation of the Massimo Matrix
- Reviewing your Presentation
- Winning Presentations
~ *Massimo Meeting Planner*

AFTERNOON SESSIONS

- Lunch*
- Building a Powerful personal Market Presence
- Team Building
- Committing to Your Plan for 2015

POST-EVENTS (LIVE WEBINARS)

NOVEMBER 12

Introduction to Your Massimobile™ Pipeline

NOVEMBER 19

Massimobile™ /Accountability Check
~ *Working your Plan*

* All meals are provided and served in the David Thomas Executive Center

** Agenda is subject to modification