

Email #1 – Tripwire to Master Persuader Promo

Subject:

You've conquered your fears... what's next?

Body:

Hi {name},

Now that you've devoured the "Fear-Free Sales" training, I bet you're feeling confident and ready to take on your next big goal.

Pancho has a knack for getting right to the core of the issue and showing you how to take immediate action that makes a big impact.

Here's the thing... This mini-training was just the appetizer.

If you're ready to tackle bigger and better things with your newfound confidence, you'll be delighted to find...

A full feast awaits you inside the Master Persuader course.

When you register today, you'll get:

- > Access to 14 power-packed training modules for 12 full months
- > Weekly coaching calls with Pancho
- > Over 143 hours of in-depth training
- > Time-sensitive bonuses valued at over 5k
- > "Top Performer" techniques available on-demand
- > Everything you need to take your career to the next level

Imagine having the most powerful training of your career available at your fingertips around the clock for the next year.

Imagine learning month after month from a mentor that's world-renowned as a salesman and a trainer.

Take a moment to think about how it will feel to finally become a top performer in your company. How will it feel to continually double, triple, or even quadruple your goals month after month?

What if you could do it all with the ease and confidence of a seasoned pro?

You can expect all this and more inside Pancho's Master Persuader course.

What are others saying about Pancho's training?

'Three consecutive record months'

"I undertook Pancho's training roughly 12 months ago. Since then [I've] seen great improvements in my mindset and focus resulting in three consecutive record months income-wise at the dealership. I'm also starting to achieve some great personal goals and my focus has changed outside of work." - Scott Sutherland, Finance Manager, Sinclair Ford

Are you ready to experience explosive growth using Pancho's proven techniques?

Get registered so you can start training and applying these techniques right away.

-{Name}

P.S. When you register today, you'll get 4 additional modules valued at over 5k. But you need to act soon because they're available for a limited time!

Email 1b. ALTERNATE FIRST EMAIL (Freebie to Master Persuader Promo)

Subject:

Loved the Psychology webinar? Wait 'til you see this!

Body:

Hi {name},

Now that you've devoured the "Psychology of Sales" webinar, I bet you're ready to start crushing that next big goal.

As you learned in the webinar, Pancho has a knack for getting right to the core of the issue and showing you how to take immediate action that makes a big impact.

Here's the thing... This mini-training was just the appetizer.

If you're ready to tackle bigger and better things and learn more about the techniques that top performers use, you'll be delighted to find...

A full feast awaits you inside the Master Persuader course.

When you register today, you'll get:

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Email #2 – Give the details

Subject:

Are you ready to become a Master Persuader?

Body:

Hi {name},

Are you ready to unlock the secrets of top performers? Do you want to learn the methods taught by Pancho Mehrotra that generated billions for his students?

All this and more is waiting inside the Master Persuader course.

When you enrol today, you'll get:

- > 14 value-packed modules loaded with Pancho's proprietary techniques used to train top performers across the globe
- > 4 additional modules that will help you see improvements in your customer interactions immediately
- > A weekly live Q&A Zoom meeting with Pancho where you can ask questions about the material and learn from the questions of other students
- > 12 months of unrestricted access
- > A private mastermind group to help you learn, get ideas, and grow
- > All the tools you need to turbocharge your career

Salespeople trained with the methods taught inside The Master Persuader Course are known to rise quickly to the top in their industry. They become role models for their peers and are often recognised for their outstanding results.

You can, too.

The proprietary methods taught by Pancho Mehrotra are trusted worldwide to develop industry leaders who succeed. The Master Persuader training is known for cultivating professionals that go on to become top performers.

Join The Master Persuader Course today and get the knowledge and confidence you need to become a top-performing and successful salesperson.

-{Name}

P.S. When you enrol now, you're going to get 4 additional modules that will improve your interactions with clients immediately. This is available for a limited time, so act fast!

Email #3 – Share testimonials and case studies

Subject:

Don't take my word for it...

Body:

Hi {name},

We've talked a lot about the Master Persuader course in the past few days. We know the training and support inside is worth its weight in gold.

But you don't need to take our word for it. Take a look at what some of our students are saying...

'Tremendously Successful'

"The [training] was tremendously successful and I want to thank you for the delivery of the content. Your interactive scenario-based style of teaching moved us closer to achieving our objective by building a bridge between the classroom and a real-world financial advice and planning context."

-Julie Knutsen, Lecturer, Griffith Business School, Griffith University

'We're halfway through our training with Pancho, and everybody's rating [him] in the 9-10 range, which [is] phenomenal'

"We decided to use Pancho's [training] because we were looking for something that was different from the typical real estate training and coaching that we've seen predominantly across our industry for a considerable amount of time. So we engaged Pancho through the referral of other agents that are highly successful, and we found that... we have a whole new array of skill sets [being] delivered to our agents."

-Matthew Hayson - Real Estate

'Three consecutive record months'

"I undertook Pancho's training roughly 12 months ago. Since then [I've] seen great improvements in my mindset and focus resulting in three consecutive record months income-wise at the dealership. I'm also starting to achieve some great personal goals and my focus has changed outside of work." - Scott Sutherland, Finance Manager, Sinclair Ford

'Your techniques are being used daily by our staff'

"Your regular ongoing training has been one of the best motivational programs we have ever had. Your techniques are being used daily by our staff with a high success and conversion rate. We can't thank you enough."

- Anthony Caudullo, Senior Property Manager, Crown Property

Pancho's world-class training has been trusted by top performers from every corner of the world... brands like:

AHG Group Ray White Raine & Horne Toyota Ford Mazda Dell HewlettPackard
Challenger DresdnerAssetManagement Giltrap Motor Group Lamborghini CR Kennedy
Polycom Commander REST Superannuation Alto Group Century 21 McLaren NSW Bar
QLD Bar Crown Group Fujixerox G Brothers Mercedes Benz Knight Frank McGrath
MyBudget PPDRE Billbergia Symantec YBR La Trobe University Trust Funds
Management LJ Hooker Compaq Simeon Manners

Ready to experience this powerful training for yourself? Go get yourself registered.

See you inside!

-{Name}

P.S. Time is running out to receive the 4 extra training modules when you enrol, so don't delay!

Email #4 – Go deep with your big WHY

Subject:

The greatest salesman...

Body:

Hi {name},

For over 30 years, I have dedicated my life to sales. First, as a struggling salesman myself, then as a top performer, and finally as a trainer.

I remember trying to figure out how to close more deals at the beginning of my career. I kept a journal and took notes on each transaction, which helped me discover patterns and learn what worked and what did not.

I developed systems and techniques that helped me achieve records as a top performer. Using these systems in the insurance industry, I set a record for selling over 100 policies in just 1 week.

I had a very successful career.

However, over the past 30 years, I've watched colleagues and friends fail or settle for average time and again.

That's why I dedicated the rest of my career to training salespeople just like you how to realize your full potential and experience a successful career.

I want to help you make a legacy for your family. I want to give you the tools to build the career you've always desired.

Every salesman I've ever met started out with stars in their eyes, mesmerised by the endless possibilities that the industry has to offer.

But somewhere along the way, they settled. They stopped believing it was possible for them.

I believe it's because they don't have the right tools, training, and techniques they needed to succeed.

If you're reading this, no matter what stage of your career you're in, it's not too late to start shooting for the stars again.

You'll find all the tools, training, and support you need to succeed waiting inside the Master Persuader course.

It's the culmination of everything I've learned in the past 30 years, packed into 14 powerful modules that are designed to launch your career to new levels.

Are you ready to dream big again?

Yours Truly,

Pancho Mehrotra

P.S. You're going to get the most value when you register NOW. Time is running out to get over 5k of additional modules that are included for no additional charge! Don't wait.

Email #5 – Extra Email

Subject:

This isn't for everyone.

Body:

Hi {name},

The Master Persuader Course is not for everyone.

We've spent some time this week telling you all about the value that's waiting inside. We've shown you how other salespeople have utilised the material to experience consecutive record months.

But we want you to know that this training might not be for you. These are 3 reasons it may not be a good fit:

1. You're happy with where you are. If you're content with where you are in your career, this might not be a great fit for you. Our mission with this training is to help those that want to achieve.
2. You don't like learning new things. Some people are more teachable than others. If you're set in your ways and know you won't want to implement new concepts and ideas, this may not be right for you.
3. You're not going to apply what you learn. Maybe you want to succeed, you want to close more deals, and you're up for learning new things. But if you're a person

that likes to do training, get motivated, but doesn't applies what you've learned, this course is probably not for you.

The Master Persuader course is perfect for those who are serious about achieving big goals, are teachable, up for trying new techniques, and who will start applying what they learn immediately.

We know that your achievement ultimately leads to our success, so we want to make sure you're the right fit before you jump on board.

If you fit the description, enrol now.

To your success,

{name}

Email #6 - Overcome objections

Subject:

Is it really worth it?

Body:

Hi {name},

Is the Master Persuader really worth the money?

This question might be causing you to hesitate before clicking the "Join Now" button.

I believe it's worth every penny and more.

Here's why...

If you wanted to attend these training sessions with Pancho in person, you would easily spend over 20k. And that's just for the training alone. That doesn't account for travel expenses, meals, and the time away from your family and job.

With our digital course, you're getting all of Pancho's powerful sessions on-demand. That means you can tune in from your office, at home, on the weekend, or whenever it fits your schedule.

You'll get the entire course for 12 months... which gives you plenty of time to absorb and apply the techniques you'll learn.

And the best part?

You'll also have live Q&A sessions with Pancho each and every month so you can ask questions, learn from other students, and discover how to better apply the techniques in your own career.

We've packed so much value into each and every module, and we know you're going to experience better results as a salesperson when you apply these methods taught by Pancho.

However, we know that not everyone is able to make the full payment upfront.

That's why we also provide a payment plan to make it accessible to salespeople at every stage of their career.

Learn more about our payment plan and get yourself registered before the bonuses expire!

See you on the inside!

-{name}
{title}

P.S. The payment plan allows you to pay over 12 months, so you'll have plenty of time to apply what you learn before it's paid in full. It will pay for itself ten times over before you've even made that final payment!

Email #7 – Warn that the cart is closing

Subject:

LAST CHANCE

Body:

Hi {name},

We're getting closer to closing the doors on the extra training materials included with the Master Persuader course.

Trust me, you won't want to miss this. Here's an outline of the additional modules you'll be receiving:

1. Maintaining Your Cool - Develop a diffusion strategy to eliminate embarrassing responses.
2. Bridging The Gap From Good To Great - develop self-awareness
3. Face You See/Face You Show - Learn to handle aggravating people of conflicting personalities than your own.
4. Hotheads - Discover why we react the way we do to certain types of people.

They'll help you develop emotional intelligence in selling and empower you to feel more confident in your ability to connect with every prospect (even the difficult ones).

And don't forget: these are just the bonuses on top of the other 14 power-packed modules inside the Master Persuader.

You'll also enjoy a weekly, live Q&A session with Pancho and membership to our private community of like-minded individuals. Ask questions, network, brainstorm, and collaborate with the best and brightest in the industry.

What are you waiting for?

Claim your bonuses.

Still have questions? Don't hesitate to reach out to us. We're standing by ready to assist you in any way we can.

Sincerely,

-{name}
{title}

P.S. Doors are closing tomorrow... and when the additional modules are gone, they're gone!

Email #8 – Last warning/Urgency

Subject:

This expires today!

Body:

Hi {name},

It's the LAST DAY to get the incredible bonuses when you sign up for the Master Persuader.

Just to recap, here's a summary of the modules you'll receive when you enrol today:

Module 1: How To Achieve Your Goals

Uncover the deeper "why" around your goals and discover the psychology of personal performance in goal setting.

Module 2: Developing Strong Mental Skills

Discover the secrets top salespeople use to cultivate a powerful mindset.

Module 3: Know The Client

Understand how the client thinks so you can build trust and pre-qualify in no time.

Module 4: Build Connections

Learn how emotional connections can be created for maximum impact in face-to-face meetings.

Module 5: Reduce Resistance

Dive deep into the most effective strategies to eliminate resistance and close more deals.

Module 6: Decision Triggers

Understand the motivational triggers that encourage clients to make decisions fast.

Module 7: Body Language

Read your client like a professional poker player. Learn to read their tells and pick the right time to close, retreat, or change direction.

Module 8: Manage Objections

Overcome the 10 most common objections with cool confidence.

Module 9: Create Certainty In Presentations

How to make the client feel sure about the features and benefits of your product or service.

Module 10: Control The Call

Discover how to develop vocal flexibility, master your tone, and handle objections over the phone.

Module 11: Develop Strategy, Process, and Content

Discover 5 key buying strategies and learn the differences between strategy, process, and content.

Module 12: Understand Human Behaviour

Bridge the gap to understand how your clients work along with specific patterns that people use to get motivated and convinced.

Module 13: Communication

Discover how to understand and use the 7 steps in communication. Plus, you'll learn how to tell if your client is convinced that your product/service is for them.

Module 14: Unconscious Decisions

Learn how to best present information to enable your prospects to make decisions faster.

Bonus #1- Maintaining Your Cool - Develop a diffusion strategy to eliminate embarrassing responses.

Bonus #2 - Bridging The Gap From Good To Great - develop self-awareness

Bonus #3 - Face You See/Face You Show - Learn to handle aggravating people of conflicting personalities than your own.

Bonus #4 - Hotheads - Discover why we react the way we do to certain types of people.

You'll also get a weekly, live Q&A session with Pancho and exclusive membership to our private community of like-minded individuals. Ask questions, network, brainstorm, and collaborate with the best and brightest in the industry.

If you attended these training sessions in-person with Pancho, you'd be paying well over 20k, but today you can get them for the next 12 months on-demand at a fraction of that cost.

Don't wait, register today!

-{name}

{title}

P.S. Can't pay upfront? No problem! We have a 12-month payment plan available for you. This link will take you to the payment plan. Be sure to register by the end of the day to activate your additional bonuses!