

CORE EDUCATION CORNERSTONES

1. One-to-One - what is it (worksheet) (getting to know the individual personally)
2. One-to-One - EAT (Expertise, Authority, & Trust) Career, business-focused, not a sales pitch 30-Second Pitch
3. Perfect Customer
4. Member Expectations (Great for a CORE Visitors Day)
5. What is a referral partner, sources, process
6. Referral sources
7. How do you create the referral opportunity
8. Value of Membership
9. Culture of CORE (give vs take)
10. Value of CORE (net worth of network)
11. Feature Presentation
12. Leadership in CORE
13. Feature Puking
14. Credibility
15. Subject Matter Expert vs Service Provider
16. Value of relationship
17. Leadership in Business
18. Testimonials
19. Conversation Stack
20. DISC Assessment
21. 99-point profile
22. Habits of Growth (Motivation, Focus, Competency, Energy, Purpose, Leadership)
23. Passion paired with Knowledge
24. Connection, Commitment, Conversation: Members + Mission + Broadcast