



Are you ready to unleash
your team's true potential?

Because World-Class Performance
Never Happens by Accident

Walter Rogers | CEO
Baker Communications

Over 140 micro-learning videos & downloadable sales tools

Learn from experts in selling and sales management

Available 24 x 7

Works on any internet device (mobile, tablets and desktops)

Isn't it time to UNLEASH your team?



Customer Outcome Selling

Learn how to build relationships by focusing on the customer's desired outcomes throughout the sales cycle. This premier sales training solution helps sales organizations and salespeople learn how to stop "pushing" products and cultivate a deeper understanding of customer needs.



1. Introduction by Tony Robbins

In this introduction, Tony Robbins talks about the impact of training and how people really learn, so that you can maximize your benefit from the COS course.

2. E-Learning Intro

Tony Robbins talks about the challenges of selling in the modern marketplace, and how the COS course will help change the quality of your business.

3. Account Prioritization

In this module, strategies are presented for prioritizing accounts and opportunity activities, so you will know where to focus your energy and attention for greatest results.

4. Customer Centric Value Hypothesis

In this module, Ted Baird explains the importance of focusing on the customer relationship first, and asking four key questions about their needs and goals.

5. Get Through the Gatekeeper

This module covers best practices for getting past resisters and gatekeepers and connecting with the decision-maker.

6. Selling High & Early in the Sales Process

This module is about aiming high in the organization to reach someone who can make a purchasing decision, and making a personal and emotional connection.

7. Superior Elevator Pitch

This module shows a structure for creating differentiation quickly and securing engagement with a clear, concise, and compelling elevator pitch is presented in a compelling video that shows many examples.

8. Cold Call Skills

This module shows an approach to planning and making cold calls for improved results, using a short, conversational, and convincing four-step structure.

9. Effective Voicemails

In this module a strategy is presented for planning and leaving voicemails that capture attention, create interest, and increase the potential for a callback.

10. Confidence & Connection

In this module, you will learn a concept that will help you understand the customer's perspective, both in terms of their confidence in your solution and their relationship with you.

11. The Commodity Slice

This module covers what to do when a customer attempts to jump ahead and start talking about price before you've established value. You will learn to bounce back the conversation and avoid being turned into a commodity!

12. How to Handle Objections

This module covers a three-step approach to effectively navigate customer resistance and objections.

13. Use What You've Learned

Tony Robbins closes out this portion of the Sales Mastery library of videos with a reminder to apply the skills and techniques you've learned.

COS Coaching Resources



In this section of course materials you will learn best practices for how to coach your team on specific skills in Customer Outcome Selling, a proven training program that will help your team to stop "pushing" products, and instead begin focusing on customers' needs and desired outcomes throughout the selling process.

Coaching How to Connect

In this video module, you will discover why a good understanding of your own personality and those of your team members can be a critical tool when coaching your team. Maximize your effectiveness as a coach using emotional intelligence and the behavioral styles matrix.

How to Coach - Elevator Pitch Skills

This module discusses how to coach sales makers on delivering a superior elevator pitch – a succinct, clear message that quickly secures engagement and creates differentiation.

How to Coach - Cold Call Skills

This module shows how to coach sales makers on making effective cold calls using a four-step structure - not a script - that is short, conversational, and convincing.

How to Coach - Voicemail Skills

This module shows how to coach sales makers on leaving voicemails that will capture attention, generate interest, and improve their chances of a callback.

Exceptional Presentations

Exceptional Presentations focuses on teaching methods for professional business communication, covering everything from preparation and structure to delivery, visual aids, and handling Q&A sessions.



Exceptional Presentations – Audience

Understanding who you are talking to can help you gear your presentation towards your listeners, appealing to their interests and concerns.

1. Behavioral Styles

Ted Baird talks about engaging people in a way that fits their personal behavioral style, and briefly introduces the four styles: Doer, Thinker, Talker, and Guardian.

2. The Doer

“Get ‘er done!” This video module explains the characteristics and expectations of the Doer behavioral style, and its three Primary Factors (Emotion, Fear, and Need).

3. The Thinker

“Think twice, act once.” This module explains the characteristics and expectations of the Thinker behavioral style, and its three Primary Factors.

4. The Talker

“Words are the most powerful force.” This module explains the characteristics and expectations of the Talker behavioral style, and its three Primary Factors.

5. The Guardian

“Steady, stable, stamina.” This module explains the characteristics and expectations of the Guardian behavioral style, and its three Primary Factors.

Exceptional Presentations – Structure

In this section of the video library you will learn how to plan and structure a presentation for maximum impact.

6. Opening with ASIA

This module covers how to use the ASIA opening to start a presentation in a clear and compelling way.

7. The Opening Hook

This module discusses the first A in ASIA, which stands for Audience Hook. How do you get the audience's attention right from the start?

8. Presentation Body

Planning the body of the presentation means effectively organizing and structuring your information. In this module, learn more about building this part of your presentation.

9. Presentation Closing

In this section you will learn how to end the presentation with a real closing that helps the audience carry away your message.

Exceptional Presentations – Delivery

In this series you will learn effective delivery skills for a presentation that keeps the audience's attention and ensures that your message has an impact.



10. Believe it or Not?

Is credibility built on words alone? Find out how much impact your delivery has on your presentation's effectiveness.

11. Control Techniques

In this video you will be shown tools for controlling nervousness, reducing physical symptoms, and projecting confidence.

12. The Four P's

This module covers the Four P's of effective presentation delivery: Projection, Pauses, Pacing, and Pitch.

13. Posture

The right posture helps us breathe better, speak more clearly, and project authority. Learn how to carry yourself during a presentation for maximum impact.

14. Gestures

Effective gestures can be powerful; uncontrolled gestures are distracting. In this module you will learn how to control movement during presentations.

15. Eye Contact

Eye contact is 'key' to audience engagement - but eye contact doesn't mean staring! Learn how to use eye contact effectively in this module.

16. Visual Aids

Visual aids should be used for support - not as the main event. Learn to design and use effective, powerful visual aids.

17. Running a Q&A

It's question time! In this module, learn how to stay in control and run an effective Q&A session.

Exceptional Presentations Coaching Resources

For managers and supervisors who would like to help their team members learn and practice the skills in Exceptional Presentations, these coaching resource videos relay best practices for coaching your team on specific presentation skills.

Coaching How to Connect

Discover how learning about your own behavioral style and those of your team members can help you coach them more effectively.

Coaching Presentation Structure

This module will show you how to help your team members organize and plan clearer, more effective presentations using a defined structure.

Coaching Presentation Skills

This module shows you how to help your team develop their delivery skills and minimize distractions by understanding the relative importance of the three V's. Visual, Vocal, and Verbal.



Win-Win Negotiations

Learn how to use a win-win approach to negotiations to strengthen business relationships and ensure that both parties walk away from the table feeling satisfied with the outcome. Tap into your own negotiating strengths and skills, and align them around a proven framework so you approach every negotiation with a plan and the confidence to achieve your goals.

Introduction to Win-Win Negotiations

The foundations of Win-Win Negotiations: introducing the structure, approach, and some of the core concepts of this course.

1. Born Negotiators

Are we all born to negotiate? This introduction to Win-Win Negotiations demonstrates that you probably already know more about negotiations than you realize.

2. How to Use this Course

An overview of the WWN e-course's structure and key elements, and some recommendations for applying it in training.

3. Principles of Negotiations

An introduction to the core principles of Win-Win Negotiations and the benefits of taking a Win-Win approach.

4. Five Phases of Negotiation

In this module you'll receive an overview of the Five Phases of Negotiation: Planning, Discussing, Proposing, Bargaining, and Evaluating.

5. The Art of War

In this module you will learn the importance of Planning, the first phase of negotiations, and with reference to Sun Tzu's Art of War.

6. What You Will Learn

This is a quick review of the core principles of the Win-Win approach and the Five Phases of negotiation, emphasizing the importance of the Planning phase.

The Planning Phase

In this section you will get started with some of the concepts and skills associated with the Planning Phase, the first stage of the negotiation process.



7. John Wooden

By referencing a quote by Coach John Wooden, this module tells a story that illustrates the paramount importance of adequate preparation to avoid costly mistakes.

8. Planning. The 3 Steps

This video presents an overview of the three steps of the Planning phase: Survey, Architecture, and Contingency.

9. The Why

This module illustrates how to discover the WHY of the negotiation, by showing you how to uncovering goals, reasons, and consequences.

10. The What

This module illustrates how to discover the WHAT of the negotiation, such as concerns like money, property, intangibles, actions, rights, and risks.

11. The How

This module illustrates the HOW of the negotiation – determining the style of engagement, staying open to new options, and applying tactics.

12. Summary

This video provides a review of the Survey step of the Planning phase, and preparing to learn more about Positions over the next few modules.



Negotiation Styles

You don't need a crystal ball to know who you're negotiating with. Learn how to identify the other party's personality type and how to use emotional intelligence to negotiate more successfully.

13. The Crystal Ball

You can accurately predict the behaviors and tendencies of the person you're negotiating with – no crystal ball required. This module will tell you how.

14. What You Will Learn

This module is a quick check-in with our roadmap, and getting you ready to dive deeper into 'Positions' by learning about Behavioral Styles.

15. The Four Styles

In this video you'll receive an overview of the four "styles" known as baseline behavioral tendencies: Doers, Talkers, Guardians, and Thinkers.

16. The Three Primary Factors

This module introduces you to the three "Primary Factors" of the different behavioral styles – Primary Emotion, Primary Fear, and Primary Need – and the concept of style "volume."

17. The Doer

This module presents a discussion of the 'Doer' behavioral style, including the Doer's descriptors and Primary Factors, as well as what motivates and influences them.

18. The Talker

This module discusses the 'Talker' behavioral style, including the Talker's descriptors and Primary Factors, as well as what motivates and influences them.

19. The Guardian

This module discusses the 'Guardian' behavioral style, including their descriptors and Primary Factors, as well as what motivates and influences them.

20. The Thinker

This module discusses the 'Thinker' behavioral style, including the Thinker's descriptors and Primary Factors, as well as what motivates and influences them.

21. Adapting to Others

This video talks about how you can use your knowledge of Behavioral Styles to adapt your own approach to negotiations, thus increasing your effectiveness.

22. Summary

Behavioral Styles and the Planning phase: using behavioral intelligence to predict how the other party will act, what they need, and how to work most effectively with them.



Degrees of Desire

This series covers the 'Architecture' step of the Planning Phase. determining your Wish, Aspiration, and Bottom Line. You will also gain an understanding of the Anchor and the ZOPA.

23. The Gambler

"You've got to know when to hold 'em, know when to fold 'em." As it turns out,

this is great negotiation advice from singer Kenny Rogers. This module includes a quick check-in on your roadmap.

24. Start with the Wish

This module will provide you with an overview of the Architecture step, the Degrees of Desire, and planning your Wish.

25. The Aspiration

This module explains the Aspiration level: what it is, and how you can identify it.

26. The Bottom Line

This module talks about the Bottom Line: how you set it, and why it is important.

27. The Anchor

This module discusses how the first offer in the negotiation determines the Anchor point.

28. The ZOPA

This video provides you with an explanation of the ZOPA, or the Zone of Possible Agreement.

29. Summary

This module provides you with a quick review of the Architecture step and its key components.



Contingency Planning

The third step in the Planning Phase is Contingency. How do you prepare for what might happen in the negotiation?

30. Preparing for Negotiation

This video explains the one thing that most effective negotiators do.

31. Plan B

In this module you are introduced to the Contingency step with a personal anecdote illustrating the importance of contingency planning.

32. Key Pieces

This module talks about the two key pieces of the Contingency step. planning your BATNA and WATNA.

33. BATNA

This video explains the BATNA and its ability to give you more leverage in the negotiation, as well as the three steps to planning a BATNA.

34. WATNA

This module explains the WATNA and the benefits of risk assessment in contingency planning.

35. Summary

This module provides you with a review of the Contingency step within the framework of the Planning phase.



Power in Negotiations

Power and perceived power are key factors in successful negotiations. The party who is, or appears to be, more powerful always has an advantage. How can you leverage power, change perceptions of power, and handle power imbalances?

36. If You Think You Have Power...

This module introduces the concept of power in negotiations, and provides a roadmap check-in.

37. Power and Perception

In this video Power and Perceived Power are discussed, as well as the challenge of facing a power imbalance in negotiations.

38. Leveraging Power

This video provides you with a deeper examination of four ways you can leverage power in a negotiation.

The Discussion Phase

This section of the video series talks about the important start of the face-to-face Discussion Phase. Opening Statements and Asking Questions.

39. Avoiding Assumptions

This video talks about Will Rogers, the danger of making assumptions, and three important questions you need to ask.

40. The Opening Statement

This module talks about moving from the Preparation phase to the Discussion phase, as well as the five keys to framing an effective opening statement.

41. Open-Ended Questions

This video shows how to use open-ended questions to find out more about the other party's needs and concerns.

42. Closed-Ended Questions

This video shows you how to use closed-ended questions to elicit short, clear, direct answers and specific facts.

43. Summary

This video gives you a quick review of the Discussion Phase and all of the related concepts discussed.

The Proposal Phase

In the Proposal Phase, the first offer made will set the anchor for the negotiation. How do we handle first offers confidently, and how do our Degrees of Desire come into play?

44. Your Initiative

This module discusses the importance of taking the initiative leading into the Proposal phase, as well as a roadmap check-in.

45. Taking the Lead

This module shows you an analysis of the potential drawbacks and benefits of making the first offer in the Proposal phase, and what you can do to mitigate the risk.



46. Stepping Confidently

This video shows how entering the Proposal phase with confidence can tip the scales of power in your favor.

47. Three Types of First Offers

This module talks about setting the anchor point: the relationship between the Degrees of Desire and three types of first offers.

48. First Anchor

This module shows you the three steps for responding when the other party anchors first.

49. Summary

This module finishes this section with a quick review of the Proposal Phase and related concepts.



The Bargaining Phase

This is the part most people think of as “negotiating” - the Bargaining Phase. In this section you be shown how to find the ZOPA, achieve trading concessions, as well as the importance of expanding the pie.

50. Introduction to Bargaining

This module provides you with an introduction to the Bargaining phase by using a historical reference to the Louisiana Purchase. You will also get a quick roadmap check-in.

51. Finding the ZOPA

This video shows you how to estimate and adjust your assessment of the ZOPA, and a discussion of the ZOPA’s many dimensions.

52. How Big is the Pie?

This video discusses a key concept of Win-Win negotiating – expanding the size of the pie – using historical and anecdotal illustrations.

53. Concession Principles

This module talks about six key concepts and principles for planning, asking for, and making concessions.

54. Summary

This video gives you a brief review of the Bargaining Phase and the related concepts covered so far.

Handling Conflict

Negotiating can be a stressful and emotional process. Being able to successfully handle and de-escalate conflict when it arises is going to be key to your success as a successful win-win negotiation professional.



55. Staying on Track

This video shows how potential conflicts and roadblocks can derail the negotiation, plus a roadmap check-in.

56. Sources of Conflict

In this video module you will see a discussion of the four potential sources of conflict: Data, Relationship, Value, and Structural.

57. How Conflict Starts

This module discusses the three stages of conflict. explaining how conflicts start.

58. Conflict Escalation

This video describes the Escalation stage of conflict, its levels and contributing factors.

59. Conflict Deadlock

This module discusses the Deadlock stage of conflict. the point of maximum opposition.

60. Dealing with Conflict

This module discusses six effective techniques for de-escalating conflict.

61. Summary

This video provides a quick review of Conflict, and prepares you to dive into Tactics.

Negotiation Tactics



Negotiation tactics can be either collaborative or manipulative. In this series of videos we show you the different types of tactics, and how you should deal with them.

62. Intro to Tactics

In this video, the presenter introduces you to the concept of Tactics with a personal anecdote, and provides you with a roadmap check-in.

63. The Silver Bullet

This video discusses the notion of negotiation tactics being the “silver bullet” to your success in negotiations.

64. Types of Tactics

In this module you will learn about the five different categories of tactics: Pressure, Delaying, Manipulative, Power/One-up, and Collaborative.

65. Addressing Tactics

This module discusses the three steps to take whenever you encounter a negotiation tactic so that you can quickly assess and potentially neutralize it.

66. Quick Review – Tactic Types

This module provides a quick review of Tactics discussed so far, and prepares you to examine specific types of tactics.

67. If You Can’t Convince Them...

This module starts with a quote from Harry Truman, and prepares you to look more closely at Pressure and Delay Tactics.

68. Pressure Tactics

In this module you will examine several Pressure Tactics – what they are, how they work, and some of the maneuvers that fall into this category.

69. Responding to Pressure Tactics

This module shows you how you should respond when you are confronted with an apparent Pressure Tactic.

70. Delay Tactics

This module shows you Delay Tactics – what they are, how they work, and some of the maneuvers that fall into this category.

71. Responding to Delay Tactics

This module talks about how you should respond when you are confronted with an apparent Delay Tactic, and ways to preempt their use.

72. Quick Review – Pressure & Delay Tactics

This video provides you with a quick review of Pressure and Delay Tactics, and prepares you to look more closely at Manipulative and Power Tactics.

73. Be Confident

This video starts with a quote from Donald Trump, Jr., and provides a roadmap check-in and a summary of Tactics so far.

74. Manipulative Tactics

This video examines Manipulative Tactics – what they are, how they work, and some of the maneuvers that fall into this category.

75. Responding to Manipulative Tactics

This module shows you how you should respond when you are confronted with an apparent Manipulative Tactic.

76. Power Tactics

This module examines Power or “One-up” Tactics – what they are, how they work, and some of the maneuvers that fall into this category.

77. Responding to Power Tactics

This video shows you how you should respond when you are confronted with an apparent Power Tactic.

78. Quick Review – Manipulative & Power Tactics

This video is a quick review of Manipulative and Power Tactics, and prepares you to take a closer look at Collaborative Tactics.

79. Great Advice

John Paul Getty reveals some good advice he got from his father, plus you will be provided with a roadmap check-in.

80. Collaborative Tactics

This module examines Collaborative Tactics – what they are, how they are different, and some of the maneuvers that fall into this category.

81. Responding to Collaborative Tactics

This module examines how you should respond when a Collaborative Tactic appears in a negotiation.

82. Managing Tactics

This module shows you an effective technique for managing negotiation tactics. asking for a shopping list.

83. Using Tactics

This module discusses when is it okay and ethical to use a tactic in a negotiation.

84. Quick Review – Collaborative & Managing Tactics

This module provides a quick review of Collaborative Tactics and the Shopping List, and prepares you to cover the Evaluation Phase.



The Evaluation Phase

The final phase of negotiations happens after we've left the table. the Evaluation Phase. In this series of videos you will learn how to benefit from your experience.

85. The Benefits of Failure

This module starts with a Forbes quote and provides some thoughts about the

benefits of learning from failure.

86. Why Evaluate?

This module is a discussion of the importance and value of the Evaluation Phase.

87. The Evaluation Template

This video shows you how and why you should use a template to evaluate your negotiation performance after the fact.

Sales Management. Pathways to Growth

Discover the path to consistent growth by aligning around a clear, companywide system that leads your entire organization to pursue the same metrics, emphasize the same objectives, and most importantly, practice the same disciplines.



1. Intro to Pathways to Growth

Tony Robbins introduces the Pathways to Growth system, and talks about how to create genuine breakthroughs for your organization.

2. Foundations

Starting from a foundation of common language and alignment is key for sales teams and management to make progress. Ensure a common understanding of the terms and concepts used in PTG.

3. The Sales Funnel Update Meeting

Do we have a clear view of the road ahead? This meeting will help you ensure that your funnel data is accurate, reliable, and real. When your funnel numbers are shared, both accountability and accuracy are improved.

4. The Master Sales Team Meeting

This discipline is the manager's opportunity to provide both leadership and structure to ignite and unite our teams. Review status, celebrate wins, align the focus and needs of the organization, set goals, and inspire success.

5. The Learning Huddle

How do you maximize the abilities of your sales teams? One useful discipline is the "Learning Huddle," a team meeting led by the team themselves that focuses on sharing best practices, discussing relevant topics, brainstorming, and committing to action.

6. The Daily Results Call

This module outlines a discipline applied with increasing frequency near the end of the reporting period, and provides opportunities for the coach to assist with specific issues and help the team push for successful outcomes when it matters most.

7. The Forecast 1-1 Meeting

Did you know that less than half of forecast deals actually close? In the Forecast One-on-One, you apply a structured method to ensure greater accuracy in your forecast, and get an opportunity to coach individuals.

08. The Pipeline 1-1 Meeting

Funnel, Forecast, and Pipeline aren't the same thing, and meetings that combine all these topics don't allow you much time to focus on the future. This meeting helps you plan and prepare strategically for the next business cycle.

09. Ride Along | Call Along

When sales managers are able to observe and coach sales makers in the moment with real-time feedback, they see real skill development. Use the GROWTH coaching model to assess and improve sales makers' performance.

10. The Master Sales 1-1 Meeting

The big-picture perspective of sales managers helps sales makers understand the connection between their own activities, and the company's strategy. These meetings are your opportunity to coach, support, and strategize with each member of our team.

11. The Executive Roll-Up Meeting

To make informed decisions, the executive team must be in the loop. In this discipline, sales managers have the opportunity to update stakeholders and decision makers on the team's status, forecasts and trends.

Coaching Resources

How to Connect When Coaching

A good understanding of your own personality and those of your team members can be a critical tool when coaching your team. Maximize your effectiveness as a coach using emotional intelligence and the behavioral styles matrix.

Strategy, Story and State

Tony Robbins discusses the importance of strategy, story, and state in leading change and creating breakthroughs.

Leadership and Influence

Tony Robbins talks about what leadership really is: influencing other people.

Coaching for Customer Outcome Selling

How to Coach – Elevator Pitch Skills

This module discusses how to coach sales makers on delivering a superior elevator pitch – a succinct, clear message that quickly secures engagement and creates differentiation.

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This module shows how to coach sales makers on leaving voicemails that will capture attention, generate interest, and improve their chances of a callback.

Coaching for Effective Presentations

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This module will show you how to help your team members organize and plan clearer, more effective presentations using a defined structure.

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