

AI for Sales and Other YouTube Training Programs

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BEGIN HERE How To Manage DIY In-House Training

How to set up and benefit from in-house training and coaching.

BONUS: See how a unique use of PowerPoint can be used as a training video.

Professional Value-Added Selling – Genuine Sales Intelligence

PLUSH Selling – The Proven Value-Added System

Learn the practical, common sense sales method used by thousands of people worldwide. Mandatory for salespeople; coaching for sales professionals. **This is the GI of AI + GI = ROI**

12 LESSONS





BASIC

Basic AI for Sales Tutorial

This is the important foundational series supporting other videos on this channel. Use PLUSH or your current methodology to begin using AI for Sales.

AI for Sales Updates

As AI continues to evolve, more videos will be added to keep you up to date.

UPDATES



Advanced Sales and Leadership



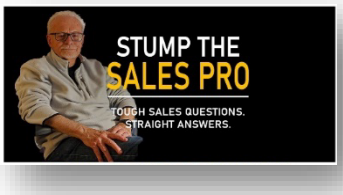
Elicit Sales

Learn how to harness the power of elicitation statements combined with the questions you have been asking for years.

Fortune 500 Capabilities for SMBs

AI has leveled the playing field – you now have access to the resources once reserved for the Fortune 500 companies.





Stump the Sales Pro

AI can answer some of your questions. When you need more depth, another opinion, or a more out-of-the-box answer, check here.

All Customer-facing Team Members

Customer Service as a Profit Center

Your customer-facing team members may have more influence on buyers than anyone.

27 LESSONS



How To Manage DIY In-House Training

Streamline Your Corporate Training with the DIY In-House Approach: Effortless, Effective, and Empowering! Save time, expenses, and get the results you want.

Corporate training doesn't have to be a headache—say goodbye to complexity and hello to streamlined success with our DIY In-House Training Approach! Designed to make in-house sessions seamless and impactful, this innovative method breaks down the essentials into three powerful elements: **Purpose**, **Curriculum**, and **Delivery**. Whether you're upskilling your sales team with the PLUSH Sales System or tackling any professional development, this approach puts you in control for maximum results with minimal hassle.

PURPOSE: Start strong by defining your desired outcomes and pinpointing exactly who needs to attend. Tailor your training to drive real change, ensuring every session aligns with your team's goals and boosts performance from day one.



CURRICULUM: Effortlessly curate top-notch content by searching online for digital resources—perfect for remote attendees and packed with options by topic, author, or trusted referrals. Build a customized program that's engaging, relevant, and ready to share.

DELIVERY: This is where DIY truly excels! Adapt sessions on the fly for changing schedules, empower your entire team to facilitate using dynamic video content, and delegate to pros for polished execution. Flexible, collaborative, and cost-effective—it's training that fits your world.

Dive deeper in our catalog's featured video, where we explore in-depth details, additional considerations like optimal frequency, and practical tips to get started. Trusted by thousands worldwide, this AI-enhanced, self-paced toolkit transforms training into a revenue-driving powerhouse. Explore now and unlock the future of in-house excellence—your team's potential is waiting!

PLUSH Selling – The Proven Value-Added System

This Video is a Prerequisite for Most Other Videos

Ready to shatter your sales goals? Join thousands of top sales professionals worldwide who are revolutionizing their results with the **PLUSH Selling Course**, now supercharged with cutting-edge **AI assistance**!

This isn't just a course—it's your ticket to dominating every sales call with precision, confidence, and unmatched value. Harness the proven **P.L.U.S.H.** formula, enhanced by AI-driven insights, to craft irresistible pitches, obliterate price objections, and close deals like never before. Whether you're a veteran or a rising star, this course will transform your approach and skyrocket your success.



The content covers:

- Positioning – finding the best person to meet.
- Listening – how to develop the best questions for each call with each person. No more rote or scripted sales calls.
- Unique – developing and growing your list of differentiators, and determining when to use each one.
- Solution – nobody wants what we sell, they only want to solve a problem.
  Some problems are driving them down, others are keeping them from growing.
  Learn to address problems, not symptoms.
- Helping – going the extra mile for a buyer can result in significant growth.

TOP

Basic AI for Sales Tutorial

Unlock the Power of AI: Essential Basics for Your Team's Competitive Edge!

In a world where AI is exploding in popularity, staying ahead means equipping *everyone* on your team with a solid grasp of its fundamentals—what AI truly is, its game-changing strengths, and its critical weaknesses. Don't get left behind:

Your buyers and competitors are already harnessing AI to innovate, optimize, and outpace the market.

This must-watch video from our catalog dives into the essentials with clear, engaging insights, empowering you to integrate AI smartly into your strategies, boost efficiency, and drive real results.

Perfect for sales pros, leaders, and teams ready to thrive in the AI era—whether you're new to the tech or brushing up on basics. Explore now and future-proof your success with this foundational guide!

This series has videos that address:

- The 1 – 3 – 5 approach to sales
- Cost justification based on AI productivity
- AI for retail sales
- AI for social media
- AI for trade show selling
- AI for interviews
- AI for speakers and presenters
- AI for recruiting members to peer groups, associations, etc.



TOP

AI for Sales Updates

AI is evolving and will continue to be a work in progress for the foreseeable future.

On this channel, we will be adding additional videos on how AI is impacting professional sales.

Be sure to subscribe to this playlist to receive these updates as they are posted. Using AI will give you a competitive edge, especially for buyers who are experiencing other vendors who are using it.



ELICIT SALES

For decades, sales professionals have relied on the **Socratic method**—asking questions to uncover needs and build trust. But in the **post-AI era**, there's a new, more powerful tool: **Elicit Sales**.

In this video, you'll discover how to go beyond traditional sales questions by blending them with **elicitation statements**—a technique inspired by intelligence agencies like the CIA and FBI. These carefully crafted statements reveal deeper buyer motivations, uncover hidden objections, and elevate your professional credibility.

With the help of AI, you can:

- Learn and apply Elicit Sales techniques faster
- Generate powerful elicitation statements tailored to your industry
- Understand the psychology behind each statement
- Practice real-world examples with instant AI feedback



Whether you're a seasoned sales leader or just beginning your journey, this video introduces a modern sales framework that's more relevant than ever.

Step into the future of selling. Replace outdated techniques with a smarter, more strategic approach. **Watch now and start mastering Elicit Sales.**

FORTUNE 500 CAPABILITIES FOR SMBS



CFO COO CHIEF SALES CEO

AI and other emerging technologies are closing the gap between small businesses and Fortune 500 giants. Agility is no longer the only advantage for smaller firms—now they can **match the strategic depth** once reserved for enterprise-level organizations.

In larger companies, **Sales Org Charts** often include **Industry Managers**, **Market Managers**, and **Product Managers**—roles that drive consistent, intelligent growth. But what if your company could adopt these same roles **without increasing staff**?

This playlist reveals exactly how. Included in this series:

- **How to implement Market, Product, and Industry Manager roles—without hiring**
- **Business Function Selling** – how to tailor your sales message to operational needs
- **Advanced Feature-Benefit Analysis** – connect your offering to the buyer's real priorities

Whether you're leading a lean team or scaling fast, these videos will help you design a **smarter, more strategic sales organization**—powered by process, not payroll.

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STUMP THE SALES PRO

What if you could tap into four decades of sales expertise—spanning startups, Fortune 500 giants, and everything in between?

In *Stump the Sales Pro*, **Chuck Reaves**, Hall of Fame speaker and sales strategist, tackles the toughest sales challenges submitted by real-world professionals like you. With a career built on delivering measurable results across industries and company sizes, Chuck shares practical, battle-tested insights you can put to work immediately.

- Watch as he breaks down:
- Common and uncommon sales obstacles
- Strategic approaches that work in the field, not just theory
- Actionable ideas you can apply today



This isn't just advice. It's **collaborative problem-solving**—where Chuck's ideas meet yours to create powerful, high-performance solutions.

Whether you're a sales veteran or just getting started, you'll walk away with new tools, better thinking, and renewed confidence.

Watch now. Submit your challenge to Info@ChuckReaves.com**, and see if you can Stump the Sales Pro.**

CUSTOMER SERVICE AS A PROFIT CENTER

Your buyers may trust the word of a customer service representative over that of a salesperson. This training is for EVERYONE in your organization, because everyone has opportunities to impact a customer's buying decision.

Today, **customer-facing employees**—from service reps and technicians to drivers and front desk staff—can influence revenue more than ever before. These team members play a pivotal role in **attracting great customers**, **retaining them**, and **growing key accounts**.

This video playlist is designed for those in your organization who may not think they're in sales—but are.

Each short video delivers practical, easy-to-apply insights for **non-sales professionals** who regularly interact with customers. Perfect for **DIY in-house training**, these sessions spark fresh thinking and can unlock **unexpected, profitable opportunities** throughout your organization.

Ideal for:

- Customer service and support teams
- Field personnel and installers
- Receptionists, drivers, and operations staff
- Inside sales and hybrid roles

Empower every employee to contribute to sales success—without changing their job title.

The short videos in this playlist are for many in your organization who may not think they are in sales. The content is designed for DIY in-house training, and ideas generated from the sessions can prove to be novel and profitable.

Covered in this series:

- Why customer relationships go bad
- Three types of customer service accounts and how to manage each
- Who the customer service customers are
- Understanding the sales cycle
- Six types of customers and detailed videos for each one
- Developing a unique customer service strategy for your organization
- Generating referrals without selling



27 LESSONS