

# The Playbook Creator

## Training Topics

Objections & responses  
 30-second commercial  
 Top 3 lines pain indicators by product  
 UFC  
 Phone call  
 DISC characteristics  
 Pre-call planner

## Who is the Best Role Model?

Marty, Kevin, Lisa  
 Margaret  
 Steve, Josh  
 Rachel  
 Sean  
 Karen  
 Brian

## When Are We Complete?

60 days  
 90 days  
 60 days  
 30 days  
 45 days  
 30 days  
 45 days

## How Are We Capturing?

Scripts & audio file  
 Scripts, audio examples  
 Scripts / templates  
 Script & audio example  
 Script & audio example  
 Chart  
 Template created in Word