

Person 2: Where do I Start the course from?

Person 1: Well, that depends on where you are in the business-scaling process.

Person 2: I'm a complete newbie starting from scratch.

Person 1: Okay sweet! Then I recommend starting by logging into AirU and taking a look at Section 1.

Person 2: What am I going to learn from the courses?

Person 1: "Have you heard about the four pillars of air?"

Person 2: "No, what are they?"

Person 1: "Well, the four pillars of air are the four things that you get as an air member. The first one is direct access to both the founder and his team, you get access to a platform called Slack where you can directly communicate with the founder and his team.

The second pillar is support. You get access to all the tools, systems, software, and processes that you need to scale your business.

The third pillar is training. You'll receive specific training on how to use these tools to grow your business.

And the fourth pillar is communication. You'll have constant communication with the air team to ensure you're maximizing and leveraging these pillars as quickly as possible."

Person 2: "Wow, that sounds amazing. How do I get started?"

Person 1: "You should have already received an onboarding call, a welcome email, and an invitation to join the Slack channel with the air team. If you haven't received any of those yet, you can contact the concierge team to get set up.

Person 2: So far so good, where do I go from there?

Person 1: "you should be able to see Slack Connect Channel, in this channel. We're putting all these different team members in this Slack channel so that no matter what you message us, no matter what topic it is or category or question you have, it can be taken care of.

For example, if you have a tech issue or a bug, you message the Slack channel, and we'll get it taken care of.

Person 2: "That sounds really efficient. I love the idea of having a team that can solve issues so quickly. Can I message the channel for anything else?"

Person 1: "Yes, absolutely. Outside of just tech, questions or bugs, if you have any business questions, any constraint you're running into, anything that didn't fully make sense to you on the training platform, or if you have an idea you want to run by someone, anything business related, you can message that Slack channel. One of us will get back to you and give you an answer and share with you what we would do if we were in your shoes.

Person 2: "Wow, so anything I need can be handled inside of this Slack channel. That's amazing. But, what if I don't want to bother you guys with my questions?"

Person 1: "We love helping air members. This is our life, this is all that we do. The only thing that goes through our brains is Air. So, if you need anything at all, do not hesitate. This support channel's there for a reason.

Person 2: "That's amazing. What about the software section you mentioned?"

Person 1: "In order to get your software set up, all we need is some basic information about your business. And so, in order to give us that information and have it be securely stored, all you need to do is go to start.air.ai. If you fill out that information, that is all we need to get you set up.

Person 2: And what about max training within the appointment booking system? How do I set it up?

Person 1: We have a breakdown on how to set up max, how it works, and any details you need to know in the training platform. We're not just teaching you how to use the software from a technical standpoint, but also how to get the most out of it.

Person 2: What if I have questions about the software even after watching the training video?

Person 1: If you have any questions, you can message the support Slack channel that we have in place for your team. We will make sure that you get full clarity. We'll tell you to watch a video for clarity, and we may even hop on a Zoom call with you to break it down and say, "Hey, share your screen."

Person 2: What about consulting?

Person 1: Consulting is the third thing you get as a part of the air suite. We give you the opportunity every single Monday through Friday to get on a call with me, with Ryan, and other air members. The consulting calls are about an hour long and give you the opportunity to ask Ryan and me any questions that you have directly in real-time.

Person 2: What's the difference between the training platform and the consulting call?

Person 1: The training platform is very specific content that outlines what to do step by step. It's very practical. The consulting call is there for any questions you have that are specific to your business.

Person 2: When do the consulting calls happen?

Person 1: We do two separate calls every single Monday through Friday every day. We do two separate calls for one, if it's over \$30,000 a month in revenue, and another call for those under \$30,000 a month in revenue. If you're sub 30 K, the focus is on foundation, and if you're above 30 K, it's really about scaling.

Person 2: What if I'm currently doing over \$30,000 a month?

Person 1: Your daily call will be at 1:00 PM MST every single Monday through Friday. That's 3:00 PM EST. If you look at the document right here, you can see the Google Meet link, and I'm also going to get a calendar invite out to you.

Person 2: "I see, and is that content on these calls and training up to date?"

Person 1: "Yes, that's right. We're constantly adding new videos in, and we're changing things very often based off of what we're actually hearing on consulting calls just to make sure we have the cleanest process possible.

Person 2: "That's great. So, will you be adding anything that's working for people in your network as well?"

Person 1: "Absolutely. Ryan and the team will be adding in anything that's working for us, but we'll also be adding in anything that's working for people in our network.

For example, the other day we heard about this really interesting outbound messaging strategy and our friend was using it for one of their companies, they scaled a million dollars a month, And because we heard this, we were like, yo, would you be down just to film and training and break down how this works for air clients? And he literally did that, and it's currently on the platform right now."

Person 2: "Wow, that's really impressive. Is there any way for us to provide feedback or suggest topics that we want to see covered?"

Person 1: "Yes, there is. You'll notice an option at the bottom of every single video to send us feedback. There are basically gonna be two buttons. One of them is if you just have feedback on a specific video you just watched, and the other button is if you want us to film a new training or it's like, hey, can you add this in? Basically, anytime you're like, man, I really wish they covered this, I really wish they talked about this topic, I wonder how they..."

What to Expect

Person 2: What's the first step in the program?

Person 1: We're gonna do a 30,000 foot view perspective of our machine as a whole. One of the most important things in learning is our ability to slot information into preexisting knowledge. So, if we go into this and we're just learning all sorts of new stuff, it's almost like driving through a blizzard and we don't know what's coming next.

Person 2: Okay, I understand. So, what are the steps in our sales process from start to finish?

Person 1: First things first, we have traffic, So we primarily drive paid traffic. Paid traffic is the goal we want to strive for. And the reason why is because it's so easy to scale. When you get something working and you have paid traffic working, you can basically scale endlessly as long as our fulfillment doesn't break and we're able to hire more sales reps. But also, you can do free traffic methods, which we talk about if you don't have the budget yet to put into traffic and we drive that traffic to a funnel.

Person 2: So it doesn't matter what funnel we're driving it to, right?

Person 1: That's correct. This is a very principle-based concept, the greatest thing that's working right now. This is based on never-changing principles in the marketplace. The biggest and most important thing is that we collect phone numbers in that funnel. So as long as your funnel is collecting phone numbers on that opt-in page, you're in a good spot.

Person 1: And then we have our setters. Those are our appointment generating system.

Person 1: What we do is we have them call all those leads using Max. We get a hold of as many people as we possibly can. They outbound dial all day every single day to get as many people on the phone.

Person 2: I see. So, after our setters set the appointment, what happens next?

Person 1: So before anyone talks to a closer, they've gone through the funnel, they talked to a setter and now they're watching a pre-call video that reminds them about that hundred dollars cancellation fee. If they don't show up to that close call, which once again is how we get that show up rate up.

Person 2: I see. And this pre-call video, what is it supposed to do exactly?

Person 1: it does as much selling going into the close call as humanly possible, before they even talk to someone to even sell them something. People are easiest to persuade when they don't know they're being persuaded.

Person 2: can you recap all this for me?

Person 1: "So to we start by driving traffic to a funnel and then we have our setters call every single person on the list until they reach them. Then we send them a pre-call video to sell them on the opportunity and tease the offer. And by the time they get to the close call, they are excited and ready to hear more about our company.

And during the close call, the closer goes through the proven closing framework that has closed tens of millions of dollars worth of deals. We make them feel like they can't bridge the gap on their own and pitch them \$0 down plus funding

Person 2: "That's amazing! So the key to all of this is simplicity, right? Just focus on the basics and do them really well."

Person 1: "Yes, that's right. Simple scales, fancy fails. If we focus on just the fundamentals and implement them one at a time, we will definitely win. But if we get distracted by building the most complex funnel in history, it will cost us way more money than any potential increase we could get."

Person 1: And once you start implementing these steps, you will see how easy it is to close deals and scale your business."

Person 2: "That sounds great. What happens if we have too much volume? Like what if we have too many \$10,000 payments coming through every day?"

Person 1: "If we have too much volume, we would need to hire someone to process the payments full-time. That's a good problem to have because it means we have so much volume,

Person 2: "That's amazing. But won't it be overwhelming to implement all of this at once?"

Person 1: "You don't have to implement all of this to get results. We want to implement one thing at a time with full focus. Every time we check another big win off our checklist, we get one step closer to our goal. We want to do the things that are the biggest wins.

For example, we could start by collecting phone numbers on everything that comes through our funnel or adding a \$100 cancellation fee to fix our no-show rate."

Person 2: "Yeah, that makes sense. But how do you decide which order to do all these things in?"

Person 1: "It's different for every single person, depending on what's the biggest needle mover in your business. We call it the machine mindset.

We look at our business purely objectively like a math problem, identifying the constraints that are stopping us from getting to where we want to go, and then we triage all the different things that we need to implement."

Person 2: Great, and what do I do from there?

Person 1: then we say which is the highest impact to time ratio items on that list and do those first. For example, if you have a set team of three people and you're setting 10 appointments a day, but your no-show rate is 50%, that would be a constraint that needs to be solved first."

Business is a game of math and psychology. If you get the math right and your psychology's right, it is mathematically impossible that you don't win."

Person2: Well, how do I then increase my show rate?

Person 1: we tweak the set script and we add a hundred dollars cancellation fee, you don't do anything else. That's it. And now you go from doing, let's just say 200 grand a month to 300 grand a month off the exact same amount of leads, the exact same amount of setters just by doing that one big needle mover.

Person 2: Wow, that's a significant improvement. Why did you choose that as one of the biggest constraints to solve for?

Person 1: We identified it as one of our biggest constraints and implemented it. We don't do things because they're fun or because our friend Jimmy's doing that and that's working. We ask ourselves, what is the biggest needle mover? And we do that. Then we ask, what is the next biggest needle mover? And we do that.

Person 2: It sounds like a very efficient approach to business. But how did you arrive at the machine mindset?

Person 1: We built the machine with a really ruthless approach to solving for constraints. We look at it like an engineering problem. We say how can we be more efficient? Where are the inefficiencies in this machine? And then we brainstorm to solve that one piece.

Person 2: I see. So, what's the outline like? How do we actually dive into all these things and where are all these things covered throughout this training?

Person 1: we'll set the foundation with the mental models that we have that created the results that we have. Then, we'll craft and price our irresistible offer. After that, we'll move onto driving traffic with paid ads, building a high-converting funnel, and then onboarding our clients for maximum retention. And finally, we'll cover scaling your business and building your team for maximum growth.

Person 2: "Sounds good. And with funding, we're going to have a lot more flexibility, right?

Person 1: Exactly. We're also going to talk about price elasticity and what we can really do to play with that lever because price is one of the biggest levers we have in a business.

Person 1: "Warren Buffet and a lot of the greatest investors and business people talk about the importance of price. And we want to use our mini monopoly to our advantage and increase prices to increase our profits."

Person 2: and where do i fit in with the setters? How can i help them to get their part done?

Person 1: we're going to make things easier for your setters, where setting up the call is as easy as clicking play. Then all they need to do is sit there and talk to happy clients all day.

Person 2: Yeah, that sounds great. How do you do that?

Person 1: It's a very simple process. We will get your setters set up on that dialer. And we will go over our set script. The script that has been proven to work for us with hundreds of thousands of calls, if not more.

Person 2: That's great. What else are we going to talk about?

Person 1: We will talk about the cancellation fee. We will walk you through our process that gets probably 98% of people to agree to it. It's not just agreeing in passion, but like hardcore agreeing to it.

Person 2: Okay, that sounds good. What else?

Person 1: We will talk about generating leads, And in this section, we talk about building your funnel or tweaking the one you have. If you're already running paid ads, we will show you how to make a couple of tweaks to it to make it to where we're squeezing way more juice out of the traffic we get there. T

Person 2: That's interesting. What about launching and scaling with paid traffic?

Person 1: We have a completely different philosophy to pay traffic than probably anyone else out there. 90% of our focus when it comes to paid traffic has nothing to do with the ads, It has everything to do with how efficient we are with leads. That way we don't have to be good at ads,

Person 2: Wow, that's different. What if I don't have the capital to do that?

Person 1: we do talk about some free methods for those who aren't quite at that seven-figure mark yet, and you're just trying to get some more clients coming in to where you can have a bigger advertising budget to keep dumping in and testing because advertising is one of those things that is binary.

Person 1: If we just make sure that we're able to hire more salespeople and make sure that fulfillment does not break, We talk about scaling your sales team.

The Scaling Path

Person 2: How do I scale?

Person 1: "Sure, the first step is to get something working. with free traffic, if you're at zero, And the reason why is because Free traffic is Free. So as soon as we get something working with free traffic methods, we're gonna spam it as hard as we can."

Person 2: "Okay, and what's the purpose of spamming it?"

Person 1: "The purpose is to get proof of concept. The biggest thing is proving your ability to convert leads before we spend money on paid traffic. It's not about the money at this point, it's about getting proof."

Person 2: "i;m not following?"

Person 1: "If you can't get to 10 to 50 k a month with free methods, your offer and your sales process is not good enough to do paid ads yet. So, if you're starting from scratch and you're under that 10 to 50 K a month mark, we're getting paid methods to work and then we're gonna spam them until we have proven our ability to convert leads."

Person 2: "Got it. And how do we get our ads to work quickly?"

Person 1: "Well, the more money you can dump into ads, the more you can test and the faster you can test to get those ads working. If you wanna get your ads working quickly, you need to be able to spend money and you need to be willing to be okay losing that money.

Person 2: "I see. And what's the next step after getting free traffic and paid ads to work?"

Person 1: "The next thing is getting testing ads with the money that you can afford. All additional money should be going into advertising, trying to get it to work.

Person 2: All that money is gonna go into testing, advertising and getting advertising to work, right?

Person 1: Yes, that's right. But don't spend the other 40k a month on lifestyle stuff. Spend it on getting paid ads to work. Once your ads work and you're profitable, you're spending a dollar and you're getting more than a dollar back. There are three constraints you're gonna run into, Either it's gonna be fulfillment or you just need to spend more on ads.

Person 2: Okay, but what if I have my fulfillment dialed in and it's scalable?and I have a sales team who can take those calls, and all I need to do is hit the duplicate button, increase the ad budget, and I am good to go?

Person 1: That's great. Once your ads are profitable, you can be at seven figures instantly. Here's what people do not understand. They think they can go from 10k a month to 20k a month. Either your ads don't work, and you're losing money on them, or your ads do work, and you can get to seven figures with pressing a couple of buttons and making a couple of tweaks. There is no in-between.

Person 2: I get it now. But what if my ads are barely squeaking a profit?

Person 1: We'll tweak a couple of things to make your ads a little bit more profitable. But it's a binary game. The reason most people don't scale is that they decide not to scale.

Person 1: So, it's a simple concept that many people don't understand. But how do we solve the constraints?

Person 1: Well, if you're not quite profitable enough, we'll tweak a couple of things to make your ads a little bit more profitable. But you have to understand that ads are binary. And the moment you get ads to work, you are at least seven figures. So, it's a really simple concept that so many people don't understand.

Person 2: "When it comes to scaling, it's not about doing more stuff, it's about finding the things that are working and only doing that, right?"

Person 1: "Yeah, I agree. If you have an offer that's making 30K a month by spending 10K, we could try spending 20K and make 60K a month instead. You should forget everything else that's not working and focus on what is."

Person 1: "We only need one offer to do eight figures, and we need to be able to profitably sell it through ads. It's not rocket science. We just need to make sure our ads are profitable, our fulfillment is scalable, and we can scale our sales team."

Person 2: "I see what you mean. So we don't need all this complex stuff happening, right?"

Person 1: "Nope. The people we know who scale the most have the simplest concepts."

Person 2: "Okay, I understand now. It's about elimination and subtraction, not addition. We need to eliminate what's not working and focus on what is."

Person 1: "Exactly! This is the 10% of things that gets the 90% of results. And the reason why we're gonna dump all of our money from our free methods into our paid ads if we don't currently have paid ads

working is because it's a binary game. Either you're losing money or you could be at seven figures. There's no in between. And the secret to scaling is a decision, not some complex strategy."

Person 1: "Hey, did you hear about this guy who went from making a million a year to making two million a year and replaced himself with two people taking calls?"

Person 2: "Wow, that's impressive! But why stop at two sales reps? If you can hire four or six, you can easily surpass the eight-figure mark."

Person 1: "Exactly! The key is to constantly ask yourself, 'why can't I scale?' and find solutions to the constraints that may be holding you back. If you have a repeatable system, it's scalable if you make the decision to commit to scaling it."

Person 2: "I agree. But what if there are constraints like fulfillment or sales team that prevent you from spending more money on ads?"

Person 1: "You need to solve those constraints first and then spend more on ads. If your margins aren't profitable enough, tweak your sales process and get those numbers better. Once you have a scalable system, scaling is not that hard."

Person 2: "I see what you mean. But what about free traffic methods? Can they be scaled too?"

Person 1: "Absolutely. We have friends who have scaled outbound messages and affiliates to nine figures a year. But with paid methods, scaling is the easiest thing ever. All you need to do is hit the duplicate button in the Facebook ad panel and focus on scaling the fulfillment and sales team."

Person 2: "That's a good point. But isn't getting to eight figures more complicated than just spending more on ads and hiring more salespeople?"

Person 1: "Yes, there are nuances to consider like making sure your sales process is good and your ads are profitable, but overall, the macro framework is simple: traffic, conversions, fulfillment. If you're not able to scale, it's traffic, conversions, or fulfillment. And the reason we switch to ads is because there's less operational complexity to scale."

Person 2: I understand. So what you're saying is that we're just a few simple tweaks away from reaching our goals.

Person 1: Exactly! Everyone feels like it's so far away, but it's not. It's like market size and all these other things, but the first three or four days we're at a hundred k a day, and that has nothing to do with us. We just need to take this basic concept to heart and go from zero to a hundred K a day out the gate.

Person 2: Okay, I see what you mean. But how do we do that?

Person 1: We need to make the decision to scale as fast as we possibly can. Don't think in terms of quarterly and yearly time horizons, think of what we're going to do next week. Can we triple our business

next week? There have been weeks where we've tripled our business. It has nothing to do with anything other than a decision to install the little tiny constraints we need to keep up with it.

Person 2: I get it. So we need to focus on the little things that we can do right now to improve our business and keep scaling up.

Person 1: Yes, that's exactly it. It is super important to understand that the only reason why we scale stuff when other people don't is a decision. We need to decide to keep scaling up, and not hold ourselves back by not increasing our ad spend or not having enough sales reps and fulfillment in place. If we are profitable, then we're already at seven figures, we just need to mentally get there and keep scaling up.

Architecting A Company

Person 2: How do I improve my company architecture?

Person 1: "We have focused on architecting a true company that lasts over a long period of time, and I'm going to share with you four books that we have personally found to be tremendously valuable."

Person 2: "Wow, that's really interesting. What are the four books that you're going to share with us?"

Person 1: "The first book is called Good Profit, written by a guy named Charles Koch. He is the CEO of a company called Koch Industries, which is one of the number one private companies on the planet. Koch Industries does over a hundred billion a year in revenue.

Person 1: Have you heard about Charles Koch's management philosophy?

Person 2: No, I haven't. What is it?

Person 1: Well, he has a system in place where he acquires companies and puts them into Koch Industries, and those companies increase in value. He shares 100% of his management philosophy in his book, and it's helped his company grow to a hundred billion dollars a year.

Person 2: That's great. So, has it helped you with your own businesses?

Person 1: Absolutely. We've implemented a lot of the principles from the book into our own companies, and it's allowed us to scale internally.

Person 2: Interesting. What's the name of the 2nd book?

Person 1: It's called "The Science of Success" by Charles Koch.

Person 2: I'll have to check it out. What other books do you recommend?

Person 1: There's another great book called "Built to Last" by Jim Collins. It's all about how to build a company that lasts over a long period of time. He studied some of the most successful companies in history and figured out what patterns caused them to last.

Person 2: That sounds like a useful read. What's the third book?

Person 1: It's called "Invent and Wander" by Jeff Bezos. It's a collection of his shareholder letters, so you can see how he built Amazon from the beginning.

Person 2: Have you read any good books on business and entrepreneurship lately?

Person 1: Yeah, actually, I've been reading some really interesting ones. One of them is about Jeff Bezos and his shareholder letters. I read them online when I was 16, before they were even compiled into a book. It's fascinating to see how he was thinking when he started Amazon and what principles he had in place.

Person 2: That sounds really interesting. What were some of the things that he did to incentivize his team members and get them to think like owners?

Person 1: Exactly! That's what I was thinking too. I want to apply those same principles to what I'm building. I think it could be really valuable for any business owner to read these books, especially if they want to learn from the wealthiest people on the planet who created some of the biggest companies on the planet.

Person 2: Do you have any other book recommendations?

Person 1: Yes, another one I recently read is called Insanely Simple. It's about Steve Jobs and the obsession that drives Apple's success. The author, Ken Siegel, was on the Apple team and worked in the marketing department. He breaks down what it was like working with Steve Jobs, his habits, and the principles he carried.

Person 2: That sounds really practical for a business owner to take those principles and start implementing them in their own business. I'll definitely have to check those books out.

Person 1: Absolutely. And the best part is, there's no specific order to read them in. You can start with any of them. The point is to ask yourself, what are these hundred billion dollar companies doing, and how can I implement similar things in order to scale my own business?

The 6 Closing Levers

Person 2: How do I make it easy to close deals?

Person 1: "Let's talk about the six closing levers and how we are going to be going through this Air process to make it difficult for you not to close deals. What do you think about it?"

Person 2: "I think it's interesting. I've always thought that closing has to be difficult, so I'm curious to see how you think it can be made easier."

Person 1: "Yeah, it's a common misconception. People think that closing has to involve a lot of effort, like packing out calendars or taking a high volume of calls. But in reality, if you build your machine the right way, closing should be natural."

Person 2: "That makes sense. So what do you mean by building your machine the right way?"

Person 1: "It's all about putting systems in place that allow you to have an efficient machine that's difficult to fail. Improving your close rate happens by changing what you say on calls is a big myth. There are so many other things throughout the entire process that affect the close rate."

Person 2: "Interesting. So what are the six levers that you mentioned?"

Person 1: "The first lever that you can pull on as a business owner to increase your close rate is your offer. I think the easiest way to explain this is to look at Apple. They don't have these A player 10 out of ten five-star closers making deals. They have an amazing offer that people want to buy."

Person 2: "That's a good point. So what are the other levers?"

Person 1: "The other levers are messaging, targeting, positioning, urgency, and scarcity. I'm going to give you an overview of each of these levers and how you can implement them in your business. By the time you're done going through the air training platform, you'll have a hyper-efficient machine like we do internally."

Person 1: "So, the first thing we need to do is create an irresistible offer. It's important because when people want to buy your offer, it takes less effort to convince them to buy it. We can help you create an offer that people will love whether you're starting from scratch or you already have one in place."

Person 2: "That makes sense. What's the second thing we need to do to increase our close rate?"

Person 1: "We need to work on the script and closing framework that you're using. Even if you have a great offer, you still need to be able to sell it well. By making some changes to your calls, you can drastically improve your close rate. I always find areas for improvement when I review calls."

Person 2: "Okay, what's the third thing?"

Person 1: "The third thing is implementing funding. By making the sale less friction and showing people how they can afford it, we can get more people to buy the offer. Funding can really increase your close rate."

Person 2: "Interesting. And what's the fourth thing?"

Person 1: "The fourth thing is a pre-call video. We've found that having people watch a strategic video before their call helps them better understand what they're getting into and increases their likelihood of closing. We can help you create a great pre-call video that will make a difference."

Person 1: "You've already established, you know an expert frame. All of these things happen with setters and this massively increases the intent of leads. And not only does it increase the intent of your leads, but

it decreases no-show rate a ton. So you're gonna have way more people show up to the conversations that you have scheduled."

Person 2: "That's really interesting. So if we can get to the point where only one or two aren't showing up, that's almost double the conversations that we were having before. That alone massively improves our math, right?"

Person 1: "Exactly! And just that alone, we could maintain the same close rate and close double the leads. How much more efficient does our machine become?"

Person 2: "It becomes way more efficient, that's for sure. We can compete against anyone because they're fighting an uphill battle while we just have a machine that makes it easy."

Person 1: "That's right. And ultimately at the end of the day, all the market is is an auction, The person who can afford the most to acquire customers wins."

Person 2: "I see what you mean. So if our machine's more effective, we can all day, every day beat our competition when it comes to getting people to convert into our customers instead of theirs."

Person 1: "Exactly. And the sixth and final lever that we're gonna be pulling on is talent. And that amplifies the effectiveness of all the other levers."

Person 2: "That makes sense. So if we have all these things in place, it's easier to recruit and hire talent because this is the type of company they wanna work for."

Person 1: "Yes, exactly. And ultimately all of these things together are an amplifier. If we just implement each thing one by one very simply, exactly how me and Ryan tell you to implement it, our machine is way more efficient. And if we have a way more efficient machine, we get way more deals across the finish line and ultimately our business changes completely."

Person 2: "I'm excited to dive into the rest of the air training and learn how we can implement these six levers into our business to increase revenue and hit our next level."