

Person 2: how do I turn leads into booked appointments?

Person 1: "We do it with setters. This isn't an industry secret by any means. More and more people have started to use setters because they know how powerful and effective they are.

Person 2: "Oh, setters. Yeah, I've heard about them before. But why are they so important?"

Person 1: "Well, appointments booked from setters are better. A setter calls a lead and they pre-frame that lead. They build all the beliefs, they ask questions. They're almost taking them through a mini close call before they ever talk to you.

Person 2: "Wow, that sounds impressive. So, how does the setter process work exactly?"

Person 1: "It's a two-call close. The first call, you build a gap internally of where they're at and where they want to be. And you offer them a solution that's free. And that free solution is you give them the pre-call video and you give them the call with one of your closers.

Person 2: "Okay, that makes sense. But what about qualifying the leads? Sometimes we get leads that are just not interested in what we're selling."

Person 1: "That's true. And what the setter allows you to do is get past those leads really quickly. Because they call them, they find out they're a horrible lead and they don't pass them onto you.

Person 2: "Ah, I see. And what about the show rates? I've heard that appointments booked with setters have higher show rates."

Person 1: "That's right. Typically, if someone books directly to a calendar, you're gonna have up to a 60% no-show rate. But if someone books through a setter, you're gonna have a much higher show rate.

Person 2: "Wow, that's really impressive. So, what do you think we should do going forward?"

Person 1: "For all these reasons, personally, we don't even let someone book on a closer's calendar without first talking to a setter. If you let someone book to your calendar directly from a VSL, we recommend having them talk to a setter first,

Person 2: "Okay, but how do we convince them that it's worth it?"

Person 1: That's where our executive consultants come in. We talk about how awesome they are and how they can help with their biggest pains, problems, and desires. And then we have a close call where we already know everything about them, so it's easier to close the deal."

Person 2: "Interesting. So what's the system for turning leads into appointments?"

Person 1: "It's called setters. If you're six figures trying to get to seven figures, you need setters. If you're at seven figures trying to get to eight figures, you need setters. Even if you're already doing eight figures, you still need setters. We've seen people triple their income just by adding setters to their lead flow.

Person 1: so we need to talk about your first setter. Should you self-set or should you hire a setter?

Person 2: Well, most people usually hire some overseas person for a cheap rate and have them set appointments. Why would I do it myself?

Person 1: Well, setting is actually one of the most important parts of your entire business. It determines how many leads get on your calendar, how pre-framed and how well-vetted they are, and how well persuaded they are. It makes a massive difference in terms of what your close rate's gonna be.

Person 2: I see your point, but what's wrong with hiring someone to do it?

Person 1: Hiring someone before perfecting the process yourself can be a huge mistake. No one knows your business better than you do. You may be the best setter that your company will ever have. You need to take the time to perfect that process.

Person 2: Alright, so how do I perfect the process?

Person 1: We highly recommend starting out self-setting until you perfect the self-set script process. Take the set calls yourself or with a business partner and actually take the time to figure out what you need to do to tweak the process for your business and what you sell.

Person 2: I get it now. So how about if I'm a bigger business, like doing seven or eight figures?

Person 1: Don't hire some low-level rep to figure it out. Put one of your best guys on it and have them master the process before you start putting other people in that position. You don't want to hire setters into an unproven system.

Person 2: That makes sense. I don't want to lose good talent because I'm not doing things properly.

Person 1: Exactly. We want to have a really good system that does 90% of the heavy lifting for people, and they come in and do the extra 10%.

Person 1: Basically, you master the process of self-setting one time and then you only need to prove the system one time. If it works, you can replace yourself in that position and know that the system works. Once you have a good setter, and then a second good setter, and then a third good setter, you're gonna be absolutely killing it.

Person 2: So, one or two good setters can get you to seven figures?

Person 1: Exactly. The goal is to get proof of concept, not to make a ton of money at first. It's all about getting the math behind the lead efficiency working. You want to figure out how many leads you can speak to out of every 10 leads and what your set rate is.

Person 2: And that's when you start making the big bucks?

Person 1: Yes, exactly. We just want to get the proof of concept first. Once we have that, we can hire more setters into a proven process and scale it up to seven, eight figures, and beyond.

Person 2: how do I eliminate no-shows for sales calls?

Person 1: It's a setting that's one of the most important aspects of SOPs for setters. It can help even not-so-great setters get really high show-up rates on sales calls.

Person 2: Why is it so important?

Person 1: Well, you know the pain of spending money on ads, getting leads on the calendar, setting up all these sales calls, and then having 50 to 60% of people not show up. but this one setting has been a game-changer.

Person 2: How does it work?

Person 1: Essentially, it allows you to get as close as possible to a 100% show-up rate without increasing the cost per appointment or affecting close rate. This means that not only do you have more appointments, but you also spend less on ads and need fewer salespeople to scale.

Person 2: Wow, that's amazing. Have other people in the industry tried it?

Person 1: Yes, we even did a mastermind with our eight-figure friends, and no one had a good solution until we discovered this setting. It's really the biggest nightmare in any business if you're in this space.

Person 2: What did other people try to do to fix the problem?

Person 1: Some people were canceling appointments off the calendar, others were doing really complex things to get people to verify their appointments and confirm that they were going to be there, but those methods just increased lead costs dramatically.

Person 2: It sounds like this setting is the best solution. Do you think it can work for us?

Person 1: I definitely think it's worth trying. It's helped us increase our revenue immediately, and it's made scaling our sales team exponentially easier. We just need to make sure we implement it correctly.

Person 2: how do I get my set calls booked then?

Person 1: We use a dialer called Max, and in addition to that, we set up some automations to help people through the flow once the call is booked.

Person 2: That sounds interesting. What platform do you use for all of this?

Person 1: We use a platform called Go High Level. It's a great platform because everything is packed into one place. We have two-way text messaging, email, automation, and a calendar booking. It's a central place for all of our contacts, and we can also host courses and do a ton of other things as well.

Person 2: That sounds very convenient. So, how do you go about booking calls on this platform?

Person 1: Well, when our setters go to book a call, they go to the calendar, which is hosted on Go High Level. They select a date, but we only allow 48 hours to book out, and we never allow same-day bookings. Once the call is booked, the customer doesn't see anything. Only the Setter sees everything and books the call for them.

Person 2: That makes sense. So, what happens after the call is booked?

Person 1: The Setter gets a text message that confirms the appointment, and then the customer receives a confirmation email after a three-minute wait. Then, we send them all of our other text messages and emails, including pre-call video links, and notify the lead owner. 24 hours before the appointment, we wait for them to confirm, and one hour before the appointment, they get the last text message and email.

Person 2: That sounds like a lot of work. How do you manage it all?

Person 1: We use our workflow builder on Go High Level to automate everything. We can update a ton of information with just one form fill out, and we send all of our data to a spreadsheet via webhooks. We also have closer automations, finished automations, and onboarding workflows that are all organized in folders.

Person 2: Wow, that's impressive. It sounds like Go High Level is a really useful tool for managing appointments and automating the workflow.

Person 1: Absolutely, we've found it to be incredibly helpful in streamlining our processes and keeping everything organized.

Person 2: Sounds good. And then you said the booking is then confirmed?

Person 1: Yes, that's correct.

Person 2: Alright, got it. And why do you use the rolling 12 hours instead of a one-day minimum scheduling notice?

Person 1: Because the rolling 12 hours will never ever let you book the same day. But it will let you book that next day. But again, if you put it on one day's minimum scheduling notice, it'll block out that whole next day for you and it will not work.

Person 2: I see. And what system do you use for all of this?

Person 1: We use Go High Level. It has our calendar system built into one, you can call right out here, You can click that, it's gonna start to dial out, You can do live transfers here as well.

Person 2: Ah, that's pretty cool. And it also has other features like reputation management, reporting marketing, and more?

Person 1: Exactly, the list goes on. We also add opportunities. So anytime an appointment is booked, we will add the opportunity here.

Person 2: Got it. And what about automations?

Person 1: You can create as many automations and adjustments as you want on this platform. You can set up an automation to where if it goes to the first call, no-show is canceled, we actually mark it as lost. And you'll see it right here as lost.

Person 2: I'm a bit confused about the appointment booking process, can you give me a rundown?

Person 1: "Of Course , I'm gonna be walking you through the entire appointment booking process, as well as some of the psychology, and how this framework looks, and how to basically turn people from completely cold traffic with 4 main objectives in mind.

Person 2: "Okay, sounds good. What are the four objectives of this call in this setting process?"

Person 1: "Very simply one, discover where the prospect is in their journey. Figure out who they are, what they've been doing, what are their downfalls?"

The second one is to create some doubt in the prospect's ability to create change or provide some results. Basically making it to the finish line and, and making them feel like they can't do it on their own.

The third one, the most important, you're selling the consulting call as the solution, not the end product or the fulfillment. Very important that you keep in mind. This call is all about getting them to the next call, not selling your product or the fulfillment that they will get from it.

And finally, get the prospect committed to the pre-call homework."

Person 2: "I see. So the focus is on getting them to the next call, and not necessarily on selling the end product or service?"

Person 1: "Exactly. We want to make sure they understand the value of the consulting call and how it can help them, rather than just trying to sell them something right away."

Person 2: "Got it. And how do we go about doing that?"

Person 1: "We'll go section by section and I'll explain exactly why the pieces are laid out, exactly how they are, and give you this complete framework that you can input for your business. Basically, copy, paste, place, all of your credibility, all of your company, everything that you offer directly in the sections inside."

Person 2: "Okay, I see. Let's dive in then."

Person 1: Okay, let's dive into the intro and fit check portion of the script. This is one of the most important pieces of the call, so we need to execute it correctly to keep people on the phone and get into the discovery phase.

Person 2: Got it. So the first step is to confirm that they opted in for more information, right?

Person 1: Exactly. We'll start with a simple introduction, like "Hey name, this is name, from xyz company . I'm giving you a ring because it looks like you opted into one of our ads. Looking for more information", they'll respond."

Person 2: And we need to let them know that the call is being recorded for quality assurance purposes, right?

Person 1: Yes, exactly. It's important for compliance reasons. We'll say "This call is being recorded for classic quality assurance purposes."

Person 2: Okay, and then we'll mention that you're the manager of the success team and you want to make sure they get the most out of their current resource?

Person 1: Yes, that's right. We need to insert some credibility here as well, like "We have worked with over 150 clients that have lost at least 20 pounds. So we are familiar with this process. If I can just ask you a few questions, I may even be able to pair you with some more internal resources."

Person 2: Got it. And then we'll move on to the fit check portion of the script, which is all about making sure we're on the phone with our ideal client.

Person 1: Exactly. We want to make sure that all the people we're speaking to are aligned with our core offer and what we have to sell. So we'll ask questions like "Do you currently have a plan in place to lose weight?".

Person 2: And if they're not aligned, we'll move on to the next person who is?

Person 1: Yes, that's right. This is just a filter to figure out if they're a good fit for our product.

Person 2: Okay, and then we'll move on to deciding the direction and getting into the discovery phase of the call?

Person 1: Yes, exactly. Now, very important, the deciding direction phase of the call is essentially getting a gauge or a temperature check of exactly where they're at currently before you really dive into their exact process.

Person 2: "Got it. So we want to make sure that we have a clear understanding of their current situation before we start diving into the details of our offer."

Person 1: "Exactly. Think of yourself as a metal detector that's scanning across their prospect or their business or their routine whatever it is that they're doing, or the model of client that you're selling to. You are the one that's taking that metal detector and basically just looking for a beep.

Person 2: "So we're looking for pain points that we can address with our offer?"

Person 1: "Right. So let's start this off. Let's jump in and walk through how this section looks, how it'll work. And then, we'll actually build this out so you can see it in action."

Person 2: "Sounds good. What do we need to ask them to get started?"

Person 1: "We want to know what they're selling, what their current routine is, and what they're actually doing right now. We want a 30,000 foot overview of exactly kind of where they're at right

now. For example, in the fitness industry, we could ask them about their workout routine and how many times they're in the gym per week."

Person 2: "And then what's the next step after that?"

Person 1: "We ask them how much progress they've made so far, and if they're seeing results. This sets us up for the discovery phase, where we ask a series of questions to really dig into where they're at in their life and where they're at business-wise or health-wise.

Person 2: "Got it. And what's the most important question we need to ask?"

Person 1: "One of the most vital and most important questions is how much funding they have available. This will determine what direction our company can point them in, and it's vital to make sure that the people we're talking to are actually qualified to work with our business early in the call.

Person 2: Okay, sounds great, what do I do after I find a time that works for the prospect?

Person 1: "Now it comes to one of the most important pieces of the call, which is the spouse and partner anchor. Now ultimately, if there's any other person besides the individual that has any influence over a financial decision, we wanna have them on the call with them

Person 2: "Okay, got it. So I should always ask if there is another decision-maker involved in the process and try to get them on the call as well?"

Person 1: "Exactly. That way we can ensure that we're helping every person that needs to be helped in their business or routine, not just the individual. So let's walk through this with a little roleplay .

Rep: "Are you married or do you have a business partner if applicable?"

Person 2: "Yes, I have a wife."

Person 1: Rep: "Okay, great. So both of you could be on that call at the agreed-upon time. But if that time doesn't work, let's find a time that works for both of you". You'll ask, 'What time would both of you be available on the soonest day available?'

Person 2: Okay, got it. So I'll make sure both the prospect and their spouse or partner are available for the call."

Person 1: Exactly. It's important that they're both on the same page when it comes to their business life plan, outcome, etc. Now, let's say we have found a time for the prospect, and they don't have anyone else that has influence over their financial decisions. Let's roll into the next section here where we will tie down the \$100 cancellation fee."

Person 2: "Okay, what's the \$100 cancellation fee?"

Person 1: It's the most powerful aspect of our entire sales process. This one small thing is what allows us to have a 90 plus percent show rate on plenty of our days, almost a stable 80 plus percent show rate. We use it as a filter. The one way to execute this section of the call is with authority. Be confident. Make sure you tell them with authority that this is what it is."

Person 2: "Got it. So how do we bring up the \$100 cancellation fee?"

Person 1: "be confident about it and push through it. Use this as your filter. If people disagree to it, most times, the truth will come out in this section, and it is not a good idea to put people on your calendar that are gonna waste an hour time slot that could be filled with somebody that is ready to go

Person 2: "Okay, I see. So we should make sure they understand the importance of the cancellation fee and that it's a standard procedure. And if they don't agree to it, it's better to not book them for the call."

Person 1: "Exactly. And we should make sure they understand that we have a policy that requires us to charge a \$100 cancellation or reschedule fee for these appointments if they're not

Person 2:"how does the process differ between me self setting and having a setter do it?

Person 1: "if you are self-setting. there's minor tweaks to the script that we have to make in order to make it congruent with the process. The intro. Starting at the top.like, "Hey name. This is your name from company. I'm giving you a ring because it looks like you opted into one of our ads looking for more information. Awesome. And by the way, Naim, this call is being recorded for the classic quality assurance purposes. But I'm actually an executive consultant over here on company's client success team. So I'm really just reaching out to make sure that you get the most out of the current resource you opted in for".

Person 2: "Okay, got it. So I should introduce myself as an executive consultant, right?"

Person 1: "Exactly. You want to establish your credibility and position yourself as someone who can help them get the most out of the resources they're interested in.

Now, let's move on to the fit check. This part will remain the same, so you just want to make sure you're asking the same questions as usual."

Person 2: "Got it. And what about the discovery phase?"

Person 1: "That will stay the same as well. You'll ask the 15 discovery questions to get a better understanding of their needs and goals.

Now, let's get to the part where we make a few changes. When it comes to buttoning down, we need to make some minor adjustments to the script. Let me show you.we tell them: "So, awesome, I

appreciate you giving me all that context and I'll tell you what, I feel like the timing of you hopping on the phone with us is pretty much picture perfect”.

Person 2: "What's the reason for saying that?"

Person 1: "Well, you want to establish that they are ready to take action and that they have already taken the first step by showing interest in the product. You also want to make them feel good about themselves and their decision to engage with us."

Person 2: "Okay, what do we need to change here?"

Person 1: "Well, the only thing we need to change is the wording to make it congruent with the fact that you'll be the one providing the resources instead of someone else. So, for example, instead of saying 'there are two resources that'll be incredibly valuable for you', you'll say 'there are a few resources that I can offer you'. And when you mention the one-hour consulting session, you'll say 'I can set up a full 60-minute long consulting session with me completely complimentary of the company'."

Person 2: "Got it. So I'll be the one providing the resources and the consulting session."

Person 1: "Yes, exactly. And you want to make sure that they understand the value of these resources and how they can help them achieve their goals. So, for the consulting session, you can explain how it will go and what they can expect from it. And ultimately, our goal is just to serve as a skip button that helps them get from

Person 2: That's great and all, but you haven't shown me how to build a proper script yet?

Person 1: I'm going to show you how to build a script for sales calls using an example company called Landon's Tech Sales Academy.

This company coaches and trains tech sales professionals through a digital academy, with a program that costs \$5,000 and includes one-on-one training and job placement. So let's start with the intro, which is going to be very simple.

Person 2: Okay, got it.

Person 1: I'm going to say, "Hey name, this is Landon from Landon's Tech Sales Academy. I'm calling because it looks like you opted into one of our ads looking for more information. This call is being recorded for quality assurance purposes, and I'm a manager on Landon's client success team. We've trained and placed over 2,500 sales pros in the tech industry, so we are familiar with this process. So, what piqued your interest and had you opt into Landon's Tech Sales Academy?"

Person 2: Okay, so that's the intro. And then what's next?

Person 1: Next is the fit check, which is about aligning the product with the ideal customer. For Landon's Tech Sales Academy, the question is, "Are you currently seeking a role as a tech sales pro?" If the answer is yes, then we move on to deciding the direction. If the answer is no, then we ask, "Are you open to exploring that option? Because we're only looking to work with clients that are serious about progressing in a tech sales role."

Person 2: Okay, got it. That seems pretty straightforward.

Person 1: Yes, it is. And it's important to make sure the customer is aligned with your product before moving on to the next section, which is the discovery phase. In this phase, we're going to ask questions to better understand the customer's needs and goals, so we can provide tailored solutions for them.

Person 2: Sounds good. I'm looking forward to learning more about this process.

Person 1: Great. Let's keep going then.

Person 1: So, we're going to start with a series of questions to qualify you. People aren't going to really dive into it. They're actually in the mode of just asking and answering questions.

Person 2: I see. What's the first question we should ask?

Person 1: We're going to start with question number three. Maybe moving this up and down inside of your questions makes more sense, but for now, try it out at number three. And if it doesn't really work, if you're not building enough trust with people, move it down in the ladder of questions.

Person 2: Okay, got it. So what's the next question after that?

Person 1: The next question will be about the context of funding for training tools and other high leverage points on the tech sales role. Specifically, what is your TransUnion credit score? It makes actual contextual sense. We ask this because one of the biggest challenges we see holding back individuals we consult is their ability to secure funding and capital over things like training and other tools to elevate their skills.

Person 2: I see. And what's the next question after that?

Person 1: Next, we're going to ask about annual income based on W2 or 1099. Same question will apply there, and then we'll move down to question four. All of these are going to be completely based on your offer in your business and what is going to build the most doubt.

Person 2: What's the question we'll be asking for number four?

Person 1: I am going to literally ask right away, how much sales experience do you have?

Person 2: And what about the next question?

Person 1: The next question is, can you give me a 30,000-foot view of your current sales process, from how you do a discovery, clear objections, and the overall process?

Person 2: Okay, and what about the next question after that?

Person 1: The next question will be about how many sales calls you have been on and what is your close rate on those sales calls.

Person 2: I see. And then what about the next question?

Person 1: For question eight, I am going to begin to instill doubt in their understanding of how to actually acquire a high-level sales job in the tech sales space. I'm just going to ask a simple question: Are you aware of how the tech sales industry scopes for talent?

Person 2: I understand. And what about the next question after that?

Person 1: The next question will be about what sales training you have done in the past.

Person 2: Got it. And what's the last question?

Person 1: The last question is, do you feel confident that you could perform at the top of any tech company at this moment? It's obviously a very contextual question.

Person 1: So, all of our coaches work hand in hand with our founders and other big credible partners. Here's where I would typically place anyone that's big in the industry that we have placed people with or that we have names with. Say, tech company one, tech company two, and you guys get the gist. If that is the case, my friend, that does require higher level investment. But even if they don't think you're a good fit and the call doesn't end with that route, you'll still get an insane amount of value out of this one call. Do you understand so far, Person 2?

Person 2: Yes, I understand.

Person 1: Great. Now, even mention the training video. How does all that sound?

Person 2: It sounds good.

Person 1: Perfect. Now, part of the team's consulting process is to make sure we're helping every person that needs to be helped in your journey and not just you as an individual. With that said, just so I'm fully aware, are you married, and for this case, you would not have a business partner?

Person 2: Yes, I'm married and I don't have a business partner.

Person 1: Okay, good. Now, the last section where we have to make an adjustment. And one last thing for your call, I'm going to send you the super in-depth training from one of our founders, Will Landon. One thing I don't believe I shared is that this training and your call with your consultant actually go hand in hand, which is a cool piece of this experience.

Person 2: Okay, got it.

Person 1: The video breaks down the high leverage systems we put in place to increase our trainees close rates by 10%, and your consultant is literally going to leverage contacts you gained from the training video to get the most out of your call with them. These two things hands down are some of the most valuable resources I think a tech sales pro can get their hands on, which is why I love my job.

Person 2: That's great.

Person 1: Moving on, basically in here, the only thing we need to change is this here. If you put it on 1.5 x speed, it'll be about 60 minutes. Awesome. You'll surely be able to go through that boom, boom. Nothing else we need to change here and we are rocking and rolling and that is the script from top to bottom.

Person 2: Okay.

Person 1: So, I know this video is kind of long, but as I said, all you have to do is go in here, filling all these out. These are just discovery questions that are relative to your business. The main thing is making sure you have a fit check. Are you currently seeking a role as a tech sales pro? It is basically my ideal mold to my client. What is that?

Person 2: Yes, I am.

Person 1: Perfect. Now, once we do that, we're going to decide the direction. What are you currently working on? Where, what are you currently doing for work? Is it sales? How much are you currently making per month with that? Are you comfortable with that number?

Person 2: I am working in sales, and I make around \$5000 per month. Yes, I am comfortable with that number.

Person 1: Got it. What are you on the fence about? Another context question, if needed. Where do you want to be when it comes to income qualifications, making sure you can actually afford the funding?

Person 2: Well, I would like to increase my income by around

Person 2: So how do I get around training my setters?

Person 1: So here's the thing. After we've trained 75 plus reps on our setting process, we learned one valuable lesson, trying to master an entire system at one time will inevitably lead to mediocre results. Jack of all trades is a master of none. The setter who has awareness of their greatest weakness and masters that piece of the process will progress faster and set higher quality appointments than the setter who is trying to master the whole process in one swing.

Person 2: I see what you mean. So what's the model for increasing performance that you have adopted?

Person 1: We've adopted a model for increasing performance that is nearly two Xed, and it's based on having an awareness first approach. We call it the straight line of evaluation, we look at set performance starting with the seven phases of setter performance. First one's gonna be dials, second one's gonna be pickups. Third one's gonna be one minute conversations. Fourth one's gonna be 10 minute conversations. Fifth one's gonna be offers, sixth one's gonna be sets, and the seventh and final one is going to be the sets that close.

Person 2: That's interesting. How do you measure work ethic, tonality and cadence, and raw sales skill?

Person 1: You can simplify your training focus to one of three areas by measuring work ethic, tonality and cadence, and raw sales skill simply by analyzing each section of your team's or your own line of performance.

First is dials, dials is work ethic. You can only equate work ethic to one simple thing. How much output is coming out of the player, the salesperson. That is the way to measure how hard is this person working? Are there output dials?

Person 2: "And what's the second one?"

Person 1: "Second one is tonality and cadence. What is their pickup to one minute conversation rate? Their one minute to 10 minute conversation rate. This is the most vital way to understand if somebody is out of cadence, do they have a poor tonality? Are they not in the correct tone with the prospect model that they're speaking to?"

Person 2: I think I understand. Can you give me an example of how this works in practice?

Person 1: Sure. Let's assume that your team had these numbers for one week on the phones: 2,500 dials, 450 pickups, 315 one minute combos, 190 10 minute combos, 126 offers, 90 sets, and 31 closes. And let's assume your average sale price is \$5,000. That's \$155,000 in revenue for your business.

Person 2: "so far so good"

Person 1: "Now say you elevated the work ethic of your team, and by doing so, you now have 4,000 dials, 720 pickups, 500, 4 1 minute conversations, 304 10 minute conversations.

202 offers 144 sets and 50 closes. And let's still assume your average sale price is \$5,000. That's 250,000 in revenue for your business.

That is absolutely incredible. It's 62% more revenue for your business making one simple adjustment. So you can kind of see how having an effective training system like this narrows down your time also produces clearer and cleaner results and is way more productive to you during the day.