

PROPOSAL FOR CORPORATE SALES TRAINING

Program Title: The No-Choice Sales Force

Theme: *From Motivation to Function to Execution*

Executive Summary

In the high-stakes world of real estate, a sale is often lost because of a "personality clash." **The No-Choice Model™** renders personality irrelevant. We shift the focus from how a salesperson *feels* to what they are **built to do**. This program teaches your team to stop selling to a "person" and start selling to a **"structure."** By identifying the functional void in a buyer's environment, the salesperson becomes a mechanical necessity—making the deal the only logical outcome.

Program Flow: The Motivation-Function-Execution Framework

Time	Module	Description
8:00 AM	KEYNOTE: The Chair Philosophy	Phase 1: Motivation. A challenge to the status quo. We prove that success isn't about being "inspired," but about fulfilling your structural design. We move the team from subjective moods to objective mandates.
9:00 AM	WORKSHOP: The Presence Profile™	Phase 2: Function. Participants undergo the signature diagnostic to identify their specific "Chair." We move from "Who am I?" to "What is my mandate?" Salespeople discover their inherent functional advantage.
10:30 AM	Break	<i>Strategic reflection on functional roles.</i>

10:45 AM	STRATEGY: Structural Execution	Phase 3: Execution (Seller-Buyer Dynamics). This is the application of the model to the external market. We train the team to diagnose the Buyer's Structural Integrity and map archetypes to the sales cycle.
11:45 AM	SYNTHESIS: Constant Functionality	The Closing. A final alignment session to transition the team from personality-driven pitches to structural completion .

Phase 3 Deep Dive: The Seller-Buyer Matrix

In this phase, we move beyond the salesperson's own profile and focus on the **Buyer's Structural Void**. We teach the team how to navigate the sales process by becoming the "missing piece" in the Buyer's world:

- **The Buyer "Chair" Audit:** If a Buyer is anxious and paralyzed by risk, they are currently a **Hard Chair**. The Seller must execute with a **Beanbag** presence—not to be "nice," but to provide the objective psychological safety required for the Buyer to commit.
- **Filling the Functional Gap:**
 - **The Analytical Buyer (Recliner):** If the Buyer is deep in reflection and slow to act, a high-energy "Swivel Chair" pitch will overwhelm them. The Seller must provide **Precision** and **High-Stakes Expertise** (The Dentist's Chair) to handle their specific technical concerns.
 - **The Visionary Buyer (High Chair):** If the Buyer is focused on the "big picture" but lacks the means to implement it, the Seller must execute as the **Stool** (Utility). You prove that your product is the high-performance tool that allows their vision to actually stand up.
- **The "No-Choice" Close:** The sale is finalized when the Seller demonstrates that their product is a functional requirement. By providing the structural support the Buyer's organization currently lacks, the deal moves from a "maybe" to a mechanical necessity.

Investment Details

Total Training Fee

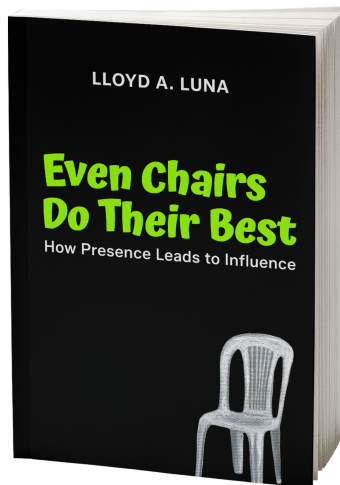
- **Inclusive of:** Professional fees for the Keynote and Workshop facilitation, customized Presence Profile™ digital audit materials, and total transportation allowance/travel expenses. Accommodation is exclusive of this quote.
- **Payment Terms:** 50% downpayment upon signing of the notice to proceed; 50% on the day of the event (May 6, 2026).

Prepared by:

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Author, Even Chairs Do Their Best

Pambansang Inspirasyon



Note from the Chair-Man

The Presence Profile™ ensures that every member of the sales force is not only sitting in the right place but performing the right duty with **constant functionality**. By shifting the focus from the volatility of human emotion to the reliability of functional design, your team can stop managing personality conflicts and start optimizing structural output. When the Seller understands their "Chair," they stop merely occupying space and begin exercising the specific influence required to complete the Buyer's structure.



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Sgt. Lloyd Abria Luna, Philippine Air Force Reserve, travels the world to tell people what a chair knows. Known as #PambansangInspirasyon, he motivates global audiences as a speaker, author, social entrepreneur, and TV personality. A columnist for *The Manila Times* and host on Aliw Channel 23, he is the founder of the Philippine Association of Professional Speakers, the Public Speaking Institute, and Yaman Advocacy Cooperative.

Over the past 20 years, he has spoken on leadership, communication, and personal development in over 2,000 conventions, conferences, and seminars in four continents: North America, Europe, Oceania, and Asia.

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