



AZ MEDIA SALES ACADEMY

The Setter's Mission

Diagnose real problems. Genuinely help business owners. Earn the next step.

THE MISSION

Diagnose a real business problem and genuinely help the owner move toward a solution.

You are not calling to force a product or chase a payout. You are calling because auto-detailing shops routinely lose opportunities through missed calls, slow responses, and inconsistent follow-up - and AZ Media may be able to help.

Build trust. Then genuinely help.

- Enter every call calm, curious, and detached from the outcome.
- Understand the business before deciding what it needs.
- Ask questions that reveal what is actually happening.
- Diagnose the problem using the owner's real answers.
- If a genuine leak exists, help the owner see it clearly.
- If AZ Media may solve it, confidently lead the next step.

The setter is a doctor

A setter diagnoses like a doctor: listen, identify the issue, quantify its impact, then prescribe the next step. Diagnose from the conversation - never a canned pitch.

Skill Over Outcome

DETACHMENT CREATES SKILL

Focus on the quality of the repetition, not the payout attached to one call.

Cold calling requires volume. Many people will not answer, the decision-maker may be unavailable, and some businesses will not be ready. Do not carry one outcome into the next conversation.

- No commission breath. Genuine help cannot sound desperate.
- Do not let one rejection change the energy of the next call.
- Track calls, conversations, meetings booked, resistance, and bottlenecks.
- Review the moments where the conversation lost momentum.
- Repetitions create confidence only when you learn from them intentionally.
- Success is executing the framework well, whether or not a meeting is booked.

The mindset to carry

BEFORE EVERY DIAL

I am here to understand, diagnose, and help. I do not need to force the outcome.