



# Path to Mastery LLC

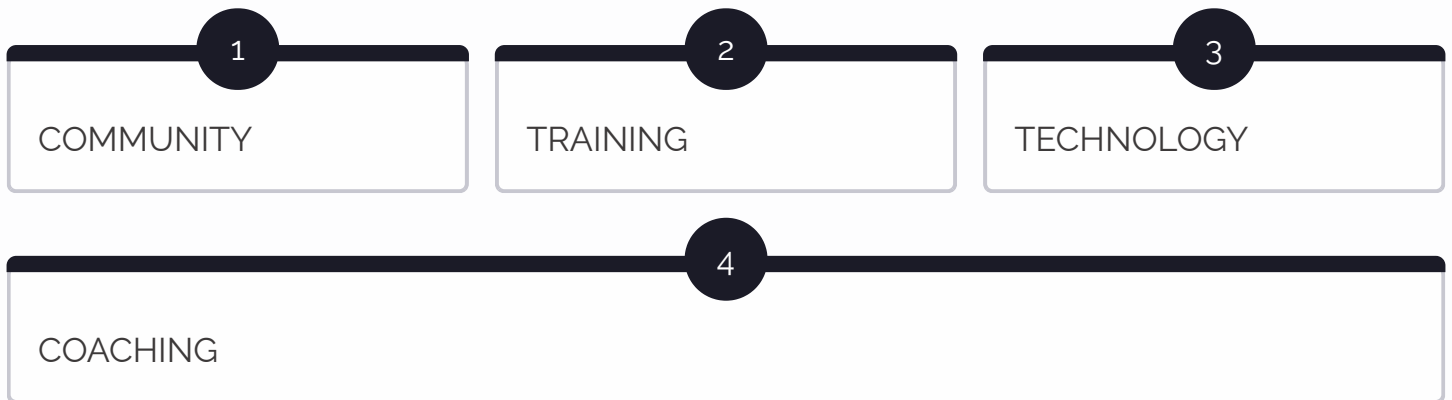
## Brand Statement

Path To Mastery exists to empower and transform the lives of business owners and salespeople with training, consulting, and coaching on proven sales, marketing, technology, and automation strategies.

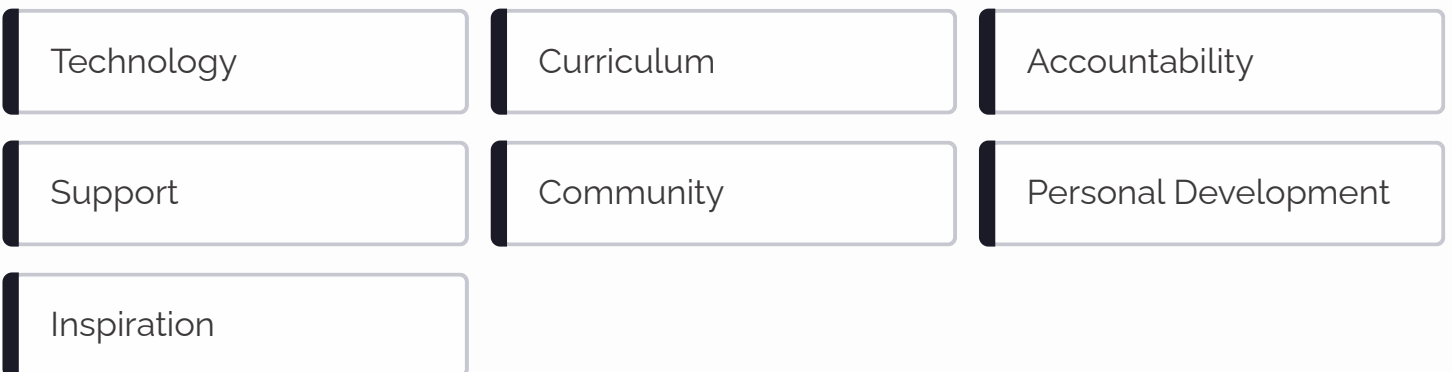
## Brand Position

We are recognized as the authority in sales and marketing training, consulting, coaching, and technology in the sales and marketing industries.

## Brand Pillars



## Brand Attributes



**"Where Training, Technology, and Sales Converge."**

# Meet Our Founder: David I. Hill

David I. Hill is the visionary founder of Path to Mastery LLC and Ringleader CRM, bringing over 36 years of hands-on sales experience and more than 14 years dedicated to coaching and training others to achieve remarkable sales growth. His journey began at age 17 with his first sales call, leading to over 30,000 hours of direct engagement with prospects, mastering objection handling, building trust, and successfully closing deals.

## 36+

Years in Sales

Extensive industry experience

## 14+

Years Teaching

Dedicated to empowering others

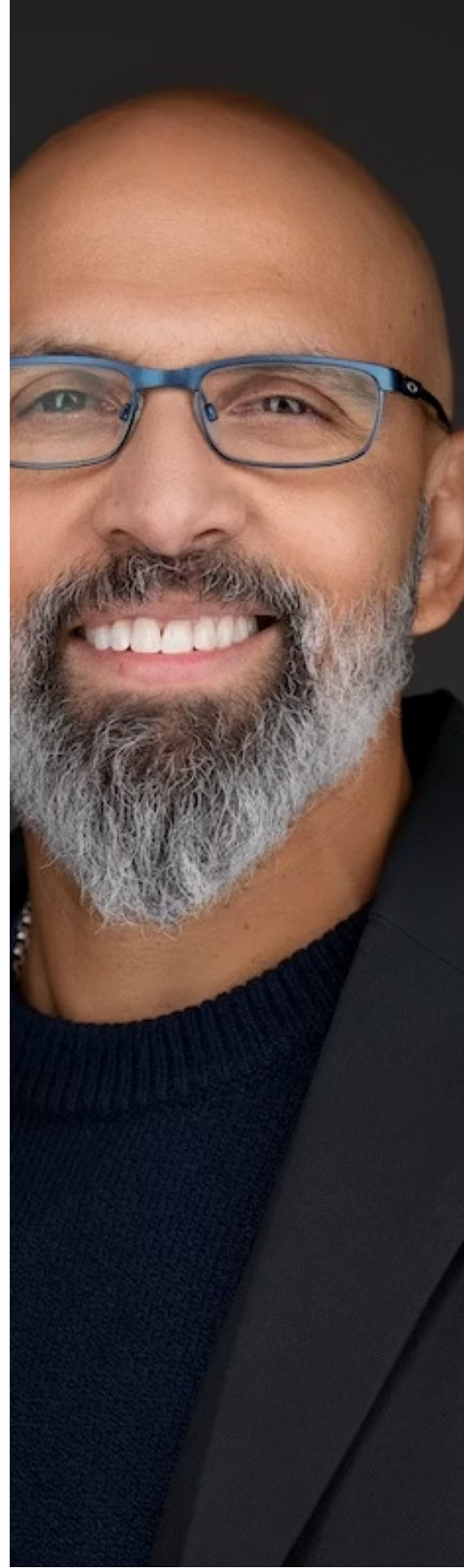
## 1,000+

Salespeople Trained

Empowering sales professionals nationwide

David's expertise is underscored by his exceptional success in real estate, where he was recognized as one of the top real estate agents in the country during his time in the industry. This experience, combined with his certifications as a 10X Cardone-certified professional and a John Maxwell Leadership-certified trainer/coach, further strengthens his credibility and expertise.

[LEARN MORE ABOUT DAVID I. HILL](#)





## David's 6-Step Fundamental Sales Cycle

Master a fundamental 6-step sales system – Pre-Work, Connect, Qualify, Present, Close, and Follow-Up – enhance each step with AI to save time, close more sales, and never let a prospect fall through the cracks.

### Step 1: Pre-Work

The first step in the sales process is pre-work – taking time to research your prospect before making contact. Use AI tools to learn their communication style, behavior, interests, and business goals. This preparation helps you personalize your approach and build rapport faster.

### Step 2: Connect

The second step is connecting with prospects through email, phone, SMS, in person, or by mail. The goal is to make them feel comfortable and put them at ease from the very first interaction.

### Step 3: Qualify

The third step is where we dive into the prospect's goals and motivations. This helps determine if they're ready for immediate engagement or if they need a follow-up nurture sequence.

### Step 4: Present

The fourth step is delivering a compelling presentation or demo that addresses all questions and offers solutions based on insights gathered during the greeting and qualifying stages.

### Step 5: Close

The fifth step is closing – confidently asking the right questions at the right time. This involves overcoming objections and guiding the customer to a yes with assurance and precision.

### Step 6: Follow-Up

The final step is implementing a follow-up system that consistently reaches out 7–17 times over time, ensuring we stay engaged and know exactly where the client is and when they're ready to move forward.

# Live Events, Workshops & Keynotes

David I. Hill brings his proven sales methodology to life through high-energy live events, keynote presentations, and hands-on workshops designed to inspire action and deliver real results. These immersive experiences are crafted to transform sales professionals and business owners, equipping them with actionable strategies and the mindset needed for sustained growth in today's competitive landscape.



## Live Training Events

Half-day, full-day, and multi-day live training events with David covering the 6-Step Sales Process, sales skills, handling objections, leadership, and DISC assessment. Custom courses also available.



## Corporate & Team Workshops

Custom-designed workshops for sales teams and organizations, tailored to their specific industry, challenges, and growth goals — delivered on-site or virtually.



## Keynote Speaking

David delivers powerful keynote presentations at sales conferences, corporate events, and industry summits. His talks blend real-world sales experience with fun and engaging, actionable strategies that audiences can implement immediately.

"Every event is designed to create transformation — not just information."

# Products & Tools

Path to Mastery offers a complete suite of products and services that work together to transform how small service businesses sell.

## Business Consulting

Strategic consulting to diagnose bottlenecks, optimize team structure, and build scalable revenue systems for long-term growth.

## Coaching Programs

One-to-one and group coaching built around accountability, skill-building, and measurable results tailored to service business owners.

## GHL | Ringleader CRM

An all-in-one AI-powered CRM with custom pipelines, automated missed call response, lead nurturing, and sales cycle tracking – built for service businesses.

## 6-Step AI Sales Cycle Workshop

A proven, repeatable six-step process for moving leads from first contact to closed deal – powered by AI at every stage.

## DISC Assessment

Learn DISC, help your team communicate better, make better decisions with customers, close more sales, and hire and retain top talent.





## Let's Talk About Your Business

**Book a 30-minute strategy call with David to discuss your goals, clarify your needs, and see if working together is the right next step.**

---

774-696-3656  
david@davidihill.com



[www.davidihill.com](http://www.davidihill.com)

