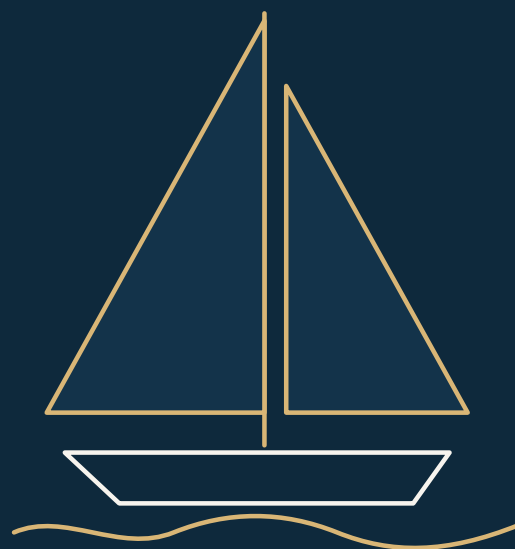




A ONE-DAY, HANDS-ON SALES MASTERCLASS

Full Sail

AI Powered Sales

Every sale is won before you leave the harbour. Learn to prepare better, sell smarter and close more with AI, without losing the human touch that wins the deal.

With Alex Aucamp, The Sales Fixer (The ExSell Group), and Brad Janse van Rensburg (Learn AI)

WHEN

**Monday 26 October
2026**

09:00 for 09:30 to
16:30

WHERE

**Royal Cape Yacht
Club**

Cape Town harbour

SEATS

Limited to 40

R4,950 per person,
excl. VAT (R5,692.50
incl. VAT)

Book your seat: roxy@theexsellgroup.co.za

WHY THIS DAY

Walk in with your pipeline. Walk out with the work done.

Most sales training leaves you with notes. Full Sail leaves you with finished work: prospects researched, conversations planned and follow-ups drafted, all built on your own pipeline during the day.

It pairs a proven sales method with the AI tools that put it to work. Less theory, more doing: every module ends with you building something you'll use on Monday morning.

YOU LEAVE WITH FOUR WORKING ASSETS

01

A prospecting assistant

Ten real prospects researched and segmented, and one tailored opening message ready to send.

02

A prompt library

Your own tested prompts for research, call planning, proposals and objection practice.

03

A follow-up system

A 7 to 11 touchpoint plan for a real prospect, with the value content drafted and reminders set. You approve every message before it goes.

04

Your AI sales system

A workspace that knows your business and goals, with Alex In Your Pocket inside it: Alex's companion AI assistant, built on his sales method as a custom GPT or Gemini Gem, yours for 30 days after the day.

Who it's for: sales professionals, sales managers, estate agents and bond originators, business developers, and business owners and leaders who sell.

Four modules: skill, tool, build.

Every module runs the same loop: Alex teaches the sales skill, Brad demonstrates the AI tool that multiplies it, and you build it on your own prospects before moving on.

09:00 · 30 min	Arrival and tech check: laptops open, logged in to your AI tool
09:30 · 15 min	Open: mindset, skill set, tool set, and what you leave with today
09:45 80 min	1 · Always Improving Your AI workspace · goals, your why and your communication style Sales (Alex): the daily routine of top performers, and the why underneath the numbers. AI (Brad): an AI workspace that knows your business, with Alex In Your Pocket loaded into it. You build: your goals, numbers and why in the workspace, and a read of your own communication style (DISC).
11:05 · 15 min	Coffee
11:20 100 min	2 · Acquire Insight Deep research · prospecting and personal brand Sales (Alex): finding and approaching the right people, segmenting your pipeline, and only ever selling the appointment. AI (Brad): deep research on prospects and companies, and picking up communication-style cues from a LinkedIn profile to test in conversation. You build: ten real prospects profiled and segmented, and one tailored opening message.
13:00 · 45 min	Lunch and networking, while the Platform Derby runs: four AI tools research the same live target, judged at the start of Module 3
13:45 80 min	3 · Ask Intelligently Live voice · question mastery and objection handling Sales (Alex): telling isn't selling, selling is asking; the question funnel and handling real objections. AI (Brad): live voice role-play with an AI buyer that pushes back and interrupts. You build: your own objection library, then scored role-play in pairs.
15:05 75 min	4 · Authentic Influence Publish and automate · presenting, the close and 7 to 11 touchpoints Sales (Alex): buying signals, the close matched to DISC, and planned follow-up that carries value. AI (Brad): generating the value content for every touch, and setting the reminders. You build: a 7 to 11 touchpoint plan for your Module 2 prospect, with the first touches drafted and reminders set, ready for you to approve.
16:20 · 10 min	Accelerate Income: pulling it together into your AI sales system. Close at 16:30

YOUR FACILITATORS

A sales specialist and an AI trainer, in the same room.



Alex Aucamp

The Sales Fixer · Founder and Managing Director, The ExSell Group

Widely recognised as "The Sales Fixer," Alex Aucamp is a premier global strategist who bridges elite sales execution with cutting-edge technology.

With a 16-year commercial track record spanning corporate law and executive leadership, Alex has engineered high-converting revenue engines for thousands of professionals globally across all major South African industries.

At this exclusive event, the master trainer will dissect the vital convergence point where elite human strategy meets Artificial Intelligence, giving you the exact blueprint to turn AI into an aggressive revenue multiplier.

"Technology sets the pace, but strategy secures the transaction. The future belongs to those who weaponize both."



Brad Janse van Rensburg

AI trainer · Founder, Learn AI · Co-founder, Trailblazers

Brad has taught people to use AI practically since May 2023. Learn AI is now running its eighth Bootcamp, and hundreds of professionals, business owners and sales teams have built their own working AI systems in his rooms.

Through Trailblazers he helps companies adopt AI in their day-to-day work, from law firms and insurers to manufacturers and growing businesses. With Alex he co-created AI Powered Sales and Alex In Your Pocket, the AI sales assistant every Full Sail delegate takes home.

His method is simple: no slides about the future. Open the tool, work on your real pipeline, and leave with the work done and a system you will still be using on Monday morning.

"If you can't use it on Monday morning, it wasn't training."

First run in August 2026 with a full room of estate agents and bond originators in Johannesburg. Full Sail keeps the same structure with an extra hour of hands-on building: six full hours of content, adjusted for sales teams beyond property.

THE VENUE

Royal Cape Yacht Club

We're in the club's Chart Room and Visitors' Lounge, a private space with a big screen and the harbour on the doorstep. A setting that matches the promise: prepare properly, then go out and win.

- Secure parking at the club (we send your name to the gate in advance)
- Free Wi-Fi, and no load-shedding in the port

YOUR TICKET INCLUDES

- Six hours of hands-on content with Alex and Brad
- Welcome coffee, mid-morning tea, and a platter lunch with an hour to network at the club
- 30 days of Alex In Your Pocket, Alex's companion AI assistant
- The day's prompt library and workshop resources
- Secure parking at the club
- A certificate of attendance

Bar drinks are for your own account.

VIP · ONLY 6 PLACES

The Skipper's Briefing

Sunday 25 October 2026, the evening before

- A sail from the club (weather permitting; if the south-easter blows, a club tour and drinks on the deck)
- Sundowners in the South-East Corner, the club's old bar
- Send us your top three target accounts by **Monday 19 October**: we build an AI-researched brief on each and walk you through it on the night
- Front-row seats and lunch with Alex and Brad on the Monday
- A one-hour AI-powered sales consultation with Alex and Brad after the event, online, on your own pipeline
- An extra 60 days of Alex In Your Pocket (90 days in all)

R14,950 per person excl. VAT (R17,192.50 incl. VAT), including your Monday seat

BOOK YOUR SEAT

40 seats. When they're gone, they're gone.

Date and time	Monday 26 October 2026 · 09:00 for 09:30 to 16:30
Venue	Royal Cape Yacht Club, Cape Town harbour
Investment	R4,950 per person, excluding VAT (R5,692.50 including VAT), with lunch and refreshments included (page 5)
Teams	Bringing a team? Five or more seats save 5% (R4,702.50 a seat excl. VAT), ten or more save 10% (R4,455 a seat excl. VAT)
Confirming	Pay online by card or EFT through a secure Paystack link and receive an automated receipt. Your seat is confirmed on payment
Bring	A charged laptop and your phone, plus the names of ten prospects or companies you want to win and one live sales challenge. Joining instructions the week before list the tools and logins to set up. Use only information you are allowed to share; sample data is provided
VIP	The Skipper's Briefing, Sunday 25 October: R14,950 per person excl. VAT (R17,192.50 incl. VAT), including your Monday seat, 6 places only (page 5)

TO BOOK

Email Roxy

roxy@theexsellgroup.co.za

Include your name, company, cell number and who referred you. Roxy sends your secure payment link and confirms your seat on payment.

THE EXSELL GROUP × LEARN AI