

Selling with Purpose – Virtual Program Outline: Topics & Investment

- This program outline includes virtual training via Zoom.
- Zoom calls are interactive with polls and breakout rooms to practice and gain confidence using a virtual platform.
- Weekly bite size sessions, each 90 minutes, give participants the opportunity to learn, practice, and then apply learnings with their customers the same week.
- Flipped Classroom Format: Participants will read, prepare, and complete templates / assignments, then come to the session ready to collaborate and share in breakout rooms
- Each session's concepts build on the next encouraging participants to be strategic, proactive, and brave with their customers.

Session	Program	Topic
1	13-week program	What's Changing in Sales
2		Self-Limiting Beliefs & Personal Brand to be Consultative Expert
3		Sales Analysis, Goals & Opportunities
4		Sales Strategies to Achieve Goals
5		Maximizing Sales Performance, Productivity & Process
6		Reason to Meet – Trifecta Factor
7		Reason to Meet – What's Your Value?
8		PURPOSE Consultative Framework
9		Listening & Asking Better PURPOSE Questions
10		Psychology of Why People Buy.
11		Handling Objections, Building the Case & ROI
12		Quotes vs. Proposals
13		Sales Performance Practicum Prep
Practicum		Sales Performance Practicum
1	10-month program (includes 13-week program plus an additional 6 monthly training sessions)	Next 90 Days to align with 3-year and 1-year Goals
2		Consistently Preparing & Applying PURPOSE
3		Key Account Plan for Top Accounts
4		Ideal Week to improve Sales Productivity
5		Proposals
6		Improve Closing Skills

13-Week Program: \$1995 per person

- 13 Weekly, instructor led, training calls for 90 minutes each
- Each session will have an actionable assignment to apply with customers in between training sessions and trainees will provide updates in the next session to improve skills, sales results and increase confidence. Assignments are 1 hour each week
- Prework to be sent one week prior to training start date
- Sales Performance Practicum
- Access to the Teneo Training Centre for 3 months

10-Month Program: \$3595 per person

10-month program (includes 13-week program plus an additional 6 monthly training sessions)



- 13 Weekly, instructor led, training calls for 90 minutes each, PLUS:
- 6 Monthly 90 minutes sessions
- Each session will have an actionable assignment to apply with customers in between training sessions and trainees will provide updates in the next session to improve skills, sales results and increase confidence. Assignments are 1 hour each week

Training Facilitated by Lisa Leitch, CSL, CSP & Jennifer Krueger, CSP - Sales Trainer

