

	<u>Monday</u>	<u>Tuesday</u>	<u>Thursday</u>
<u>Week of June 18</u>	Customer Engagement (inbound model)	Customer Engagement (outbound model)	Customer Engagement (company role play)
<u>Week of June 25</u>	Driving the sale (science, process)	Success Management (science, pipeline)	Tools
<u>Week of July 2</u>	Selling: The Art	Selling: The Art	Selling: The Art
<u>Week of July 9</u>	Managing Relationships	Managing Relationships	Partner Development
<u>Week of July 16</u>	Project Work	Project Work	Project Work
<u>Week of July 30</u>	Project Work	Project Work	Project Work
	<u>Wednesday</u>	<u>Friday</u>	
	Cross-Track, Project work	Demo / Evaluation Day	

Sales & Business Development

Topics within each module

Customer Engagement (inbound model)

Qualifying the prospect
Research
Selling vs. educating
Role Playing (generic)

Success Management (Science, Process)

Prioritization
Forecasting
Territory Development

Indirect

Channel Selling
Partnership Development
Strategic Relationships
Selling 'to' then 'with'

Customer Engagement (outbound model)

Research
Elevator Pitching / Cold Calling
Tactics, Techniques, Qualifying
Leave Behinds (email, voicemails)

The Art

Honest Selling
Success Story Development
Quid Pro Quo
Expectation Setting
Tone, Delivery, non-verbal

Tools

CRM (SalesForce, Marketo)
Jigsaw, LinkedIn
Marketing Automation
(Mailchimp, YesWare)

Driving the Sale (Science, Process)

Inbound vs. Outbound
Objection Handling
Closing Skills
Negotiation

Relationship Management

How and how often
Effective farming techniques
Account planning & development
Account management