

Table 1-1

Sales Training Modules Matrix

CHAPTER	MODULE NAME	GAP ANALYSIS	OBJECTIVE	POWER-POINT SLIDES	ANCILLARY MATERIALS	DURATION OF SESSION	N	E	M
3	Selling Today		To provide the participants an overview/orientation of selling today	Yes		20-30 minutes	X		
3	Effective Selling		To provide the participants an overview/orientation of effective selling	Yes	Yes	30-40 minutes	X		
3	Sales Cycles		To provide an overview/orientation of basic sales cycles and the organization's sales cycle	Yes		30-40 minutes	X	X	X
3	Basic Knowledge	Yes	Either to provide a starting point for basic knowledge training or to supplement your existing training for product, competitor, and customer knowledge		Yes	60 minutes or more	X		

N = novice salespeople; E = experienced salespeople; M = sales management.

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Table 1-1, continued

Sales Training Modules Matrix

CHAPTER	MODULE NAME	GAP ANALYSIS	OBJECTIVE	POWER-POINT SLIDES	ANCILLARY MATERIALS	DURATION OF SESSION	N	E	M
4	Sales Mind Focus	Yes	To provide a disciplined method for improving a salesperson's productivity	Yes		1.25-1.5 hours	X	X	X
5	Managing Tasks and Relationships	Yes	To provide insights into managing tasks and relationships effectively	Yes		Less than 1 hour	X	X	X
6	Conditions of Satisfaction	Yes	To help participants understand the concept of conditions of satisfaction and the difference between explicit and implicit conditions	Yes		1 hour	X	X	X
7	Planning and Organizing		To provide an opportunity for salespeople to examine their activities and the way they allocate their time for those activities	Yes	Yes	1 hour	X	X	

N = novice salespeople; E = experienced salespeople; M = sales management.

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Table 1-1, continued

Sales Training Modules Matrix

CHAPTER	MODULE NAME	GAP ANALYSIS	OBJECTIVE	POWER-POINT SLIDES	ANCILLARY MATERIALS	DURATION OF SESSION	N	E	M
8	Artful Listening	Yes	To provide insights into effective listening	Yes		30-40 minutes	X	X	X
8	Inquiry	Yes	To improve the inquiry skills of the participants so that they can get their customers to comfortably disclose important information, such as implicit conditions of satisfaction	Yes	Yes	1.25-1.5 hours	X	X	X
9	Communicating— A Basic Formula		To provide a formula that can be used for all communications, with emphasis on written communications such as email	Yes	Yes	1-1.5 hours	X	X	X
10	Presentations		To provide insights into effective presentations and ideas to engage the customer more fully	Yes	Yes	1-1.25 hours	X	X	X

N = novice salespeople; E = experienced salespeople; M = sales management.

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Table 1-1, continued

Sales Training Modules Matrix

CHAPTER	MODULE NAME	GAP ANALYSIS	OBJECTIVE	POWER-POINT SLIDES	ANCILLARY MATERIALS	DURATION OF SESSION	N	E	M
11	Features, Benefits, and Proof	Yes	To provide a simple method for creating and using benefit statements	Yes	Yes	45 minutes	X	X	X
12	Compelling Offers	Yes	To provide a method of collaborating with the customer to reach agreement	Yes		45-60 minutes	X	X	X
13	Networking	Yes	To provide skills for finding business in today's connected world	Yes	Yes	Less than 1 hour	X	X	X

N = novice salespeople; E = experienced salespeople; M = sales management.

Table 1-2

Half-Day Training Session for Novice Salespeople

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Selling Today	30 minutes	Chapter 3, page 34
9:45 a.m.	Effective Selling	30 minutes	Chapter 3, page 38
10:15 a.m.	Break	15 minutes	
10:30 a.m.	Basic Knowledge	1.5 hours	Chapter 3, page 49
Noon	Check-out	15 minutes	Chapter 1, page 6

Table 1-3

Half-Day Training Session for Experienced Salespeople

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Artful Listening	45 minutes	Chapter 8, page 134
10:00 a.m.	Break	15 minutes	
10:15 a.m.	Inquiry	1 hour	Chapter 8, page 139
11:15 a.m.	Break	15 minutes	
11:30 a.m.	Inquiry, continued	30 minutes	Chapter 8, page 139
Noon	Check-out	15 minutes	Chapter 1, page 6

*Table 1–4****Full-Day Training Program A***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Sales Mind Focus	1.25 hours	Chapter 4, page 77
10:30 a.m.	Break	15 minutes	
10:45 a.m.	Managing Tasks and Relationships	45 minutes	Chapter 5, page 93
11:30 a.m.	Break	15 minutes	
11:45 a.m.	Conditions of Satisfaction	45 minutes	Chapter 6, page 111
12:30 p.m.	Lunch	1.5 hours	
2:00 p.m.	Communicating—A Basic Formula	1 hour	Chapter 9, page 163
3:00 p.m.	Break	15 minutes	
3:15 p.m.	Communicating—A Basic Formula, continued	1.5 hours	Chapter 9, page 163
4:45 p.m.	Check-out	15 minutes	Chapter 1, page 6

*Table 1–5****Full-Day Training Program B***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Sales Mind Focus	1.25 hours	Chapter 4, page 77
10:30 a.m.	Break	15 minutes	
10:45 a.m.	Conditions of Satisfaction	45 minutes	Chapter 6, page 111
11:30 a.m.	Break	15 minutes	
11:45 a.m.	Features, Benefits, and Proof	45 minutes	Chapter 11, page 207
12:30 p.m.	Lunch	1.5 hours	
2:00 p.m.	Communicating—A Basic Formula	1 hour	Chapter 9, page 163
3:00 p.m.	Break	15 minutes	
3:15 p.m.	Communicating—A Basic Formula, continued	1.5 hours	Chapter 9, page 163
4:45 p.m.	Check-out	15 minutes	Chapter 1, page 6

Table 3-1

Slide Information for the Selling Today Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
3-1	Title slide: Selling today	Provides the opportunity for the class to get settled and the facilitator to welcome the group as appropriate	2 minutes
3-2	World of oversupply	Customers have more choices and more information about their choices. Customers want sales people to add value. Discussion question	2 minutes
3-3	Adding value	Structured exercise	10 minutes
3-4	Customer focus and you	Discussion question	5 minutes
3-5	End of the module		

Table 3-2

Slide Information for the Effective Selling Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
3-6	Title slide: Effective selling	Provides the opportunity for the class to get settled and the facilitator to welcome the group as appropriate	2-5 minutes
3-7	A salesperson has the knowledge or ability	Three key activities a salesperson performs to be successful	1 minute
3-8	Matching the right product/service to the right customer at the right price	Structured exercise	5-10 minutes
3-9	Communicating effectively	Structured exercise	5-10 minutes
3-10	Thinking and acting strategically	Structured exercise	5-10 minutes
3-11	Building effective relationships	Structured exercise	5-10 minutes
3-12	End of the module		

Table 3-3

Slide Information for the Sales Cycles Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
3-13	Title slide: Sales cycles	Provides the opportunity for the class to get settled and the facilitator to welcome the group as appropriate	1 minute
3-14	Workflow	Illustration of the workflow of a business that includes the sales process, delivery, and customer satisfaction	5-8 minutes
3-15	Different sales cycles	Different versions of sales cycles	1 minute
3-16	Sales process	Example of a sales process	3-5 minutes
3-17	What works for you?	Structured exercise	15-20 minutes
3-18	End of the module		

Table 4-1

Slide Information for the Sales Mind Focus Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
4-1	Title slide: Sales mind focus	Lets the class get settled and lets the facilitator welcome the group as appropriate	2-5 minutes
4-2	Why test your thinking?	Improved thinking	2-3 minutes
4-3	Facts and opinions	Definitions and examples	3-5 minutes
4-4	Sentence structure	Listening for facts and opinions; discussion questions	3-5 minutes
4-5	Directing effective action	The three "knows"; discussion question	1 minute
4-6	Practice	Structured exercise	2-3 minutes
4-7	Practice	Structured exercise	2-3 minutes
4-8	Practice	Structured exercise	3-5 minutes
4-9	Practice	Structured exercise	3-5 minutes
4-10	Practice	Structured exercise	3-5 minutes
4-11	Practice	Structured exercise	15-20 minutes
4-12	Recap	Structured exercise	10-15 minutes
4-13	End of the module		

Table 5-1

Slide Information for the Managing Tasks and Relationships Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
5-1	Title slide: Managing tasks and relationships	Enables the class to get settled and the facilitator to welcome the group as appropriate	2 minutes
5-2	Relationships happen	Design vs. default—prepare vs. repair	1 minute
5-3	What is your orientation?	Three discussion questions	5 minutes
5-4	Definitions	Task and relationship	1 minute
5-5	Types of relationships	Two discussion questions	2-3 minutes
5-6	Which relationship is better?	Depends . . .	1 minute
5-7	Transactional relationship	Structured exercise	5-10 minutes
5-8	Transactional relationship	Structured exercise	5-10 minutes
5-9	Consultative relationship	Structured exercise	5-10 minutes
5-10	Consultative relationship	Structured exercise	5-10 minutes
5-11	Transactional relationship	Structured exercise	5-10 minutes
5-12	Consultative relationship	Structured exercise	5-10 minutes
5-13	Practice	Structured exercise	10-15 minutes
5-14	Practice	Structured exercise	10-15 minutes
5-15	Practice	Structured exercise	10-15 minutes
5-16	Recap	Structured exercise	10-15 minutes
5-17	End of the module		

Table 6-1

Slide Information for the Conditions of Satisfaction Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
6-1	Title slide: Conditions of satisfaction	Lets the class get settled and lets the facilitator welcome the group as appropriate	2 minutes
6-2	Conditions of satisfaction	Expectations, concerns; implicit and explicit conditions	1 minute
6-3	Definitions	Implicit and explicit conditions	1 minute
6-4	Explicit conditions of satisfaction	Structured exercise	10-15 minutes
6-5	Implicit conditions of satisfaction	Structured exercise	10-15 minutes
6-6	Practice	Structured exercise	10-15 minutes
6-7	Recap	Structured exercise	10-15 minutes
6-8	End of the module		

Table 7-1

Slide Information for the Planning and Organizing Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
7-1	Title slide: Planning and organizing	Enables the class to get settled and the facilitator to welcome the group as appropriate	2 minutes
7-2	Where does my time go?	Structured exercise	5-10 minutes
7-3	Where does my time go?	Structured exercise	2-3 minutes
7-4	Where does my time go?	Structured exercise	10-12 minutes
7-5	Where does my time go?	Structured exercise	3-5 minutes
7-6	Recap	Structured exercise	10-15 minutes
7-7	End of the module		

Table 8-1

Slide Information for the Artful Listening Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
8-1	Title slide: Artful listening	Lets the class get settled and lets the facilitator welcome the group as appropriate	1 minute
8-2	Listening: What's the big deal?	Prepare to speak rather than listen	1 minute
8-3	Listening: What's the big deal?	Distort—delete—generalize	1 minute
8-4	Word traps	Definition	1 minute
8-5	Word traps	Structured exercise	10-15 minutes
8-6	Am I listening to learn?	Curious—interested—great questions	1 minute
8-7	Recap	Structured exercise	10-15 minutes
8-8	End of the module		

Table 8-2

Slide Information for the Inquiry Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
8-9	Title slide: Inquiry	Lets the class get settled and lets the facilitator welcome the group as appropriate	1 minute
8-10	Definition	Definition of inquiry	1 minute
8-11	The basics	Closed-ended questions	1 minute
8-12	The basics	Open-ended questions	1 minute
8-13	The basics	Structured exercise	5 minutes
8-14	Linking questions	An explanation	1 minute
8-15	Linking questions	Pointers for linking questions	1 minute
8-16	Practice	Structured exercise	5-10 minutes
8-17	Sales cycle and questions	Different questions for different phases	1 minute
8-18	Crafting questions	Formula for crafting questions	1 minute
8-19	Qualification questions	Discussion question	2-3 minutes
8-20	Practice	Structured exercise	5-10 minutes
8-21	Understanding the customer questions	Discussion question	2-3 minutes
8-22	Practice	Structured exercise	5-10 minutes
8-23	Conditions of satisfaction review	Implicit and explicit	1 minute
8-24	Conditions of satisfaction review	Discussion question	2-3 minutes
8-25	Practice	Structured exercise	5-10 minutes
8-26	Practice	Structured exercise	5-10 minutes
8-27	Practice	Structured exercise	5-10 minutes
8-28	Recap	Structured exercise	10-15 minutes
8-29	End of the module		

*Table 9-1****Slide Information for the Communicating: A Basic Formula Module***

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
9-1	Title slide: Communicating— a basic formula	Enables the class to get settled and the facilitator to welcome the group as appropriate	1 minute
9-2	The components	Body language, tone, and words	1 minute
9-3	Communicating	Face-to-face, telephone, and written communication	1 minute
9-4	Basic formula	Four steps	1 minute
9-5	Preparation	Four questions	1 minute
9-6	Draft the message	Framework	1 minute
9-7	Check for unintended consequences	Two questions	1 minute
9-8	Refine	Two discussion questions	2-3 minutes
9-9	Applying the model	In-person communication	1 minute
9-10	Face-to-face	Structured exercise	10-15 minutes
9-11	Applying the model	Telephone communication	1 minute
9-12	Telephone	Structured exercise	10-15 minutes
9-13	Applying the model	Written communication	1 minute
9-14	Written communication (email)	Structured exercise	15-20 minutes
9-15	Recap	Structured exercise	10-15 minutes
9-16	End of the module		

Table 10-1

Slide Information for the Presentations Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
10-1	Title slide: Presentations	Lets the class get settled and lets the facilitator welcome the group as appropriate	2 minutes
10-2	What are the different types of presentations?	Discussion question	2-3 minutes
10-3	Components of effective presentations	Six components	1 minute
10-4	Five-sensing and prepared components	Key points	2-3 minutes
10-5	Professional component	Key points	1 minute
10-6	Positive-language component	Key points and discussion question	2-3 minutes
10-7	Relationship-focused component	Key points	2-3 minutes
10-8	Dynamic component	Definition	10 seconds
10-9	Dynamic component	Key points	2-3 minutes
10-10	Practice	Structured exercise	30-45 minutes
10-11	Recap	Structured exercise	10-15 minutes
10-12	End of the module		

Table 11-1

Slide Information for the Features, Benefits, and Proof Module

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
11-1	Title slide: Features, benefits, and proof	Enables the class to get settled and the facilitator to welcome the group as appropriate	2-5 minutes
11-2	Two parts of a feature	Name and purpose	1 minute
11-3	What turns a feature into a benefit	Two reasons	1 minute
11-4	Types of proof	Five examples	1 minute
11-5	What types of proof are available to you?	Discussion question	2-3 minutes
11-6	Practice	Structured exercise	15-20 minutes
11-7	Recap	Structured exercise	10-15 minutes
11-8	End of the module		

*Table 12-1****Slide Information for the Compelling Offers Module***

NUMBER	TITLE/TOPIC	DESCRIPTION	TIME
12-1	Title slide: Compelling offers	Enables the class to get settled and the facilitator to welcome the group as appropriate	2 minutes
12-2	Components	Four components	1 minute
12-3	A collaborative approach	Shared understanding	1 minute
12-4	Advocacy model	Five parts of the model	1 minute
12-5	Example of advocacy	Example	1 minute
12-6	Example of advocacy, continued	Example	2 minutes
12-7	Example of advocacy	Example	1 minute
12-8	Example of advocacy, continued	Example and discussion questions	2-3 minutes
12-9	Unproductive advocacy	Example	1 minute
12-10	Productive advocacy	Components	1 minute
12-11	When would you use the advocacy model?	Discussion question	1-2 minutes
12-12	Practice	Structured exercise	20-25 minutes
12-13	Recap	Structured exercise	10-15 minutes
12-14	End of the module		

*Table 13-1**Slide Information for the Networking Module*

NUMBER	TITLE	DESCRIPTION	TIME
13-1	Title slide: Networking	Lets the class get settled and lets the facilitator welcome the group as appropriate	2-5 minutes
13-2	Definition	Definition of the term "networking" (optional)	1 minute
13-3	Six degrees of separation	Example of the power of networks	3 minutes
13-4	What networks do we already participate in?	Discussion question	3 minutes
13-5	Key principles	Overview of six principles	1 minute
13-6	Give	Detail of the principle	1 minute
13-7	Trust	Detail of the principle	1 minute
13-8	Invest	Detail of the principle	1 minute
13-9	Embrace	Detail of the principle	1 minute
13-10	Master	Detail of the principle	1 minute
13-11	Energize	Detail of the principle	1 minute
13-12	NetWORK	Networking takes work and discipline	1 minute
13-13	Practice	Structured exercise	5-10 minutes
13-14	Practice	Structured exercise, continued	10-15 minutes
13-15	Recap	Structured exercise	10-15 minutes
13-16	End of the module		

*Table A-1****One-Day Program A—Novice Salespeople***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Selling Today	30 minutes	Chapter 3, page 34
9:45 a.m.	Effective Selling	30 minutes	Chapter 3, page 38
10:15 a.m.	Break	15 minutes	
10:30 a.m.	Sales Cycles	1 hour	Chapter 3, page 42
11:30 a.m.	Basic Knowledge	1 hour	Chapter 3, page 49
12:30 p.m.	Lunch	1.5 hours	
2:00 p.m.	Sales Mind Focus	1.25 hours	Chapter 4, page 77
3:15 p.m.	Break	15 minutes	
3:30 p.m.	Managing Tasks and Relationships	45 minutes	Chapter 5, page 91
4:15 p.m.	Conditions of Satisfaction	45 minutes	Chapter 6, page 109
5:00 p.m.	Check-out	15 minutes	Chapter 1, page 6

*Table A-2****One-Day Program B—Novice Salespeople***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Artful Listening	45 minutes	Chapter 8, page 132
10:00 a.m.	Break	15 minutes	
10:15 a.m.	Inquiry	1 hour	Chapter 8, page 137
11:15 a.m.	Break	15 minutes	
11:30 a.m.	Inquiry, continued	30 minutes	Chapter 8, page 137
Noon	Lunch	1.5 hours	
1:30 p.m.	Communicating—A Basic Formula	1 hour	Chapter 9, page 159
2:30 p.m.	Break	15 minutes	
2:45 p.m.	Communicating—A Basic Formula, continued	30 minutes	Chapter 9, page 159
3:45 p.m.	Networking	1 hour	Chapter 13, page 229
4:45 p.m.	Check-out	15 minutes	Chapter 1, page 6

*Table A-3****One-Day Program C—Experienced Salespeople or Mixed Group***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Features, Benefits, Proof	1 hour	Chapter 11, page 203
10:15 a.m.	Break	15 minutes	
10:30 a.m.	Compelling Offers	1 hour	Chapter 12, page 215
11:30 a.m.	Break	15 minutes	
11:45 a.m.	Presentations	45 minutes	Chapter 10, page 189
12:30 p.m.	Lunch	1.5 hours	
2:00 p.m.	Presentations, continued	1 hour	Chapter 10, page 189
3:00 p.m.	Break	15 minutes	
3:15 p.m.	Review of all modules trained to date	1 hour	
4:15 p.m.	Check-out	15 minutes	Chapter 1, page 6

*Table A-4****One-Day Program D—Experienced Salespeople or Mixed Group***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Sales Mind Focus	1.25 hours	Chapter 4, page 77
10:30 a.m.	Break	15 minutes	
10:45 a.m.	Managing Tasks and Relationships	45 minutes	Chapter 5, page 91
11:30 a.m.	Break	15 minutes	
11:45 a.m.	Conditions of Satisfaction	45 minutes	Chapter 6, page 109
12:30 p.m.	Lunch	1.5 hours	
2:00 p.m.	Planning and Organizing	1 hour	Chapter 7, page 119
3:00 p.m.	Break	15 minutes	
3:15 p.m.	Networking	1 hour	Chapter 13, page 229
4:15 p.m.	Check-out	15 minute	Chapter 1, page 6

*Table A-5****One-Day Program E—Experienced Salespeople or Mixed Group***

TIME	MODULE/ACTIVITY	DURATION	WHERE TO FIND IN THE WORKBOOK
9:00 a.m.	Welcome and Check-in (introductions and expectations for the training)	15 minutes	Chapter 1, page 6
9:15 a.m.	Artful Listening	45 minutes	Chapter 8, page 132
10:00 a.m.	Break	15 minutes	
10:15 a.m.	Inquiry	1 hour	Chapter 8, page 137
11:15 a.m.	Break	15 minutes	
11:30 a.m.	Inquiry, continued	30 minutes	Chapter 8, page 137
Noon	Lunch	1.5 hours	
1:30 p.m.	Communicating—A Basic Formula	1 hour	Chapter 9, page 159
2:30 p.m.	Break	15 minutes	
2:45 p.m.	Communicating—A Basic Formula, continued	1 hour	Chapter 9, page 159
3:45 p.m.	Check-out	15 minutes	Chapter 1, page 6
