

## **Recommended Training Calendar**

**Length of Training:** 90 days (73 active training days)

**Average time per day:** 30 minutes (15-120 minutes)

### **Mission:**

Day 1:

- Introducing Empowered Selling (video)
- Why Empowered Selling (presentation)
- The Foundation for Empowered Selling (presentation)
- What to expect from training (video)
- Empowerment Through Sales: Introduction & Chapter 1
- Key Concepts: Chapter 1

Day 2:

- Empowerment Through Sales: Chapter 2
- Mission (video)
- Your Personal Mission: Getting Started (video)
- Practical Application: Establishing Your Personal Mission
- Your Final Personal Mission (video)
- Personal Mission Examples (PDF)
- Practical Application: Your Final Personal Mission

Day 3:

- Establishing your Professional or Social Mission (Video)
- Practical Application: Establishing your Professional/Social Mission
- Professional/Social Mission Examples
- Practical Application: Establish your Professional/Social Mission

Day 4:

- Developing Goals (video)
- Examples: Professional or Social Mission Goals (PDF)
- Practical Application: Developing Goals

Day 5:

- Your WHY: The fuel for success (video)
- Practical Application: Realizing your WHY
- Submission: Personal Mission, Professional/Social Mission, Goals, & WHY

Day 6:

- Mission: Values (video)
- Determining Values (video)
- Practical Application: Determining Your Values
- Download: Values List

Day 7-13:

- Applying your Mission, Values, & WHY (video)

- Practical Application: Applying Mission, Values & WHY

Day 14:

- Learn, Apply, Teach (video)
- Practical Application: Applying Mission, Values, & WHY Part 2
- Practical Application Certification
- Submission: Establishing Values & Daily Application
- Practical Application: Mission Values & WHY

Day 15-16:

- The Customer Mission (video)
- Practical Application: Uncovering the Customer's Mission
- Submission: Customer Mission

Day 17

- Key Concepts: Mission
- Quiz: Mission

Day 18

- *Live or virtual training with facilitator (Pro & Leader Packages)*

### **Connection:**

Day 19:

- Empowerment Through Sales: Chapter 3

Day 20:

- Connection (video)
- Key Concepts: Connection
- Connection: Observation (video)
- Key Concepts: Observation

Day 21:

- Connection: Open-ended Questions (video)
- Key Concepts: Open-ended Questions
- Connection: Receiving Answers (video)
- Key Concepts: Receiving Answers

Day 22-28:

- Practical Application: Observation, Authentic Praise & Personal Connection (video)
- Practical Application Part 1: Observation & Authentic Praise
- Practical Application Part 2: Personal Connection
- Download: Getting to Know Someone
- Practical Application Certification
- Submission: Observation, Authentic Praise & Personal Connection

Day 29

- Practical Application: Becoming Relevant (video)
- Practical Application: Becoming Relevant
- Submission: Becoming Relevant

Day 30:

- Quiz: Connection

Day 31

- *Live or virtual training with facilitator (Pro and Leader Packages)*

### **Simple & Specific:**

Day 32:

- Empowerment Through Sales: Chapter 4

Day 33:

- Simple & Specific: The Core Message (video)
- Key Concepts: The Core Message
- Practical Application: Core Selling Message (video)
- Practical Application: Core Selling Message
- Core Selling Message Examples

Day 34:

- Practical Application: Core Selling Message
- Submission: Core Selling Message

Day 35:

- Statement of Fact + Open-ended Questions (video)
- Key Concepts: Statement of Fact + Open-ended Question
- Statement of Fact + Open-ended Question examples
- Practical Application: Statement of Fact + Open-ended Question

Day 36-40:

- Practical Application: Statement of Fact + Open-ended Question
- Practical Application Certification
- Submission: Statement of Fact + Open-ended Question

Day 41:

- Simple & Specific: Trial Close (video)
- Trial Close Examples
- Simple & Specific: Objection Handling (video)
- Objection Handling Steps (ACE AC)
- Objection Handling (door to door sales)
- Objection Handling (spouse)
- Key Concepts: Objection Handling
- Practical Application: Objection Handling

Day 42-43

- Practical Application: Objection Handling
- Practical Application Certification
- Submission: Objection Handling
- Handling Objections Upfront (video)
- Practical Application: Handling Objections Upfront
- Practical Application Certification
- Submission: Handling Objections Upfront

Day 44:

- Simple & Specific: The Call-to-Action (video)
- Key Concepts: The Call-to Action
- Call to Action Examples
- Practical Application: The Call to Action

Day 45

- Practical Application: The Call to Action
- Practical Application Certification
- Submission: The Call to Action

Day 46:

- Quiz: Simple & Specific Online

Day 47:

- *Live or virtual training with facilitator (Pro & Leader Packages)*

Day 48:

- *Live or virtual training with facilitator, Part 2 (Pro & Leader Packages)*

### **Smother:**

Day 49:

- Empowerment Through Sales: Chapter 5
- Smother (video)
- Key Concepts: Smother

Day 50-71

- Practical Application: Smother (video)
- Practical Application: Smother
- Submission: Smother
- Online quiz (Ch 5 + online content)
- Empowerment Through Sales: Chapter 6
- Empowered Selling Summary
- Practical Application: Teach Back
- Practical Application Certification
- Submission: Teach Back
- Final Assessment
- Empowerment Through Sales: Appendix

Day 72

- *Live or virtual training with facilitator: Smother (Pro & Leader Packages)*

Day 73

- *Live or virtual training with facilitator: EMPOWERMENT Formula Unleashed (Pro & Leader Packages)*