

WEEK 1

Type	Exercise	Status
 Training	Intro to Industry: Growth, Evolution, and Ecosystem	
	Intro to Customers	
	Intro to Sales Org: Goals, Roles and Responsibilities	
	Intro to Buyer Persona(s)	
	Buyer Problems and How to Solve Them	
	CRM and Sales/Marketing Intelligence Tools	
 Action	Guest Lecture on Buyer by "A" Player	
	Study CRM and Sales/Marketing Intelligence Tools	
	Set Up CRM, Email, and Other Tools	
	Connect with Customers on LinkedIn and Study Their Profiles	
	Connect and Study Persona Groups on LinkedIn	
 Quiz	Industry: Growth, Evolution and Ecosystem Quiz	
	CRM and Sales/Marketing Intelligence Tools Quiz	
 Certification	Buyer Persona, Problems and Solutions	

WEEK 2

 Training	Product: Value Proposition	
	Product: Features and Benefits	
	Product: How to Solve a Problem	
	Product: Packaging	
	Product: Pricing	
	Guest Lecture: What Works in Product by "A" Player	
	The Buying Process	
	Success Stories: Top 3 Customer Stories	
	How to Use Social: LinkedIn and Twitter	
 Quiz	Success Stories Quiz	
 Certification	The Buying Process	
	Product Training	
 Action	Study and Learn: How "A" Player Handles Leads and Opportunities	

WEEK 3

Type	Exercise	Status
 Training	Major Competitors: Key Differentiators	
	How to Prospect and Generate Leads	
	How to Qualify	
 Quiz	Competition Quiz	
	Create a Battlecard of a Competitor Quiz	
 Workshop	Role Play: "Prospecting"	
	Role Play: "Qualification"	
	Review Dashboards in CRM	

WEEK 4

 Training	Study and Learn: How "A" Player Handles Pitching and Closure	
	How to Pitch	
	How to Close	
 Assessment	Objection Handling	
 Action	Be Present on Live Demo Calls	
	Show a Demo to a Sales Manager	
	Identify and Prospect 3 Prospects	
	3 Outbound Cold Calls in the Presence of a Sales Manager	
	Complete a Time Study of Sales Rep Activities	
 Bootcamp	"A" Players Coach New Reps on Lead Generation, Pitching, Etc.	