

Bold Value Selling Course Syllabus

Stage	Lesson	Videos	Key Takeaways and Learning Outcomes	Sales Playbook Activities and Tools
Prepare Build the mindset, plan, and soft skills that set the foundation for sales success and position you to win more.	1 Mindsets	- Welcome to Mindsets - Get to know each other - Preview of Mindsets - Purpose benefit check - Stories: Spanx & Nike - Consultative selling - High-performing salespeople - Sales myth busters - Ethical sales mindset - Essential Sales Cornerstones - Stakeholder map, personas - Customer gain mindset - Customer pain mindset - Customer satisfied mindset - Elevate your elevator pitch - P.O.W.E.R. statement - Selling direct vs. intermediaries - Key takeaways	Key Takeaways - Prepare your mindset for sales success - Understand customers' pain or gain mindsets - Build stakeholder maps and personas - Prepare to identify fundamentals, expert moves, and disciplines - Craft your modernized elevator pitch (Power Statement) with greater clarity and inspiration Learning Outcomes - Approach each day with a high-performance mindset - Clarify stakeholder needs map, personas - Deliver more persuasive customer messages focused on solving their needs - Craft your enhanced elevator pitch (Power Statement) to inspire and motivate action	Real-world applications - Pre-course sales skills self-assessment - How to apply consultative sales skills - Create your stakeholder map, rank their pain-gain mindsets - Categorize your features to solve pain or gain needs - Create your Power Statement Sales tools - Stakeholder map - Pain-gain scale 1-page power statement framework
	2 Plan for Success	- Welcome to Plan for Success - Purpose benefit check - Story: Bezos Business Plan - Intro Peak Performance Plan	Key Takeaways - Craft your territory prospecting plan - Work smarter, not harder to win more - Filter and prioritize the right leads	Real-world applications Clarify your goals, apply sales math to identify your lead measures

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		- Set your destination - Lead and lag measures - Sales math - Filter your target leads - Competitors & differentiators - Territory coverage plan - Power prospecting activities - Arsenal of sales tools - Optimizing sales process - Weekly planning - Continuous improvement - Key takeaways	- Sales math to calculate lead metrics - Schedule the right prospecting activities <u>Learning Outcomes</u> - Set smarter goals - Prioritize your leads and stakeholders - Identify the prospecting activity need to help ensure you meet your top line goals - Schedule prospecting activities across sales channels to reach your leads	- Outline ideal customer and personas of target stakeholders, list your top 3 competitors and your differentiators, draft your territory coverage plan - Schedule weekly prospecting activities, list your sales tools and ways to optimize your sales process. <u>Sales tools</u> 1-page peak performance plan - Sales math framework - Power prospecting planner
	3 Soft Skills, Strong Stories	- Welcome to Soft Skills, Strong Stories - Purpose benefit check - Story: Steve Jobs – Soft Skills - What is sales presence? - E.N.G.A.G.E. with soft skills - Empathy & emotional intel - Non-verbal & hand gestures - Attentiveness and grooming - Effective communications - S.C.A.N. listening technique - S.C.A.N. silence and clues	<u>Key Takeaways</u> - Mastered soft skills - Listening to customers at a deeper level - Incorporating power words in sales - Building client success stories to share <u>Learning Outcomes</u> - Make great first impressions - Build rapport through soft skills - Build trust and understanding through listening at a deeper level	<u>Real-world applications</u> - Take inventory of your soft skills - Assess how you've applied the four components of active listening - Outline an impactful client story to share at your next sales meeting <u>Sales tools</u> - E.N.G.A.G.E. soft skills checklist - S.C.A.N. listening worksheet 1-page R.I.S.E. storyboard template

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		12. S.C.A.N. active listening, noticing nuances 13. Listening Do's and Don'ts 14. Telling strong sales stories 15. R.I.S.E. – Relatable hero 16. R.I.S.E. – Issue and solution 17. R.I.S.E. – End result 18. Story Book 19. Key takeaways	– Confidently tell the right stories at the right time to inspire customers to buy from you	
Engage Apply strategic questioning, prospecting, and meeting skills to align with the customer's buying process and advance opportunities.	4 A.I.M., Ask, Align	1. Welcome to A.I.M.-Ask-Align 2. Purpose benefit check 3. Success story: Airbnb 4. Buyer's process 5. A.I.M. Assess, Identify, Match 6. Assessing questions 7. Assessing in action 8. Identify the gap 9. Identify the gap in action 10. Match your solution 11. Questioning skills 12. Sequencing of questions 13. Key takeaways	<u>Key Takeaways</u> – Master sales questioning skills – Assess a customer's situation – Identify and quantify a customer's gap – Build the bridge to close their gap <u>Learning Outcomes</u> – Align with customer's buying process – Qualify a prospect – Calculate the cost of their pain or gain problem (gap) – Calculate the cost of not achieving future goals due to the problem (gap) – How to position our solution as the value bridge to close their value gap	<u>Real-world applications</u> – Align our next best actions with customer's buying process – Assessment template – Applied the value gap calculator to live opportunities <u>Sales tools</u> – Customer buying process matrix – Assessment navigator – Value-gap calculator – Value bridge blueprint

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	5 Power Prospecting	- Welcome to Power Prospecting - Purpose benefit check - Story: Prospecting & results - Discipline of prospecting - The prospecting mindset - LinkedIn – P.O.W.E.R. - Eye-catching subject lines - Email – P.O.W.E.R. - No-delete email examples - Making P.O.W.E.R. calls - Calling script example - Live call script - Live conversation - Responding to objections - P.O.W.E.R. voicemails - Networking introduction - Networking with P.O.W.E.R. - Qualifying your contact - Follow up best practices - Key Takeaways	<u>Key Takeaways</u> – Craft personalized and compelling LinkedIn messages – Create engaging emails with eye-catching subject lines – Make engaging and motivating cold calls – Leave compelling voicemails – Master networking skills <u>Learning Outcomes</u> – Confidently execute your sales activity – Engage leads effectively and leave a lasting, positive impression. – Send compelling LinkedIn & email messages prompt responses. – Smartly handle objections, build rapport, and securing meetings. – Navigate networking events like a pro, to uncover hidden opportunities	<u>Real-world applications</u> – Send 5 P.O.W.E.R. LinkedIn messages – Send 5 P.O.W.E.R emails – Draft P.O.W.E.R. call script & make 5 calls – Draft P.O.W.E.R. networking script <u>Sales tools</u> – LinkedIn best practices – P.O.W.E.R. LinkedIn model – P.O.W.E.R. emails – P.O.W.E.R. cold calls and voicemails – Cold call objection checklist – P.O.W.E.R. networking
	6 Master the Meeting	- Welcome to Master the Meeting - Purpose benefit check - Story: Google CEO 4 stages of a success meeting	<u>Key Takeaways</u> – Leadership in sales meetings – Mastering meeting preparation – Strategic questioning	<u>Real-world applications</u> – Prepare for your next meeting – Create your engaging opening

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		5. Prepare 6. Engaging opening 7. Advance w/ A.I.M. questions 8. Lead forward – solution 9. Address objections 10. Debrief and follow up meeting 11. Key takeaways	– Positioning solutions to close their value gap <u>Learning Outcomes</u> – Improved meeting efficiency and productivity – Competitive differentiation – Mastering handling objections – Qualifying and leading leads to the next stage of the sales process	– Craft crucial questions to ask in the meeting – How to introduce and position your solution <u>Sales tools</u> – 1-page Expert Meeting Planner – Master the meeting checklist – Meeting agenda template – Objection compass
Advance Craft deal-winning strategy, deliver the perfect pitch, and coordinate team selling to close greater value.	7 Deal Winning Strategy	1. Welcome to Deal Winning Strategy 2. Purpose benefit check 3. Story: Starbucks strategy 4. Strategy vs. tactics 5. Your current position 6. Customer's current state 7. Customer's stakeholders 8. Building the bridge to close the gap 9. Value-Bridge Statements 10. Bridge the gap – who & what 11. Key takeaways	<u>Key Takeaways</u> – Evaluate your current position – Harness research to define the 3 aspects of a customer's current state – Exercise critical thinking and ingenuity to stand out – Learn the five steps to craft your value-bridge statements <u>Learning Outcomes</u> – Think like a CEO to develop a clear, logical deal-winning strategy – Align your solution to stakeholder's key buying criteria – Align with their buying process	<u>Real-world applications</u> – Summarize your current position – Summarize your customer's current state – Sales resources to harness at each stage – Craft value-bridge statements – SWOT analysis <u>Sales tools</u> – 1-page deal winning strategy template – Value-Bridge model – SWOT analysis template

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			– Differentiate from competitors with inspiring and persuasive value-bridge statements	
	8 Perfect Pitch	1. Welcome to Perfect Pitch 2. Purpose benefit check 3. Story: Steve Jobs 4. Introduction to presenting 5. What makes a great presenter 6. Add emotional and visual impact 7. Intro to the Perfect Pitch Plan 8. Arrival vs. formal opening 9. Formal opening 10. Recap & power statement 11. Achieve, accomplish, check 12. Transition 13. Why it matters to them 14. Recap, resonate and close 15. Key takeaways	<u>Key Takeaways</u> – Learn how to: plan, inspire and perform in a winning presentation – How to harness the primacy and recency effect to stand out – Leverage the “power of three” <u>Learning Outcomes</u> – Deliver your most inspiring, persuasive presentation that stands out – Present with confidence – Include impactful visual aids – Present your vocal, verbal and visual elements to have the greatest impact – Engage and close the deal with confidence	<u>Real-world applications</u> – Visual aids checklist – Craft your G.R.A.A.T opening – Outline why it matters to them – Outline your most impactful recap and closing <u>Sales tools</u> – 1-page Perfect Pitch Planner – Visual aid checklist – G.R.A.A.T. Opening Blueprint – Rehearsal guide
	9 Team Selling	1. Welcome to Team Selling 2. Purpose benefit check 3. Story: Dream Team 4. What is team selling 5. Perfect team pitch plan	<u>Key Takeaways</u> – Learn to be an effective deal coach – Explore how to draft a team pitch plan – How to select a selling team that align with your customer’s needs	<u>Real-world applications</u> – Apply team coaching best practices – Prepare the team plan – Follow professional meeting etiquette – Apply the demo like a pro techniques

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		- Team preparation process - Elevate SME's selling skills - Meeting etiquette - Demo tech like a pro - Key takeaways	- How to lead a team preparation process and a team presentation <u>Learning Outcomes</u> - Your team will be more confident and make impactful presentations - Organize a team to win the deal - Ability to schedule and coach the dry-runs, walk-throughs and 1-1 preparations sessions	<u>Sales tools</u> 1-page Perfect Team Pitch Planner - Sales coach & team prep checklist - Meeting etiquette checklist - Demo like a pro blueprint
Lead Lead the close, generate referrals, revive cold leads, and sell effectively in virtual and social channels.	10 Lead to Close	- Welcome to Lead to Close - Purpose benefit check - Story: Closing the sale of a lifetime - What is leading to close - Objection compass tool - Following up best practices - Negotiating - Closing the sale - Gain customer commitments - Key takeaways	<u>Key Takeaways</u> - Learn the professional closing process that applies to all sales - Harness a proven process to address objections - Discover expert moves to follow up with impact - Learn a logical process to negotiate <u>Learning Outcomes</u> - Lead the sales closing process - Lead negotiation discussions - Confidently address objections - Following up customers like a pro	<u>Real-world applications</u> - Apply objection compass to prior objections - Harness the negotiation blueprint on a live customer situation - Apply pre-closing checklist before asking for the sale <u>Sales tools</u> - Objection compass - Negotiation blueprint - Follow-up checklist - Pre-closing checklist
	11	- Welcome to Referral & Revive - Purpose benefit check	<u>Key Takeaways</u>	<u>Real-world applications</u>

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	Referral & Revive	3. Story: The pursuit of referrals 4. A.S.K. for referrals – assess 5. A.S.K. for referrals – solicit 6. A.S.K. for referrals – keep in touch 7. Revive cold leads – C.P.R. 8. Revive – Check for a pulse 9. Revive – Provide value, not pressure 10. Revive – Re-engage 11. Key takeaways	– Learn the process to ask and receive client referrals – Discover the three levels of value needed to revive cold leads <u>Learning Outcomes</u> – Boost your pipeline with new opportunities – Create valuable stream of warm leads (referrals) – Rekindle interest from cold leads	– Prepare the A.S.K. framework to request referrals – Apply the C.P.R. process to a cold lead <u>Sales tools</u> – A.S.K. for referrals framework – Sales C.P.R. planner
	12 Virtual Selling	1. Welcome to Virtual Selling 2. Purpose benefit check 3. Story: Impact of virtual training 4. Virtual selling overview 5. Challenges of virtual meetings 6. Seven steps to humanize virtual meetings 7. Building rapport 8. Virtual rapport building 9. Delivering engaging virtual meetings 10. Virtual pre-meeting checklist 11. Social selling overview 12. ABC's of engaging on social media	<u>Key Takeaways</u> – Learn pros / cons of virtual meeting – Discover the seven human aspects to lead impactful virtual meetings – Explore new ways to build rapport in virtual and in-person meetings – Learn the fundamentals of successful social selling <u>Learning Outcomes</u> – Lead more impactful and engage virtual meetings – Build rapport via online channels – Enhance your social media presence	<u>Real-world applications</u> – Apply 7 steps to humanize a virtual meeting – Apply the 4x4 rapport building guide to next customer meeting – Self-evaluation against virtual selling checklist – Post-course self-assessment of sales skills learned <u>Sales tools</u> – 7 steps to human your virtual meeting – 4 x 4 rapport building guide – Virtual meeting checklist – ABC's of social selling

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		13. CRM – sales automation 14. Key takeaways – course summary	– Create familiarity and trust needed to close sales – Harness your CRM sales automation tools	– Engaging with social media