



IMPACT Sales Coaching System Agenda

SESSION 1 Fundamentals	<ul style="list-style-type: none">▪ Review how to qualify an opportunity▪ Identify current opportunities to apply new skills▪ Identify measurable goals	1 hr./\$150 (PER PARTICIPANT)
SESSION 2 Investigate	<ul style="list-style-type: none">▪ Set meeting objectives▪ Create a meeting agenda▪ Plan open-ended questions	1 hr./\$150 (PER PARTICIPANT)
SESSION 3 Meet	<ul style="list-style-type: none">▪ Create Statement of Intention▪ Review behavior style tip cards▪ Apply communication tips with the opportunity	1 hr./\$150 (PER PARTICIPANT)
SESSION 4 Probe	<ul style="list-style-type: none">▪ Prepare questions for the meeting▪ Implement 3-deep questioning strategy▪ Review buyer responses	1 hr./\$150 (PER PARTICIPANT)
SESSION 5 Apply	<ul style="list-style-type: none">▪ Review the Building Value formula▪ Evaluate recommendation to buyer▪ Plan feedback questions	1 hr./\$150 (PER PARTICIPANT)
SESSION 6 Convince	<ul style="list-style-type: none">▪ Explore potential objections and responses▪ Identify proof for claims▪ Determine best examples of proof for each behavior style	1 hr./\$150 (PER PARTICIPANT)
SESSION 7 Tie-It-Up	<ul style="list-style-type: none">▪ Review challenges related to closing▪ Ask for the business▪ Strategize on account management techniques post-sale	1 hr./\$150 (PER PARTICIPANT)
SESSION 8 Wrap-Up	<ul style="list-style-type: none">▪ Record results from initial goals▪ Identify areas in which progress has been made▪ Determine strategies for moving forward	1 hr./\$150 (PER PARTICIPANT)