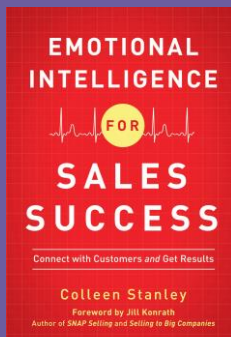


# Ei Selling® 2-Day Sales Training Boot Camp Agenda

SalesLeadership, Inc.  
303-708-1128

## Ei Selling® Boot Camp Day 1

- 7:45 am – 8:00 am:**      **Breakfast/Meet and Greet Fellow Participants**
- 8:00 am – 9:30 am:**      **Emotional Intelligence and Sales Results**
- Emotion management and sales execution
  - Emotional self-awareness and ‘other awareness’
  - The power of empathy and influence
  - Stress tolerance and sales results
- 9:30 am – 9:45 am:**      **BREAK**
- 9:45 am – 11:00 am:**      **Emotional Intelligence and Sales Results – (Cont.)**
- 11:00 am – 12:00 pm:**      **Business Development – Building Qualified Sales Pipelines**
- Develop a sales activity plan that targets your ideal client and produces consistent and sustainable sales results
  - Create value propositions with value - stop sounding like a commodity
  - Discover **the power of delayed gratification** in building big sales pipelines
  - Stop guessing at sales forecasts
- 12:00 pm – 1:00 pm:**      **LUNCH – Provided by SalesLeadership in the training room**
- 1:00 pm – 2:30 pm:**      **Business Development – (Cont.)**
- 2:30 pm – 2:45 pm:**      **BREAK**
- 2:45 pm – 4:15 pm:**      **Managing Expectations – Creating Partnerships Not Vendor-ships**
- Eliminate chase mode and vague next steps
  - Set the tone for a consultative sales meeting, not a product dump, “what’s your price” sales meeting
  - **Develop the EQ skill of assertiveness.** Create trusted expert conversations, not vendor conversations
- 4:15 pm – 4:30 pm:**      **Q & A / Wrap**



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## Ei Selling® Boot Camp Day 2

- 7:45 am – 8:00 am:** Breakfast/coffee provided
- 8:00 am – 8:30 am** Managing Expectations – (Cont.)
- 8:30 am – 9:30 am:** Prospect's Story – Selling Value, Not Price
- Eliminate 'what's your price' conversations
  - Better qualify or disqualify opportunities. Stop writing practice proposals
  - Build your **empathy and impulse control** muscles. Stop presenting and start empathically listening
  - Learn the top 10 questions to ask during a sales meeting to establish yourself as a trusted advisor, not vendor
- 9:30 am – 9:45 am:** BREAK
- 9:45 am – 12:00 pm:** Prospect's Story – Practice, Practice and More Practice
- 12:00 pm – 1:00 pm:** LUNCH – Provided by SalesLeadership in the training room
- 1:00 pm – 2:15 pm:** Decision Tree – How to Identify and Connect with Key Buying Influences
- Identify and uncover all the buying influences that impact the decision process
  - Discover how to sell to different personality types. **Stop emotionally reacting** to buyers not like you
  - Understand how your personal buying style negatively affects sales results
  - Improves pre-call planning process
- 2:15 pm – 2:30 pm:** BREAK
- 2:30 pm – 4:00 pm:** Decision Tree – (Cont.)
- 4:00 pm – 4:30 pm:** Wrap and Summary – Go Sell at Full Margin!
- Monthly sales webinars
  - Take 10! Program (8-week online reinforcement training)
  - Assessment debrief call with Ei Selling® Coach
  - Book and book study guide