

MODERN

SALES TRAINING

PROGRAM OVERVIEW AND LEARNING EVIDENCE

Sales Bootcamp

Detailed curriculum
and sample documents

Modern Sales Training | Derek Shebby

ILLUSTRATIVE SAMPLES INCLUDED

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08	Anonymized individual course-completion certificate
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The sample documents illustrate format and content. The individual course certificate has a blank recipient name. The full-program certificate is a proposed format. No credential is awarded by this packet.

Sales Bootcamp

An instructor-led sales skills development program covering prospecting, effective first meetings and value-based proposals. Live instruction and practical exercises are paired with Modern Sales Academy assignments, selected podcasts and workplace application.

12 weeks

Curriculum duration

12 classes

Numbered class sequence

3 units

Sales skill areas

01 Prospecting Bootcamp

Classes 1-5

Preparation, in-person and telephone outreach, objection handling and a warm-call practical checkpoint.

02 Running Effective Meetings Bootcamp

Classes 6-8

First-meeting preparation, discovery questions and a scenario-based first appointment simulation.

03 Building Value Bootcamp

Classes 9-12

Buying motivations, comparisons, urgency, total cost of ownership and a real proposal presentation and review.

LEARNING APPROACH

The class sequence develops skills through preparation, practice, workplace application and instructor feedback. The objectives on the following pages describe the focus of instruction; they do not promise sales results.

PROVIDER AND INSTRUCTOR

Modern Sales Training | Derek Shebby
modernsalestraining.com/sales-bootcamp | academy.modernsalestraining.com
derek@modernsalestraining.com

Classes 1-3

CLASS 01 | PROSPECTING

Preparation and planning

Learning focus: Organize a sales target list, prepare a talk track and plan prospecting activity.

Academy assignments: How to Create Your Sales Target List; The Ultimate Sales Talk Track workbook.

Practice: Develop the prospecting preparation and weekly planning approach introduced in class.

Supporting learning: Assigned podcasts address planning, income outliers and the purpose of a sales pitch.

CLASS 02 | PROSPECTING

Cold calling in person and objection handling

Learning focus: Practice in-person outreach and responses to prospect objections.

Academy assignments: How to Prospect on Foot; Sales Objections Simplified - Objections in Person.

Practice: Field application includes a minimum of 10 strategic stop-bys per day.

Supporting learning: Assigned podcasts address the steps of in-person cold calling and following a sales process.

CLASS 03 | PROSPECTING

Cold calling by phone and objection handling

Learning focus: Apply telephone outreach skills and organize an effective calling workspace.

Academy assignments: How to Cold Call over the Phone; Sales Objections Simplified - Phone Objections.

Practice: Continue in-person prospecting and make 20 warm calls per day. Submit a picture of the phone command center.

Supporting learning: Assigned listening supports immediate cold-calling practice.

Classes 4-6

CLASS 04 | PROSPECTING

Mindset and prospecting sequences

Learning focus: Use rejection-management tools and prospecting sequences; strengthen professional digital presence.

Academy assignments: Tools for Dealing with Rejection.

Practice: Continue in-person prospecting and 20 warm calls per day. Update the LinkedIn digital brand.

Supporting learning: Assigned podcasts address fear in prospecting, social selling and networking.

CLASS 05 | PROSPECTING

Warm calling practical checkpoint

Learning focus: Demonstrate prospecting and closing for a first meeting in a warm-call test-out.

Practice: The curriculum assigns two net-new appointments set in the field or by phone. This is an assignment target; a formal passing threshold is not specified.

Supporting learning: Assigned listening addresses planning the sales day.

CLASS 06 | RUNNING EFFECTIVE MEETINGS

Preparing for a first customer meeting

Learning focus: Prepare for a first meeting and a useful next step with the customer.

Academy assignments: First Appointment Tips That Close for a Next Step.

Practice: Prepare a useful "give" for an upcoming first appointment.

Supporting learning: Assigned podcasts address habits of top performers, selling style and the walking tradeshow.

Classes 7-9

CLASS 07 | RUNNING EFFECTIVE MEETINGS

Discovery questions and meeting preparation

Learning focus: Develop discovery questions that uncover opportunity and prepare for a consultative meeting.

Academy assignments: How to Ask Great Questions that Lead to Opportunity.

Practice: Use the First Appointment Consultant Guide, explore ChatGPT for appointment preparation and prepare for the simulation.

Supporting learning: Assigned podcasts reinforce customer perspective and asking better questions.

CLASS 08 | RUNNING EFFECTIVE MEETINGS

First appointment simulation

Learning focus: Demonstrate a prepared first meeting using a provided scenario.

Practice: Participate in the scenario-based first appointment practical checkpoint.

Supporting learning: After the checkpoint, listen to The Reason Why Your Deals Always Come Down to Price and send Derek a takeaway before class 9.

CLASS 09 | BUILDING VALUE

Buying motivations and comparisons

Learning focus: Explain buying motivations and differentiate a solution using relevant comparisons and value propositions.

Academy assignments: Why Some Customers Buy & Others Don't; Create Cold Calling Scripts & Value Propositions.

Practice: Submit an example of a comparison observed in the market.

Supporting learning: Assigned podcasts address comparisons, differentiation and communicating a reason to pay more.

Classes 10-12

CLASS 10 | BUILDING VALUE

Value building and urgency

Learning focus: Apply value-building and urgency strategies to a sales opportunity.

Academy assignments: How to Create a Sense of Urgency.

Practice: Examine the five value-building pillars and ways to strengthen an opportunity.

Supporting learning: Assigned podcasts address effort, customer choice, waiting and deadlines. A webinar covers crafting an origin story that builds value.

CLASS 11 | BUILDING VALUE

Total cost of ownership and proposals

Learning focus: Develop a proposal that communicates total cost of ownership and differentiated value.

Academy assignments: Proposal Tips That Build Value; Increasing Your Sales Commissions.

Practice: Prepare the final proposal presentation.

Supporting learning: Assigned podcasts address the questions a proposal should answer and the final sales exam.

CLASS 12 | BUILDING VALUE

Proposal presentation and review

Learning focus: Present and review a real proposal using value-building and differentiation strategies.

Practice: Prepare a real proposal that builds value and differentiation; present it and share it with Derek for feedback.

Supporting learning: This practical checkpoint concludes the 12-class Bootcamp curriculum.

Practical skill checkpoints

The curriculum schedules three practical checkpoints. They provide opportunities to demonstrate and review skills developed in the preceding classes.

Class 5 Warm calling test-out

A live warm-calling exercise focuses on prospecting and securing a first meeting. The curriculum also assigns two net-new appointments in the field or by phone. The appointment target is not presented here as a formal passing score.

Class 8 First appointment simulation

Participants receive a scenario for a practical first appointment simulation. Related preparation includes discovery questions and the First Appointment Consultant Guide.

Class 12 Proposal review and analysis

Participants prepare a real proposal that builds value and differentiation, present it and share it with Derek for feedback.

ONLINE LEARNING AND WORKPLACE APPLICATION

Academy courses, selected podcasts, a webinar and field assignments support the live classes. During the first-appointment and value-building portions, the curriculum assigns 10 strategic stop-bys plus 20 warm calls per day. These are workplace practice targets, rather than instructor-led contact hours or guaranteed business outcomes.

UNDERSTANDING THE DOCUMENTS

A course-completion document records completion of a named online course and its exercises. The live Bootcamp checkpoints assess practical skills. A coaching or performance recap records observations and next steps. These documents describe different kinds of learning evidence.

PROGRAM SCOPE

This syllabus covers the 12-class Sales Bootcamp curriculum. The optional OUTLIERS continuation program is separate. Cohort dates, delivery arrangements and any verified learning hours are provided separately by Modern Sales Training.

Curriculum basis: Sales Bootcamp Curriculum 2026, Modern Sales Training. Topic and assignment summaries are paraphrased for a shareable overview; proprietary scripts, workbook content, scenarios and assessment materials are not reproduced.

SAMPLE

SALES CERTIFICATE OF ACHIEVEMENT

Has completed the course and exercises follow
to Prospect on Foot

DEREK SHEBBY

Modern Sales Academy

ANONYMIZED EXAMPLE - NOT AN ISSUED CREDENTIAL

SALES BOOTCAMP

CERTIFICATE OF COMPLETION

PROUDLY PRESENTED TO

Sample Participant

For completion of the Sales Bootcamp program

Prospecting | Running Effective Meetings | Building Value

PROPOSED COMPLETION FORMAT - SAMPLE ONLY

**SALES
BOOTCAMP**

DEREK SHEBBY

Modern Sales Training

Specimen only - no signature or award

Program recap contents example

Sample Participant

A separate coaching and performance recap can summarize observed development and a next-step plan. The outline below reflects the existing recap structure. It contains no observations, scores, activity totals or completion findings.

01 Overall perspective

Summary of the participant's development and coaching context.

02 Prospecting

Observed strengths, growth areas, shared coaching plan and supporting examples.

03 First appointments and effective meetings

Observed strengths, growth areas, shared coaching plan and supporting examples.

04 Value building

Observed strengths, growth areas, shared coaching plan and supporting examples.

05 Overall observations and shared action plan

Support needs and next steps agreed through coaching.

SAMPLE - CONTENTS ONLY

A program recap is separate from a completion certificate or an assessed certification. No participant record is created by this example.