



Sales Bootcamp

12 weeks of live coaching that builds real salespeople.

A 12-week live coaching program that teaches your B2B salespeople to **prospect fearlessly**, **run effective meetings**, and **build value on every deal**. Cohorts are capped at 10 — every rep gets reps. Weekly manager check-ins keep leadership aligned on progress.

12

Live Sessions
via Zoom

10

Max Seats
Per Cohort

2 hrs

Per Session
+ Homework

90 day

Structured
Program

THE 3-MONTH CURRICULUM

MONTH 1

Fearless Prospecting

In-person cold calling, phone prospecting, multi-channel sequences, handling every objection at the door and on the phone.

MONTH 2

Effective Meetings

Meeting preparation, discovery questioning, converting interest into real prospects, and closing for the next step.

MONTH 3

Building Value

Value propositions that win, differentiating against competitors, presenting proposals with profit, and closing the deal.

30,000+

Salespeople
Trained

13x

President's Club
Award Winner

150+

Reps Coached
Live Each Week

300%

Avg Prospecting
Improvement

BUILT FOR

New Reps (0-3 Years)

Tenured Reps Who Never Got Real Training

Teams With High First-Year Turnover

“*I quadrupled my commissions after going through Sales Bootcamp. The prospecting and value building systems changed everything.*”

— Sales Bootcamp Graduate

BUILT FOR B2B TEAMS IN

Office Technology · Managed Print · Managed IT · Manufacturing · Professional Services



Derek Shebby
Founder, Modern Sales Training

WHAT LEADERS ARE SAYING

Real results from real B2B teams.

★★★★★

"Our sales team had a record year — record growth in profit, revenue, and customer retention. We brought a record number of new customers on board, breaking a 24-year record."

Brantly Fowler — President & CEO, West Texas Office Tech Solutions

★★★★★

"My cold calling appointments improved 300%. I now set up 3 times the number of meetings in the same amount of time."

Jason Madsen — Account Manager

★★★★★

"I crushed my sales quota, won sales rookie of the year, and have been promoted 3 times. I now run a large sales team."

Greg Shin — Sales Director

★★★★★

"Derek is a sales genius. Every week we learn so much. The best part is that it makes you actually apply it weekly."

Office Technology Dealer — Bootcamp Graduate

★★★★★

"This training is the reason I became the top sales rep at my company. It's the best program out there."

Sales Representative — Bootcamp Graduate

✓ Qualified pipeline in 90 days

✓ 2-3x income growth reported

✓ Higher close rates & margins

✓ Lower year-one turnover

WHAT TO EXPECT

WEEKLY TIME

2-4 hours per week

2 hrs class + 2 hrs assignments

IDEAL FOR

Reps 0-3 years in

Or tenured reps who never got real training



After Bootcamp → Outliers Membership

Graduates roll into Outliers — an ongoing training community with continued access to courses and peer accountability.



Derek Shebby

Founder, Modern Sales Training

Derek spent 17 years as a top sales executive at one of California's largest Xerox mega-dealers, winning the **President's Club Award 13 times** and helping grow the division from \$40M to over \$100M in revenue. He coaches every session himself — no associates, no outsourced delivery.

13x President's Club **17** Years in the Field **\$100M+** Revenue Built



SCAN TO BOOK

Ready to build your next top performer?

30-minute intro call. We'll map your team's experience level and show you exactly where Bootcamp fits — no pitch if it's not a fit.

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