

www.modernsalestraining.com/sales-bootcamp



Prospecting Bootcamp

- #1 Preparation: The Qualifying Formula & How I Prepare for a Great Week
- #2 Cold Calling on Foot: Cold Calling in Person + Objection Handling
- #3 Cold Calling over the Phone: Cold Calling over the Phone + Objection Handling
- #4 Becoming Fearless: Mindset, Sequences & The Numbers Game
- #5 Certification Day: Warm Calling over the Phone





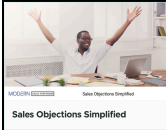

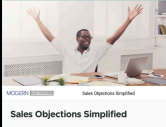

Running Effective Meetings Bootcamp

- #6 Preparation: How to Prepare for Your Blind Date
- #7 During the Appointment: Coming Up with the Right Questions
- #8 Certification Day: First Appointment Simulation









Building Value Bootcamp

- #9 Strategy: Understanding Why Customers Buy + The Value of Comparisons
- #10 Strategy: The 5 Value-Building Pillars & Stacking Deals in Your Favor
- #11 Strategy: The Total Cost of Ownership & The Near Perfect Proposal
- #12 Certification Day: Proposal Review & Analysis

PROSPECTING Classes	Weekly Assignment
<p>#1 Preparation: The Qualifying Formula & How I Prepare for a Great Week</p>	<p>1.) How to Create Your Sales Target List (course) 2.) The Ultimate Sales Talk Track workbook (course) 3.) The Only Time You Should Worry in Sales (podcast) 4.) What are Income Outliers (podcast) 5.) What is your sales pitch selling (podcast)</p>  
<p>#2 Cold Calling Cold Calling in Person + Objection Handling</p>	<p>1.) How to Prospect on Foot (course) 2.) Sales Objections Simplified - Objections in Person (course) 3.) The 3 Steps to Cold Calling in Person (podcast) 4.) Follow the directions to sales success (podcast) 5.) Full day of cold calling in person (minimum 10 strategic stop-bys PER DAY)</p>  
<p>#3 Cold Calling Cold Calling over the Phone + Objection Handling</p>	<p>1.) How to Cold Call over the Phone (course) 2.) Sales Objections Simplified - Phone Objections (course) 3.) Get ready to cold call...Right now (podcast) 4.) In Person cold calling + 20 warm calls over the phone per day 5.) Send me a picture of your command center for the phones</p>  
<p>#4 Becoming Fearless Mindset, Sequences & The Numbers Game</p>	<p>1.) Tools for Dealing with Rejection (course) 2.) In Person cold calling + 20 warm calls over the phone per day 3.) How to Remove the Fear from Prospecting (podcast) 4.) LinkedIn: Your Social Selling Friend & Enemy (podcast) 5.) Update your digital brand (LinkedIn) 6.) Networking in the world today (podcast)</p>  
<p>#5 Warm Calling TEST OUT</p>	<p>1.) 2 Net New Appointments Set (in the field OR over the phone) 2.) Don't have a plan for your sales day? (Listen to this) (podcast)</p>

FIRST APPOINTMENT Classes	Weekly Prospecting Assignment 10 Strategic Stop Bys + 20 Warm Calls (Per Day)	
<p>#6 Preparation:</p> <ul style="list-style-type: none"> • How to Prepare for A Great First Meeting • Your Blind Date 	<ol style="list-style-type: none"> 1.) First Appointment Tips That Close for a Next Step (course) 2.) The Secret Habit of Top Performers (podcast) 3.) Your Selling Style Doesn't Sell (podcast) 4.) The Walking Tradeshow (podcast) 5.) Prepare a give for a 1st appointment you go on 	
<p>#7 The First Appointment Consultant</p> <ul style="list-style-type: none"> • Coming Up With the Right Questions • Using ChatGPT for 1st appointment prep • The First Appointment Consultant Guide 	<ol style="list-style-type: none"> 1.) Read How to Ask Great Questions that Lead to Opportunity (course) 2.) Get in the Car with your customer (podcast) 3.) Prepare for the certification 4.) How to ask better questions - listen up (podcast) 	
<p>#8 First Appointment Simulation You will be provided with a scenario.</p>	<p>Assignment after the cert (send Derek your takeaway before class 9): The Reason Why Your Deals Always Come Down to Price (podcast)</p>	

VALUE BUILDING Classes	Weekly Prospecting Assignment 10 Strategic Stop Bys + 20 Warm Calls (Per Day)	
<p>#9 Strategy:</p> <p>Understanding Why Customers Buy + The Value of Comparisons</p>	<ol style="list-style-type: none"> 1.) Why Some Customers Buy & Others Don't (course) 2.) Create Cold Calling Scripts & Value Propositions (course) 3.) The Power of Comparisons (podcast) 4.) Fight for Differentiation (podcast) 5.) Why should they pay more for you (podcast) 6.) Send an example of a "comparison in the wild" to Derek 	 
<p>#10 Strategy</p> <p>The 5 Value-Building Pillars & Stacking Deals in Your Favor</p>	<ol style="list-style-type: none"> 1.) How to Create a Sense of Urgency (course) 2.) Go The Extra Mile (podcast) 3.) Shopping for a new sales rep (podcast) 4.) Stay out of the waiting place (podcast) 5.) Winners Manufacture Deadlines (podcast) 6.) Crafting an origin story that builds value (webinar) 	 
<p>#11 Strategy</p> <p>The Total Cost of Ownership & The Near Perfect Proposal</p>	<ol style="list-style-type: none"> 1.) Proposal Tips That Build Value (course) 2.) Increasing Your Sales Commissions (course) 3.) The 6 Questions Every Proposal Should Answer (podcast) 4.) Your Final Sales Exam (podcast) 5.) Put together your final proposal presentation 	 
<p>#12 Proposal Review & Analysis</p>	<p>Proposal Certification - put together a real proposal that builds value & differentiation. Present it and share with Derek for feedback</p>	

This concludes the 12-week program. For the "continuation program" **OUTLIERS**, see next page. If you want to keep building momentum, consider joining our **OUTLIERS** program:

OUTLIERS Ongoing Program (post Sales Bootcamp)		Keeping the Momentum Going !!! 10 Strategic Stop Bys + 20 Warm Calls (Per Day)	
1 Meeting Per Month	Best practice sharing with salespeople across the country on what's working.	Access to the Courses Online	Continue to utilize the Modern Sales Academy courses to revisit strategies and even utilize The Fearless Prospector course & Virtual Selling Machine courses.
Continuing the Build Upon Activity	WhatsApp group where successes are shared on a regular cadence for accountability/motivation.	Strategy Sessions with Derek	Schedule 1:1 sessions to work on individual sales strategy, coaching, and process. Managers can request certain topics to focus on.

BECOME A SALES OUTLIER

Choose your level of commitment

What's included	BASIC	ELITE	OUTLIER Membership Benefits
Unlimited access to Modern Sales Performer courses	✓	✓	Gain full access to the 14 course collection. From prospecting to meetings to building value and creating urgency, you'll get Over 20 hours worth of online content.
Access to OUTLIER Resource Vault	✓	✓	The OUTLIER Resource Vault includes the recordings of all past group meetings, advanced trainings and even special sessions. All the best tactics for only members in here.
Invite to monthly OUTLIER meetings	✓	✓	Learn from the successes of other members in these best practice sharing sessions and tactics that are working out there in the field. Once a month.
OUTLIER community "What's App Group"	✓	✓	Learn from the successes of other members in these best practice sharing sessions and tactics that are working out there in the field. Once a month.
Fearless Prospector Masterclass course (\$600 Value)	✗	✓	Gain access to a Elite only course called, The Fearless Prospector. It's an 8-hour online course that includes a section for role play. \$600 VALUE
Virtual Selling Machine course (\$400 Value)	✗	✓	Gain access to a Elite only course called, The Virtual Selling Machine. It's an 4-hour course that includes a section for coming up with the right prospecting message. \$400 VALUE
1:1 strategy session & coaching with Derek (\$500 Value)	✗	✓	Schedule one on one meetings with Derek to strategize on how you can take your efforts to the next level. Only available to Elite members. \$500 VALUE

OUTLIERS
MODERN SALES MEMBERSHIP

\$50
Per Month

\$100
Per Month

Membership levels are month to month and can be modified at any time.