



Sales Spartan

12 weeks of advanced coaching for elite producers.

The advanced program for reps who've mastered the fundamentals and are ready to operate at a higher level. **AI-powered territory planning, advanced closing strategies, urgency creation, and profit improvement** — designed to take a good rep and make them the top producer in their market.

<p>12 Live Sessions via Zoom</p>	<p>10 Max Seats Per Cohort</p>	<p>2 hrs Per Session + Assignments</p>	<p>Tier 2 Advanced Level</p>
-------------------------------------------------	-----------------------------------------------	-------------------------------------------------------	---------------------------------------------

ADVANCED CURRICULUM

<p>FOCUS AREA 1 AI-Powered Territory Planning Leverage AI tools to analyze your territory, identify high-value targets, and build a strategic plan that maximizes your time and pipeline.</p>	<p>FOCUS AREA 2 Advanced Closing & Urgency Master sophisticated closing techniques, create genuine urgency in stalled deals, and move prospects to decisions faster.</p>
<p>FOCUS AREA 3 Profit Improvement Strategies to improve proposal margins, build value that justifies premium pricing, and stop giving away profit to win deals.</p>	<p>FOCUS AREA 4 Team Prospecting Competitions Competitive prospecting challenges that push your team to new activity levels with accountability and peer motivation built in.</p>

KEY SKILLS YOU'LL SHARPEN

<p>Territory Intelligence AI-driven target identification</p>	<p>Deal Structure Higher-margin proposals</p>	<p>Urgency Creation Move stalled deals forward</p>	<p>Performance Edge From good to top producer</p>
--------------------------------------------------------------------------	----------------------------------------------------------	---------------------------------------------------------------	--------------------------------------------------------------

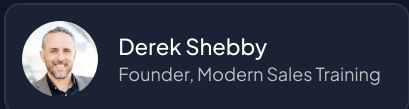
Prerequisite: Sales Bootcamp or equivalent experience
Designed for Bootcamp graduates and tenured reps who've plateaued and are ready for the next level.

30,000+
Salespeople
Trained

13x
President's Club
Award Winner

150+
Reps Coached
Live Each Week

23%
YoY New Biz
Growth · \$30B Client



RESULTS FROM SPARTAN-LEVEL REPS

What happens when good reps get great training.

★★★★★

"I've made a lot more money now because I have a proven strategy to build value on all of my deals. The advanced techniques changed everything."

Sales Professional — Spartan Graduate

★★★★★

"Our sales team had a record year — record growth in profit, revenue, and customer retention. We broke a 24-year record for new customers."

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

★★★★★

"It helped double our sales in just three months. Derek trained and set up our entire B2B sales system."

Michael G. — Founder / CEO

★★★★★

"Outstanding and practical content applicable to B2B sales. Clear takeaways for prospecting in today's sales environment."

Stewart Manning — Office Technology Sales Leader

★★★★★

"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

✓ Higher deal margins

✓ Faster deal velocity

✓ AI-driven pipeline strategy

✓ Top producer performance

WHERE SPARTAN FITS IN THE LEARNING PATH

TIER 1

Sales Bootcamp
Foundation · 12 weeks



TIER 2

Sales Spartan
You are here

TIER 3

Sales Leaders
Leadership · 10 weeks



After Spartan → 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. Most recently, a **\$30 billion manufacturer** grew new business **23% year-over-year** using his programs. He coaches every session himself.

13x President's Club **17** Years in the Field **\$100M+** Revenue Built **23%** YoY New Biz \$30B Client



SCAN TO BOOK

Ready to turn good reps into elite producers?

30-minute call. We'll assess your team's experience level and determine if Spartan is the right fit — no pitch if it's not.

📞 619-507-5972 ✉️ derek@modernsalestraining.com 🌐 modernsalestraining.com