



SALES SPARTAN OVERVIEW

Modern Sales Training

SALES SPARTAN is the follow-up, phase 2 program that continues after **SALES BOOTCAMP**. It is designed for tenured salespeople who have been following the lessons learned in Modern Sales Training programs and are looking for next-level advanced training.

PROSPECTING Classes	What we will focus on in this class
#1 Territory Planning:	Attacking your territory like a major account SPARTAN. Leveraging AI with TRIGGER EVENTS and getting ahead of your opportunities to guarantee OUTLIER income.
#2 Prospecting Advanced	Learn about all of the cutting-edge prospecting techniques being used to break into major accounts in 2026 and put a plan in place to break into some of yours by the time SPARTAN is done.
#3 Team Prospecting #1	Teams are selected for prospecting and pitted against one another to determine which can achieve the best net new performance over 1 week. Week 1 ends with a group phone session where everyone will be coached by Derek to set net-new appointments.
#4 Team Prospecting #2	Teams are selected for prospecting and pitted against one another to determine which can achieve the best net new performance over 1 week. The final ends in a group phone session where everyone will be coached by Derek to set net new appointments.

1st APPOINTMENT Classes	What we will focus on in this class
#5 NN 1st Appt Strategy	How do we run first appointments with major accounts? How do we make an impression, and how do we close for the next step that leads to all of the services we provide? How can we leverage AI to get an edge?
#6 NN Role Play:	We will do a more advanced role play for 1st appointments that showcases the SPARTAN's ability to close for a next step into multiple offerings.
#7 Current Account Strategy	How do we go deeper and wider into our current accounts? We will focus on advanced tactics for current accounts and how to get the most out of preparing and executing a quarterly

	business review.
#8 Account Review Role Play	We will do a first appointment role play where the SPARTAN needs to close for a next step to look further into other solutions for their business.

VALUE BUILDING Classes	<i>What we will focus on in this class</i>
#9 Value Building Advanced:	We will spend time breaking down all the value-building tactics the SPARTAN can use throughout the sales cycle.
#10 Closing Strategies	We will cover different closing strategies, including how to stay out of the waiting place, creating a sense of urgency, and controlling the timeframe for when deals will close.
#11 Group Proposal Review	SPARTAN's will send in recent examples of proposals and Derek will highlight the tactics that work well versus what doesn't work well. This best practice sharing session will bring value-building tactics to life.
#12 Final Coaching Session	This final 1-on-1 session will be a "how can I help" session in any area the rep is looking for support. Deal support, appointment setting support, appointment preparation support and general strategy.