

Mastering Sales Magnetism Advanced Sales Course

Starting Jan. 11, 2010

Two weeks are allocated for each Module:

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|--------------------------|-------------------------------------------------------------|
| Jan. 11 – Jan. 22 | <u>Module 1</u> : Introduction to Sales Magnetism |
| Jan. 26 – Jan. 28 | Kickoff Session (Face-to-face in Charlotte, NC) |
| Feb. 1 – Feb. 12 | <u>Module 2</u> : Mastering Goal Achievement |
| Feb. 15 – Feb. 26 | <u>Module 3</u> : Developing a Prospecting System |
| Feb. 25: 4:00 pm | Discussion of Modules 2 & 3 (Teleconference) |
| Mar. 1 – Mar. 12 | <u>Module 4</u> : Defining your Bull's Eye Market |
| Mar.15 – Mar. 26 | <u>Module 5</u> : Creating a Killer Positioning Statement |
| Mar. 25: 4:00pm | Discussion of Modules 4 & 5 (Teleconference) |
| Mar. 29 – Apr. 9 | <u>Module 6</u> : Warming Up Calls |
| Apr. 12 – Apr. 23 | <u>Module 7</u> : Mastering Networking |
| Apr. 22: 4:00pm | Discussion of Modules 6 & 7 (Teleconference) |
| Apr. 26 – May 7 | <u>Module 8</u> : Implementing Advanced Prospecting Methods |
| May 10 – May 21 | <u>Module 9</u> : Testing for Fit |
| May 20: 4:00pm | Discussion of Modules 8 & 9 (Teleconference) |
| May 24 – June 4 | <u>Module 10</u> : Maintaining and Building Relationships |
| June 9 – June 10 | Magnetic Milestone (Face-to-face in Charlotte, NC) |

Mentor Training Calls:

1. Jan. 11, 3:30pm
2. Mar. 29, 3:30pm