

## Mastering Sales Magnetism Advanced Sales Course

Starting March 12, 2012

Two weeks are allocated for each Module:

Mar. 12 – Mar. 23	<u>Module 1</u> : Introduction to Sales Magnetism
<b>Mar. 27 – Mar. 29</b>	<b>Kickoff Session (Face-to-face in Charlotte, NC)</b>
Apr. 2 – Apr. 13	<u>Module 2</u> : Mastering Goal Achievement
Apr. 16 – Apr. 27	<u>Module 3</u> : Developing a Prospecting System
<b>May 3: 3:00 pm</b>	<b>Discussion of Modules 2 &amp; 3 (Teleconference)</b>
Apr. 30 – May 11	<u>Module 4</u> : Defining your Bull's Eye Market
May 14 – May 25	<u>Module 5</u> : Creating a Killer Positioning Statement
<b>May 31: 3:00pm</b>	<b>Discussion of Modules 4 &amp; 5 (Teleconference)</b>
May 28 – June 8	<u>Module 6</u> : Warming Up Calls
June 11 – June 22	<u>Module 7</u> : Mastering Networking
<b>June 28: 3:00pm</b>	<b>Discussion of Modules 6 &amp; 7 (Teleconference)</b>
June 25 – July 6	<u>Module 8</u> : Implementing Advanced Prospecting Methods
July 9 – July 20	<u>Module 9</u> : Testing for Fit
<b>July 26: 3:00pm</b>	<b>Discussion of Modules 8 &amp; 9 (Teleconference)</b>
July 23 – Aug. 3	<u>Module 10</u> : Maintaining and Building Relationships
<b>Aug. 8 – Aug. 9</b>	<b>Magnetic Milestone (Face-to-face in Charlotte, NC)</b>

Mentor Training Calls:

1. Mar. 12, 3:30pm
2. May 28, 3:30pm