

## Mastering Sales Magnetism Advanced Sales Course

Starting September 10, 2012

Two weeks are allocated for each Module:

|                          |   |
|--------------------------|---|
| Sep. 10 – Sep. 21        | <u>Module 1</u> : Introduction to Sales Magnetism           |
| <b>Sep. 25 – Sep. 27</b> | <b>Kickoff Session (Face-to-face in Charlotte, NC)</b>      |
| Oct. 1 – Oct. 12         | <u>Module 2</u> : Mastering Goal Achievement                |
| Oct. 15 – Oct. 26        | <u>Module 3</u> : Developing a Prospecting System           |
| <b>Nov. 1: 3:00 pm</b>   | <b>Discussion of Modules 2 &amp; 3 (Teleconference)</b>     |
| Oct. 29 – Nov. 9         | <u>Module 4</u> : Defining your Bull's Eye Market           |
| Nov. 12 – Nov. 23        | <u>Module 5</u> : Creating a Killer Positioning Statement   |
| <b>Nov. 29: 3:00pm</b>   | <b>Discussion of Modules 4 &amp; 5 (Teleconference)</b>     |
| Nov. 26 – Dec. 7         | <u>Module 6</u> : Warming Up Calls                          |
| Dec. 10 – Dec. 21        | <u>Module 7</u> : Mastering Networking                      |
| <b>Dec. 20: 3:00pm</b>   | <b>Discussion of Modules 6 &amp; 7 (Teleconference)</b>     |
| Jan. 7 – Jan. 18         | <u>Module 8</u> : Implementing Advanced Prospecting Methods |
| Jan. 21 – Feb. 1         | <u>Module 9</u> : Testing for Fit                           |
| <b>Feb. 7: 4:00pm</b>    | <b>Discussion of Modules 8 &amp; 9 (Teleconference)</b>     |
| Feb. 4 – Feb. 15         | <u>Module 10</u> : Maintaining and Building Relationships   |
| <b>Feb. 20 – Feb. 21</b> | <b>Magnetic Milestone (Face-to-face in Charlotte, NC)</b>   |

Mentor Training Calls:

1. Sep. 10, 3:30pm
2. Nov. 26, 3:30pm