

Referral Based Sales Training
Train-the-Trainer Certification Agenda
WIB Education Conference

Date (Hours)	Session Overview
9/25 (6 hours)	<p><i>Referral Based Sales Training Curriculum Delivery:</i></p> <p>Over the course of 6 hours, Extraco Consulting trainers will deliver the Referral Based Sales Training curriculum as though the participants were attending the training session as trainees. After each main section, training delivery best practices and adult education principals utilized will be conveyed to the participants. Curriculum components include:</p> <ul style="list-style-type: none"> • Introduction and explanation of a step by step Sales Model • Tools to successfully achieve the Sales Model <ul style="list-style-type: none"> ○ GABB ○ Profiling ○ Quality Referrals ○ Overcoming Objections ○ Networking • Defining the expected sales experience for both the employee and the customer • Role-play scenarios and other activities to support content • Turning Service Events into Sales
9/26 (1 hour)	<p><i>Trainer Key Skills Review and Practice Session:</i></p> <p>Participants will be asked to present a portion of the previous sessions training material to the other participants or a group of participants and a trainer (depending on the size of the group). This exercise allows Extraco Consulting Trainers to ensure key components of the training material were understood and also allows participants to gain additional presentation ideas and styles through their peers.</p>
9/27 (1 hour)	<p><i>Post-Training skill mastery/follow-up best practices:</i></p> <p>During this informative one-hour session, Extraco Consulting will share best practices for utilizing the curriculum in a second manner to review and reinforce skills with employees expected to master the content. Detailed descriptions of how to break down the material into sections, guidelines on mastery timelines and in-branch practice opportunities during business hours are all learned during this session.</p>