LaunchLife Sales Training Course

Implementation Guide

For Owners and Managers

October 2024

The LLI SALES TRAINING COURSE

SO MUCH MORE THAN JUST SALES TRAINING

A Management tool providing:

- Easy ownership of the process
- A follow up and developmental framework (exercises and transfer tasks) from which to leverage regular performance check-ins

With the LLI Sales Training Course you, as the Owner or Manager will be able to:

1. Set clear sales standards & expectations
    - Create common language throughout your campus/centre
    - Involve all staff (admin, learning coach, etc.)

2. Set achievable performance expectations through:
    - Onboarding of new hires
    - Re-training of existing staff
    - Selective skill brush-up sessions to improve outcomes

3. Improve team building, retention and growth via:
    - Accountability partners
    - Sales ability discussions – *Continue, Stop, Start*
    - Recognition
    - Improved sales confidence

Overview of Implementation Guide

Effective sales training involves careful planning, engagement, support and measurement to build a thriving sales culture. This implementation guide provides key steps to not only introducing the LLI Sales Training Course but ensuring a positive sales mindset is established, accepted and actioned by your team.

The course's building block approach educates you and your team about the fundamental beliefs, knowledge and sales steps successful salespeople use to achieve sales success. With this course there is an opportunity for everyone, at any level of sales ability, to participate and achieve the results that come with being successful in sales.
As the manager of your team, you play a pivotal role in driving engagement, encouraging commitment, and helping team members apply what they've learned to create a sales success mindset and adopt winning habits.

The following guide outlines a structured approach to rollout, engagement, reinforcement, and tracking to ensure that the training has a meaningful, lasting impact on your team's performance and your campus's or centre's sales culture.

TABLE OF CONTENTS

Step 1: Prepare & Plan

Objectives

- Know and understand the course content, objectives and training completion schedules
- Identify how the training aligns with individual and team goals
- Plan how to integrate the course into your team's schedule

Action Steps

1. **Review Course Material:** Familiarize yourself with the course curriculum and desired outcomes. This will prepare you to answer questions and connect the training with your team's daily tasks and larger goals.

2. **Set Training Goals:** Outline specific, achievable goals that align the training content with individual performance and the overall sales strategy. Examples include, increasing the number of appointments booked, enhancing product knowledge, or improving customer interaction quality, etc.

3. **Review Training Completion Schedules:** Since sales teams may resist taking time away from their duties, it's critical to discuss their training completion schedules, outline expectations and give them "permission" to set aside the time they need to learn, absorb and action the learning. Review team schedules to see that they have accounted for peak times to avoid disrupting sales activities.

Manager Tip

- Lead by example—enrol in the training yourself and actively participate and stay at least one week ahead of your team. This will set a positive tone and demonstrate that the training is a priority at every level.

Step 2: Generate Buy-in

Objectives

- Communicate the importance and relevance of the course
- Inspire team members to engage actively

Action Steps

1. **Position the Training as a Growth Opportunity:** Communicate how the course will benefit them personally and professionally (*Remember Why You Started*). Emphasize that shifting mindset and behaviour can lead to better sales outcomes and financial rewards.

2. **Provide Incentives for Participation:** To encourage commitment, consider offering recognition awards, for completing sections of the course and practicing new behaviours .

3. **Encourage Peer Support:** Promote teamwork by pairing team members or creating friendly competition through mini-challenges based on the training material.

Manager Tip

- Hold a team kickoff meeting to introduce the training, discuss its benefits, and answer questions. Keep the tone positive and supportive to reduce anxiety around new commitments.
    - Prior to the kickoff meeting have yourself and your team enrolled into the sales course.
    - Next complete the following two modules: 1) Welcome to LaunchLife Sales training Course, PART 1 and 2) Course Overview. Have your team do the same. This will give you a good foundation from which to introduce, discuss and answer questions about the training.

Step 3: Ongoing Support

Objectives

- Encourage continuous learning and application of *Transfer Tasks*
- Provide reinforcement to ensure long-term retention and behavioural change
- Address obstacles and celebrate progress

Action Steps

1. Set Weekly Check-Ins: Schedule short, regular meetings to review progress, answer questions, and share success stories of how team members are completing or applying the content and *Transfer Tasks*. This will reinforce commitment and ensure steady advancement through the course.

2. Recognize and Reward Applied Learning: Publicly recognize team members who show commitment and improvement. Acknowledge individual achievements in team meetings, offer a "Learner of the Month" award, or celebrate specific milestones that align with the training.

Manager Tip

- Use your observations during these sessions to spot gaps in understanding or resistance points and address them directly to ensure all team members are progressing.

Step 4: Measure & Adapt

Objectives

- Track progress to ensure the training is achieving desired outcomes
- Evaluate individual and team performance changes
- Adjust approaches based on results and feedback

Action Steps

1. **Monitor Key Metrics:** Track sales performance metrics such as number of appointments booked, number of follow up calls, number of face-to-face sales meetings, and customer feedback before, during, and after the training. Look for trends that may indicate successful adoption, for example; positive sales mindset, customer focused conversations or offering solutions rather than a course.

2. **Assess Learning Outcomes:** Use one-on-one discussions to evaluate each team members understanding and retention of training material. This will help you identify areas needing additional support or reinforcement.

3. **Adjust Training Completion Schedules as Needed:** Based on performance data and feedback, consider modifying schedules or reinforcement methods. For example, if team members need more time to absorb certain concepts, review and modify their training completion schedule.

Manager Tip

- Regularly share these results with the team to keep everyone informed about the positive impacts of the training. Highlighting the team's wins can motivate continued commitment.

Build a Long-Term Sales Culture

Objectives

- Embed the skills and principles from the training into daily sales operations
- Cultivate a supportive, high-performing sales environment
- Foster continuous learning and adaptation for the whole of your campus or centre's team
- Expect that the LLI Sales Training Course be positioned as an onboarding non-negotiable for all new hires, not just admissions

Action Steps

1. Roll out the Sales Training Course to all positions within your campus/centre; learning coaches, finance team, teception etc. Each member of your team is in sales. They are customer facing and should understand, participate and interact with every customer using a common language and sales mindset.

2. Reinforce Learning as a Core Value: Position learning and development as integral to the team's identity. Encourage team members to seek improvement continuously, and establish a culture where skill-building is celebrated as part of success.

3. Promote Peer Learning and Mentorship: Facilitate mentorship by pairing seasoned team members with newer staff to promote skill sharing. This can foster camaraderie and instil a sales mindset and common language within the team.

4. Schedule Regular Refresher Sessions: Plan quarterly or bi-annual refresher sessions to revisit training content, discuss updates, and adapt strategies to new market conditions or campus goals.

5. Incorporate content from the LLI Sales Training into Performance Reviews: Use progress in the training and adoption of new behaviours and skills as criteria in performance evaluations. This demonstrates that the campus/centre values continuous development and will encourage team members to maintain their commitment to personal sales growth.

Manager Tip

- Keep the momentum going by setting long-term development plans with each team member, focusing on *Transfer Tasks* and growth areas identified in the training. This will ensure that the skills and values introduced by the course are integrated into the team's operations.

FINAL THOUGHTS

Rolling out the LLI Sales Training Course presents an opportunity to improve individual performance, foster a supportive and high-achieving culture, and align your team's goals with campus/centre success.
Through strategic planning, engagement, continuous reinforcement, and measurement, you can create an environment where training is valued and applied.
By leading with commitment, you set the example for a team that not only embraces learning but uses it to excel in their roles and contribute to a thriving sales culture.

Remember Why You Started

RESOURCES

MODULE AND SECTION OVERVIEW

Overview, Module 1- Mindset

Module 1 - Mindset

Section 1.1 - Know Your Sales-Self explores your beliefs, both positive and negative, and how those beliefs may be helping or hindering your sales success. Learn to shift any negative beliefs toward more positive beliefs that serve your success in sales.

Section 1.2 - Know Your Customer - Here we identify your target audience and learn more about their situation, challenges, needs, wants and desires, and what they care about. Explore the four stages of the Customer Buying Journey, how they align with the four stages of your Sales Success Journey, and what you need to be aware of to identify buying motives and help your customers decide to buy.

Section 1.3 - Know Your Product - To best advise and truly help your customers, you will begin to list everything you know about your brand, your product and service offerings, your competition, and the education industry overall. You will become familiar with features, advantages, and benefits and — most importantly — communicate value to help your customer decide to buy.

Overview, Module 2 – Sales Standard

Section 2.1 - Sales Standard - In this section, you will be introduced to and become more familiar with the Four Stage Sales Journey: appointment, preparation, meeting, and close. At the meeting stage, you will learn about the five step sales meeting process toward closing more sales.

Additionally, you will be introduced to our C.H.A.N.G.E. pledge — an appropriate acronym and reminder of what we do: helping to change lives through education.

LEARNING OBJECTIVES – MODULE 1

Know Your Sales-Self

Learning Objectives

To be a successful salesperson, you first need to know your sales-self.

At the end of this section, you will be able to:

1. Identify and debunk myths about the image of sales and salespeople
2. Identify the qualities of professional and successful salespeople
3. Recognize and overcome negative biases to allow you to set goals and succeed in changing behavior
4. Shift your mindset and beliefs from negative to positive in the areas of your sales-self, the customers you serve, and the solutions you sell (product)
5. Conclude that "Salespeople Matter"

After you explore your sales-self, you will be ready to dive into knowing your customer and knowing your product and service.

Know Your Customer

Learning Objectives

Now that you've had the opportunity to explore your sales-self and conclude that "LaunchLife Salespeople Matter," it's time to learn more about the customers with whom you engage.

At the end of this section you will be able to:

1. Explain the Customer Buying Journey and how it aligns with your Sales Success Journey
2. Identify and name the multiple target audience groups you serve
3. Discuss the demographic, general situation or challenges, and needs and wants of each of your target audience groups
4. Identify your target customer's buying motives as either emotional motives or logical or rational buying motives.
5. Conclude that customers are people too!

After you explore and have a better understanding of your customer, you will dive deeper into the features, advantages, and benefits of the solutions you offer.

Know Your Product

Learning Objectives

Now that you have a better understanding of the each customer group you serve and their buying motives, it's time to explore the product & service you offer and its value to your target customers.

At the end of this section you will be able to:

1. Identify the difference between intangible solutions and tangible solutions
2. Recognize that the product and service you offer and what you sell, are not one and the same
3. List the problems your product and service solves for your customers
4. List features, advantages, and benefits of the product and service you sell
5. Conclude that a customer does not make the decision to buy based on price alone, but rather on value

Upon completion of this section you will have completed Module 1 - Mindset. Next you will move on to Module 2 - Sales Standard.

LEARNING OBJECTIVES – MODULE 2

Sales Standard

Learning Objectives

Now that you have completed Module 1 - Mindset, you have a solid foundation to which you can add the sales standard. Successful salespeople employ the sales standard to keep them focused on helping customers and closing sales.

At the end of this section, you will be able to:

1. Identify three points to consider when preparing for a sales meeting
2. Apply and practice the Four Stage Sales Journey including the Five Steps of the Sales Meeting
3. Name the Five Steps of the Sales Meeting and the objectives of each step
4. Activate the C.H.A.N.G.E. pledge with each customer meeting
5. Conclude that customers are not buying based on price alone, but rather on value for their money

After you explore the sales standard, you will be ready to schedule appointments, consistently apply the Four Stage Sales Journey and C.H.A.N.G.E. pledge with each sales meeting, and close more sales.

Hand Outs

C.H.A.N.G.E. PLEDGE

(see next page)

The C.H.A.N.G.E Pledge

C – Customer Focus & Care

H – Help

A – Ask and Actively Listen

N – Needs, Wants, and Desires

G – Goals, Gain, or Pain

E – Emotion, Empathy, and Trust

Helping To Change Lives Through Education

C. I care about my customer and am focused on what they are truly wanting to buy....even if they are not yet aware of the solution.

H. In each sales meeting, I am helping my customers to realize the outcomes they desire by helping them to make the right decision for their unique needs and wants.

A. I am focused on and engaged with my counterpart; I ask questions, actively listen, clarify my understanding and then ask another question, guiding the conversation based on what they've said.

N. I spend 40% or more of each sales meeting listening for and gaining a deeper understanding of my customer's needs, wants, and desires.

G. I assess and clarify -- is my customer wanting to move toward a particular goal, gain or increase pleasure or are they wanting to avoid pain?

E. I know that education is an intangible solution and the decision to buy will be mostly an emotional one for my customer. For that reason, I engage with them as a human being, I practice empathy and I am trustworthy.

SALES STANDARD:

4 Stages and 5 Steps

TRAINING COMPLETION SCHEDULES

Section 1.1 – KNOW YOUR SALES-SELF — **WEEK 1. Planned START Date: ____________**

	DAY1 *Learning Content**	Date you will complete the learning content of this section.	DAYS 2-7 *Transfer Tasks***	Planned start and completion dates for each chapter's Transfer Task.
Module 1 pre-KUBA	☐ pre-KUBA (± 5 min.)	Completion date:		
Section 1.1 Learning Objectives				
Chapter 1 You? A Salesperson?	☐ Video Lecture ☐ Exercise: Your Sales Mindset ☐ 'Got It?' Questions (± 15 min.)		☐ Transfer Task (2 parts): The Salesperson You Intend To Be (± 60 min.)	Start date: Completion date:
Chapter 2 Qualities of Successful Salespeople	☐ Video Lecture ☐ Exercise: Self-Assessment ☐ 'Got it?' Questions (± 25 min.)		☐ Transfer Task: Picture It: You - A Successful Salesperson! (± 30 min. for prep.) ☐ Optional: Over And Above: *Top 10 Qualities of Successful Salespeople_Development & Improvement Guide* (*± 20 min. to read*)	Start date: Completion date:
Chapter 3 The Four Question Method	☐ Video Lecture ☐ Video Example ☐ 'Got it?' Questions (± 25 min.)		☐ Transfer Task: Reframing Our Beliefs (± 20 min.)	Start date: Completion date:
Chapter 4 You Matter - Sales-Self and All	☐ Video Lecture ☐ 'Got it?' Questions (± 10 min.)		☐ Transfer Task: You Are Helping To Change Lives Through Education (5-10 min. time increments throughout the week)	Start date: Completion date:
Knowledge Check 1.1	☐ Knowledge Check (± 10 min.)			

*Schedule between 1.5 - 2.5hrs to complete the Day 1 Learning Content (time estimates have been included).
Once completed, add a check mark to each box and when all boxes are checked, write "done" in your completion date column.

** In addition to completing the Transfer Task in your Workbook & Resource Guide, some Transfer Tasks may require scheduling time with your Accountability Partner.
Schedule chunks of time throughout the week to work on your Transfer Tasks. (time estimates have been included)
Once completed, add a check mark to each box and write "done" after your completion date.

Section 1.2 – KNOW YOUR CUSTOMER — **WEEK 2. Planned START Date: ____________**

	DAY1 *Learning Content**	Date you will complete the learning content of this section.	DAYS 2-7 *Transfer Tasks***	Planned start and completion dates for each chapter's Transfer Task.
Section 1.2 Learning Objectives		Completion date:		
Chapter 1 Customer Buying Journey	☐ Video Lecture ☐ Exercise: Consider This Reflection ☐ 'Got It?' Questions (± 25 min.)		N/A	Start date: Completion date:
Chapter 2 Customer Buying Motives	☐ Video Lecture ☐ Let's Dive Deeper Part I ☐ Exercise 2.1: Emotional Or Logical Buying Decision? ☐ Let's Dive Deeper Part II ☐ Exercise 2.2: Emotional Motives Within .... ☐ 'Got It?' Questions (± 45 min.)		☐ Transfer Task (2 parts): Identify Buying Motives (± 30 min. in first week with ±10 min. time increments) ☐ Optional: Over And Above (± 5 min. time increments over two weeks)	Start date: Completion date:
Chapter 3 Target Audience / Target Customer	☐ Video Lecture ☐ Takeaway, Overview, and Let's Dive Deeper ☐ Exercise 3.1: Case Study ☐ 'Got It?' Questions (± 30 min.)		☐ Transfer Task: Brining Your Target Audience Into Focus (± 15 min. with ±10 min. time increments)	Start date: Completion date:
Knowledge Check 1.2	☐ Knowledge Check (± 10 min.)			

*Schedule between 1.5 - 2.5hrs to complete the Day 1 Learning Content (time estimates have been included).
Once completed, add a check mark to each box and when all boxes are checked, write "done" in your completion date column.

** In addition to completing the Transfer Task in your Workbook & Resource Guide, some Transfer Tasks may require scheduling time with your Accountability Partner.
Schedule chunks of time throughout the week to work on your Transfer Tasks. (time estimates have been included)
Once completed, add a check mark to each box and write "done" after your completion date.

TRAINING COMPLETION SCHEDULES

Section 1.3 – KNOW YOUR PRODUCT		WEEK 3. Planned START Date: ____________		
	DAY1 *Learning Content**	Date you will complete the learning content of this section.	DAYS 2-7 *Transfer Tasks***	Planned start and completion dates for each chapter's Transfer Task.
Section 1.3 Learning Objectives		Completion date:		
Chapter 1 Intangible Solutions	☐ Video Lecture ☐ Let's Dive Deeper ☐ 'Got It?' Questions (± 25 min.)		☐ Transfer Task (2 parts): What Problems So My Product/ Service Solve? (10-15 min. time increments)	Start date: Completion date:
Chapter 2 Product Knowledge	☐ Video Lecture ☐ Video Exercise: Rate Yourself ☐ Let's Dive Deeper ☐ Exercise 2.1: Knowledge And Belief In Your Brand, Product, And Service ☐ 'Got it?' Questions (± 40 min.)		☐ Transfer Task: ○ Part 1: Knowledge And Belief In Your Brand, Product, and Service ○ Part 2: Knowledge Of The Industry (± 60 min. per week)	Start date: Completion date:
Chapter 3 Features, Advantages, and Benefits (F.A.B.)	☐ Video Lecture ☐ Let's Dive Deeper, Takeaway, Important, and Overview ☐ Exercise: Practice F.A.B. ☐ 'Got it?' Questions (± 45 min.)		☐ Transfer Task (2 parts): Exercise 2.2 Continuation (± 60 min.)	Start date: Completion date:
Chapter 4 Getting Value For Their Money	☐ Video Lecture ☐ 'Got it?' Questions (± 15 min.)		☐ Transfer Task (2 parts): Your Own Personal Buying Journey (± 60 min.)	Start date: Completion date:
Knowledge Check 1.3	☐ Knowledge Check (± 10 min.)			
Module 1 post-KUBA	☐ post-KUBA (± 5 min.)			
Module 1 Five Question Completion Survey (Optional)	☐ Survey (± 5 min.)			

*Schedule between 1.5 - 2.5hrs to complete the Day 1 Learning Content (time estimates have been included).
Once completed, add a check mark to each box and when all boxes are checked, write "done" in your completion date column.

** In addition to completing the Transfer Task in your Workbook & Resource Guide, some Transfer Tasks may require scheduling time with your Accountability Partner.
Schedule chunks of time throughout the week to work on your Transfer Tasks. (time estimates have been included)
Once completed, add a check mark to each box and write "done" after your completion date.

Section 2.1 – Sales Standard		WEEK 4. Planned START Date: ____________		
	DAY1 *Learning Content**	Date you will complete the learning content of this section.	DAYS 2-7 *Transfer Tasks***	Planned start and completion dates for each chapter's Transfer Task.
Module 2 pre KUBA	☐ pre KUBA (± 5 min.)	Completion date:		
Section 2.1 Learning Objectives				
Chapter 1 The Four Stage Sales Journey	☐ Video Lecture ☐ Takeaway, Overview, and Let's Dive Deeper ☐ 'Got It?' Questions (± 30 min.)		N/A	
Chapter 2 The C.H.A.N.G.E. Pledge	☐ Video Lecture ☐ 'Got it?' Questions (± 15 min.)		☐ Transfer Task: Chapters 1 & 2 (2 parts): Putting Sales Standards Into Practice (30-40 min. per customer meeting, over several weeks)	Start date: Completion date:
Chapter 3 Intro. to Part 2 and Your Sales Success Journey	☐ Intro Video (± 5 min.)		N/A	
Knowledge Check 2.1	☐ Knowledge Check (± 10 min.)			
Module 2 post-KUBA	☐ post-KUBA (± 5 min.)			
Module 2 Five Question Completion Survey (Optional)	☐ Survey (± 5 min.)			

*Schedule between 1.5 - 2.5hrs to complete the Day 1 Learning Content (time estimates have been included).
Once completed, add a check mark to each box and when all boxes are checked, write "done" in your completion date column.

** In addition to completing the Transfer Task in your Workbook & Resource Guide, some Transfer Tasks may require scheduling time with your Accountability Partner.
Schedule chunks of time throughout the week to work on your Transfer Tasks. (time estimates have been included)
Once completed, add a check mark to each box and write "done" after your completion date.