



BUILDING A CULTURE OF ACCELERATED LEARNING



Learning Anywhere | Achieve Everywhere



WORKSHOP TOPICS

- **Creating A Resilient Culture**
- **Mastering Contract Negotiations**
- **Mastering Personalized Coaching**
- **Sales Enablement 3.0: Building the Blueprint to Success**
- **The Art & Science of Effective Negotiations**
- **The Art & Science of Pre-Call Planning**
- **The Value of Running Effective Meetings**
- **Activate Your Audience: Defining & Engaging Personas**

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CREATING A RESILIENT CULTURE

Overview

Organizational culture isn't just what is written in company values—it's how people behave when no one is watching. This one-day interactive workshop is designed to help professionals, both customer-facing and non-customer-facing, understand their role in shaping and sustaining a strong company culture. Participants will explore cultural alignment, accountability, and strategies for embedding core values into everyday behaviors.

Ideal Audience

Experienced Account Executives, Account Managers, Customer Success Managers, Finance professionals, Corporate Conferences, & Associations.

Key Objectives

- Understanding the Foundations of Organizational Culture
- Cultural Alignment in Customer & Internal Interactions
- Behaviors that Shape Culture Daily
- Creating Cultural Consistency Across Teams
- Accountability & Personal Commitment to Culture

Workshop Highlights

- Interactive discussions on culture's impact in the workplace
- Case studies of companies with strong cultural alignment
- Exercises to identify and bridge gaps between stated and shadow culture
- Role-playing scenarios to reinforce cultural accountability
- Development of a personal or team-based "Culture Commitment Plan"



CREATING A RESILIENT CULTURE

Overview

This one-day interactive workshop focuses on the components of running productive and effective meetings with confidence, clarity, and control.

Prospects aren't just evaluating your product — they're evaluating how it feels to work with you. Running a tight, outcome-driven meeting positions you as a trusted advisor, not just another vendor.

An effective meeting isn't just about presenting information — it's about creating a conversation that moves the deal forward. Top-performing Account Executives know that how you run the meeting can be the difference between a stalled deal and a next step. This session is designed to **help you own the room, guide the conversation, and leave prospects feeling confident in your partnership, not just your product.**

Ideal Audience

Account Executives, Sales Reps, Sales Leaders

Key Objectives

- How to set the tone and take control from the first five minutes of a meeting
- Structuring your agenda to balance discovery, value, and next steps
- Asking the right questions to uncover pain without turning the meeting into an interrogation
- Active listening techniques that build trust and make prospects feel heard
- How to handle curveball questions or objections without losing momentum
- Closing with confidence and aligning on next steps and securing commitment before the meeting ends

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MASTERING CONTRACT NEGOTIATIONS

Overview

Whether you're discussing a project deadline, requesting a salary increase, managing a team conflict, or closing a business deal, knowing how to navigate a negotiation can lead to better outcomes and stronger relationships. This session will break down the essential building blocks of successful negotiation, key approaches, and strategies to determine when to push forward—or walk away.

Ideal Audience

Experienced Account Executives, Account Managers, Customer Success Managers, and Finance professionals.

Key Objectives

- **Enhance Customer Engagement & Relationship Management:** Elevate how teams position solutions and engage decision-makers.
- **Strengthen Negotiation Skills:** Equip teams with strategies focused on handling objections and leveraging positive give-to-get techniques.
- **Improve Cross-Functional Collaboration:** Ensure alignment across teams to drive successful customer interactions.
- **Actionable Takeaways:** Attendees will leave with best practices for negotiation tactics they can implement right away.



MASTERING CONTRACT NEGOTIATIONS

Workshop Outcomes

- **Stronger Negotiation Skills** – Participants will confidently manage contract discussions, address objections, and negotiate effectively with procurement teams.
- **Better Collaboration Between Sales and Finance** – Enhanced understanding of deal structuring from both revenue and profitability viewpoints.
- **More Deals Closed with Improved Terms** – Teams will secure more profitable contracts while fostering positive customer relationships.
- **Accelerated Sales Cycles** – Participants will discover techniques to avoid stalled negotiations and expedite deal closures.



MASTERING PERSONALIZED COACHING

Overview

This interactive two-day leadership workshop is designed for experienced sales leaders who want to enhance their coaching skills and improve team accountability. While your teams may excel in discovery, qualification, objection handling, and solution selling, this workshop will emphasize turning accountability into a competitive advantage and promoting consistency, ownership, and high performance across your sales organization.

Key Objectives

- Develop a **structured accountability framework** for coaching your team
- Learn to **set clear expectations** and enforce follow-through
- Master **effective coaching conversations** that drive results
- Implement **consequence and recognition** strategies to reinforce accountability
- Build a **90-day reinforcement plan** to sustain long-term impact

Workshop Agenda Highlights

Day 1: Building an Accountability Culture

- The Science of Accountability: What Works & What Fails
- The High-Impact Coaching Model
- Interactive Exercises & Role Plays

Day 2: Execution & Reinforcement Strategies

- Structuring Coaching Cadences for Maximum Impact
- Handling Resistance & Excuses: Reframing Mindsets
- Interactive Exercise: Real-World Case Studies & Peer Coaching

Scaling Accountability & Measuring Success

- Leveraging Data to Drive Ownership & Performance
- Creating a Sustainable Accountability Action Plan
- Interactive Exercises & Role Plays

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MASTERING PERSONALIZED COACHING

Post Workshop Reinforcement

- Access to workshop materials, coaching templates, and tracking tools
- Follow-up peer accountability check-ins
- Leadership office hours for ongoing support

Outcomes

By the end of this workshop, participants will have the **tools, strategies, and confidence** necessary to promote accountability within their teams, ensuring that expectations are met, performance is enhanced, and sales results are consistently achieved.

Let's up level your sales leaders and cultivate a **high-accountability sales culture** that generates significant business impact!

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SALES ENABLEMENT 3.0

BUILDING THE BLUEPRINT TO SUCCESS

SALES ENABLEMENT IS BOTH AN ART AND A SCIENCE. THE PROCESS IS LIKE A SWAN; ALL YOU SEE IS THE GRACEFUL GLIDE ACROSS THE WATER, BUT UNDERNEATH IS WHERE THE WORK IS REALLY HAPPENING

~ Roderick Jefferson

Overview

This two-day workshop is a hands-on experience designed to apply the proven strategies from Roderick Jefferson's Amazon bestselling book, ***Sales Enablement 3.0: The Blueprint to Enablement Excellence***. It will equip you with the tools, frameworks, best practices, actionable insights, customizable templates, and interactive exercises designed to drive business outcomes and align enablement strategies with revenue growth.

Join us for an immersive, hands-on workshop designed to help enablement professionals and leaders craft and implement a scalable, high-impact sales enablement blueprint.

Ideal Audience

Enablement Professionals, Enablement Leaders, and Revenue Operations teams looking to build, refine, or scale their enablement function.

Key Objectives

- Define the core components of a **world-class** enablement framework aligned to business priorities.
- Build a **sales enablement charter** to establish clarity on mission, scope, and impact.
- Design **scalable and repeatable** programs that support onboarding, continuous learning, and performance coaching.
- Leverage technology and AI to **drive sales efficiency and productivity**.
- Develop metrics and measurements strategies designed to tie enablement outcomes directly to **revenue impact**.



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SALES ENABLEMENT 3.0

BUILDING THE BLUEPRINT TO SUCCESS

Workshop Outcomes

Upon completion of the workshop, participants will leave with:

- A completed draft of your Sales Enablement Charter.
- A blueprint to implement or enhance your enablement framework.
- Actionable templates for onboarding, everboarding programs, and communications.
- Interactive exercises tied to real-world enablement activities and metrics
- A personalized roadmap to scale your enablement function.
- Peer collaboration and insights from enablement leaders.

Call to Action

Whether you're an enablement professional or just starting out, this interactive experience is designed to bring the principles of enablement excellence to life and help you transform the way you empower your teams.

Let's get started on creating a more effective, human-centered approach to enablement that supports your team, drives growth, and fuels your career!

Are you ready to take enablement to the next level at your company?



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SALES ENABLEMENT 3.0

BUILDING THE BLUEPRINT TO SUCCESS

Day 1: Foundations and Frameworks

Time	Session	Description
8:30 – 9:00 AM	Welcome & Introductions	Icebreaker: 'Your Enablement Superpower', Workshop goals, overview
9:00 – 10:15 AM	Module 1: The 5 Ps Blueprint	Breakout: Define Purpose, People, Programs, Performance, Platforms
10:15 – 10:30 AM	BREAK	
10:30 – 11:30 AM	Module 2: Sales Enablement Charter	Workshop: Create your charter with scope, vision, responsibilities, and stakeholder map
11:45 – 12:30 PM	Module 3: Aligning to Buyer's Journey	Workshop: Map enablement tactics to buyer journey stages; share findings
12:30 – 1:30 PM	LUNCH	
1:30 – 2:30 PM	Module 4: Enablement as a Communications Hub	Workshop: Build your Communication Strategy
2:30 – 3:30 PM	Module 5: The Onboarding Experience	Workshop: Interactive design of 30-60-90 day onboarding plans by role
3:30 – 4:00 PM	Daily Survey	



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SALES ENABLEMENT 3.0

BUILDING THE BLUEPRINT TO SUCCESS

Day 2: Activation and Acceleration

Time	Session	Description
9:00 – 9:15 AM	Recap & Kickstart	Highlights from Day 1, what resonated most
9:15 – 10:15 AM	Module 6: Culture of Learning	Workshop: Design a repeatable enablement framework; 10 questions for executive buy-in
10:15 – 10:30 AM	BREAK	
10:30 – 11:30 AM	Module 7: Enablement Tech Stack	Workshop: Tool audit workshop using workbook's tool categories
11:30 – 12:30 PM	Module 8: Metrics that Matter	Workshop: Build role-based enablement KPI dashboards
12:30 – 1:30 PM	LUNCH	
1:30 – 2:30 PM	Module 9: AI & Productivity	Workshop: Design AI-driven enablement use cases (coaching, readiness, automation)
2:30 – 3:15 PM	Module 10: Blueprint Planning Session	Workshop: Finalize 30-60-90-day enablement strategy and share with accountability partner
3:30 – 4:00 PM	Survey	



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THE ART & SCIENCE OF EFFECTIVE NEGOTIATIONS

Overview

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Key Objectives

- Understanding the Foundations of Organizational Culture
- Cultural Alignment in Customer & Internal Interactions
- Behaviors that Shape Culture Daily
- Creating Cultural Consistency Across Teams
- Accountability & Personal Commitment to Culture

Core Topics

- **The Three Phases of Negotiation:** How to prepare, engage, and close effectively
- **Key Approaches:** Competitive vs. Collaborative Negotiation & When to Use Each
- **Mastering the Conversation:** Framing, active listening, and strategic questioning
- **Knowing When to Walk Away:** Red flags and alternatives to a failed negotiation

Role Play Breakout

- **Duration:** 10 minutes
- **Format:** Virtual (Microsoft Teams)
- **Objective:** Help participants quickly apply negotiation principles in real-world scenarios through structured role-play and group discussion.

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THE ART & SCIENCE OF EFFECTIVE NEGOTIATIONS

Call To Action

- Apply one new negotiation technique this week
- Use the provided negotiation framework to prepare for upcoming discussions
- Shift from reactive to proactive negotiation in your daily interactions

Outcomes

By the end of this session, participants will feel more confident navigating negotiations in both professional and personal settings.

They will be equipped with strategic thinking skills to prepare effectively, communicate persuasively, and handle challenging discussions with clarity.

Additionally, they will develop the ability to recognize when to push for a better outcome and when to walk away, ensuring they achieve the best possible results while maintaining strong relationships.

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THE VALUE OF RUNNING EFFECTIVE MEETINGS

Workshop Outcomes

- Walk into every meeting with a clear plan and outcome in mind
- Lead conversations with confidence, not just react to the prospect's questions
- Build trust by balancing business outcomes with the prospect's personal motivators
- Drive meetings toward next steps instead of just having good conversations
- Handle objections without derailing the flow of the meeting
- Consistently secure verbal commitments and follow-ups before the meeting ends

Call To Action

Before every meeting, ask yourself:

- What do I want the prospect to know, feel, and do by the end of this meeting?
- What questions will help me uncover the information I need to move this deal forward?
- What's the best possible outcome, and what's my clear CTA to get there?

Great salespeople don't just show up — they show up prepared!



THE ART & SCIENCE OF PRE-CALL PLANNING

Overview

This one-day interactive workshop blends the art of preparation with the science of execution, giving Account Executives a proven framework for approaching every meeting with confidence, clarity, and control.

Top-performing Account Executives know that winning the deal starts before the meeting ever happens. Pre-call planning isn't just about researching the prospect—it's about creating a game plan to run a more strategic, outcome-driven conversation.

When reps show up prepared, they don't just run better meetings — they build trust faster, ask smarter questions, and consistently move deals forward.

Ideal Audience

Account Executives, Sales Reps

Key Objectives

By the end of this workshop, participants will:

- Understand the **impact of pre-call planning** on meeting outcomes and deal velocity
- Learn how to **set a clear meeting objective** aligned with both the prospect's business goals and the sales process
- Develop a **consistent framework for researching** accounts and stakeholders efficiently
- Build **personalized discovery questions** that uncover pain, urgency, and business impact
- **Anticipate and prepare** for common objections before the meeting starts
- Confidently **articulate value** in the context of what matters most to each prospect
- Create a **repeatable Pre-Call Planning Template** to use in every meeting

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THE ART & SCIENCE OF PRE-CALL PLANNING

Workshop Outcomes

By the end of the workshop, participants will:

- Walk into every meeting **with clarity** on what they want to accomplish
- Lead conversations with **confidence and structure**
- Uncover pain points faster by **asking the right questions** at the right time
- Handle objections with **poise, not panic**
- **Build trust** with prospects by demonstrating deep preparation and personalization
- Consistently leave meetings with **agreed upon** next steps — not just good conversations

Let's take the guesswork out of meetings and help your team show up with confidence every time.

Are you ready to turn preparation into a competitive advantage



ACTIVATE YOUR AUDIENCE

DEFINING & ENGAGING PERSONAS

Overview

In a world where buyers expect relevance, speed, and value, having clear, actionable personas is no longer a nice-to-have — it's essential. This interactive, one-day workshop is designed to help go-to-market (GTM) teams define, refine, and operationalize marketing personas that actually work.

This two-day workshop goes beyond fluffy templates to uncover the motivations, pain points, and behaviors that drive buying decisions, and we'll build the tools and frameworks to activate those insights across marketing, sales, and product efforts.

Ideal Audience

- **Marketing Teams:** Demand Gen, Brand, Content, and Product Marketing

Key Objectives

By the end of the day, your team will:

- **Understand the Strategic Role of Personas:** How personas fuel aligned messaging, targeting, and GTM execution.
- **Learn how to Build Insight-Driven Personas** Using real customer data, not assumptions, to build relevant profiles.
- **Create Usable, Living Personas:** Focused on buyer motivation, journey stages, and activation levers.
- **Activate Personas Across the Funnel:** Messaging, campaigns, content, and sales enablement tactics tailored by persona.
- **Operationalize Personas into GTM Workflows:** Make them a partner in part of planning, measurement, and ongoing iteration.



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ACTIVATE YOUR AUDIENCE

DEFINING & ENGAGING PERSONAS

Workshop Outcomes

Upon completion of the workshop, participants will leave with:

- One complete set of core personas co-created by your team
- Clear messaging starters tied to persona pain points
- A framework for campaign and content alignment
- A repeatable model for persona governance and refresh
- Cross-functional alignment and shared language around "who we serve"

Call to Action

Ready to make your marketing more human, more targeted, and more effective?

Book the **Activate Your Audience** workshop for your Marketing team today. You'll walk away with personas that don't sit in slides but power real growth!



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