CURRICULUM OUTLINE · 2026

Enterprise Sales Professional Program

FORMAT ONE

43 Hour Condensed Program

(Corporate and Online)

FORMAT TWO

115-hour Full Program

(In Class Room Program)

21
MODULES

5
PARTS

22
SESSIONS

THE PROFESSIONAL SALES ACADEMY

Contents

THE PROFESSIONAL SALES ACADEMY

Curriculum at a Glance

The Enterprise Sales Professional Program is delivered in five parts and twenty-one modules. The matrix below summarises the session and hour allocation for every module.

#	MODULE	SESSIONS	HOURS	TOTAL
PART ONE	**Mastering Strategic Selling**			
1	Targeting the Right Clients	1	3	**3**
2a	Identifying the Right Clients and the Right Markets	1	2	**2**
2b	Measuring Client Value and Success	1	1.5	**1.5**
3	Lead Nurturing and the Power of Frequency Selling	1	3	**3**
4	Key Account Management	1	1	**1**
PART TWO	**Mastering Complex Sales Relationships**			
5	Succeeding in Long Term Relationships	1	1	**1**
6	Identifying the Power Players	1	1	**1**
7	Buy-In Readiness and Influential Hit Power	1	1	**1**
8	Decision Making Profiles	1	3	**3**
9	The Relationship Development Stages	1	1	**1**
10	Putting Your Relationship Development System to Work	1	2	**2**
11	Influencing Top Level Decision Makers	1	2	**2**
PART THREE	**The Art of Connecting and Persuading**			
12	The Art of Asking Questions (Needs Analysis and Client Discovery)	1	3	**3**
13	Handling Objections	1	3	**3**
14	The Professional Salesperson: The Negotiator	1	3	**3**
15	Closing the Sale	1	2	**2**

#	MODULE	SESSIONS	HOURS	TOTAL
PART FOUR **High ROI Social Selling**				
16	*The Exponential Influencer	1	2	**2**
17	*Social Selling Technologies	1	2	**2**
18	*LinkedIn for Sales	1	2	**2**
PART FIVE **Sales Technologies and Enablement**				
19	*Building Your Sales Technology Stack	1	2	**2**
20	**Strategic Sales Planning	2	3	**6**

THE PROFESSIONAL SALES ACADEMY

Program Structure and Delivery

EACH MODULE COMES WITH:

Full Text

Facilitator / Trainers Guide

Exercises

ASSESSMENTS / TESTS:

Students are assessed through individual written assignments and/or group work and/or role-plays in each module. Each assignment is reviewed and students are provide individual and group feedback.

Students who do the program through the online modules are required to upload or submit their answers for review and feedback.

DELIVERY METHODS:

- Online Synchronous and/or asynchronous learning through webinar format combined with downloadable texts and workbooks, students also have access to the webinar archive for up to 12 months (depending on options paid for). Students get personal feedback and coaching via email. A Slack Channel for the class will also be provided.
- Modular online asynchronous course hosted using the Thinkific Platform with direct feedback on assignments completed in each module via email, slack, zoom and/or in-person when possible.
- Classroom format at a conference center or co-working space boardroom / meeting room.
- On-site at the clients office or training center

PART ONE

Mastering Strategic Selling

5 modules · 5 sessions

1 Targeting the Right Clients

1 SESSION · 3 HOURS

Every salesperson has 5 main assets that they invest on a minute by minute, hour by hour and day by day basis. Where and with whom they invest these assets with determines the return on investment (ROI) they and their company will receive in return. This is the foundation of selling. You can be effective with all the skills and knowledge in the other modules, although, if you are focused on the wrong people and wrong organizations, your success will be limited. This module provides a proven methodology and process to help students target the right clients when they move into a sales force.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Understand why categorizing present, past and potential clients, prospects and referral sources into AAA, AA, A, B and C categories are of such great value.
- Implement Retain, Develop, Regain and Gain Strategies with potential and present clients

2a Identifying the Right Clients and the Right Markets

1 SESSION · 2 HOURS

Identifying the right clients and the right markets are a vital part of prospecting and retaining and developing existing clients. In this module, students will learn "Why they need to prospect continually." They will also learn how to put together a prospecting plan and follow it. In addition they will be exposed to the value of working market segments and how to decide on what segments to focus on. As a "lead on" from Module 21, they will develop criteria for categorizing clients under AAA, AA, A, B and C. in specific industries.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Identify 5 top market segments they will focus on in specific types of selling
- Develop a Prospecting Plan and utilize their own Prospecting Pool to build a Prospect List.
- Identify 10 excellent Referral Sources that could provide valuable leads and referrals.
- Utilise the 4 step process to decide what criteria to use to identify the best prospects, clients, referral sources and distributors.

2b Measuring Client Value and Success

1 SESSION · 1.5 HOURS

It is vital to understand your clients stage of business growth and financial health as an enterprise sales professional. This will ensure you truly understand your clients business and their value in your sales funnel today and tomorrow. In addition to this we must also be able to quantitatively and qualifiedly show the business value of our solution to the client. This module gives you the skills and insights to up your game in the area of business acumen and providing the right solution for the clients stage of business growth.

LEARNING OUTCOMES

- Understand the stages of business growth and be able to plot companies or company divisions on that continuum.
- Know what kind of business drivers are important to companies at various stages of business growth and how to sell based upon the business stage.
- Be able to calculate the life time value of a customer and their profit per deal and over a life time to your company.
- Understand what data is vital to determine the financial health and potential of a client company.
- Be able to communicate the value of your solution to the client and the cost of not taking action.

3 Lead Nurturing and the Power of Frequency Selling

1 SESSION · 3 HOURS

This module is about setting up and utilizing a process to manage and control the activities needed to Gain, Regain, Develop and Retain clients. Consistent value-added contact and engagement is required to convert prospects into clients. They will learn to use the Primary Tools, Secondary Tools and Other Tools to maximize their frequency of contact with the client. In addition a key account method called “The Most Wanted” approach will be explained.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Put together a lead nurturing campaign with clients utilizing the Primary, Secondary and other Database Selling Tools
- Set up their own multi-layered Most Wanted, Most Potential and Most Valued Data Base Selling Programme to Gain, Develop, and Retain very important and profitable clients

4 Key Account Management

1 SESSION · 1 HOUR

"80% of the business comes from 20% of the clients." The Key Account Management approach to selling and servicing eliminates surprises for the client and salespeople alike. This is not about just keeping the client happy, it is about building a fool-proof fence around all of your key accounts. Covered in this module is the utilization of team audits and team selling as well as setting up a format for a selected group of Key Accounts. Every salesperson has clients that are very important to them that can be called key accounts. Developing and monitoring client interaction with the firm and customer service combined with team selling and auditing shows the students the "how's" and "why's" of taking responsibility for the results the client gets on behalf of the company.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Distinguish at what level of interaction in Key Account Management they are at or should be at:
  - The 'Traditional' Level
  - The 'Supportive' Level
  - The 'Cross-Talk' Level
  - The 'Cooperative' Level
  - The 'Total Immersion' Level
- Lead a Team Selling Approach to handling the client
- Put together a Flow-Through Tracking System with Key Accounts
- Calculate the value of a client to the company (Life Time Value)and salesperson over a lifetime (20 years).

PART TWO

Mastering Complex Sales Relationships

7 modules · 7 sessions

5 Succeeding in Long Term Relationships

1 SESSION · 1 HOUR

This module of the Managing Complex Business Relationships System teaches the students what is important in Long Term Relationships They include in order of importance:

Long Term Perspective

Honesty

Post Sales Support

Creative Problem Solving

Understand Customer Needs

Know Your Product / Capabilities

Understand Your Customer's Business and Industry

Always Meet Commitments

Managing Complex Business Relationships is about long term win-win, profitable relationships.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Understand and put to work the key principles that are important in Long Term Business Relationships
- Set a plan of action to improve their own skills and knowledge to be more effective with Long Term Relationships

6 Identifying the Power Players

1 SESSION · 1 HOUR

In this module students will learn how to identify the key Power Players in a complex sale or complex relationships. They will also learn “how to” effectively influence each of these Power Players. The Power Players are Navigators, Rulers, Users, Protectors, Opposers and Contributors.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Recognise the 6 Power Players in the Power Player Network.
- Know and use the “how to” in dealing with the various types of Power Players
- Understand the role of both internal and external connections and how to leverage them to close and implement a solution.

7 Buy-In Readiness and Influential Hit Power

1 SESSION · 1 HOUR

This module helps the students decide which Power Players will “buy-in” the quickest and who will be the most difficult. The students will also learn “what level” of influence power on the decision each has or what level of influence they have within the department on decisions.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Utilise the Situational Targeting Tool to determine who in the decision making process will buy-in the quickest. Those who are still struggling or have problems that need solving and those who are advancing and growing. Those who are orbiting or cruising are the toughest.
- Assess each Power Player’s Influential Hit Power on decisions and on groups.

8 Decision Making Profiles

1 SESSION · 3 HOURS

This module takes a look at each Power Player's Personality Profile, Thinker Profile and the group's Decision Making Profile. This information provides more insight into how the salesperson can more effectively interact and influence each of the Power Players.

Includes a personal SSI or Sales Style Indicator Assessment.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Understand the various personality profiles and thinker profiles and how they can be influenced and how the different profiles make decisions.
- Plot each of the Power Player's profiles
- Understand their own Profile and how they can sell more effectively
- Utilise the Group Decision Making profile Tool

9 The Relationship Development Stages

1 SESSION · 1 HOUR

This is a comprehensive study of the 5 Stages of Relationship Development, and what stage the salesperson is at with each of the Power Players. This is quantitative and qualitative method of measuring, mapping and improving business and personal relationships.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Explain the 5 Stages of Relationship Development
- Indicate what the characteristics are of each stage between the buyer and seller
- Show the "how to's" of relationship building at each stage and what the buyer is looking for at each stage
- Tie the Relationship Stage Information back to the Power Players so that the salesperson is able to determine at what stage they are at with each Power Player.

10 Putting Your Relationship Development System to Work

1 SESSION · 2 HOURS

This module pulls it all together. The students will be provided with the Power Player Network Storyboard. It is used for identifying and recording who the Power Players (key influencers) are within the divisions of large organisations, and where there are two or more influencers involved with the buying decisions. They will also learn how to utilize the information to improve “buy-in” chances with the group.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Take all the information in the previous Managing Complex Business Relationships Modules and development and implement strategies and tactics with the Power Player Networks Storyboard to improve the buy-in from the individual Power Players and the group.
- Utilize the Power Player Network Storyboard as a progress report type system when dealing in Complex Business Relationships.

11 Influencing Top Level Decision Makers

1 SESSION · 2 HOURS

There is no such thing as a “long sales cycle”. It is usually that we just didn’t get to the right decision maker. Getting to the right decision maker as early as possible shortens the sales cycle. This module is made up of a series of proven tips on Influencing Top Level Decision Makers.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Quickly develop “Business Rapport” not just personal rapport with top level executives.
- Be able to implement a series of tactics and principles that will help them more easily gain a meeting with top level executives.
- Present effectively in-person or online to decision makers and influencers.
- Strategies for effective proposal writing and one-to-one digital communications such as email, chat, text, and messenger.

PART THREE

The Art of Connecting and Persuading

4 modules · 4 sessions

12 The Art of Asking Questions (Needs Analysis and Client Discovery) 1 SESSION · 3 HOURS

Needs Analysis Selling can include a simple, "Driving Analysis" card with three questions used in an automobile dealership showroom to a 20 page marketing questionnaire utilized by an advertising salesperson. This is a more formal approach to gathering information and asking questions. It is about how to develop the right questions and the best way to ask them. The more valuable and 'right' information you gather from the client, the easier it is to finalise the business.

LEARNING OUTCOMES

Upon completion the students will be able to:

- See value in taking an 'ask and listen' approach to selling
- Pick out the 20% of questions that will give 80% of the information needed from a client
- Design a questioning approach that makes the other person feel comfortable
- Design a Needs Analysis Questionnaire
- Uncover clients core motivations, dreams, goals and fears.

13 Handling Objections 1 SESSION · 3 HOURS

All objections, questions, awkward situations and hurdles for moving the sales process forward are easy to handle providing you are prepared in advance for them. This module helps categorise the different types of objections and how to handle each of them in a calm but effective manner. Bonus content for this module includes a generic objection handling guide with 100 of the top objections salespeople get and 3 to 10 different ways to handle each one.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Utilise the 7 Winning Objection Handling Strategies
  - Find the Real Objection
  - Don't Overreact
  - Confirm the Objection

  - Don’t Argue
  - Handle at the Right Time
  - Respond with a Sales Point
  - Categorise and Handle
- Handle the following types of objections
  - Misunderstanding or confusion
  - Skepticism
  - Hidden or False
  - Genuine
  - Lack of Interest
  - Lack of Sales Ability
- Respond with ease on Price Objections
- Utilise ‘soft openers’ when responding to objections, questions and challenges

14 The Professional Salesperson: The Negotiator

1 SESSION · 3 HOURS

With the Objection Handling Module under their belt the students are well equipped as a negotiator. In this module, students will be exposed to the 7 Basic Rules of Negotiating, learn the Barriers to Getting an Agreement and what the qualities are of a good negotiator. This module provides that you don’t necessarily get what you deserve in life: more often, you get what you negotiate.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Recognise and effectively use the three barriers to an agreement in a positive productive manner:
  - Emotions
  - Perceptions
  - Communications
- Measure themselves against the qualities of a good negotiator and implement a plan of action to improve these qualities within themselves.
- Put valuable tips to work in their life to improve their own self-worth which is one of the keys to effective negotiating.
- Integrate the “how-to’s” of the 7 basic rules of negotiations

15 Closing the Sale

1 SESSION · 2 HOURS

Closing the sale or the next step forward is easy…providing you have established a trustworthy relationship with the customer at the beginning, matched their needs with the benefits you offer and recognized the buying signals at the right time and have given real assistance during the sales and buying process. In this module, students will learn to recognize verbal and non-verbal closing signals, know when to close and utilize 17 different ways to close the sale or next step forward.

LEARNING OUTCOMES

Upon completion the students will be able to:

- Recognise verbal and non-verbal buying signals with a buyer and when to close
- Identify and use the 17 Different Ways to Close a Sale in the right situation at the right time.
- Learn how to trial close
- Understanding potential legal pitfalls and opportunities in closing the deal
- Understand the difference between “buying” and generating “buy-in” in the sales process.
- Legal and multi-jurisdictional aspects of closing deals including common challenges and opportunities in doing international deals.

PART FOUR

High ROI Social Selling

3 modules · 3 sessions

16 *The Exponential Influencer

1 SESSION · 2 HOURS

This module covers the core principles of successful social selling. It will walk attendees through the new online sales funnel and how content and conversation can them attract business and differentiate them from their competitors.

LEARNING OUTCOMES

Upon completion students will be able to:

- Apply “The Rules of Engagement” in social media
- Establish themselves as thought leaders through content marketing and online engagement
- Understand how to build an online tribe or referral network
- Map out a content plan for sales, branding and storytelling
- Use “social proximity” to generate warm referrals
- Gather valuable customer and competitive intelligence using social media

17 *Social Selling Technologies

1 SESSION · 2 HOURS

This module includes a tour of the top 5 social networks for generating business and building your personal brand. It will also cover free and paid 3rd party tools for social prospecting, measurement, scheduling and content discovery.

LEARNING OUTCOMES

Upon completion students will be able to:

- Navigate and leverage Facebook, LinkedIn, Twitter, Instagram and YouTube
- Use third party tools like Hootsuite to better manage and organize their social selling efforts
- Understand how sales and marketing can work together for more effective social selling and social media marketing results

18 *LinkedIn for Sales

1 SESSION · 2 HOURS

This module covers all of the core functionality for salespeople that LinkedIn has to offer. It addresses the attributes of a well-developed LinkedIn profile and presence and how LinkedIn sales influencers establish and maintain a successful presence on the network.

LEARNING OUTCOMES

Upon completion students will be able to:

- Develop an effective LinkedIn profile using the 12 point LinkedIn profile checklist
- Grow their network and find qualified prospects using LinkedIn
- Leverage content marketing on the LinkedIn platform to attract and retain customers
- Use LinkedIn for cold prospecting and generating referrals
- Understand how take a connection and move it into their sales funnel

PART FIVE

Sales Technologies and Enablement

2 modules · 3 sessions

19 *Building Your Sales Technology Stack

1 SESSION · 2 HOURS

This module is focused on exploring all of the major categories of sales technologies available to the modern sales professional. It will also provide attendees insights on how to choose the right tools to enable and support their unique sales process and type of selling.

LEARNING OUTCOMES

Upon completion students will be able to:

- Understand the importance and function of CRM tools.
- Be able to identify, evaluate and strategically implement new sales technologies.
- Know the major categories and functions of various cloud and app based sales tools including those used for prospecting, lead generation, client intelligence, presentations, and sales work-flow.
- How to leverage AI based sales tools to improve efficiency and competitiveness.

20 **Strategic Sales Planning

2 SESSIONS · 6 HOURS

Strategic sales planning helps attendees understand how to do develop a strategic account and/or territory plan. This plan integrates most of the key concepts taught in the program into a single personal sales playbook or strategic plan.

LEARNING OUTCOMES

Upon completion students will be able to:

- Understand the key components of a strategic sales plan and personal sales playbook.
- Map their personal sales funnel steps and conversion rates
- Develop a lead nurturing map and process
- How to work backwards from their quota or goal to establish daily, weekly and monthly KPI’s.
- How to use the large account management sheets for larger complex sales plans
- Students will leave the program with a strategic sales plan

THE PROFESSIONAL SALES ACADEMY

Module Notes

* Due to the changing nature of sales technologies the social selling and sales technology modules do not have texts. These modules have PowerPoint presentations, and live demos of the various tools and social networking sites and an AI Prompt library. Students who take the in-classroom or online versions are provided with a recent series of screencasts or pre-recorded webinar as well as a downloadable PDF of the slides.

** The Strategic Sales Planning module is a step-by-step walk-through of the plan format and template. The instructor also provides one-on-one feedback on how the students/attendees can improve their plans. Competency for this module is assessed upon completion of an effective, realistic plan that pulls in the major concepts from many of the modules in the program. Learning materials in this module include a sample Strategic Sales Plan and a blank template in Word format. For the classroom or in-person training attendees are required to bring a laptop or tablet and work on their plan in class. For online only students they will attend or view the webinar, upload their plan and then book a one-on-one feedback session via Zoom or receive in-depth response and evaluation via an uploaded video. Students must make adjustments based upon the feedback to get full credits for this module.

THE PROFESSIONAL SALES ACADEMY

The Professional Sales Academy Team:

Shane Gibson

AUTHOR, SPEAKER, SOCIAL SELLING THOUGHT LEADER

Shane Gibson is an international speaker and author on sales performance, AI for Sales, B2B Selling, and sales leadership who has addressed over 200,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Salespeople in the World.

Shane's latest book is co-authored with Dr. Denis Cauvier and is called "Real Results in a Virtual Economy – How to Future-Proof Your Business."

Shane's other books are "Sociable! How Social Media is Turning Sales and Marketing Upside Down." "Closing Bigger the Field Guide to Closing Bigger Deals" and "Guerrilla Social Media Marketing.".

Shane's sales training programs are accredited by the Canadian Professional Sales Association.

Blogging since 2002 and podcasting since 2004, Shane is a veteran in the social selling arena and cited as an expert in the use of social media platforms and channels. Published in numerous publications including the Financial Post, Entrepreneur.com and Business In Vancouver Magazine.

Shane's speaking and training clients include: Great West Life, BDC, Sun Life, BMO Financial, CPA, HUB International, Canaccord Financial, Ford Motor Company, Manitoba Motor Dealers Association, American Marketing Association (BC and MB), CPA Canada, ACL, HeroX, Reliance Industries (India), Corning, IUOE, IBEW, The Vancouver Board of Trade, and hundreds of entrepreneurs, individual sales people and marketers over the past 20 years. When he's not selling or speaking, you can find Shane hiking or skiing in British Columbia's Coast Mountain range with his family.

Claudia Mason

SENIOR SALES CONSULTANT, TRAINER, SPEAKER AND ONLINE AUTHOR

Claudia Mason is passionate about helping sales professionals and entrepreneurs master the fundamentals of sales, increase their confidence, and accelerate their sales results.

She started her sales career at Flight Centre's Corporate Travel Division and achieved top sales nationally for five years and top sales globally for two years.

She quickly moved into a sales leadership role and discovered she had a natural talent in developing and training salespeople, delivering sales training programs globally that drove measurable sales increases.

Following her time at Flight Centre, Claudia founded Mason Horvath, a corporate travel company, generating over $12 million in sales in the first 18 months.

She went on to launch the Anti-pitch Sales Consultancy, a boutique training and e-learning company focused on training non-sales and sales personnel on the nuances of the sales process, sales management, key performance indicators, stretch targets, and the art of evaluating sales staff and sales process. Claudia was then recruited by the BDC's (Business Development Bank of Canada) consultancy division to help them develop their sales consulting programs.

For BDC Claudia created their flagship sales consultancy program called "Sales Impact" and then deployed the program nationally training both external and internal consultants to go out and complete hundreds of sales impact mandates with companies across Canada. Not only did she build the program, but she was in the trenches everyday selling and implementing BDC solutions.

Her in-depth work with BDC clients has given her a deep understand how management, financial, and HR structures interact and affect sales management and sales teams. In addition to sales consulting Claudia has also worked with companies on everything from lean manufacturing to HAACAP programs.

Claudia's real-world sales and sales leadership experience combined with over a decade of experience in sales consulting across Canada and the US makes her valuable and unique member of the Professional Sales Academy consulting and training team.

Lynn Kitchen

ONLINE SALES LEARNING COACH

Higher Education Expert & Founder of E-Training U

Lynn has over 20 years of experience in Higher Education Administration and is a certified Train the Trainer and Program Planner. Her expertise is developing, designing, and tailoring customized training solutions for organizations and individuals.

While at Langara College in Vancouver, BC, Lynn contributed in a variety of areas, but particularly excelled with new technology. She developed the first asynchronous Certificate program for Continuing Studies, “The Professional Sales “online program. The certificate has been offered for many years, consistently providing the college with continuous revenue to this day.

As Manager of Custom Training at Langara College, Lynn developed and offered a Higher Education Leadership and Management program for International University Presidents, Vice Presidents, and Deans. The topics explored best practices in Canadian Higher Education. The program included both education and cultural experiences. While offering this multi-year million dollar international program, it was the first of it’s kind in the Custom and Corporate Training division of the college.

Lynn is also Past Chair and of the Small Business Council at the Greater Vancouver Board of Trade where the team focused on supporting small businesses within the membership to thrive, work together and grow.

In 2020, Lynn opened the doors of her new business, E-Training U, never could she have imagined that learning online would go from a “nice to have” to an “essential” in just a few months. Right from the beginning, it’s been non-stop collaborating with clients, and building e-learning solutions for organizations and individuals.