Month	Module	Learning outcome	Hours
1	Introduction	Background and objectives of the training	3
		An example of acquisition from A to Z	
		Workshop - Define your sales organization and customer acquisition methods	
		Correction and presentation to peers	
	Growth mindset	Analyse benefits and actions that contribute to a growth mindset	2
		Apply practices that foster growth mindset	
		Evaluate opportunities to increasingly develop a growth mindset	
	Identify the sales target	The ideal customer profile, and the personas	13
		Workshop - define your ICP / persona according to LinkedIn search criteria	
		Correction and presentation to peers	
	Data extraction	Tools and search criteria	13
		Workshop - build a file of 300 targets per person	
		Correction and presentation to peers	
	Emotional intelligence	Understanding EI and the importance of self-awareness, motivation, empathy, self-regulation.	2
		Understand how your emotions alter under stress	
		How emotions impact clients and sales actions	
		Read non-verbal language more effectively	
		Work with people more effectively by understanding their emotions	
	Hackathon		10
2	Data cleaning & manipulation	Notions of manipulation on Gsheet and Excel	13
		Workshop - clean your file	
		Correction and presentation to peers	
	Manual & automated enrichment	Email address patterns	13
		Enrichment	
		Workshop - enrich your file	
		Correction and presentation to peers	
	Engage by email	Prospect by email	13
		The basics of copyrighting	
		Manage an email with reminders	
		Automation	
		Workshop - set up 3 personalized emails with the objective of arousing interest to generate an appointment after	
		Correction and presentation to peers	
	Empathy for sales professionals	Understand effect of empathy on sales	2
		Incorporate empathy into management of teams and sales actions	
		Deepen customer relationships through emphathy	
		Authenticity and credibility	
	Hackathon		10
3	Engage on social networks	Be visible on LinkedIn	13
		The basics of an effective post on LinkedIn	
		Engage your targets	
		Automate engagement	
		Source on LinkedIn	
		Workshop - engage 100 contacts on LinkedIn	
		Correction and presentation to peers	
	Engage by phone	Cold call and warm call	13
		Contact to qualify	
		Contact to make an appointment	
		The essentials for a successful phone call	
		Workshop - define a scoring model for your KPI	
		Wokshop - define a call script	
		Workshop - qualify 20 contacts on your list	
		Phone coaching	
		Correction and presentation to peers	
	Multi-channel engagement	Usable items (call, email, voicemail, paper mail, LinkedIn, Twitter)	13
		Examples of unfolding (call / voicemail)	
		Workshop - imagine a multi-channel engagement sequence	
		Correction and presentation to peers	
	Building resilience	Understand what resilience is	2
		Managing uncertainty, emotional agility and emotional resilience	
		Learn why it is important to be resilient in sales	
		Building resilience	
	Hackathon		10
Final Presentation		Preparation and presentation	10
		Jury's appreciation	
		Award ceremony	