



**Foundation Building<sup>™</sup>:  
Groundbreaking Day**

- 4.0 Sales Assessment<sup>™</sup>
- D3<sup>™</sup>: Sales Gaps List
- Sales Responsibility Chart
- Talent Map<sup>™</sup>
- Talent Map<sup>™</sup>: Skills Assessment
- Sales Blueprint<sup>™</sup>
  - 1-, 3- and 10-year Sales Goals
  - Annual Sales Goals
- Sales Scorecards
- Sales Xcelerator Agendas
- 30-Day ROCKS

**Foundation Building<sup>™</sup>:  
Level 1 Day**

- Sales Blueprint<sup>™</sup>
  - Ideal Customer Profile
  - Buyer Personas
  - Value Proposition
  - Guiding Sales Principles
  - Competitive Positioning
  - Sales Stories

**Foundation Building<sup>™</sup>:  
Level 2 Day**

- Role Plays
- Sales Blueprint<sup>™</sup>
  - Annual Goals
  - Quarterly ROCKS
- Quarterly Sales Team Scorecard
- Quarterly Salesperson Scorecard
- Sales Playbook
- D3<sup>™</sup>: Sales Gaps List

**Quarterly Meetings:**

- Quarterly Sales Team Scorecard
- Quarterly Salesperson Scorecard
- D3<sup>™</sup>: Sales Gaps List
- Quarterly ROCKS
- Sales Skills Training or Workshop
- Sales Blueprint<sup>™</sup>
- Sales Playbook

**Annual Planning:**

- Review Prior Year
  - Sales Scorecards/Pipeline
  - Annual Goals and ROCKS
- Review and Update
  - Sales Responsibility Chart
  - Talent Map<sup>™</sup>
  - Sales Blueprint<sup>™</sup>
  - Sales Playbook
- Develop New
  - Sales Scorecards
  - Team Annual Goals and ROCKS
- Sales Team Health
- New 4.0 Sales Assessment<sup>™</sup>
- Sales Workshops
- Sales Skills Training