

Section 1: The Foundations

- **Module 1 - Introduction & Overview:** An introduction to the course, the objective of the course, and what you can expect to learn from the Foundations section.
- **Module 2 - Foundations:** Define the foundations of the DEALS Framework Sales Process and dig into the mindset of a salesperson.
- **Module 3 - The Decision Journey:** Learn how DEALS Selling separates itself from any other sales framework.

Section 2: The Discovery Phase

- **Module 4 - Introduction & Overview:** An introduction to understanding The Discovery Phase.
- **Module 5 - Establishing Your Target Focus:** Learn how to establish a target focus.
- **Module 6 - Entering Accounts Strong:** Regardless of your tactics, learn the keys to starting opportunities from a position of strength.
- **Module 7 - The Connect Call:** Understand what a Connect Call is. Learn what it means to have a first meaningful conversation and how that takes shape during The Connect Call.
- **Module 8 - Creating Your Sales Story:** Learn the keys to creating a strong sales story because the best story wins.

Section 3: The Diagnostic Phase

- **Module 9 - Introduction & Overview:** An introduction to the biggest and most complex module in the course - The Diagnostic Phase.
- **Module 10 - Diagnostic Mindset:** Dig into the Diagnostic Mindset to be able to move the sales forward and enable prospects.
- **Module 11 - What Causes Sales:** Create an understanding of what causes sales to occur. Break apart what's happening underneath your conversations and dive into the psychology behind sales.
- **Module 12 - The Pain Continuum:** Learn how to be professional and careful with dealing and managing pain through the sales cycle.
- **Module 13 - Diagnostic Protocol:** Learn how to ask questions and the strategy behind asking questions during the sales process.
- **Module 14 - Resonating Questions:** Dive deeper into how to ask good, resonating questions.
- **Module 15 - Moving Beyond Price:** Reframe the entire price conversation.
- **Module 16 - Managing Decision Criteria:** Define what decision criteria is and establish key criteria to make decisions to be able to assess the probability of winning business.

Section 4: Solution Design

- **Module 17 - Introduction & Overview:** An introduction to what Solution Design is and the role it plays in the sales process.

- **Module 18 - Collaborate & Win:** Learn what happens when you fail to collaborate during the Design phase of the sales process.
- **Module 19 - The Price Conversation:** Price sucks up far too much oxygen. Learn how to let go of being uncomfortable and be confident while talking about price.
- **Module 20 - Building The Results Map:** In the end, people buy for results. Building a results map can be a tremendous tool and aid to managing a sale to success. Learn how to build the results map.
- **Module 21 - Are You Ready?:** Discover how to know whether you're ready to take the next step of the sales process with a prospect or whether you need to refine and better understand the prospect.