



BRONZE LEVEL ON-DEMAND COACHING

Access to your own learning management portal with dozens of video training modules, templates, and worksheets so you have the right content when and where you need it.



SILVER LEVEL GROUP COACHING

Weekly one hour live group coaching sessions where we actively review the sales training content and apply it together. This extra layer of guidance, accountability, and support will help you get organized and stay on track towards hitting your sales goals



GOLD LEVEL 1:1 COACHING

Receive twelve private 55 minute coaching sessions with Ian focused on helping you take your performance to the next level. These calls are tailored for your individual needs and can be delivered on a monthly basis, bi-weekly, or weekly basis depending on the level of support you need.

Module	Lesson
Welcome to Ian Koniak Sales Coaching (10 minutes)	Welcome Video: Untap your Sales Potential (10:33) Resources for Your Success
Mindset of Sales Champions (2 hours 12 minutes)	<ul style="list-style-type: none"> Why Mindset Matters (6:36) Start with Why (11:45) What Needs to Change? (5:55) Visualization - 1 Year Vision for Success (8:04) Getting to an ALL IN State (11:14) Living with Integrity (8:42) Working with Mentors (12:25) Focus on RGA's (7:01) The Power of Belief (5:37) Selling to Executives and Decision Makers (8:06) Resilience in Sales: Finding Success After Failure (8:45) Be Persistent, Not Pushy (6:42) Selling is Helping: From Inward to Outward Focus (9:55) Overcoming Imposter Syndrome (7:53) Stop Beating Yourself Up (6:41) Mindset of Sales Champions: Books & Resources (9:19)
Habits of Sales Champions (3 hours 19 minutes)	<ul style="list-style-type: none"> The Golden Rule of Time Management (8:14) Work/Life Integration (8:52) Knowing the Value of Your Time (7:17) Facing Realty: What Habits Need to Change? (4:56) Addition by Subtraction (15:56) Showing Up Fully Every Day (5:10) Prioritization: The 4 D's of Time Management (11:07) Do the Hardest Thing First: Building Self-Discipline (11:26) Stop Multi-Tasking and Do One Thing at a Time (6:03) Planning Your Week: The 12 Week Year (21:45) Win the Day: Daily Planning & Task Blocking (19:21) Prioritizing Happiness & Self-Care (16:11) Creating a Morning Routine (14:08) Setting Boundaries for Work (6:32) Productivity Hacks: Work Smarter, & Faster, Not Harder

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Habits of Sales Champions (3 hours 19 minutes)	Continuous Improvement & Self Mastery (4:28) Winning the Internal Battle (15:31) Habits of Sales Champions: Books and Resources (6:10)
Fundamentals of Strategic Sales (2 hours 53 minutes)	Demystifying Sales: What Sales Is and What Sales Isn't (10:42) The Top 10 Traits of Elite Sales Performers (11:10) Transactional vs. Strategic Sales (11:05) Why Challengers Win Strategic Sales (14:25) Commercial Teaching in Action (9:26) Why Companies Decide To Buy and Change? (13:22) Have a Conversation, Don't Pitch (19:08) Reverse Selling (6:09) Stages of a Strategic Sales Cycle (12:40) How to Disrupt the Typical Enterprise Buying Process (10:44) Yo-yo selling: How to Accelerate deal cycles (10:56) PREDICT Selling ©: How to Qualify a Deal Quickly (13:25) Keys to Success: Putting It All Together (10:58) Fundamentals of Strategic Sales: Books & Resources (9:30)
The Science of Selling: Paving your path to Success (1 hour 17 minutes)	Why Quantity and Quality of Activity Both Matter in Sales (5:53) How I Hit Quota 42 Months in a Row (8:56) 3 Ways to Grow Your Revenue: Know Your Numbers (9:27) How to Make \$500,000-1M Selling Software (14:14) Income Planner: Live Demonstration From Ian (22:11) Activity Planner: Live Demonstration From Halle Erdahl (6:34) PREDICT Selling © Scorecard: Live Demo from Ian (9:43)
Territory Management and Account Planning (1 hour 26 minutes)	Territory Management 101: Hunting (Triples/Home Runs) + Farming (Singles/Doubles) (9:34) Farming Strategies: Run Rate Business (14:28) Farming Strategies: Expansion Business (9:49) Hunting Strategies (Triples & Home Runds (23:31) Territory Planning Workbook Demonstration (9:10) The Importance of Account Pplans (5:44) Demonstration: Account Plan Template (13:30)
Mastering your Message (1 hour 7 minutes)	Upleveling your Elevator Pitch (7:58) The Importance of LinkedIn Headlines (6:52) What Problem do you Solve: The 5 P's of Pitching (16:19) Live Demonstration: Practicing with Scripts (10:04) What Outcomes Do You Deliver? (7:20) Common Challenges Slide Creation (8:21) Live Demonstration: Putting it all Together in a Pitch Deck (10:21)
Prospecting to Power (4 hours 11 minutes)	My Story: From Missing Quota 3 Years in a Row to #1 at Salesforce (11:46) How to get a seat the the Big Table: Prospecting to Senior Executives (18:26) Common Mistakes to Avoid When Prospecting (9:32) The Power of Personalization (15:40) Research Accounts, Individuals, and Developing your Point of View for A Accounts (20:56)

Module	Lesson
Prospecting to Power (4 hours 11 minutes)	Example of Powerful Point of Views (POV's) for A Accounts (11:07) Copywriting 101: Writing E-Mails That Convert (15:27) Examples: E-Mails That Convert (18:35) Using Triggers to Prospect (11:48) Video Prospecting 101: Keys to Success (14:57) Social Selling 101: Keys to Success (14:57) Social Selling 101: LinkedIn Playbooks (8:36) Bottom-up Prospecting: Getting to Power When You've Started at a Lower Level (11:58) Prospecting to Current Customers (13:23) Phone Prospecting 101 (14:33) Effective follow up: how to add value with every touch point using Sequences (9:26) Example of a great sequence that converts (9:39) New Logo Success Story: St. Joseph Healthcare (21:09) Keys to Ongoing Success (8:11) Prospecting to Power: Books & Resources (5:45)
Impactful Executive Conversations (2 hours 12 minutes)	Why Yo-yo selling works! (6:53) Overcoming Impostor Syndrome: How to gain more confidence when Meeting with Execs (15:31) Preparing for a successful meeting (13:15) How to build rapport, trust, and connect with Decision Makers (9:28) Framework for Impactful Executive Conversations (10:53) Asking Powerful questions to Executives (19:45) Getting to their Why (9:24) Selling the Discovery Process (15:58) Reverse Selling: Use this strategy when Executives aren't opening up (7:18) Become a Trusted Advisor by Adding Value (11:03) Building Strong, Lasting connections with Executives (7:10) Impactful Executive Conversations: Books & Resources (5:52)
Winning with Discovery (1 hour 27 minutes)	Keys to Success in Deep Discovery (16:16) 5 Types of Discovery, and when to use each type (9:50) Executive Discovery: Guided Questions (9:00) Business Value Discovery (9:57) Process Discovery (10:55) Product Discovery (7:47) Deal Qualification Discovery (6:47) PREDICT Selling © Overview (16:22)
Stories that Sell (1 hour 53 minutes)	Why Use Stories to Sell (5:31) Key components a story (10:59) Pixar Storytelling and the Story Mountain (9:07) Killer Proposal Template (13:13) Proposal Example 1: Large BPO (10:57) Proposal Example 2: Large Credit Bureau (15:35) Proposal Example 3: Smaller deal for sales training (7:45) Building a Business Case: Metrics based ROI model (15:58) Building a Business Case: Cost Reduction based ROI model (15:02) Business Case Template Review (9:01)

Module	Lesson
Closing the Complex Sale (3 hours 39 minutes)	<ul style="list-style-type: none"> What's a great closing % (8:14) When to propose, and when not to propose (17:12) Law #1: Prioritize Big Deals (3:03) Law #2: Sell as a Team (8:30) Law #3: Sell to Change Agents with Power (8:00) Law #4: Understand their Decision Making Process (4:07) Law #5: Present Directly to Decision Makers and Multi-Thread (11:48) Law #6: Empower your Champion (12:28) Law #7: Create Urgency to Establishing Timeline (9:21) Law #8: Use a Mutual Action Plan (MAP) (8:41) Law #9: Close Hard only when it's appropriate (17:32) Law #10: Don't be needy (6:06) Top 8 pressure free Closing Strategies (14:54) Negotiation 101: Keys to Success (30:21) Creative Financing Structures in SaaS (15:51) Common Objection Handling (36:51) Closing the Complex Sale: Books & Resources (5:56)
Yo-yo selling in action: The Story of BHHS (2 hours 47 minutes)	<ul style="list-style-type: none"> Yo-Yo Selling in Action: Steps 1-3 (53:38) Yo-yo selling in Action: Steps 4-6 (55:23) Yo-Yo Selling in Action: Steps 7-8 (58.10)
PREDICT Selling: Increase your win rate on every deal	<ul style="list-style-type: none"> Review of Top Sales Methodologies on the market today PREDICT Selling Overview: qualify and close your deals with confidence PREDICT Selling Questions Exercise: PREDICT Opportunity Scorecard Creation
ALL IN Mental Toughness Audio Course by Chris Dorris (1 hour 56 minutes)	<ul style="list-style-type: none"> Ep 1: The Lead Ep 2: The Decision Distinction Ep 3: ALL IN! vs. Other Ep 4: Am I In? How do I get in? Ep 5: ALL IN! All the Time Ep 6: What If It's Not Working Out? Ep 7: The 3 D's and No Guarantees