

Embedded Sales Training & Coaching  
to turn new Sales Skills into Winning  
Sales Habits and Behaviors.

## Supercharge your sales talent.



**An interactive online training and coaching program, delivered by Andrew Ford of Sales CoPilot to help small and medium-sized businesses achieve sales results for life.**

The Sales CoPilot Academy™, *Sales Skills Development Program* includes team member assessments, sales call simulations and bi-monthly video coaching calls in which salespeople learn and practice sales skills mastery.

- Small group sizes optimized for adult learning
- Scoring and benchmarks
- Sales call simulations that can be applied to real-life sales pursuits

This online training tool (*powered by Momentum*) has been licensed by Sales CoPilot to provide a platform for interactive sales simulations. This provides sales students with new skills and habits to deliver Sales Results for Life in your business and their careers.

**See page two for the details you need to get started....**

# Sales CoPilot Academy™

## Sales Skills Development Program

### How it works...

These are interactive 6, 12, or 24 month sales development programs including training, simulation, and coaching. Salespeople participate as players in a game based series of sales missions. Each player completes the missions in private study. The learning is then supported by interactive group coaching sessions throughout the year to reinforce the content.

### The program includes...

- Game Based Sales Missions (lessons)
- 3 Sales call simulations per mission
- Each sales call includes:
  - Sales skills and knowledge content
  - Prospect details for the sales call
  - Sales call planning
  - Face-to-face simulation of the sales call
  - Pass or fail of sales call with coaching debrief
  - Post-call learning test for additional player scoring points
  - The player earns a call score based on their effectiveness in completing the call, and this score is added to the player's record
  - Players' scores are benchmarked against all other students in the program
- Bi-weekly interactive group coaching sessions are led by Andrew Ford. These coaching sessions focus on the learning content, additional scenario discussions to reinforce the learning, and Q&A to support the application of the lesson content into real world sales opportunities.



### Coaching by Sales CoPilot's Andrew Ford

Andrew Ford applies his 30 years of experience to ground the content in real world examples, and support immediate applications of the lessons learned into sales opportunities.

### Class Size Optimized for Group Learning & Support

The Sales CoPilot Academy™ uses a class size minimum of 8 and maximum of 12 players to ensure a high quality interactive learning experience.

#### Requirements

- Internet access
- Laptop or desktop with video camera
- Flash media player
- Lessons require 3 hours of study to complete based on 1 hour per sales call simulation
- Interactive coaching session is 60 minute on-line video conference call

### Class Size Optimized for Group Learning & Support

Program	Duration	Momentum		Group
		Missions	Simulations	Sessions
Basic	6 mths	1-14	42	10
Intermediate	12 mths	1-28	84	20
Advanced	24 mths	1-40	120	40

## Sales CoPilot Academy Testimonial:

“To sum up; I feel fortunate to have the opportunity to experience Sales Academy training with Andrew Ford as my coach. It has already made a significant impact on my selling style and I am confident that it will continue to contribute to my professional development. I look forward to the Momentum Missions and interactive coaching sessions with Andrew that lay ahead.”

## Sign Up Today!

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