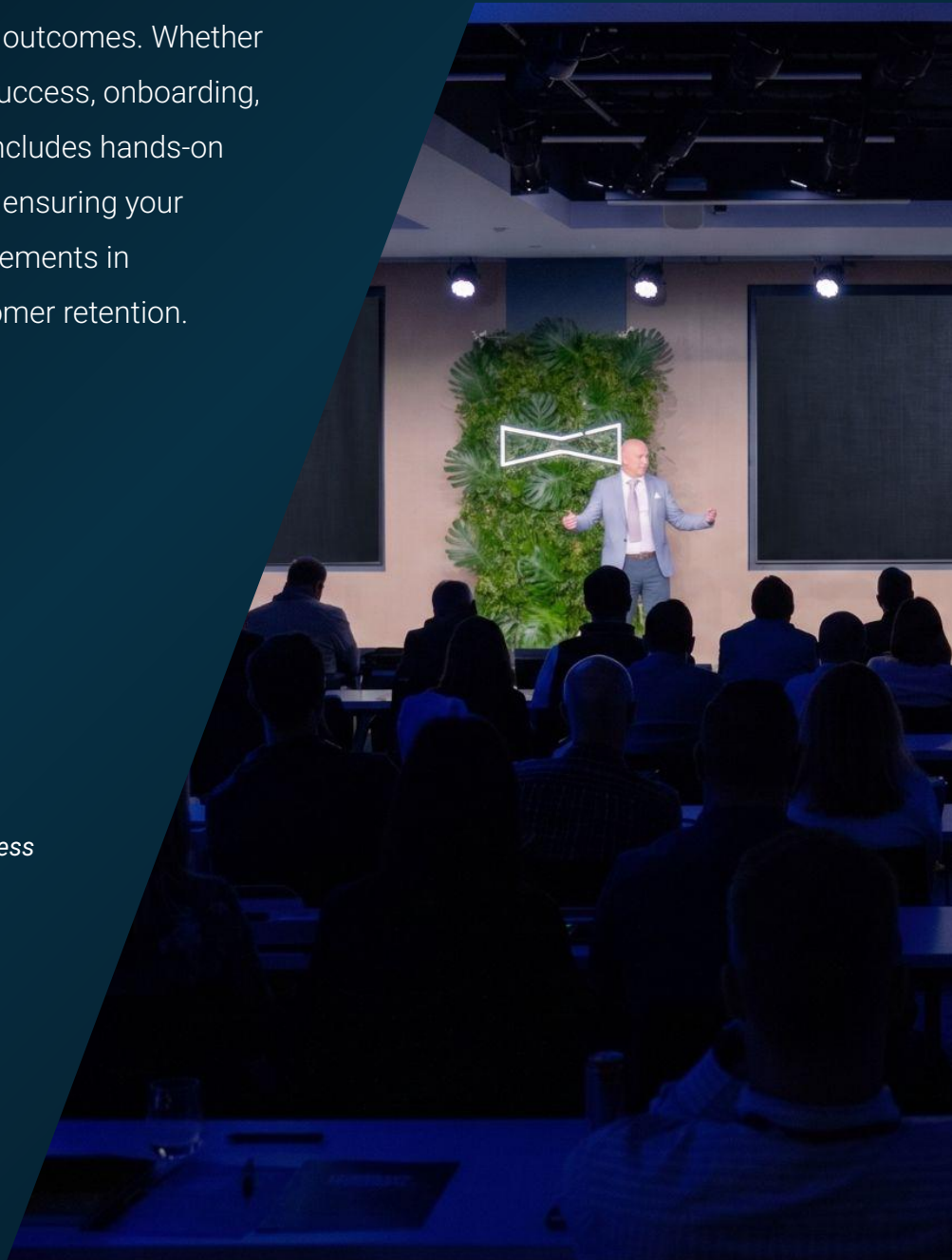


Sales Kickoff Offerings



Turn your team training into tangible outcomes. Whether focused on sales impact, manager success, onboarding, or account growth, each workshop includes hands-on exercises and real-world application, ensuring your investment drives immediate improvements in pipeline velocity, win rates, and customer retention.

- 01 *Full SPICED*
- 02 *Coaching for Managers*
- 03 *Impact (Rational & Emotional)*
- 04 *Discovery (Using SPI)*
- 05 *Provocative Selling*
- 06 *Closing: Critical Event & Decision Process*
- 07 *SPICED and Storytelling*
- 08 *Executive Storytelling & Influence*
- 09 *AI for GTM*
- 10 *Prospecting*



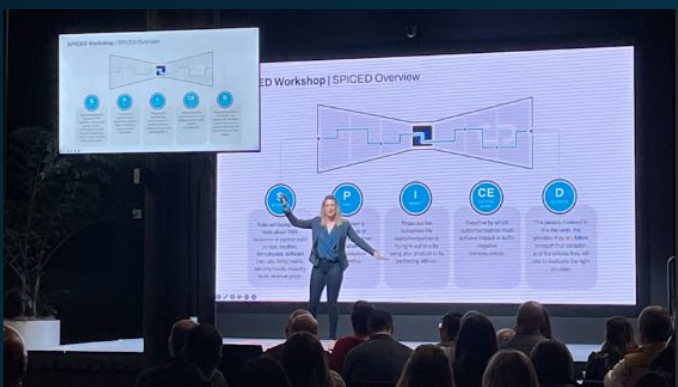
01 Full SPICED

This workshop is designed to enhance your sales skills using the SPICED framework by focusing on the Situation, Pain, Impact, Critical Event, and Decision Process. You'll gain a deep understanding of each element and learn how to apply them effectively in your sales strategies. The session includes **interactive** exercises that ensure you leave with practical, actionable insights to drive your sales success.

Duration: 4 hours



Target Audience: AEs, Sales Managers, SDRs, BDRs, Sales Engineers, Sales Operations, Solutions Engineers



02 Coaching for Managers

This workshop is designed to equip frontline managers with the core skills, frameworks, and rhythms to become high-impact coaches. You'll learn how to diagnose performance gaps using the REKS model, implement a consistent coaching cadence, and run coaching sessions that drive real skill development rather than a review of the numbers.

2 hours: The frameworks and the rhythm. Through guided practice, you'll leave with tools to coach confidently in both structured 1:1s and everyday interactions, and a cadence your managers can hold week to week.

4 hours: Everything in the 2 hour session, plus a second half of hands-on practice. Managers run live coaching role-plays with each other, get feedback on their questioning and their scoring, and ensure consistent calibration across the management team.



Target Audience: Sales & CS Managers, Team Leads, Aspiring Managers

Six of the ten topics are available at either 2 or 4 hours. The 4 hour version is the same 2 hour session, followed by a second half that goes deeper. Three of those second halves, *Objection Handling*, *Business Value & ROI*, and *Multi-Threading*, can also be booked on their own as 2 hour standalone sessions.

03 Impact (Rational & Emotional)

This workshop is designed to deepen your ability to uncover and articulate both Rational and Emotional Impact in customer conversations. You'll learn how to ask the right questions, connect your solution to what truly matters to buyers, and build a compelling value narrative that resonates across every role in the room.

2 hours: Impact only. Through interactive exercises and role-play, you'll walk away with practical skills to diagnose what success looks like for your customer, and how your solution delivers it. Best suited to teams who describe their product well but struggle to surface what the customer actually stands to gain or lose.

4 hours: Everything in the 2 hour session, plus a second half on Business Value and ROI. You'll gather the inputs a credible ROI model requires, translate customer pain into figures a buyer's finance team will accept, and hold the value conversation without discounting your way to a close. Teams leave with a defensible business case built on one of their own live opportunities.

Also available: Business Value & ROI can be booked on its own as a 2 hour standalone.



Target Audience: AEs, Sales Managers, CSMs, SDRs, Sales Engineers, Marketing Professionals

04 Discovery (Using SPI)

This workshop is designed to transform the way you conduct discovery calls by focusing on the SPI (Situation, Pain, Impact) questions. Through the SPICED framework, you'll learn how to diagnose customer challenges accurately and connect those challenges to solutions that genuinely matter to the buyer.

2 hours: The SPI framework applied to live discovery calls, with interactive exercises throughout. Your team leaves able to diagnose the real problem instead of pitching at it.

4 hours: Everything in the 2 hour session, plus a second half on Objection Handling. You'll learn to tell a genuine objection from a deflection or a rejection, apply the Acknowledge and Ask method, and use tone and pacing to keep a conversation alive when a prospect pushes back early.

Also available: Objection Handling can be booked on its own as a 2 hour standalone.



Target Audience: AEs, SDRs, BDRs

Where a topic is offered at both lengths, the first two hours are the same. The 4 hour version adds a second half that goes deeper.

05 Provocative Selling

This workshop equips sales professionals with the ability to challenge customer assumptions, shift mindsets, and drive urgency using a Provocative Selling approach. Participants will explore when and how to introduce a provocative perspective, craft compelling messages that land rather than antagonise, and use AI-driven techniques to support their insights with evidence.

Duration: 4 hours



Target Audience: Sales and GTM professionals



06 Closing: Critical Event & Decision Process

This workshop is designed to elevate your ability to identify and leverage Critical Events while navigating the Decision Process within the SPICED framework. You'll learn how to recognize the pivotal moments that create genuine urgency, identify the people who actually shape a decision, and align your solution to what your customer is really deciding on.

2 hours: Critical Event and Decision Process. Through interactive exercises, you'll leave with practical, actionable strategies to advance deals and close more effectively. Best suited to teams with forecast accuracy problems and deals that slip.

4 hours: Everything in the 2 hour session, plus a second half on Multi-Threading. You'll learn to identify every role that has to be involved for a deal to close, map the champions and influencers around them, sequence outreach across a buying committee without losing momentum, and build a mutual plan that keeps several threads moving at once.

Also available: Multi-Threading can be booked on its own as a 2 hour standalone.



Target Audience: AEs, Sales Managers, SDRs, AMs, Sales Engineers, Sales Operations, Solutions Engineers

07 SPICED and Storytelling

This workshop is designed to enhance your sales effectiveness by combining the SPICED framework with powerful storytelling techniques. You'll master how to uncover customer pain, drive urgency through Critical Events, influence key decision-makers, and craft compelling narratives that reinforce customer impact. Through hands-on exercises and real-world application, you'll walk away with practical strategies to apply immediately.

Duration: 4 hours (3 hours on SPICED, 1 hour on Storytelling)



Target Audience: AEs, Sales Managers, SDRs, BDRs, Sales Engineers, Sales Ops, Solutions Engineers, CSMs, Marketing Professionals

08 Executive Storytelling & Influence *New!*

This workshop is designed to sharpen how your team communicates value to senior stakeholders. You'll learn how to structure a business narrative that holds an executive's attention, translate product capability into business outcome, and use data to reinforce a story rather than replace it. Through interactive exercises and live practice on your own accounts, you'll walk away with a repeatable narrative structure you can apply to your next executive conversation.

Duration: 2 hours



Target Audience: AEs, Sales Managers, CSMs, AMs, Sales Engineers, Marketing Professionals

09 AI for GTM *New!*

This workshop is designed to move AI from something your team experiments with to something they use every day. Rather than a demonstration or a set of prompting tips, participants create working AI routines against their own live pipeline, and each one connects back to SPICED or a stage of the Bowtie. Your team leaves with tools already running on their own accounts, not notes from a session.

2 hours (Essentials): Two working routines. First, a daily brief that tells a seller what changed overnight, who to contact, and the three things worth doing today. Second, deep account research that produces a five minute pre-call brief ahead of any meeting. Both work for any role and on any major AI assistant.

4 hours: Everything in the 2 hour session, plus two more routines. Your team creates a discovery plan that prepares them for a SPICED conversation, and a scorecard that reviews the call afterwards and shows clearly where the conversation was strong and where it fell short. They then package the whole set so it runs on demand rather than being rebuilt each time.

Prerequisite: Each participant needs a paid AI assistant subscription (Claude, ChatGPT, Gemini, Copilot, or similar) signed in before the session begins. For the 4 hour version, participants should also bring a recording or transcript of a recent customer call.



Target Audience: AEs, SDRs, BDRs, CSMs, AMs, Sales Managers, Sales Operations

10

.....• *Prospecting* *New!*

This workshop is designed to build outbound pipeline. Grounded in the Recurring Revenue Operating Model, it gives your team a repeatable way to generate top of funnel, qualify what they create, and start real conversations with executives rather than gatekeepers. Every email and every unscheduled call is built around Impact rather than product features.

2 hours: Prioritizing time, and applied research. Your team learns how the best prospectors decide where to spend their hours, how to research an account through LinkedIn and elsewhere so they are genuinely relevant, and how to work that research into an email or an unscheduled call so the prospect feels they have earned the next thirty seconds.

4 hours: Everything in the 2 hour session, plus questions and sequencing. Your team learns to use SPICED to drive urgency and diagnose a prospect without it feeling like an interrogation, then builds out the three sequence types, inbound, outbound and re-engagement, and how to manage time across all three. Includes live role-play throughout.



Target Audience: SDRs, BDRs, XDRs, and AEs responsible for their own top of funnel, plus the managers who coach them

BUILT FOR YOUR TEAM

Tailored Workshops

If the skill your team needs to build is not on this list, we build the workshop around it. Content is drawn from our library, your own playbooks and personas, or created from scratch, and delivered using your roles, your acronyms and your logos.

Duration: 2 hours, with additional lead time for content development

Executive Alignment Workshop

A focused working session for your GTM leadership team, recommended as an add-on to any onsite event. Your leaders align on the model, the metrics that matter, and what each of them will inspect once the wider team has been trained.

Duration: 1 to 1.5 hours



Target Audience: Minimum of 3 and maximum of 10 GTM leaders

Unlock your Sales Kickoff Experience



Every Sales Kickoff engagement is designed to create lasting impact, starting from the moment your team walks in the room. Here's what's included with your experience:



Expert Delivery by a Certified WbD Trainer

Our certified facilitators are seasoned GTM professionals who bring practical experience, energy, and storytelling to every session. They guide your team through real-world application, best practices, and proven frameworks.



Professionally Designed Workbooks for Every Attendee

Each participant receives a polished, high-quality workbook, printed and shipped for onsite sessions or available online for remote sessions. Workbooks are branded with your company's logo for a personalized touch.



Hands-On, Role-Based Application

Workshops aren't lectures, they're working sessions. Attendees engage in role-plays, discussion breakouts, and application exercises built to drive real behavior change.



Topics That Drive GTM Performance

Choose from a set of Core Key Topics, Tailored Workshops, or Executive Alignment Sessions, all aligned to your current GTM goals. Six topics are available at either 2 or 4 hours, so you can match the depth to the time you have.



Post-RKO Coaching Session

To ensure your investment sticks, you can add reinforcement coaching. This 1 hour follow-up session helps your team retain and apply what they've learned, turning ideas into habits.