Introduction

Duration	Topic
5 mins	**Hot Open:** Number Play
5 mins	**Pair Discussion**: How Are You Prospecting Right Now?
5 mins	**Key Topic:** A Lack of Alignment Costs Deals
2 mins	**Key Topic:** Key Topic: The Goal of the First Conversation
8 mins	**Key Topic:** The Battle for Attention and Trust
5 mins	Competency Overview
30 mins	

Skill: Target Your Cold Emails

Duration	Topic
5 mins	**Hot Open:** Words in Common
5 mins	**Key Topic**: Define Your Personalization Strategy
5 mins	**Key Topic:** The Messaging Matrix and Account Markers
15 mins	**Group Discussion:** Account Markers + Target Roles
10 mins	**Key Topic:** Insight + Alignment
15 mins	**Group Activity:** Complete Your Messaging Matrix
5 mins	**Key Topic:** From Account Markers to Real Targets
5 mins	**Key Topic:** The Anatomy of an Email

Duration	Topic
20 mins	• **Group Activity:** Draft a Personalized Cold Email
5 mins	• Wrap-up
90 mins	

Skill: Convert Cold Calls to Meetings

Duration	Topic
5 mins	• **Hot Open:** Stay or Hang Up?
5 mins	• **Key Topic:** Why Cold Calls Matter
10 mins	• **Key Topic**: The Four-Part Opening Sequence
5 mins	• **Key Topic:** Key Topic: Do Your Research
15 mins	• **Individual Activity:** Research Your Prospect
10 mins	• **Pair Activity**: Opening the Call
10 mins	• **Key Topic:** Deliver Value Early
10 mins	• **Group Discussion:** Review DIQ Example

Duration	Topic
15 mins	• **Group Activity:** Create and Practice Your DIQ
5 mins	• Wrap-up

90 mins

Skill: Qualify the Problem

Duration	Topic
5 mins	• **Hot Open:** When Misalignment Meets Complexity
7 mins	• **Key Topic:** Qualification Starts With Their View of the Problem
10 mins	• **Key Topic**: Path 1—They Agree They Have the Problem
10 mins	• **Key Topic:** Path 2—They Don't See a Problem (Yet)
10 mins	• **Group Activity:** Make the Decision
3 mins	• **Key Topic:** Qualification Is a Decision, Not a Feeling
10 mins	• **Key Topic:** Use Telling Details to Ignite Interest
15 mins	• **Group Activity**: Draft Your Value Statement

Duration	Topic
10 mins	• **Key Topic:** A Real Problem Still Dies Without the Right People
5 mins	• **Key Topic**: How This Maps to MEDPICC / BANT
5 mins	• Wrap-up

90 mins