

Build Sales Confidence Through a Repeatable Sales Operating System

The Strategic Sales Council helps sales professionals and sales leaders install and improve a stronger sales operating system. Members learn how to apply a world-class sales process, build the skills needed to execute that process, and create the inspection rhythm needed to improve performance over time.

The Council turns learning into implementation by helping participants apply one piece of the sales system at a time. Members use the LMS curriculum, Council sessions, focused system reviews, peer problem solving, and coaching support to improve how they sell, how they lead, and how they inspect progress.

Deliverables



What members gain: The confidence, tools, skills, and operating discipline to sell more consistently, inspect performance, move opportunities forward, and improve the sales system day by day.

Membership Options

Offer	Sessions / Month	Monthly
Evaluation + Online Academy	0 council / 0 coaching	\$299 / month
Evaluation + Online Academy + Council (90 minute sessions)	2 council / 0 coaching	\$599 / month
Evaluation + Online Academy + Council (90 minute sessions) + 1 Coaching Session (60 minute sessions)	2 council / 1 coaching	\$799 / month
Evaluation + Online Academy + Council (90 minute sessions) + 2 Coaching Sessions (60 minute sessions)	2 council / 2 coaching	\$1,050 / month
Evaluation + Online Academy + Council (90 minute sessions) + 4 Coaching Sessions (60 minute sessions)	2 council / 4 coaching	\$1,800 / month

Annual membership required. Council memberships include two 90-minute Council sessions per month. Coaching tiers include the number of monthly one-to-one coaching sessions listed. Full terms are governed by the membership agreement. The Online Academy includes the full skills and process curriculum, accessible on demand.

Benefits

- 1. Build stronger sales professionals**
Develop the confidence, discipline, and skill to execute a consistent sales process.
- 2. Improve opportunity quality and advancement**
Strengthen discovery, qualification, decision alignment, follow-up, and next-step discipline.
- 3. Create a repeatable sales operating system**
Install a system that can be inspected, coached, practiced, and improved.
- 4. Build stronger sales leadership**
Help leaders inspect execution, coach the process, and develop their people more consistently.
- 5. Turn learning into implementation**
Apply one piece of the sales system at a time through Council sessions, LMS work, focused reviews, and coaching.

Sales Operating System Roadmap

- FOUNDATION** OMG evaluation, role clarity, goals, motivation, responsibility, mindset, standard work
- SKILLS** Consultative selling, value selling, qualifying, money conversations, closing, decision makers
- PROCESS** MQL, SQL, discovery call, alignment meeting, SOW/proposal meeting, decision meeting, onboarding
- EXECUTION** Pipeline building, targeting, buyer personas, CRM, account reviews, territory management, pricing, negotiation
- LEADERSHIP** Coaching, accountability, motivation, sales meetings, recruiting, onboarding, inspection, team focus
- IMPROVEMENT** Data-driven coaching, focused system reviews, process health checks, KPI health checks, role play, automation, system refinement