

Sales training schedule

Date: July 23, 2026

Timeline

08:30 – 09:00 Welcome & Registration Coffee

Participants check in, receive their training materials, and network over morning coffee. Instructors will be available to answer initial logistical questions.

Location: Main Foyer

09:00 – 09:45 Opening Remarks & Sales Goals

The VP of Sales outlines the objectives for the training day and reviews quarterly targets. Key performance indicators and high-level strategy will be highlighted.

Location: Auditorium A

09:45 – 11:00 Core Product Deep-Dive

An intensive session covering new software features, pricing models, and key value propositions. Attendees will learn how to articulate unique selling points effectively.

Location: Auditorium A

11:00 – 11:15 Mid-Morning Refreshment Break

A short break to grab coffee, tea, and quick snacks before transitioning to the practical workshops. Use this time to stretch and recharge.

Location: Lounge Area

11:15 – 12:30 Masterclass: Objection Handling

Learn proven frameworks to address common customer hesitations around price, timing, and competitor solutions. Real-world scenarios and response scripts will be dissected.

Location: Training Room 101

12:30 – 13:30 Networking Lunch

Enjoy a catered lunch while discussing morning takeaways with colleagues. Tables are arranged by sales region to facilitate peer connection.

Location: Executive Dining Hall

13:30 – 15:00 Interactive Role-Play Exercises

Participants pair up to simulate real sales calls focusing on discovery and objection resolution. Trainers will observe each pair and provide immediate constructive feedback.

Location: Breakout Rooms A-D

15:00 – 15:15 Afternoon Energy Break

Grab a cold drink or light snack to boost energy for the final training block of the day.

Location: Lounge Area

15:15 – 16:30 Advanced Closing Techniques

Explore strategies for overcoming late-stage deal inertia and securing commitments. Participants will learn how to create urgency without damaging client trust.

Location: Training Room 101

16:30 – 17:00 Wrap-Up & Peer Awards

Review key learnings from the day and celebrate stand-out performers from the role-play sessions. Certificates of completion will be handed out.

Location: Auditorium A

17:00 – 18:00 Post-Training Mixer

Unwind and celebrate a successful training session with team members over complimentary beverages and appetizers.

Location: Rooftop Terrace