



ERA Virtual Sales Training

Sharpen Your Sales Skills in Today's Market

Course Agenda

Note: This schedule is subject to change. Check back for updates. All sessions are 75 minutes in duration.

All times listed are Eastern Daylight Time

Tuesday, October 4, 2022

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| 11:00 a.m. – 12:15 p.m. | Effective Communication: It's More Than Just Talking! |
| 1:00 – 2:15 p.m. | Bridging the Gap: Relationship Building and Collaboration in a Multi-Generational Workforce |
| 3:00 – 4:15 p.m. | Pre-Call Sales Planning: How to Get Great at It to Increase Your Opportunities & Win More Sales |

Wednesday, October 5, 2022

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| 11:00 a.m. – 12:15 p.m. | Value-Based Selling: How to Sell More by Competing on Value, Not Price |
| 1:00 – 2:15 p.m. | Engagement Selling: How to Warm Call with Confidence |
| 3:00 – 4:15 p.m. | A Peek into the Academic World of Supply Chain MBA Curriculum: What Are Tomorrow's Supply Chain Leaders Being Taught and What Does This Mean to You? |

Thursday, October 6, 2022

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| 11:00 a.m. – 12:15 p.m. | Digital Marketing: Cutting-Edge Techniques to Help You Up Your Game |
| 1:00 – 2:15 p.m. | Tips & Tricks on Setting Appointments with Emails, LinkedIn, and Referrals |
| 3:00 – 4:15 p.m. | What Sales Winners Do Differently! |