

## PROGRAM ONE: INTRO/CURRENT STATE/BELIEFS

1. OVERVIEW OF PROGRAM
  - A. PROGRAM INTRO: what will we do during 7 segments
  - B. Participation, homework, exercises, Q&A, open frame
  - C. Take aways
  - D. Modeling Buying Facilitation during program
  - E. Q&A
2. PROGRAM ONE: BELIEFS
  - A. DISCUSSION: Where are you?
3. BELIEFS
  - A. LECTURE: what are beliefs and how do they determine behavior?
  - B. EXERCISE: how do beliefs influence behaviors
  - C. DISCUSSION.
3. OVERVIEW/END SESSION ONE
  - A. Q&A
  - B. homework

## PROGRAM THREE: QUESTIONS: WHAT ARE THEY? HOW CAN THEY BE USED TO IMPLEMENT CHANGE?

1. PROGRAM THREE: WHAT ARE QUESTIONS?
  - A. DISCUSSION: QUESTIONS FROM PROGRAM 2/OPEN FRAME
  - B. OVERVIEW: Conventional questions: assumptions, outcomes
  - C. DISCUSSION: What is a Facilitative Question?
2. THE BRAIN AND HOW IT MAKES DECISIONS
  - A. LECTURE: how brains decide.
3. FACILITATIVE QUESTIONS
  - A. LECTURE: how Facilitative Questions work
  - B. EXERCISE: what are Facilitative Questions? and how do we use them?
  - C. ROLE PLAY: Facilitative Questions, group interaction
  - D. Q&A
4. OVERVIEW/END SESSION THREE
  - A. Q&A
  - B. homework

## PROGRAM FIVE: INFLUENCING SYSTEMS (2 PARTS)

1. PART TWO, PROGRAM FIVE: COMMUNICATIONS SYSTEMS
  - A. DISCUSSION: QUESTIONS FROM PROGRAM FOUR/OPEN FRAME
  - B. OVERVIEW: how do influencers decide?
2. INFLUENCING SYSTEMS:
  - A. LECTURE: Who talks to who; what are the issues; history/people, policies, etc and how does this effect sales?
  - B. LECTURE: Where does Identified Problem fit in?
  - C. GROUP DISCUSSION: what's the difference between the influencer and the stakeholder's decision system?
3. ALIGNING DECISIONS AND SOLUTIONS
  - A. DISCUSSION: how to align offerings with identified solution and collaborate with stakeholders to ensure all criteria being met
4. CLOSING THE SALE
  - A. LECTURE: Putting it together – systems + upper funnel + lower funnel
5. OVERVIEW/END SESSION 5
  - A. Q&A
  - B. homework

## PROGRAM SEVEN: PUTTING IT ALL TOGETHER

1. PROGRAM SEVEN: PUTTING TOGETHER THE SYSTEMS, THE QUESTIONS, THE LISTENING, AND MAKING THE SALE
  - A. DISCUSSION: QUESTIONS FROM PROGRAM 5/OPEN FRAME
  - B. OVERVIEW: helping others make their own best decisions.
2. DECISION FACILITATION: INFLUENCING THE DECISION PROCESS
  - A. DISCUSSION: how to put it all together
  - B. GROUP ACTIVITY: Decision Facilitation role play with entire group
3. PROGRAM CLOSURE: Ongoing practice
  - A. GROUP DISCUSSION
  - B. Q&A
  - C. TAKE AWAY/ONGOING PRACTICE

## PROGRAM TWO: CHOICES: HOW DO WE MAKE THEM, AND HOW TO RECOGNIZE THE NEED TO MAKE NEW ONES.

1. PROGRAM TWO: WHAT IS CHOICE?
  - A. DISCUSSION: QUESTIONS FROM PROGRAM ONE/OPEN FRAME
  - B. OVERVIEW: Why choice is important
  - C. DISCUSSION: CHOICE MODEL: Self/Observer/Structure/Content – how to move between conscious and unconscious choice.
  - D. HOW DO CLIENTS DECIDE: How do our prospects/clients decide? What do our clients need to know differently to make better decisions, and how can we involve ourselves?
  - E. EXERCISE: conscious choice – What skills do we have now, and what should we add?
  - F. Q&A
2. WHY IS CHOICE IMPORTANT?
  - A. LECTURE: conscious vs. unconscious choice
  - B. DISCUSSION
3. OVERVIEW: END SESSION TWO
  - A. Q&A
  - B. homework

## PROGRAM FOUR: WHAT ARE SYSTEMS (2 PARTS):

1. PART ONE, PROGRAM FOUR: WHAT ARE SYSTEMS?
  - A. DISCUSSION: QUESTIONS FROM PROGRAM 3/OPEN FRAME
  - B. OVERVIEW: Systems: the roles, rules, relationships, history, emotions and behaviors
2. WHAT ARE HUMAN SYSTEMS?
  - A. LECTURE: How do people connect? what are biases, people-politics? inter/intra personal systems, and the rules of people systems?
  - B. LECTURE: The system of communication
3. OVERVIEW/END SESSION FOUR
  - A. DISCUSSION/Q&A
  - B. homework

## PROGRAM SIX: FORMULATING FACILITATIVE QUESTIONS/LISTENING

1. PROGRAM SIX: HOW TO LISTEN FOR SYSTEMS AND HOW TO FORMULATE FACILITATIVE QUESTIONS
  - A. DISCUSSION: QUESTIONS FROM PROGRAM 5/OPEN FRAME
  - B. OVERVIEW: managing decision making
2. LISTENING
  - A. LECTURE: what are the 5 phases of listening? Listening in Observer
  - B. LECTURE: how to formulate Facilitative Questions
3. HOW TO FORMULATE FACILITATIVE QUESTIONS?
  - A. LECTURE: What to listen for to formulate Facilitative Questions.
  - B. EXERCISE: role plays: how to listen; how to formulate Facilitative Questions
  - C. GROUP EXERCISE: design Facilitative Questions
4. OVERVIEW/END SESSION SIX
  - A. Q&A
  - B. homework

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Click Here to Contact  
Sharon Drew with Questions:  
[sdm@austin.rr.com](mailto:sdm@austin.rr.com)