GAP | SELLING
NO GAP NO SALE

You've done it - you've taken the first step towards creating a problem-centric selling organization. It's not easy, but we're here to help.

A few things you should know before you get your team started in the online training:

- We built the system to match our instructor-led training as closely as possible. At the end of the day, it is impossible to simulate the same type of coaching environment in our online training. That's where you as a facilitator come in. Check out some of our coaching resources here.

- The cadence of the training will largely depend on your team's bandwidth. We recommend covering one module per week, then meeting as a team for 45 mins to an hour to debrief, discuss, and apply. Some modules will have more to discuss than others, here's a quick breakdown of an example schedule:
    - Week 1: Welcome & Intro to the Gap Modules (85 mins of learning, 45 min team debrief)
    - Week 2: Problem Identification (80 mins of learning, 1 hr team debrief. Highly recommend putting the PIC into a collaborative doc and sharing it with the team for everyone to see. You can download it here)
    - Week 3: Discovery Part 1 (60 mins learning, 45 min debrief)
    - Week 4: Discovery Part 2 (40 mins learning, 45 min debrief / role play session. Can be lumped with discovery part 1 or demo / solution.)
    - Week 5: Demo / Solution (30 mins learning, 1 hr debrief / role play session. Use same scenario & information from discovery role play for this to see how well your reps tie what they learn in discovery to the demo / solution presentation stage)
    - Week 6: Pipeline & Final Self Assessment (73 mins learning, 45 min debrief.)
    - Week 7: Review of team Problem Identification Chart
    - Week 8: Follow up role-play discovery session