T-shaped Sales Development Program Outline

Introduction (Available immediately after enrollment)

- Welcome To The Program
- About The Instructor
- Program Outline
- Download The Program Outline
- Methodology
- Assess Your T-Shaped Sales Development Skills
- How To Access The Live Coaching Sessions

Week 1: Groundwork (Available immediately after enrollment)

- Download The Worksheet
- The ICP Matrix
- Build Your ICP Matrix
- The Problem Canva
- Build Your Problem Canva
- Action Steps: Week 1

Week 2: LinkedIn Profile Optimization (Available 7 days after enrollment)

- Download The Worksheet
- Your LinkedIn Profile Is Your Landing Page
- Your Hero Section
- Update Your Hero Section
- Your About Section
- Update Your About Section
- Your Featured Section
- Update Your Featured Section
- Your Experience Section
- Update Your Experience Section

- [Your Profile Settings](#)
- [Optimize Your Profile Settings](#)
- [Action Steps: Week 2](#)
- [Bonus #1: The LinkedIn Profile Checklist](#)

Week 3: Network Building (Available 14 days after enrollment)

- [Download The Worksheet](#)
- [Planning Your Network Growth](#)
- [Build Lists Of Influencers And Thought Leaders](#)
- [Expanding Your Network](#)
- [Expand Your Network](#)
- [Network Growth Automation](#)
- [Set Up Your Automations](#)
- [Action Steps: Week 3](#)

Week 4: Using Content To Find Prospects (Available 21 days after enrollment)

- [Download The Worksheet](#)
- [Key Concepts About Content](#)
- [Self-Generated Content](#)
- [Pick Your Self-Generated Content Strategy](#)
- [External Content](#)
- [Pick Your External Content Strategy](#)
- [Extracting And Preparing Your Lead List](#)
- [Extract And Prepare Your Lead List](#)
- [Action Steps: Week 4](#)
- [Bonus #1: Outreach Spreadsheet Template](#)
- [Bonus #2: The LinkedIn Content Checklist](#)
- [Bonus #3: [Mini-Course] - The Sales Rep Content Training](#)
- [Bonus #4: [Podcast] - How To Use LinkedIn Events To Book Meetings, with Thibaut Souyris](#)

Quick Intermission (Available 21 days after enrollment)

- [2 Quick Notes](#)

Week 5: Triggers & Sequencing (Available 28 days after enrollment)

- [Download The Worksheet](#)
- [Triggers](#)
- [List Relevant Triggers](#)
- [Sequencing & Cadending](#)
- [Build Your Outreach Sequences](#)
- [Action Steps: Week 5](#)
- [Bonus #1: The Ultimate LinkedIn Outreach Sequence](#)
- [Bonus #2: [Podcast] - How To Find Triggers In Cold Outreach, with Mark Colgan](#)

Week 6: High-Impact Messaging (Available 35 days after enrollment)

- [Download The Worksheet](#)
- [Connection Requests](#)
- [Build Your Connection Request Templates](#)
- [High-Impact Messaging](#)
- [Follow-Up Structure](#)
- [Build Your Messaging Templates](#)
- [Navigating Conversations](#)
- [Build Your Conversation Navigator](#)
- [Action Steps: Week 6](#)
- [Bonus #1: Full Sequence Example #1](#)
- [Bonus #2: Full Sequence Example #2](#)
- [Bonus #3: [Mini-Course] - The LinkedIn Video Prospecting Training](#)
- [Bonus #4: [Podcast] - How To Build A Killer Outbound Sequence, with Justin Michael](#)
- [Bonus #5: [Podcast] - How To Use LinkedIn Voicemails To Get A 35% Reply Rate, with Thibaut Souyris](#)

Week 7: Discovery Call (Available 42 days after enrollment)

- [Download The Worksheet](#)
- [How To Start Your Discovery Call](#)
- [Build Your 30-Seconds Speech](#)
- [How To Find And Quantify Problems](#)
- [Build A Gap Chart](#)
- [How To End Your Discovery Call](#)
- [Build Your Summarize, Bridge, Pull](#)
- [Action Steps: Week 7](#)
- [Bonus #1: [Podcast] - How To Close A 5-Figures Deal In 9 Days, with Thibaut Souyris](#)
- [Bonus #2: [Podcast] - A simple Qualification Framework, with Thibaut Souyris](#)

Week 8: Implementation (Available 49 days after enrollment)

- [Download The Worksheet](#)
- [Goal Setting](#)
- [Set Your Goals](#)
- [Experimentation](#)
- [Build And Run Your Experiments](#)
- [Action Steps: Week 8](#)
- [Bonus #1: [Podcast] - How To Time-Box Your Outreach, with Thibaut Souyris](#)
- [Bonus #2: [Mini-Course] - Time Management Tactics For Salespeople](#)

What's Next (Available 49 days after enrollment)

- [Learning Summary](#)
- [Assess Your T-Shaped Sales Development Skills](#)
- [Leave A Testimonial](#)
- [Bonus #1: My Tech Stack](#)
- [Bonus #2: 9 Free Tools For Salespeople](#)
- [Bonus #3: Get One Month Free On The Selling Advantage Community](#)
- [Need Additional Support? Book A 1:1 Session With Me](#)