

# Dimensions of Professional Selling Trainer Certification Workshop (DPS-TCW)

February 19-25, 2019 | Cincinnati, Ohio



## PROGRAM LOGISTICS

We are delighted that you will be joining us for the ***Dimensions of Professional Selling Trainer Certification Workshop (DPS-TCW)*** scheduled February 19-25, 2019, at **The Summit**. The Summit, A Dolce Hotel is just a few minutes north of the Ohio River on the Medpace campus in the heart of the Madisonville community, a Cincinnati neighborhood (Located at 5345 Medpace Way, Cincinnati, Ohio 45227).

Expect to return to your responsibilities with the most dynamic and complete set of sales development skills in existence! Positional selling is helping sales professionals all over the world improve their sales, market share, and profits.

## PROGRAM DATES AND TIMES

### DPS: February 19-21

Tuesday: 8:00 am – 5:00 pm  
Wednesday: 8:00 am – 5:00 pm  
Thursday: 8:00 am – 12:00 noon

### TCW: February 21-25

Thursday: 1:30 pm – 5:00 pm  
Friday: 8:00 am – 5:00 pm  
Saturday: 8:30 am – 5:00 pm  
Sunday: 1:00 pm – 5:00 pm  
Monday: 8:30 am – 12:00 noon

## PROGRAM ATTIRE

Dress for the program will be business casual.

## MEALS

Carew will provide a continental breakfast, morning break, lunch, and afternoon break to participants as listed on the following program schedule. Additional meals are the responsibility of each participant.

## PROGRAM CONFIRMATION

To confirm your registration for the DPS program and complete the pre-program survey, click the following link: [Carew February 2019 Open Enrollment Registration and Pre-program Survey](#). **(Note: You will not receive a confirmation number as this is a survey. This serves as a final confirmation of your attendance.)** This survey simply helps our facilitators to understand your needs as a student and as our guest. Your responses are important to the class dynamics, and will help us prepare materials for your attendance.



## PROGRAM LOCATION AND LODGING

The DPS program will take place on the 4<sup>th</sup> floor of The Summit. Participants are responsible for reserving their air, ground and hotel accommodations. For your convenience, Carew International has secured a block of rooms at **The Summit** at a discounted nightly room rate of \$**159.00** + tax. To secure your hotel reservations please use the following link: [Link is forthcoming](#). Room reservations must be made by **February , 2019** to guarantee availability. After this date, rooms will be sold at this nightly discounted rate on a space-available basis. Should you need assistance or have any special requests, please contact Dawn Lewis at 513.619.4246 or via email ([dlewis@carew.com](mailto:dlewis@carew.com)).

## THE SUMMIT CANCELLATION POLICY

Individual sleeping room cancellation: 24-hour cancellation policy applies to all guest rooms. Should a cancellation be made within 24 hours of arrival, one (1) night's room and tax charges will apply.

## ARRIVAL/DEPARTURE

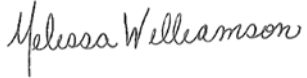
The Summit is accessible via the Cincinnati/Northern Kentucky International Airport (CVG). The hotel is located about 23 miles from the CVG airport which is a 25-minute drive to/from the airport (Taxi fee is approximately \$54/one way; UberX ranges \$30-\$40).

## PROGRAM CONCLUSION/DEPARTURE

The DPS-TCW program concludes at 12:00 noon on Monday, February 25<sup>th</sup>. Please do not schedule return flights until after 2:00 pm to allow completion of the training and travel time to the airport (Please refer to the program schedule on the following page).

If you have any questions, feel free to e-mail me, Melissa Williamson, at [mwilliamson@carew.com](mailto:mwilliamson@carew.com). Again, we look forward to working with you at the Dimensions of Professional Selling Trainer Certification Workshop.

Safe travels!



Melissa Williamson  
Sales Catalyst  
Carew International

Program overview for [Dimensions of Professional Selling \(DPS\)](#)

### DPS AGENDA:

<b>Tuesday 02.19.2019</b>	<b>Wednesday 02.20.2019</b>	<b>Thursday 02.21.2019</b>
<b>8:00 am Kick-Off</b>	<b>8:00 am Start</b>	<b>8:00 am Start</b>
<b>Module 1</b> <i>Take the LEAD</i>  <b>Module 2, Part I</b> <i>Invest in the Relationship</i>	<b>Module 4</b> <i>Find the Area of Opportunity</i>  <b>Module 5</b> <i>Present with a Purpose</i>	<b>Module 8</b> <i>Assume the Responsibility</i>  <b>Module 9</b> <i>Become the Only Choice</i>
<b>12:00 noon - 1:00 pm Lunch</b>	<b>12:00 noon - 1:00 pm Lunch</b>	<b>12:00 noon Boxed Lunch</b>
<b>Module 2, Part II</b> <i>Invest in the Relationship</i>  <b>Module 3</b> <i>Get Organized</i>	<b>Module 6</b> <i>Make the Customer Part of the Solution</i>  <b>Module 7</b> <i>Close for Results</i>	
<b>5:00 pm</b>	<b>5:00 pm</b>	<b>12:00 noon Conclusion of DPS Program</b>

Program overview for [Trainer Certification Workshop \(TCW\)](#)

### TCW AGENDA:

Thursday 02-21-2019	Friday 02-22-2019	Saturday 02-23-2019	Sunday 02-24-2019	Monday 02-25-2019
8:00 am Start	8:00 am Start	8:30 am Start	FREE TIME	8:30 am Start
Complete DPS	<p><b>Module 1 Review</b> Introductions Agenda Setting, Overview Lecturette, Norms Competitive Events Admin. LAER-S</p> <p><b>9:00 am Module 2.1</b> "Odds Are" Lecturette Romance at Sea Conclusion LAER-S; Score &amp; Lecturette</p>	<p>Trainer Style <b>Module 3 Group</b> NVM Lecturette SSP Lecturette Case Studies SSP Exercise</p> <p><b>9:45 am Module 4.1 Group</b> Role-play Pos. Selling System Positive Contact Questions Exercise Facts and Gaps Debrief</p> <p><b>11:15 am Module 4.2</b> Exploratory Process Lecturette</p>	*Class resumes at 1:00 pm	<p><b>Module 9 DPS Review</b> Final Trivia Diplomas, Wallet Cards, Evaluations, Review Materials, Prizes</p> <p>Ending Workshops</p> <p><b>9:30 am</b> Preparing for 1<sup>st</sup> Workshop Logistics, Reinforcement, DPS OnDemand, Management Component, Diplomas / Conclusion</p>
12:00 noon – 1:00 pm <b>Boxed Lunch</b>	12:00 noon – 1:00 pm <b>Lunch</b>	12:00 noon – 1:00 pm <b>Lunch</b>	<b>Lunch (Not provided)</b>	<b>11:30 am Boxed Lunch DEPARTURES</b>
<p><b>1:45 pm Start</b> Agenda Overview Content debrief Trainer Book Intro, Training Tech Intro</p> <p>Experiential Learning Facilitation Co-facilitation Beginning a Workshop</p> <p>Hooks and Punches</p>	<p><b>Continue, Module 2.1</b></p> <p><b>2:00 pm - Group Module 2.2</b> Bonding Process LAER Role-play</p> <p>Giving Instructions, Role-Plays/Case Studies</p>	<p><b>Module 4.2 Continued</b></p> <p><b>Module 4.1 Review</b></p> <p>Exploratory Process Lect. Role-play</p> <p>Group Time permitting</p> <p><b>4:00 pm</b> Module 5 with FAB exercise variations</p>	<p><b>Modules 5 &amp; 6</b> Diamond continued Prep for video RP</p> <p><b>2:30 pm Module 7</b> Video Debrief</p> <p><b>4:00 Module 8</b> JADIK Matrix Creative Selling Planning SSC/SCP</p> <p>Dealing with Difficult Participants</p>	Depart
5:00 pm	5:00 pm	5:00 pm	6:00 pm	12:00 noon <b>Conclusion of Program</b>