

Trainer Certification Workshop™ (TCW) June 25-29, 2020 | Cincinnati, Ohio



PROGRAM LOGISTICS

We are delighted that you will be joining us for the *Trainer Certification Workshop™ (TCW)* scheduled for June 25-29, 2020, at **The Summit, A Dolce Hotel (The Summit)**. The Summit 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

TCW: June 25-29, 2020

Thursday:	1:30 pm – 5:00 pm EDT
Friday:	8:00 am – 5:00 pm EDT
Saturday:	8:30 am – 5:00 pm EDT
Sunday:	1:00 pm – 6:00 pm EDT
Monday:	8:30 am – 12:00 noon EDT

PROGRAM ATTIRE

Dress for the program will be business casual.

MEALS

Carew International will provide a 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 attendance at the TCW program and complete the program registration, click the following link: [Carew June 2020 Open Enrollment Registration & Survey](#) (Please note: This serves as a final confirmation of your attendance. You will not receive a confirmation number upon completion.) The registration and survey simply help 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 TCW program will take place at 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 + taxes & fees. Room reservations made using the following link include breakfast and must be made by *June 7, 2020* to guarantee availability. After this date, rooms will be sold at this nightly discounted rate on a space-available basis. To secure your hotel with breakfast reservations, please use the following link: [The Summit Reservations](#). Should you need assistance or have any special requests, please contact Dawn Lewis at 513.619.4246 or via email (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 TCW program concludes at 12:00 noon EDT on Monday, June 29th. Please do not schedule return flights until after 2:00 pm EDT 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. Again, we look forward to working with you at the Trainer Certification Workshop.

Safe travels!

Melissa Williamson

Melissa Williamson
Sales Catalyst
Carew International

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

TCW AGENDA:

Thursday 6-25-2020	Friday 6-26-2020	Saturday 6-27-2020	Sunday 6-28-2020	Monday 6-29-2020
	8:00 am EDT Start	8:30 am EDT Start	FREE TIME	8:30 am EDT Start
	<p>Module 1 Review <i>Introductions Agenda Setting, Overview Lecturette, Norms Competitive Events Admin. LAER-S</i></p> <p>9:00 am Module 2.1 <i>"Odds Are" Lecturette Romance at Sea Conclusion LAER-S; Score & Lecturette</i></p>	<p><i>Trainer Style</i> Module 3 Group <i>NVM Lecturette SSP Lecturette Case Studies SSP Exercise</i></p> <p>9:45 am Module 4.1 Group <i>Role-play Positional Selling System Positive Contact Questions Exercise Facts and Gaps Debrief</i></p> <p>11:15 am Module 4.2 <i>Exploratory Process Lecturette</i></p>	<p>*Class resumes at 1:00 pm EDT</p>	<p>Module 9 DPS Review <i>Final Trivia Diplomas, Wallet Cards, Evaluations, Review Materials, Prizes</i></p> <p><i>Ending Workshops</i></p> <p>9:30 am <i>Preparing for 7th Workshop Logistics, Reinforcement, DPS OnDemand, Management Component, Diplomas Conclusion</i></p>
1:30 pm EDT Start	12:00 noon – 1:00 pm Lunch	12:00 noon – 1:00 pm Lunch	Lunch (Not provided)	12:00 noon Boxed Lunch DEPARTURES
<p><i>Agenda Overview Content Debrief Trainer Book Intro Training Tech Intro</i></p> <p><i>Experiential Learning Facilitation Co-facilitation Beginning a Workshop</i></p> <p><i>Hooks and Punches</i></p>	<p>Module 2.1 Continued</p> <p>2:00 pm Module 2.2 <i>Bonding Process LAER Role-play</i></p> <p><i>Giving Instructions, Role-Plays/Case Studies</i></p>	<p>Module 4.2 Continued</p> <p>Module 4.1 Review <i>Exploratory Process Lecturette Role-play</i></p> <p>Time permitting 4:00 pm <i>Module 5 with FAB Exercise Variations</i></p>	<p>Modules 5 & 6 <i>Diamond Continued Prep for Video RP</i></p> <p>2:30 pm Module 7 <i>Video Debrief</i></p> <p>4:00 pm Module 8 <i>JADIK Matrix Creative Selling Planning SSC/SCP</i></p> <p><i>Dealing with Difficult Participants</i></p>	
5:00 pm	5:00 pm	5:00 pm	6:00 pm	12:00 noon Conclusion of Program