

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

October 24-28, 2023 | Cincinnati, Ohio



## PROGRAM LOGISTICS

We are delighted to share program information for the upcoming *Dimensions of Professional Selling® Trainer Certification Workshop™ (DPS-TCW)* program scheduled for October 24-28, 2023. The DPS-TCW program will take place at The Summit Hotel located at 5345 Medpace Way, Cincinnati, Ohio 45227.

Participants can expect to return to their 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: October 24-26, 2023

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

### TCW: October 26-28, 2023

Thursday:	1:30 pm-5:00 pm EDT
Friday:	8:00 am-5:00 pm EDT
Saturday:	8:00 am-12:00 pm EDT

## PROGRAM ATTIRE

The attire for the program is business casual.

## MEALS

Carew will provide participants with a morning break, lunch, and afternoon break on all program days. Additional meals are the responsibility of each participant.

## PROGRAM CONFIRMATION

To confirm attendance at the DPS-TCW program and complete the program registration, click the following link: [CLICK HERE for DPS Open Enrollment Pre-course Questionnaire](#) (**Please note: Completing the pre-course questionnaire serves as final confirmation of participant attendance. Participants will not receive a confirmation number**). The registration and questionnaire help our facilitators understand the participants' needs. Responses are essential to the class dynamics and will help us prepare for the program.

## PROGRAM LOCATION AND LODGING

The Summit Hotel is situated just a few minutes north of the Ohio River on the Medpace campus in the heart of the Madisonville community, a Cincinnati neighborhood. Participants are responsible for reserving their air, ground and hotel accommodations. Hotel accommodations can be secured by accessing the following booking link: [CLICK HERE to secure your hotel accommodations](#). Should you need assistance or have any special requests, please contact Dawn Lewis at 513.619.4246 or via email at [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).

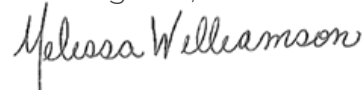
## PROGRAM CONCLUSION/DEPARTURE

The DPS program concludes at 12:00 noon EDT on Saturday, October 28<sup>th</sup>. Return flights should be scheduled for a departure time of 2:00 pm EDT or later to allow for the completion of the training and travel time to the airport (Please refer to the program schedule on the following page).

Please feel free to e-mail me, Melissa Williamson, at [mwilliamson@carew.com](mailto:mwilliamson@carew.com) should there be any questions.

We look forward to providing a dynamic Dimensions of Professional Selling training program.

Best regards,



Melissa Williamson  
Sales Catalyst

## DPS AGENDA

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

Tuesday 10/24/2023	Wednesday 10/25/2023	Thursday 10/26/2023
8:00 am EDT Kick-Off	8:00 am EDT Start	8:00 am EDT Start
<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>
12:00 noon – 1:00 pm <b>Lunch</b>	12:00 noon – 1:00 pm <b>Lunch</b>	12:00 noon <b>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>	
5:00 pm Conclusion of Day 1	5:00 pm Conclusion of Day 2	12:00 noon Conclusion of DPS Program

## TCW AGENDA

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

Thursday 10/26/2023	Friday 10/27/2023	Saturday 10/28/2023	Virtual Date TBD	Virtual Date TBD
	8:00 am EDT Start	8:00 am EDT Start	2 ½ hours	2 ½ hours
	<p><b>Module 1 Review</b>  <i>Introductions  Agenda Setting,  Overview Lecturette,  Norms  Competitive Events  Admin. LAER-S</i></p> <p><b>9:00 am Module 2.1</b>  <i>"Odds Are" Lecturette  Island Story Conclusion  LAER-S; Score &amp;  Lecturette</i></p>	<p><i>Trainer Style</i>  <b>Module 3 Group</b>  <i>NVM Lecturette  SSP Lecturette  Case Studies  SSP Exercise</i></p> <p><b>9:45 am Module 4.1 Group</b>  <i>Role-play  Positional Selling  System  Positive Contact  Questions Exercise  Facts and Gaps  Debrief</i></p> <p><b>11:15 am Module 4.2</b>  <i>Exploratory Process  Lecturette</i></p>	<p><b>Module 4.2 Continued</b>  <i>Exploratory Process  Lecturette  Role-play</i></p> <p><b>Module 5</b>  <i>FAB Exercise  Variations</i></p>	<p><i>Dealing with Difficult  Participants</i></p> <p><b>Module 9</b>  <i>DPS Review  Final Trivia  Diplomas, Wallet  Cards, Evaluations,  Review Materials,  Prizes</i></p>
1:30 pm EDT Start	12:00 noon – 1:00 pm <b>Lunch</b>	12:00 noon <b>Lunch</b>	2 ½ hours	2 ½ hours
<p><i>Agenda Overview  Content Debrief  Trainer Book Intro  Training Tech Intro</i></p> <p><i>Experiential Learning  Facilitation  Co-facilitation  Beginning a  Workshop  Hooks and Punches</i></p>	<p><b>Module 2.1 Continued</b></p> <p><b>2:00 pm Module 2.2</b>  <i>Bonding Process  LAER Role-play</i></p> <p><i>Giving Instructions,  Role-Plays/Case  Studies</i></p>		<p><b>Modules 5 &amp; 6</b>  <i>Diamond Continued  Prep for Video RP</i></p> <p><b>Module 7</b>  <i>Video Debrief</i></p> <p><b>Module 8</b>  <i>JADIK Matrix  Creative Selling  Planning SSC/SCP</i></p>	<p><i>Ending Workshops</i></p> <p><i>Preparing for  1<sup>st</sup> Workshop  Logistics,  Reinforcement,  DPS OnDemand,  Management  Component,  Diplomas  Conclusion</i></p>
5:00 pm Conclusion of Day 1	5:00 pm Conclusion of Day 2	12:00 noon Conclusion of In-person Program		