



# February 2010

## Training Calendar

### Coffman Coaches & Speakers

RB Rick Burgess  
 CC Casey Coffman  
 ED Eric Dunn  
 VC Victor Cascio  
 TC Tamara Cundiff

**ATTENTION!**  
**CLASS CANCELLATION POLICY:**  
 Coffman Group follows Shawnee  
 Mission School District in  
 determining when to cancel class  
 due to severe weather.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>1</p> <p><b>Skills</b>            Presence, Attitude, Edge            1:30 – 3:00 RB</p> <p><b>Essentials – B2B &amp; Services Selling</b>            I/R Comfort Zone            3:15 – 4:45 ED</p>	<p>2</p> <p><b>Client Development for Licensed Professionals</b>            UFC – Up Front Contracts            10:00 – 11:30 ED</p>	<p>3</p> <p><b>Sales Management</b>            8:00 – 9:30 CC</p>	<p>4</p> <p><b>NO CLASS</b></p> <p><b>Sandler Training Conference</b></p>	<p>5</p> <p><b>NO CLASS</b></p> <p><b>Sandler Training Conference</b></p>
<p>8</p> <p><b>Medical Industry Selling</b>            B.A.T. – Behavior, Attitude, Technique            8:30 – 10:00 RB</p> <p><b>Skills</b>            Adversity Quotient            1:30 – 3:00 CC</p> <p><b>Essentials – B2B &amp; Services Selling</b>            Questioning Techniques            3:15 – 4:45 ED</p>	<p>9</p> <p><b>Software &amp; Technology Selling</b>            Present/ Post-Sell            8:30 – 10:00 RB</p>	<p>10</p>	<p>11</p> <p><b>In Home Selling</b>            Questioning Techniques            7:30 – 9:00 ED</p> <p><b>Commercial/ Industrial Selling</b>            Referrals            3:00 – 4:30 ED</p>	<p>12</p> <p><b>Skills</b>            Practice &amp; Preparation            8:15 – 9:45 CC</p> <p><b>Essentials – B2B &amp; Services Selling</b>            B.A.T. – Behavior, Attitude, Technique            10:00 – 11:30 VC</p> <p><b>ESSENTIALS Program Orientation</b>            1:30 – 3:30 CC ED RB TC VC</p>
<p>15</p> <p><b>Skills</b>            Strategic Account Mgmt – Growing What You Have            1:30 – 3:00 RB</p> <p><b>Essentials – B2B &amp; Services Selling</b>            B.A.T. – Behavior, Attitude, Technique            3:15 – 4:45 VC</p>	<p>16</p> <p><b>Client Development for Licensed Professionals</b>            PAIN – definition, funnel            10:00 – 11:30 ED</p>	<p>17</p> <p><b>Insurance Mastermind Group</b>            10:00 – 11:30 ED</p>	<p>18</p> <p><b>In Home Selling</b>            B.A.T. – Behavior, Attitude, Technique            7:30 – 9:00 ED</p> <p><b>Entrepreneur Mastermind Group</b>            11:30 – 1:00 CC</p> <p><b>Commercial/ Industrial Selling</b>            Goal Setting (bring Goal Setting section in Playbook)            3:00 – 4:30 ED</p>	<p>19</p> <p><b>Skills</b></p> <p><b>NO CLASS</b></p> <p><b>Essentials – B2B &amp; Services Selling</b></p> <p><b>NO CLASS</b></p>
<p>22</p> <p><b>Medical Industry Selling</b>            Prospecting Strategies            8:30 – 10:00 RB</p> <p><b>Skills</b>            Weaknesses            1:30 – 3:00 CC</p> <p><b>Essentials – B2B &amp; Services Selling</b>            Budget &amp; Decision Steps            3:15 – 4:45 ED</p>	<p>23</p> <p><b>Software &amp; Technology Selling</b>            Street Marketing            8:30 – 10:00 RB</p>	<p>24</p>	<p>25</p> <p><b>In Home Selling</b>            Budget &amp; Decision Steps            7:30 – 9:00 ED</p> <p><b>Commercial/ Industrial Selling</b>            B/R Pattern Interrupt            3:00 – 4:30 ED</p>	<p>26</p> <p><b>Skills</b>            Practice &amp; Preparation            8:15 – 9:45 CC</p> <p><b>Essentials – B2B &amp; Services Selling</b>            Present / Post-Sell            10:00 – 11:30 TC</p>