

Power Session 7: Find and Win Buyers – Converting Buyer Leads to Signed Buyers Agreements

| Timing Illustration | | Power Session Headings | Notes on Content | Exercise Names | Time for ... | |
|--|---|---|---|----------------------------|---|---------------------|
| | | | | | Faculty | Cappers in Training |
| <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid gray; background-color: #e0e0e0; padding: 5px; width: 40%; text-align: center;"> Faculty Prep for class </div> <div style="border: 1px solid gray; background-color: #e0e0e0; padding: 5px; width: 40%; text-align: center;"> Cappers </div> </div> <div style="border: 1px solid gray; background-color: #e0e0e0; padding: 5px; margin-top: 10px; text-align: center;"> Expectations </div> <div style="border: 1px solid gray; background-color: #e0e0e0; padding: 5px; margin-top: 10px; text-align: center;"> Action Reveal </div> <div style="border: 1px solid gray; background-color: #e0e0e0; padding: 5px; margin-top: 10px; text-align: center;"> Get Your Head in the Game </div> | Prepare for Class | <ul style="list-style-type: none"> Read the Power Session and Instructor notes completely, and prepare your lesson plan for teaching. Review the Mission for the day and preview the videos that Cappers in Training are watching. Prepare to show the in-class videos. Set the tone for an energized and successful class! | | 30 mins minimum prep time. | | |
| | Today's Expectations | <ul style="list-style-type: none"> Commit to expectations for the day's Power Session. | | 5 mins | 5 mins | |
| | Action Reveal <ol style="list-style-type: none"> Mission Daily 10/4 Real Play Calls | <ol style="list-style-type: none"> Review and debrief the Mission Ask each person to report on their Daily 10/4 activities. Discuss wins and opportunities. Smile and dial! | <ol style="list-style-type: none"> Q&A discussion about the Mission. Report Out on Daily 10/4 Your Turn - Lead Generate for Business | 5 mins | <ol style="list-style-type: none"> 10 mins 5 mins Make Real Play calls for 20 mins | |
| | Get Your Head in the Game | Establish mindset for the day's topic. Working with Buyers. | Discussion about working with buyers. | 5 mins | 5 mins | |

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| Faculty Cappers Make It Happen Putting It All Together Aha's Resources | Make It Happen | Converting Buyer Leads | <ol style="list-style-type: none"> 1. Discussion on finding buyers 2. Video “Find the Motivated” 3. Know Your Terms 4. Market Statistics 5. Your Turn – Research Your Stats 6. Discussion on qualifying and scheduling buyers 7. Buyer Consultation 8. Your Turn – Script Practice 9. Video “Buyers Needs Analysis” 10. Your Turn – Needs Analysis 11. Your Turn – Buyer Consultation | <ol style="list-style-type: none"> 1. 5 mins 2. 5 mins 3. 5 mins 4. 5 mins 5. 5 mins 6. 10 mins 7. 25 mins 8. 5 mins 9. 5 mins 10. 10 mins 11. 10 mins | <ol style="list-style-type: none"> 1. 5 mins 2. 5 mins 3. 5 mins 4. 5 mins 5. 15 mins 6. 5 mins 7. 10 mins 8. 20 mins 9. 5 mins 10. 40 mins 11. 40 mins | |
| | Putting It All Together <ul style="list-style-type: none"> • Action Plan • Prepare for Next Class • Recall and Remember | Prepare students for the work they will do before the next Ignite Power Session. | | 2 mins | | 5 mins |
| | From Aha's to Achievement | Discuss Aha's from today's session. | | | | 5 mins |
| | Enhance Your Learning | Resources for further study, for job aids, and more. | | | | 5 mins |

TOTAL SESSION TIME: Approximately 3 hours