




Time	Suggested Remarks	Icon	Tips/Notes
5 min	<p>Refer to <b>The PRIDE Model</b>, page 5.</p> <p><b>Introduce</b> The PRIDE Model by making the following points:</p> <ul style="list-style-type: none"> <li>▪ The PRIDE Model on page 5 provides a process for sales and service success. The model is sequential and each step builds on the previous step.</li> <li>▪ Plan is the first step in achieving sales and service excellence.</li> <li>▪ In this seminar we will focus on several components of planning: <ul style="list-style-type: none"> <li>- organizing your work area</li> <li>- managing your time</li> <li>- making and using to-do lists</li> <li>- setting goals</li> <li>- using planning tools</li> </ul> </li> </ul>		<p><b>Introduce The PRIDE Model</b> <b>P 5</b></p> <p><b>Note:</b> If you have the other CU Sales <i>Seminars in a Box</i> series, this session should be taught in the proper sequence in the PRIDE model.</p>
5 min	<p><b>Definition of Plan</b></p> <p>Refer participants to page 7 in their workbook, definition of Plan.</p> <p><b>Say:</b> Underline two or three phrases that will have an impact on you personally as I read the definition aloud.</p> <p><b>Read</b> the definition of Plan.</p> <p><b>Ask</b> participants to share what they underlined.</p> <p><b>Say:</b></p> <ul style="list-style-type: none"> <li>▪ Effective planning is the foundation of sales and service excellence.</li> <li>▪ In this section we focus on several planning components: <ul style="list-style-type: none"> <li>- time management</li> <li>- goal setting</li> <li>- daily planning tools</li> </ul> </li> </ul>	  	<p><b>Definition of Planning</b> <b>P 7</b></p> <p><b>Additional Notes:</b> <b>Time management:</b> The most common complaint in the business world is not enough time. Do you agree/relate? Planning saves time—we'll learn how.</p> <p><b>Daily planning tools:</b> How many of you use a planning tool right now? How about a to-do list? We'll see how they can help as well.</p>