

3-Day Training Agenda Template

Your specialized program or series of workshops must be a minimum of three days long to ensure that participants understand and master new skills. **Only participants who complete a minimum of three days will receive an Advanced Sales & Marketing Training course completion certification.**

Our *3-Day Training Agenda Template* and *Training Objectives and Course Modules* (see separate document) give you the power and flexibility to meet your top producers' development needs — and achieve your organization's business goals. Now you can create advanced training programs for your top producers that

- Include at least 18 critical training modules
- Effectively utilize at least 9 hours per day / 27 hours over three days (including lunch and twice-daily breaks)
- Re-charge and motivate your top producers, improving their productivity and confidence!

Recommended Module Selection Process

1. Company training head determines the training objectives based on organizational goals and needs.
2. Company training head examines all of the course modules for those objectives listed on *Training Objectives and Course Modules*.
3. Company training head selects the most appropriate modules and places a check mark for each in the "Check" column on *Training Objectives and Course Modules*.
4. Company staff record the module Code numbers and names in the *3-Day Training Agenda Template*. Please ensure that the modules, lunch break, breaks, and end-of-day summary total at least 550 minutes per day.
5. The company may incorporate more role plays or discussion sessions on certain critical topics/skills.
6. If needed, the company may build a training program that is longer than three days.

Optimal Class Size

The optimal class size is no more than 30 participants. This provides each student with enough time to learn, practice, and acquire the new skill sets.

Optimal Planning

A three-day agenda with six (6) modules per day.

3-Day Training Agenda Template

Template for Day 1

Time	Mins	Code	Topic
8:30 a.m.	30		Welcome and Introductions
			Module 1:
	15		Break
			Module 2:
	60		Lunch Break
			Module 3:
			Module 4:
	15		Break
			Module 5:
			Module 6:
5:30 p.m.	10		Summary
Total	550		

3-Day Training Agenda Template

Template for Day 2

Time	Mins	Code	Topic
8:30 a.m.	30		Welcome and Review
			Module 7:
	15		Break
			Module 8:
	60		Lunch Break
			Module 9:
			Module 10:
	15		Break
			Module 11:
			Module 12:
5:30 p.m.	10		Summary
Total	550		

3-Day Training Agenda Template

Template for Day 3

Time	Mins	Code	Topic
8:30 a.m.	30		Welcome and Review
			Module 13:
	15		Break
			Module 14:
	60		Lunch Break
			Module 15:
			Module 16:
	15		Break
			Module 17:
			Module 18:
5:30 p.m.	10		Course Conclusion
Total	550		

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