10-WEEK SALES ACCELERATION PROGRAM USING THE 10-BOX FRAMEWORK

Dear Client,

At IAAM Training Services, we don't just deliver training-we deliver results. This proposal outlines a high-impact, outcome-driven sales development program rooted in the powerful 10-Box Sales Framework, inspired by NEPQ (Neuro Emotional Persuasion Questions). Our promise: measurable transformation in your sales team's performance, with outcomes tracked and supported throughout the engagement.

This 10-week journey is meticulously structured to help your team enhance their emotional intelligence, objection handling, client engagement, and ultimately, their conversions. Our unique delivery model ensures each participant is not only trained but coached, mentored, and supported for real, trackable business outcomes.

Pre-Training Engagement

- Conduct a detailed Sales Gap Analysis through stakeholder interviews and surveys.

- Tailor the 10-Box Framework training content to your business domain, sales cycle, and product/service.

- Define Key Performance Indicators (KPIs) in alignment with your business growth targets.

CORE TRAINING DELIVERY - 10 WEEKS
ALL SESSIONS DURATION: 3 HOURS

Week 1: Mastering 'Rapport'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 2: Mastering 'Agenda'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 3: Mastering 'Decision'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 4: Mastering 'Need'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 5: Mastering 'Budget'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 6: Mastering 'Authority'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 7: Mastering 'Time Frame'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 8: Mastering 'Current State'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 9: Mastering 'Result'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Week 10: Mastering 'Roadblocks'

Training Flow:

- 30 mins: Contextual Introduction to the concept
- 30 mins: Real-world scripts, NEPQ-aligned questioning patterns
- 30 mins: Trainer roleplay & breakdown
- 60 mins: Participant role plays, feedback & improvement
- 30 mins: Sales use-cases, client mapping, industry examples
- 30 mins: Action plan, toolkit handouts, home assignments

Integrated Learning Support System

- One-to-One Coaching: Each participant will receive individual coaching and feedback on their calls.

- Learning Checks: Weekly quizzes and roleplay evaluations will track understanding.

- WhatsApp Learning Community: Ongoing peer and trainer support, query resolution, and inspiration.

- Progress Tracking: Personalized dashboards to track KPIs, call conversion ratios, and skill improvements.

- Post-Training Projects: Sales assignments to be implemented with clients to drive actual revenue.

- Counselor Support: Individual challenges and sales mindset blocks addressed through mentoring.

Post-Training Implementation & ROI

- A three-phase tracking system will be in place to monitor impact:
    - Immediate: Knowledge & skill improvements
    - Mid-Term (3–6 Months): Sales conversion growth
    - Long-Term (6–12 Months): Revenue impact and retention

- Reports and reviews shared monthly with management.

- Optional quarterly refreshers and retraining included in the program.

Our Promise to You

We're so confident in this system that we offer a no-results-no-fee guarantee. If your team doesn't demonstrate measurable improvement in the KPIs defined before the program, we will not charge you. We commit to co-owning the results with you.

Final Words

We look forward to co-creating a sales transformation journey with your team. This is more than just training-it's a movement toward consistent growth, empowered teams, and sustainable success.

Warm regards,

Elvis D'Silva

Director, IAAM Training
Services Pvt Ltd

www.iaam.in