



# FLIGHT SCHOOL

POWERED BY  
**ConnectAndSell**

**Like flying a plane, prospecting by phone is challenging, sometimes scary, and requires expert training in order to succeed. Without training, your reps will often crash and burn. But with **ConnectAndSell Flight School**, the sky's the limit!**

## **ConnectAndSell Flight School:**

- ✈ Gives your reps the opportunity to learn about the essential principles of prospecting by phone that will elevate them to the top 2% of sales representatives.
- ✈ Is an immersive experience that combines world-class instructor-led phone prospecting training and coaching with state-of-the-art technology that provides your reps with more opportunities to apply their new skills in a few hours than they would normally have in a week of conventional prospecting.
- ✈ Is guaranteed to produce business results as a byproduct of the training. Each lesson includes a coached conversation blitz for the whole team. Your reps will book meetings and set follow-ups with your targeted prospects.
- ✈ Is a managed experience, not another project. Your team provides sales reps and a list of prospects, and **ConnectAndSell** takes care of everything else: Logistics, technology, instruction, and measurement are all managed by your Flight School instructors.
- ✈ Is structured for success over the course of 4 two-hour sessions. Each session includes: a short impactful lesson covering one element of an initial unscheduled conversation; 15 or more live conversations delivered by the **ConnectAndSell** Lightning application; immediate individualized coaching while reps are calling; and a debrief session to reinforce the day's learnings.

**ConnectAndSell** Flight School  
is experiential training  
that sticks — **and makes  
money on the spot.**

From **ConnectAndSell** CEO  
**CHRIS BEALL**



**Let's face it** — phone prospecting is an essential weapon in your sales team's outbound arsenal. And while there are books and classes that claim to reduce call reluctance and improve prospecting results, nothing seems to stick. Lectures, videos, and role-playing usually generate feelings of confidence that evaporate as soon as sellers are back to work, facing the frustration of dialing dozens of numbers to get one conversation, only to freeze up, babble on, push too hard, or give up at the first objection.

**I believe we've discovered** a breakthrough that makes world-class phone prospectors out of any sales team. And they'll love the experience! Think of it as sales training that makes money on the spot — instead of costing money and taking reps away from the job of selling.



**flightschool@connectandsell.com**



**(385) 292-3823**



**ConnectAndSell Flight School training takes sales reps  
at any level of experience and turns them into the top 2%  
of sales prospectors on the planet, in competence, confidence,  
and quota attainment — and **THEY'LL LOVE IT!****

**During Flight School, your sales reps will:**

- ✈️ Learn a phone prospecting framework that will give them the confidence and competence to excel at generating new opportunities over the phone.
- ✈️ Apply new training skills immediately and repeatedly using **ConnectAndSell** Lightning, the premier sales-acceleration technology. Lightning makes sure Flight School students:
  - ✈️ Never waste their time with voicemails, phone systems, or gatekeepers.
  - ✈️ Wait only a few minutes to have the next relevant conversation with a targeted prospect.
  - ✈️ Have conversations with prospects who have been frustratingly elusive for weeks or months.
  - ✈️ Have 10x more conversations per hour than they have ever had before.
  - ✈️ Generate meetings and follow-ups that otherwise would never have happened.

**During Flight School, your sales leaders will:**

- ✈️ Listen to and coach live calls in real time.
- ✈️ Use specialized analytics, dashboards, and call recordings to understand and improve team performance.
- ✈️ Hear how your company's message is actually being delivered and how prospects respond to it.
- ✈️ Immediately and precisely detect and respond to specific needs for rep improvement.
- ✈️ Learn valuable first-conversation coaching best practices from the most experienced staff in the industry.

## **Flight School's Phone Prospecting Lessons**

### **Lesson 1 – TAKEOFF**

- > Reviewing the anatomy of a prospecting call
- > Understanding messaging that works
- > Nailing the first 7 seconds that build trust
- > Using **ConnectAndSell** Lightning
- > Live conversations and live listening/coaching
- > Debriefing and call reviews

### **Lesson 2 – FREE FLIGHT**

- > Practicing their breakthrough script
- > Live conversations and live listening/coaching
- > Debriefing and call reviews

### **Lesson 3 – HANDLING TURBULENCE**

- > Learning how to handle common objections
- > Live conversations and live listening/coaching
- > Debriefing and call reviews

### **Lesson 4 – LANDING**

- > Learning how to ask for the meeting
- > Live conversations and live listening/coaching
- > Debriefing and call reviews

Flight School provides 4 fully-remote two-hour training sessions with Zoom, plus a complimentary messaging workshop

**\$9,500**

**FOR 6 SALES REPS**

Add **\$1,500** for each additional rep  
up to a total of 24 students

**CONTACT**

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**Ask about our money-back guarantee!**

