SALES 101 · BOOK ONE

Team Reading Guide — Six Sessions

Run Selling Made Simple with your sales team · sales-101.ca

For the facilitator. This guide runs **Selling Made Simple** with a sales team, a new-hire cohort, or a rep-level book group. Six sessions, 45–60 minutes each, one theme per session. Participants read the relevant chapters before each meeting and arrive with the pre-work done. Every session ends with a commitment that the next session opens by checking — run it against live deals, not hypotheticals.

> *“The only salesperson in the room is the client. You are there to help them sell themselves on the right decision.”*
>
> — Selling Made Simple, Chapter 5

SESSION 1 · THE INTERNAL GAME

— The book describes a tape recorder running in your head before every important conversation. What does yours say before a cold call? Before a big presentation?

— Have you ever talked yourself out of an outcome before the conversation even started? What did that cost?

IN-SESSION EXERCISE

Each rep writes down the exact sentence their internal tape plays before their hardest call type. Read them aloud — the room will discover most of the tapes match. Then rewrite each one as what a rep who expects to help (not to close) would say instead.

Before next session: *Catch your tape once in a live moment this week — before you dial or walk in — and note whether resetting it changed how the conversation opened.*

SESSION 2 · THE NATURAL BUYING FLOW

— Walk a recent win through the six stages — timing, want, need, information, feasibility, trust. Where did the client move on their own, and where did you help?

— Now walk a recent loss through the same six. Which stage was skipped or misread?

IN-SESSION EXERCISE

Before the meeting, each rep writes the six stages across the top of a page for one live deal and marks where they believe that client currently is. In session, defend the read to the group: what evidence confirms it — and what would contradict it?

Before next session: *In your next client meeting, listen for what confirms or contradicts your read. The stage they are actually in is the only stage worth working.*

SESSION 3 · WANT AND NEED — LISTENING BEFORE SOLVING

— When did you last tell a client what they should want instead of listening for what they do want? What happened?

— The book separates want from need — and says closing the gap between them is expertise, not manipulation. Where is that line on your deals?

IN-SESSION EXERCISE

Pair up. One rep plays a real client from their pipeline; the other must open the Want stage using only questions — “What are you hoping this changes?” — and is not allowed to mention product for five minutes. Swap. Discuss what surfaced that a pitch would have buried.

Before next session: *Run one real discovery conversation this week where you do not present anything. Bring back what the client said when given the room.*

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SESSION 4 · INFORMATION AND FEASIBILITY — CLEAR, NOT COMPREHENSIVE

— “More information doesn’t build more confidence — it builds more confusion.” Where in our current deck or demo are we drowning clients in features?

— Feasibility is where deals quietly die: budget, timeline, internal approval. How early do you ask — and how?

IN-SESSION EXERCISE

Take your standard presentation. As a group, cut it to only what answers the specific problem a named live client said they want fixed. Count what got cut. Then script one feasibility question each rep is comfortable asking early: “Help me understand how decisions like this get approved on your side.”

Before next session: *Ask the feasibility question early in one live deal. Note what it surfaced — and whether it changed your forecast on that deal.*

SESSION 5 · OBJECTIONS — THE SYMPTOM, NOT THE ISSUE

— “Objections are almost never about price.” Pull a real price objection someone heard this month. Which of the six stages was actually unresolved underneath it?

— What is your instinct when you hear an objection — answer it fast, or find out what’s behind it?

IN-SESSION EXERCISE

Objection rounds: one rep throws their most common objection at the group. The responder may only say “Help me understand what’s behind that” — then stay silent. The “client” keeps talking. Map where each objection lands on the six stages once the real issue surfaces.

Before next session: *Use “Help me understand what’s behind that” on one live objection this week. Bring back which stage the real issue lived in.*

SESSION 6 · THE ASSISTANT BUYER — AND THE NEXT STEP RULE

— What changes, practically, when you stop thinking like a closer and start thinking like an assistant buyer? What stays the same?

— “If there’s no next step, you’re not selling.” Audit your pipeline honestly: how many deals have a specific, dated next step right now?

IN-SESSION EXERCISE

Live pipeline audit: each rep pulls up their deals and flags every one with no specific next step. As a group, write the next step for the three biggest flagged deals — specific action, specific date. Close by revisiting the commitments from all six sessions: kept, in progress, or dropped.

Before next session: *This is the final session — the pre-work is your pipeline. No deal leaves a conversation without a dated next step from now on.*

COPIES FOR YOUR TEAM

Selling Made Simple (Sales 101, Book 1) is available in paperback and ebook at Amazon, Kobo, Apple Books, and Barnes & Noble. For teams of 10 or more, volume purchasing is available through Amazon Business.

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