



MOREEQUALITY

Blending Nostalgia & Technology

3 DAYS OF MASTERING SALES

Strategy, Execution & Closing Like Champions





Breakdown of the 3-day Training

Day 1	Day 2	Day 3
Strategy & Leadership Playbook	From Product Selling to Solution Selling	PipeGen & LeadGen: Filling the Funnel
Audience: Management/Leadership Focus: Strategy & Leadership Goal: Build the 2026 commercial game plan by aligning leadership on priorities, accountability, and the 6 keys to winning complex sales. Output: A leadership playbook to guide and coach the sales team throughout the year.	Audience: Sales Team Focus: Sales Skills & Execution Goal: Strengthen the sales team's skills, mindset, and confidence to run the sales cycle, pitch solutions, and handle objections. Output: A repeatable sales process from 10% to 100% that every rep can apply immediately.	Audience: Sales + Marketing + Partnerships (go-to-market team) Focus: Pipeline Generation & GTM Execution Goal: Enable the sales & marketing team to consistently generate pipeline using inbound, outbound, BASHO, events, and partnerships. Output: A Q1 2026 pipeline action plan with concrete inbound + outbound initiatives per person.

In **just 3 days**, I can sit down with your management and sales teams to perfectly realign your focus for the year ahead.

Day 1 – Sales Strategy and Leadership Kick Off **Hope is Not a Strategy; Building the Winning Game Plan**

Kick-off & Inspiration

Setting the stage for 2026: Commercial ambition & Champions League mindset.

Hope is Not a Strategy

Why planning beats luck: Lessons from complex sales.

The 6 Keys to a Successful Complex Sale – part 1

Framework & best practices for management teams.

Break for Lunch & Networking Session

The 6 Keys to a Successful Complex Sale – part 2

Framework & best practices for management teams.

Aligning Leadership & Sales Execution

Training, Tools, Rewards, Rules, Talent, Coaching, Accountability, and Team Spirit

Wrap-up & Action Points

Defining the management team's playbook.

AGENDA

Day 2 – Strategy & Leadership Playbook **Hope is Not a Strategy – Leading Complex Sales to Victory**

Kick-off & Inspiration

Setting the stage for 2026: Commercial ambition & Champions League mindset.

Hope is Not a Strategy

- Why planning beats luck
- Common pitfalls in complex sales and leadership blind spots

The 6 Keys to a Successful Complex Sale – part 1

- Breaking down the first 3 keys
- Real-world examples and group discussion

Interactive Case

Apply the first 3 keys to a live or fictional deal

Break for Lunch & Networking Session

The 6 Keys to a Successful Complex Sale – part 2

- Exploring the last 3 keys
- Best practices from winning teams

Team Exercise: Building a Winning Play

Training, Tools, Rewards, Rules, Talent, Coaching, Accountability, Team Spirit
How leaders make these real, not theoretical

Wrap-up & Action Points

- Defining the management team's 2026 Playbook
- Commitments & next steps

Day 3 – PipeGen & LeadGen – Filling the Funnel: How Champions Create Pipeline & Stand Out

Kick-off: Hunter vs. Farmer Mindset

- The difference in approach
- Why both roles are needed in a winning team

BASHO Outreach & 15-Minute Meetings

- Crafting hyper-personalized messages that cut through noise
- How to secure short, high-value first meetings

Building Relationships Online & Offline

- Digital touchpoints (LinkedIn, email, webinars)
- Human touchpoints (calls, dinners, customer days)
- Balancing scale with personal connection

Break for Lunch & Networking Session

How to Stand Out in a Crowded Market

- Creating visibility & credibility
- Personal brand + company brand as magnets

Marketing Plan & Creative Ideas

- Aligning sales & marketing for pipeline growth
- Simple, practical ideas that drive inbound leads

Events as a Pipeline Engine

- Basics of impactful events: webinars, executive dinners, customer days
- How to turn events into qualified pipeline

Finding the Right Partnerships

- Identifying strategic partners
- Co-selling and co-marketing for bigger wins

Wrap-up & Action Plan

- Each participant defines one inbound and one outbound action for the next Month

INVESTMENT:

Price: €12000 for 3 days / €5000 for 1 day

It's not a special offer. It's what you can use to grow your sales network

Add-Ons:

Step 1 – Keynote Inspiration

Kick off with a powerful keynote to spark motivation and shift perspectives.

- Price: EUR 2,000 for a 1-hour keynote session
- Format: Tailored to your customers or workforce as an “inspiration” experience

Step 2 – Guided Action

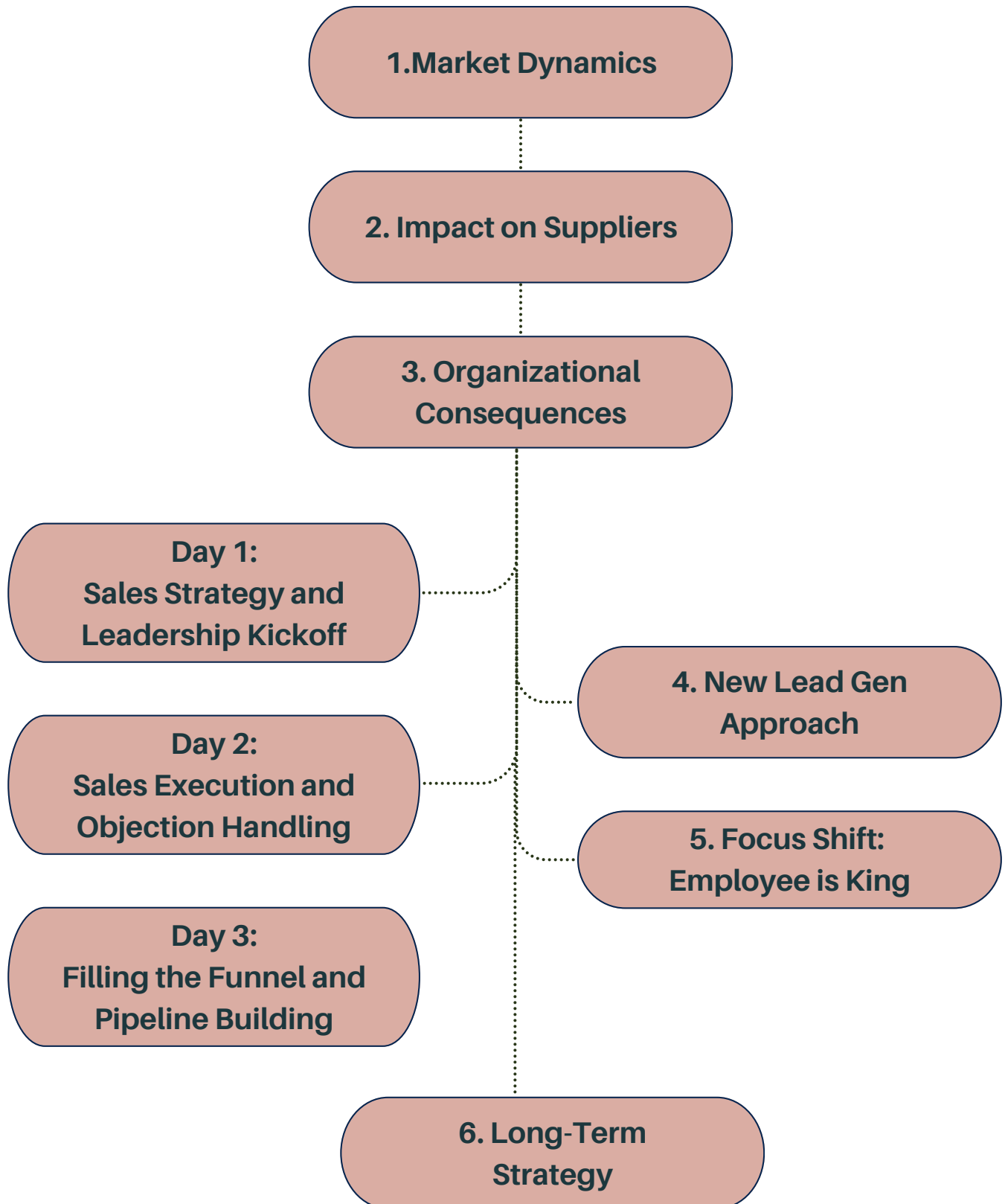
Move beyond inspiration into measurable performance with structured guidance.

- 1:1 Mentorship or Team Guidance – personalized sessions focused on real performance improvement, not just motivation hype
- For underperformers / team mentorship – practical, results-driven coaching to elevate individuals and sales teams

Pricing:

- Tailor-Made Program: EUR 250 per hour
- Daily Rate: EUR 1,500 (6 hours)
- Per Person: EUR 250 per participant

READY TO DOMINATE 2026?





READY FOR YOU AND YOUR TEAM TO
START CLOSING DEALS LIKE CHAMPIONS
IN 2026?

– **WENDY MORÉE**

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