

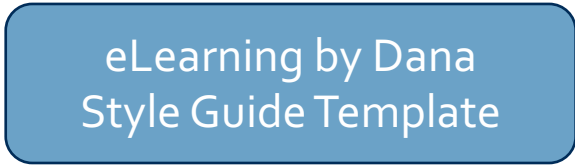
Driving Growth Through Outbound Calls (Impact)

This is the sub-heading (Corbel, bold)

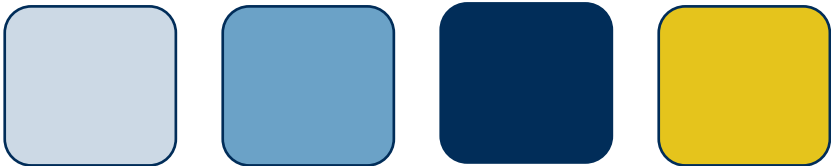
Here is some paragraph text (Corbel, regular).

Research shows that sales reps must make an average of 18 calls before reaching 1 potential buyer. After reaching a potential buyer, it takes an average of 5 successful follow up calls to close a deal. Almost half (44%) of sales reps stop following up after the first call.

Also use this for:
Callouts (Bold)
Button Text
Speech bubbles



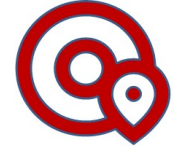
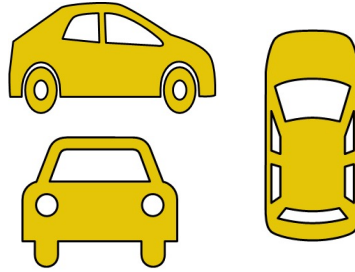
Color Palette



Tip Box / Text Entry Box



Icons



Button Set 1

Normal State



Hover State



Visited State



Down State



Button Set 2

Normal State



Hover State



Visited State



Down State



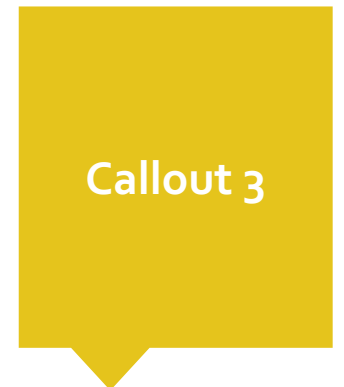
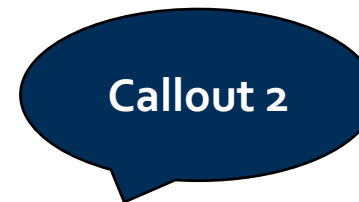
Arrows



Bullet Points



Callouts



Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	1 / Title Slide
Navigation Notes:	User will select "begin" button to move the car and go to next slide.

Graphics and Slide Text: Driving Growth Through Outbound Calls; BEGIN button on car icon.



Narration/Voiceover: None

Animation: Car moves from left (off slide) to center. After use selects "begin," the car moves right (off slide).

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	2 / Objectives
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: Icon of car, "By the end of this lesson, you will be able to apply these strategies to make successful outbound calls, meet your company's expectation, and drive buyer growth."





- (1) You will understand the importance of outbound calls through exploring sales data.**
- (2) You will be able to apply strategies to make successful outbound calls, meet your company's expectation, and drive buyer growth.**

Narration/Voiceover: None

Animation: Text moves in from left

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	3 / Introduction 1
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: Image of Emily; icons of people on computers, document with checkmark, and a dollar sign.



Narration/Voiceover: Does your company have an expectation about calling a certain number of customers per day? Emily's does – and with all her other responsibilities, meeting this call metric is a huge challenge! Between attending meetings, creating quotes, and placing orders - it is difficult to get in those dials.

Animation: Emily fades in as timeline begins. Icons appear as they are said.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	4 / Introduction 2
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: Image of Emily; random phone numbers.

479-443-9012


761-987-3746

937-903-0984

194-0986-7364

847-836-5672

748-876-8364



Narration/Voiceover: Today, like many days, Emily is rushing to squeeze in as many calls as she can before quitting time. The day has gotten away from her, and she is making “fluff” dials.

Animation: Emily fades in when timeline begins. Numbers appear one at a time until voiceover is complete.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	5.0 / Flip cards
Navigation Notes:	User clicks on each card to reveal more information. Additional information is in lightbox. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Greyscale and slightly transparent image of Emily. 3 numbered cards – 1,2,3



Narration/Voiceover: This is poor performance for several reasons. Click on each card to learn more.

Animation: Emily fades in when timeline begins. Cards appear when audio is complete.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	5.1 / Flip cards
Navigation Notes:	User clicks on each card to reveal more information. Additional information is on lightbox. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Greyscale and slightly transparent image of Emily; 3 numbered flip cards with number 1 flipped to reveal information: "She does not have a plan or purpose for her call. She is simply trying to check a box."

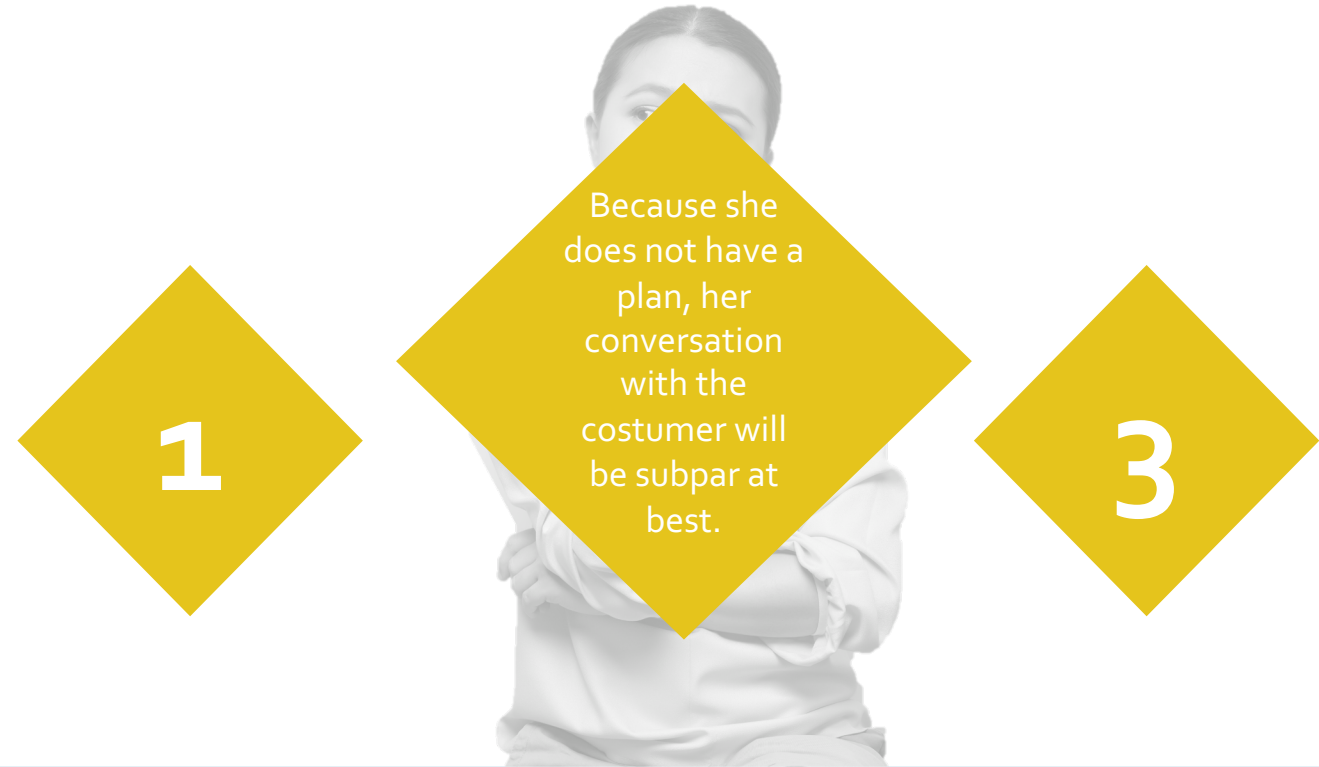


Narration/Voiceover: None

Animation: Emily fades in when timeline begins. Cards appear when audio is complete.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	5.2 / Flip cards
Navigation Notes:	User clicks on each card to reveal more information. Additional information is on lightbox. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Greyscale and slightly transparent image of Emily; 3 numbered flip cards with number 2 flipped to reveal information: "Because she does not have a plan, her conversation with the costumer will be subpar at best."



Narration/Voiceover: None

Animation: Emily fades in when timeline begins. Cards appear when audio is complete.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	5.3 / Flip cards
Navigation Notes:	User clicks on each card to reveal more information. Additional information is on lightbox. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Greyscale and slightly transparent image of Emily; 3 numbered flip cards with number 3 flipped to reveal information: “This lack of care and effort will show, and she will get minimal – if any – results from these calls. “




Narration/Voiceover: None

Animation: Emily fades in when timeline begins. Cards appear when audio is complete.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	6 / What's the Point?
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: Large question mark, "what's the point?"



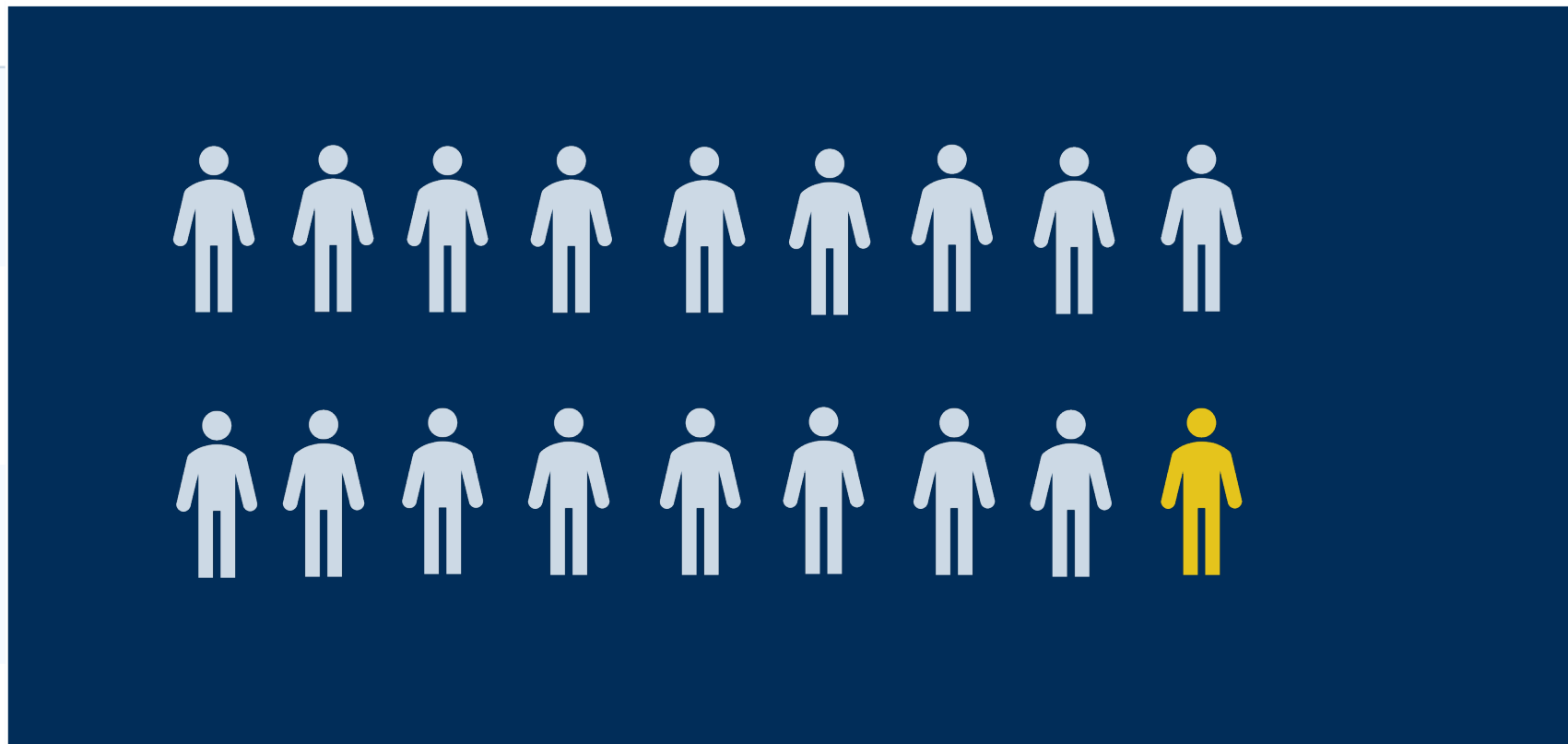
What's the Point?

Narration/Voiceover: Emily often wonders: What is the point of making so many outbound calls?

Animation: Icon and text fade in when timeline begins.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	7 / Data 1
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: 18 icons of people, the last one will be yellow for emphasis.

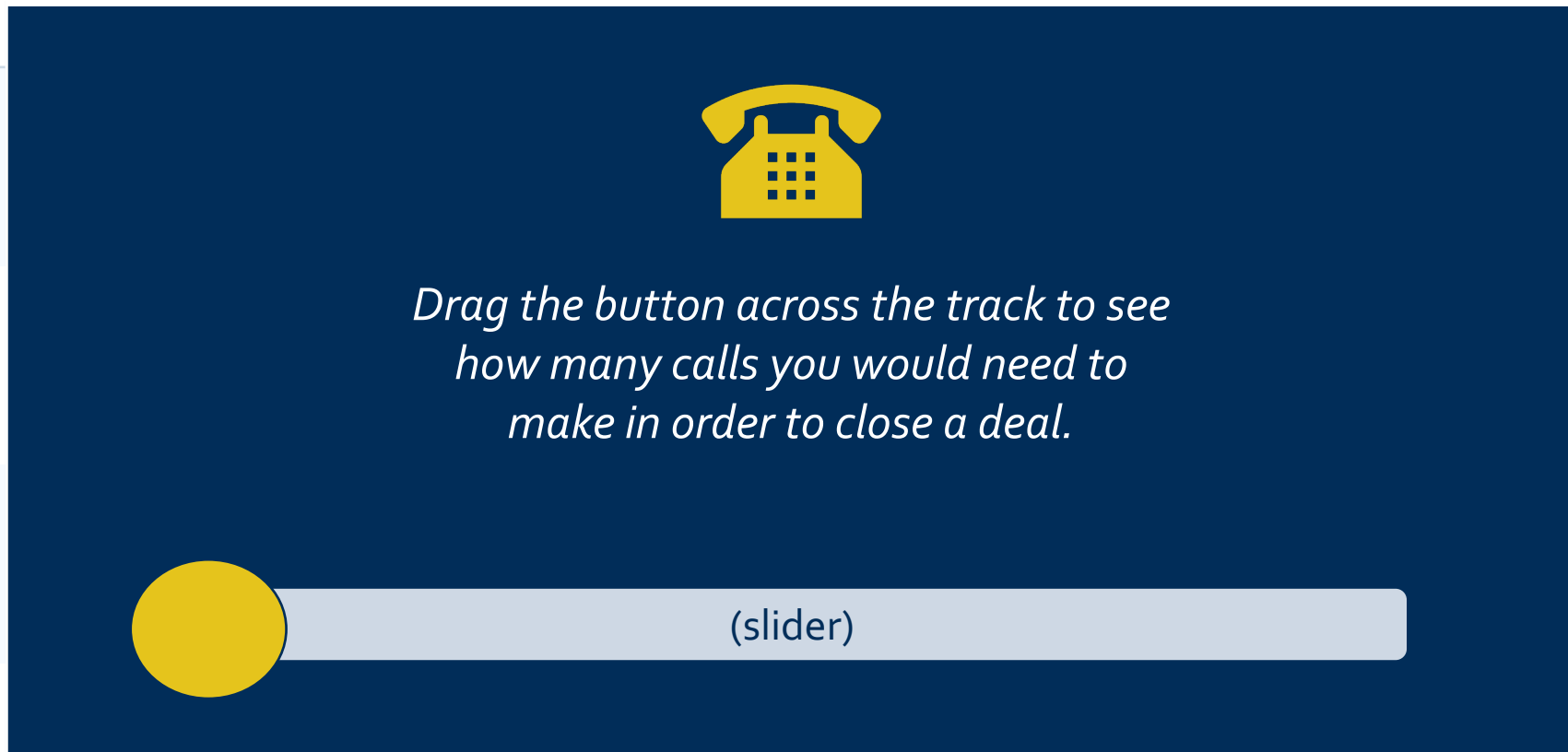


Narration/Voiceover: Research shows that sales reps must make an average of 18 calls before reaching 1 potential buyer.

Animation: Icons fade in one at a time (quickly) during voiceover.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.0 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Phone icon, slider. "Drag the slider thumb across the track to see how many calls you would need to make in order to close a deal."



Drag the button across the track to see how many calls you would need to make in order to close a deal.

(slider)

Narration/Voiceover: Even after a sales rep reaches a potential buyer, their work is not done! Drag the button across the track to see how many calls you would need to make in order to close a deal.

Animation: Phone icon appears as timeline begins. Text and slider appear as it is said.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.1 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Number 1 icon, slider. "Great, you made one follow up call! Keep going!"



Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.2 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Number 2 icon, slider. "Nice! A second call! Almost half (44%) of sales reps stop following up after the first call."

2

Nice! A second call!
Almost half (44%) of sales reps stop following up after the first call.

(slider)

Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.3 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Number 3 icon, slider. "You've called this potential buyer three times! Don't stop now!"



The slide features a dark blue background. At the top center is a yellow circle containing the number '3'. Below it, the text "You've called this potential buyer three times! Don't stop now!" is displayed in white. At the bottom, there is a light blue horizontal slider bar with a yellow circular thumb in the center.

Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.4 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Number 4 icon, slider. "Wow, four calls is awesome! Don't get discouraged!"



The slide features a dark blue background. At the top center is a yellow circle containing the number '4'. Below this, the text "Wow, four calls is awesome! Don't get discouraged!" is displayed in white. At the bottom, there is a light gray horizontal slider bar with a yellow circular thumb positioned on the right side. The word "(slider)" is written in gray text below the bar.

Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	8.5 / Data 2
Navigation Notes:	User will slide thumb to variables in order to reveal information. Additional information is on slide layers. The next button will be revealed after user drags thumb to ending variable.

Graphics and Slide Text: Number 5 icon, slider. "Yes! You did it! After reaching a potential buyer, it takes an average of 5 successful follow up calls to close a deal."

5

Yes! You did it!
After reaching a potential buyer, it takes an average of 5 successful follow up calls to close a deal.

(slider)

Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	9 / Race cars
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: 4 boxes labeled "20"; 4 different colored cars beneath them (one must be yellow.)

Narration/Voiceover: Higher performing reps call more of their account set and have higher outbound averages. These reps know how to drive business growth, which benefits their performance and the company's success. Emily has no clear direction on where or how to steer her business in terms of outbound calls.

Animation: The other cars travel up to their end point (the number 20.) After they reach their end points, Emily's car (the yellow one) "spins its wheels" by rotating back and forth.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	What's the Point?
Slide/Screen Title:	10 / Transition
Navigation Notes:	Next button revealed after timeline finishes.

Graphics and Slide Text: Icon of car, "By the end of this lesson, you will be able to apply these strategies to make successful outbound calls, meet your company's expectation, and drive buyer growth."



Your turn to drive!

Narration/Voiceover: Let's hop in the driver seat and explore some strategies Emily could use to reach her destination.

Animation: Text fades in.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Strategies
Slide/Screen Title:	11.0 / Roadmap
Navigation Notes:	User clicks on each street to reveal more information. Additional information is on slide layers. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Road map with labeled street signs – “Schedule the Time, 10 Before 10, Set S.M.A.R.T. Goals, Focus on Quality” ; Yellow car

Narration/Voiceover: Select a street to view more information about that strategy.

Animation: Car moves to the selected street when user clicks on the hotspot.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Strategies
Slide/Screen Title:	11.1 / Schedule the Time
Navigation Notes:	User clicks on each street to reveal more information. Additional information is on lightbox layers. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Calendar icon; “Avoid interruptions and distractions by blocking off time in your calendar just for outbound dials.”



Avoid interruptions and distractions by blocking off time in your calendar just for outbound calls.

Narration/Voiceover: Avoid interruptions and distractions by blocking off time in your calendar just for outbound dials. Consider the best time for you and your customers, as well as the length of your calls.

Animation: None

Date: April 11, 2021

Course Name: Driving Growth Through Outbound Calls

Module #: 1 of 1

Module Section Title (Subtopic): Strategies

Slide/Screen Title: 11.2 / 10 Before 10

Navigation Notes: User clicks on each street to reveal more information. Additional information is on lightbox layers. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Clock icon; “Make it a priority to call 10 costumers before 10 A.M.” “Prospecting Calls: Seeking a sales lead” “Progressing Calls: Following up on a lead”



Narration/Voiceover: Make it a priority to call 10 costumers before 10 A.M. These could be **prospecting calls**, in which you are seeking a sales lead – Or these could be **progressing calls**, in which you are following up on a lead.

Animation: “Prospecting calls” and “Progressing calls” fade in as they are said during the voiceover.

Date: April 11, 2021

Course Name: Driving Growth Through Outbound Calls

Module #: 1 of 1

Module Section Title (Subtopic): Strategies

Slide/Screen Title: 11.3 / SMART Goals

Navigation Notes: User clicks on each street to reveal more information. Additional information is on lightbox layers. Next button revealed after all buttons have been clicked.

Graphics and Slide Text: Target icon; “Set your target and follow through. Remember to make it SMART: Specific, Measurable, Attainable, Realistic, and Timely” “Unique Dials: Calling a wide range of customers”



Narration/Voiceover: Set your target and follow through; remember to make it smart: Specific, Measurable, Attainable, Realistic, and Timely. One example you can include in your smart goal is to reach a specific number of unique dials. This means calling a wide range of customers in your account set. Reaching out to the same small percentage of your customer base is limiting your prospects. However, prospecting a higher percentage of your customer base will widen your chances of a sales lead

Animation: “Unique Dials: calling a wide range of customers” fades in as it is said during voiceover.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Strategies
Slide/Screen Title:	11.4 / Quality
Navigation Notes:	User clicks on each street to reveal more information. Additional information is on lightbox layers. Next button revealed after all buttons have been clicked.

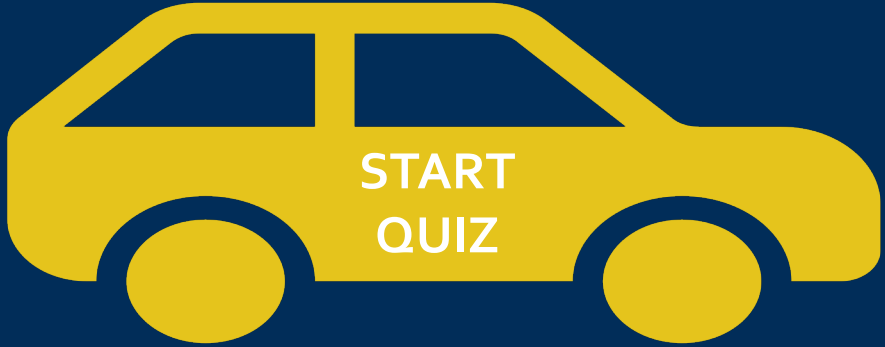
Graphics and Slide Text: Lightbulb/book icon; “Be prepared for your dials and know your customer.” “First Call Pitch: Framework for Conversation”

Narration/Voiceover: Be prepared for your dials and know your customer. In other words, call with a purpose. Take the time to research a little about your customers if you can. Who are they and what do they do? Are they a current customer? It also helps to group similar leads together. Having the same talk track will help you get through quality dials at a quicker pace. When making prospecting calls, follow the “First Call Pitch: Framework for Conversation.” This will give you a guide when speaking to a new customer

Animation: “First Call Pitch: Framework for Conversation” fades in as it is said during voiceover.

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Assessment
Slide/Screen Title:	12 / Begin Assessment
Navigation Notes:	User will select “start quiz” button to move the car and go to next slide.

Graphics and Slide Text: Car icon; “Start Quiz”



Narration/Voiceover: You’ve almost reached your destination, don’t stop now! Time to show what you know!

Animation: Car moves from left (off slide) to center. After use selects “begin,” the car moves right (off slide).

Date: April 11, 2021

Graphics and Slide Text: Drag and drop terms & Definitions – Outbound calls: calls made to a customer or prospect outside of the company; unique dials: calling a wide range of customers; prospecting calls: Calls in which sales reps seek a lead; progressing calls: Calls in which sales reps follow up on a lead; “Drag the term to its matching definition.”

Course Name: Driving Growth Through Outbound Calls

Drag the term to its matching definition.

Module #: 1 of 1

Outbound Calls

Calling a wide range of different customers

Unique Dials

Calls in which sales reps follow up on a lead

Module Section Title (Subtopic): Assessment

Prospecting Calls

Calls made to a customer or prospect outside of the company

Slide/Screen Title: 13 / Drag and Drop

Progressing Calls

Calls in which sales reps seek a lead

Navigation Notes: User selects next button after they drag all terms to a definition.

Narration/Voiceover: None.

Animation: None

Date:	April 11, 2021	Graphics and Slide Text: <i>“Select the strategies you could use to reach your outbound calls.”</i> Set SMART goals; Squeeze in calls when you have spare time; Call 10 customers before 10 A.M.; Call the same customers repeatedly; Schedule the time to focus on your calls; Focus on quality by being prepared and knowing your customer
Course Name:	Driving Growth Through Outbound Calls	<i>Select the strategies you could use to reach your outbound calls.</i>
Module #:	1 of 1	<ul style="list-style-type: none"> ○ Set SMART goals ○ Squeeze in calls when you have spare time
Module Section Title (Subtopic):	Assessment	<ul style="list-style-type: none"> ○ Call 10 customers before 10 A.M. ○ Call the same customers repeatedly
Slide/Screen Title:	14 / Radio Button	<ul style="list-style-type: none"> ○ Schedule the time to focus on your calls ○ Focus on quality by being prepared and knowing your customer
Navigation Notes:	User selects next button after they select their answers	<p>Narration/Voiceover: None</p> <p>Animation: None</p>

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Assessment
Slide/Screen Title:	15 / Scenario 1
Navigation Notes:	User selects next button after they have selected their answer.

Graphics and Slide Text: Image of Emily; Select the correct response to the following scenario: You have your email inbox open during your scheduled outbound call time and someone messages you. What do you do? A) Pause what you're doing and respond. B) Close your inbox and respond when you're done. C) Keep your inbox open and multitask. D) Call the person who emailed you.

Select the correct response to the following scenario:

You have your email inbox open during your scheduled outbound call time and someone messages you. What do you do?

- A. Pause what you're doing and respond.
- B. Close your inbox and respond when you're done.
- C. Keep your inbox open and multi-task.
- D. Call the person who emailed you.



Narration/Voiceover: None

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Assessment
Slide/Screen Title:	16 / Scenario 2
Navigation Notes:	User selects next button after they have selected their answer.

Graphics and Slide Text: Image of Emily; *Select the correct response to the following scenario:* You are starting your calls for the day, prepared to leave many voicemails. However, a customer you've never talked to before actually answers. What do you do? A) Continue with your voicemail script. B) Leave your contact information and end the call. C) Follow the "first call pitch." D) Hang up and make your next dial.



Select the correct response to the following scenario:

You are starting your calls for the day, prepared to leave many voicemails. However, a customer you've never talked to before actually answers. What do you do?

- A. Continue with your voicemail script.
- B. Leave your contact information and end the call.
- C. Follow the "first call pitch."
- D. Hang up and make your next dial.

Narration/Voiceover: *None*

Animation:

Date:	April 11, 2021	<p>Graphics and Slide Text: Select the correct response to the following scenario: You're working on writing a SMART goal for your outbound calls. Which of these is the best example? A. I will make 20 quality outbound calls by 5:00 today, including 10 unique dials. B. I will get in 20 calls by the end of the workday. C. I will call 200 customers this week. D. I will make 5 prospecting calls, 5 progressing calls, and 20 unique dials before 9 A.M.</p>
Course Name:	Driving Growth Through Outbound Calls	
Module #:	1 of 1	<p style="text-align: center;"><i>Select the correct response to the following scenario:</i></p> <p style="text-align: center;">You're working on writing a SMART goal for your outbound calls. Which of these is the best example?</p> <p>A. I will make 20 quality outbound calls by 5:00 today, including 10 unique dials.</p> <p>B. I will get in 20 calls by the end of the workday.</p> <p>C. I will call 200 customers this week.</p> <p>D. I will make 5 prospecting calls, 5 progressing calls, and 20 unique dials before 9 A.M.</p>
Module Section Title (Subtopic):	Assessment	
Slide/Screen Title:	17 / Scenario 3	
Navigation Notes:	User selects next button after they have selected their answer.	<p>Narration/Voiceover: <i>None</i></p> <p>Animation: None</p>

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Assessment
Slide/Screen Title:	18 / Scenario 4
Navigation Notes:	User selects next button after they have selected their answer.

Graphics and Slide Text: Image of Emily; Select the correct response to the following scenario: You're trying to go above and beyond the required 20 outbound calls. You've started making 30 calls a day but are not seeing any results. What should you do? A) Continue making 30 calls a day and change nothing. B) Up your goal to 50 calls a day. C) Back off on quantity of calls and focus on quality. D) None of the above.

Select the correct response to the following scenario:

You're trying to go above and beyond the required 20 outbound calls. You've started making 30 calls a day but are not seeing any results. What should you do?

- A. Continue making 30 calls a day and change nothing.
- B. Up your goal to 50 calls a day.
- C. Back off on quantity of calls and focus on quality.
- D. None of the above.



Narration/Voiceover: *None*

Animation: None

Date:	April 11, 2021
Course Name:	Driving Growth Through Outbound Calls
Module #:	1 of 1
Module Section Title (Subtopic):	Assessment
Slide/Screen Title:	19 / Results
Navigation Notes:	None (End of course)

Graphics and Slide Text: Congratulations! You've reached your destination. You are ready to to apply strategies to make successful outbound calls, meet your company's expectation, and drive buyer growth.



Arrived!

You've reached your destination. You are ready to to apply these strategies to make successful outbound calls, meet your company's expectation, and drive buyer growth.

Narration/Voiceover: None

Animation: None