



ENCOMPASS
ON DEMAND

STRENGTHENING SALES AND LEADERSHIP IMPACT

Strengthening Sales and Leadership Impact

Impactful sales conversations are critical to effective customer engagement, and navigating those conversations in today's environment can be complex. Sales representatives engage with a wide range of customers, each with different priorities, pressures, and challenges, while managers and leaders are responsible for coaching, reinforcing, and demonstrating what good looks like. Our training solutions are designed to support sales representatives—alongside their managers and leaders—by building the skills needed for optimal customer engagement and success.

The **Encompass On-Demand for Sales Representatives and Leaders** library provides information to support your commercial learning journey. The resources within the library provide you with invaluable learning applicable to your role and built for impact.

About This Guide

This guide includes a directory of the **Encompass On-Demand for Sales Representatives and Leaders** library, including each resource's learning objectives and approximate time requirements, and along with a checklist to track your progress. Each title below is linked to its respective description. Select the icon with 3 lines in the upper right-hand corner on subsequent pages to jump back to this one.

Encompass On-Demand Library Directory

For Sales Representatives

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Driving Impact Through Messaging

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Understanding Habits to Unlock Opportunities

Objection Handling Library

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For Sales Leaders

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Leading Through Change

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Navigating Challenging Conversations

Strategic Resource Management: Allocating With Intention

For Sales Representatives

BUILDING YOUR STORY: THE POWER OF STORYTELLING



Time Commitment: 90 minutes

Overview: In this workshop, participants review why storytelling matters and the core elements of an effective story, then practice crafting and delivering a product's story in small groups with feedback. Before the session, participants must watch the assigned videos and complete the attached worksheet.

Learning Objectives:

- Identify the purpose and benefits of storytelling
- Explain the brain science of storytelling
- Describe the essential elements of great storytelling
- Apply storytelling techniques to create a great story for your product

DRIVING ENGAGEMENT THROUGH FACILITATION



Time Commitment: 90 minutes

Overview: This workshop equips participants with practical strategies to elevate their facilitation skills and create more engaging, learner-centered training experiences. Participants explore what engagement truly looks like in a learning environment, examine the impact effective facilitation has on learning outcomes, and practice observing and evaluating real-world facilitation examples. By the end of the session, learners walk away with actionable techniques they can immediately apply to enhance engagement, strengthen facilitation presence, and drive more meaningful participation in any training setting.

Learning Objectives:

- Define engagement within the context of training
- Identify what effective facilitation looks like and how it impacts learning
- Observe and evaluate real-world facilitation examples and provide feedback
- Uncover strategies you can apply to enhance your own facilitation and engagement skills

DRIVING IMPACT THROUGH MESSAGING



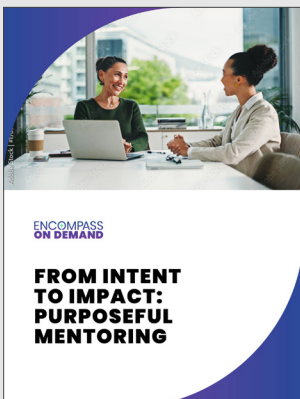
Time Commitment: 90 minutes

Overview: Impact Through Messaging is a dynamic, hands-on workshop designed to help trainers elevate their impact and create more engaging learning experiences. Participants explore what truly drives learner engagement, differentiate between presenting and facilitating, and build practical skills they can apply immediately. Through real-world examples, interactive discussion, and peer feedback, learners gain actionable strategies to strengthen their facilitation style, boost participation, and foster meaningful learning outcomes

Learning Objectives:

- Define engagement within the context of training
- Identify what effective facilitation looks like and how it impacts learning
- Observe and evaluate real-world facilitation examples and provide feedback
- Uncover strategies you can apply to enhance your own facilitation and engagement skills

FROM INTENT TO IMPACT: PURPOSEFUL MENTORING



Time Commitment: 75 minutes

Overview: A high-impact workshop designed to equip leaders with the mindset, skills, and structure needed to build meaningful mentoring relationships that drive real growth. Participants explore the mutual benefits of mentoring, clarify the roles and responsibilities of both mentors and mentees, and learn practical strategies to guide, encourage, and inspire others. Through engaging discussions, real-world examples, and a hands-on mentoring philosophy exercise, leaders leave learners come away with a clear, personalized approach—and an actionable plan—to create lasting impact through mentoring

Learning Objectives:

- Define the roles and responsibilities of both mentors and mentees in a successful mentoring relationship
- Explain the impact of mentoring on professional growth and career development
- Determine key ingredients for supporting others
- Develop a personal mentoring philosophy and a structured plan to guide an upcoming mentoring relationship

UNDERSTANDING HABITS TO UNLOCK OPPORTUNITIES



Time Commitment: 90 minutes

Overview: This workshop teaches participants about the power of habits and how to overcome them. Participants will uncover information about the science of habits and how they influence our customers. They will engage in a series of activities to help them analyze and influence the habits of their customers.

Learning Objectives:

- Explain the role habits play in influencing our behavior and the challenges of modifying them
- Describe the habit loop and how it influences behavior
- Provide a personal habit loop example by identifying the routine, the cue, and the reward
- Describe a customer habit and what you could do to influence it

OBJECTION HANDLING LIBRARY



Time Commitment: Time Varies

Overview: While they might be overlooked at times, objection-handling skills are a necessity when it comes to demonstrating credibility. Through a series of activities, participants gain confidence in identifying objections, uncovering hidden concerns, and responding clearly and professionally. This workshop emphasizes practical application and real-time feedback, helping participants build consistency and accuracy in their responses, while also improving their ability to ask probing questions along the way.

Learning Objectives:

- Confidently respond to anticipated objections and questions using approved messaging
- Identify the appropriate resource(s) and clinical data/messaging that should be used to address objections
- Proactively identify and deliver probing questions to uncover hidden objections and information

POST-CALL ANALYSIS FOR CONTINUOUS IMPROVEMENT



Time Commitment: 45 minutes

Overview: Turn every conversation into momentum. This workshop equips participants with a practical framework for turning sales calls into actionable next steps. By sharpening post-call analysis skills, attendees learn how to capture what matters most, strengthen call continuity, and confidently advance each customer interaction toward long-term goals. Through guided discussion and hands-on practice, participants leave ready to analyze calls with intention, follow up with purpose, and make every conversation count.

Learning Objectives:

- Discuss the significance and benefits of post-call analysis
- Identify questions to consider when analyzing call notes
- Ensure call continuity through effective post-call analysis

STARTING WITH PURPOSE: EFFECTIVE CALL OPENINGS



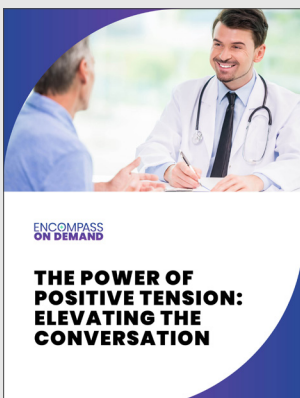
Time Commitment: 60 minutes

Overview: In this workshop, we will explore the criteria for an exceptional opening. A great call opening is clear, relevant, and grabs the customer's attention. It uses strategies like personalizing your message, asking engaging questions, and speaking with energy. With practice, you can confidently deliver an opening that draws customers in right away.

Learning Objectives:

- Determine the criteria for an exceptional opening
- Discuss strategies and tactics for enhancing opening statements
- Confidently deliver an effective opening that engages the customer

THE POWER OF POSITIVE TENSION: ELEVATING THE CONVERSATION



Time Commitment: 90 minutes

Overview: During this workshop, participants will learn to define positive tension and its critical elements, describe the steps of the positive tension process, use effective questions and statements to demonstrate positive tension, and apply positive tension to customer conversations.

Learning Objectives:

- Explain what positive tension is and the critical elements of creating tension
- Describe the steps in the positive tension process
- Differentiate the impact between conversations involving positive tension and no tension
- Demonstrate positive tension by using effective questions and statements

SELLING SKILLS: PURPOSEFUL PROBING



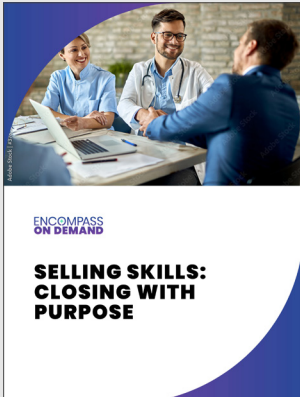
Time Commitment: 60 minutes

Overview: This workshop focuses on strengthening customer interactions by guiding sellers through the 4 essential steps of an effective conversation. It begins with opening the call to engage the customer and set a clear purpose for the discussion. Sellers then ask effective questions and focus their attention on understanding the customer’s needs, ensuring the conversation is rooted in insight rather than assumptions. Finally, they present product and marketing information in a way that directly connects with those needs, creating a more relevant, engaging, and impactful customer dialogue.

Learning Objectives:

- Explain the role of purposeful probing in advancing the conversation
- Differentiate between impactful probing questions and less effective ones, and recognize how question quality influences the outcome
- Demonstrate the ability to tailor questions based on customer cues and call objectives
- Practice using purposeful probes to advance the conversation

SELLING SKILLS: CLOSING WITH PURPOSE



Time Commitment: 60 minutes

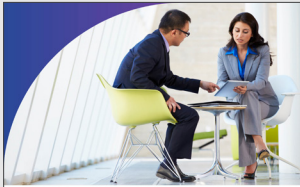
Overview: This workshop equips participants with the skills to deliver confident, purposeful closes that leave a lasting impact on the customer. Participants will explore the key elements of an effective close, learn strategies to guide conversations toward meaningful next steps, and practice delivering clear, engaging messages that drive customer action. By the end, sellers will be better prepared to end conversations with intention, clarity, and momentum.

Learning Objectives:

- Identify the key elements of an exceptional, purpose-driven close
- Explore strategies to confidently close with purpose
- Deliver a clear, engaging closing that drives action and resonates with the customer

For Sales Leaders

COACHING FOR IMPACT



Time Commitment: 90 minutes

Overview: This workshop is designed to help managers strengthen their coaching effectiveness and drive meaningful performance improvement in the field. The experience equips leaders with practical tools, clear frameworks, and real-world practice to turn everyday interactions into high-impact coaching opportunities.

Learning Objectives:

- Define coaching and identify key attributes and behaviors of effective, impact-driven coaching
- Describe the core responsibilities of a coaching manager in driving team development and performance
- Demonstrate understanding of the coaching process and its application in real-world manager reinteractions
- Practice delivering feedback and utilizing coaching best practices

ENHANCING PROFESSIONAL PRESENCE AND ORGANIZATIONAL VISIBILITY



Time Commitment: 45 minutes

Overview: Doing great work is important—and being seen and recognized for that work is essential. Enhancing Professional Presence and Organizational Visibility is a practical, engaging workshop that helps professionals strengthen how they show up, communicate their value, and increase their impact at work. Participants learn proven strategies to build credibility, project confidence, and raise visibility in ways that feel authentic and intentional.

Learning Objectives:

- Explain the main qualities associated with professional presence
- Discuss ways in which organizational visibility contributes to recognition, career growth, and other opportunities
- Identify strategies and best practices for enhancing visibility and professional presence

LEADING THROUGH CHANGE



Time Commitment: 75 minutes

Overview: This workshop equips leaders with practical tools and mindsets to guide their teams confidently through change by fostering clarity, communication, connection, and consistency. Participants learn to recognize the human side of change, model optimism, and create momentum that turns resistance into engagement and growth.

Learning Objectives:

- Recognize the emotional and behavioral dynamics of change—both for yourself and your teams
- Apply a positive leadership mindset to guide others through uncertainty
- Identify strategies to build commitment and momentum during change
- Utilize the 4 Cs Framework to lead others from awareness to acceptance to action

LEADING WITH EMOTIONAL INTELLIGENCE



Time Commitment: 75 minutes

Overview: Leading with emotional change equips leaders with the mindset and skills needed to navigate today's complex, people-driven workplace. In this interactive workshop, participants explore what emotional intelligence is, why it matters, and how it directly influences leadership effectiveness, engagement, and performance. Through practical insights and real-world application, leaders learn how emotions shape decision making, communication, and relationships—and how to intentionally manage those dynamics for better outcomes.

Learning Objectives:

- Define what emotional intelligence is
- Discuss the impact emotional intelligence has on your role as a leader and on professional success
- Identify strategies for strengthening emotional intelligence

NAVIGATING CHALLENGING CONVERSATIONS



Time Commitment: 75 minutes

Overview: The Navigating Challenging Conversations workshop aims to help managers/people leaders confidently engage in challenging conversations by providing specific and observable feedback, gaining acknowledgment that feedback is understood, and collaborating on an improvement plan.

Learning Objectives:

- Evaluate and prioritize issues based on severity and frequency
- Using a defined process, determine an action plan for conducting challenging conversations with others
- Confidently engage in challenging conversations by:
 - Providing specific and observable feedback
 - Gaining acknowledgment that feedback is understood
 - Collaborating on a plan for improvement

STRATEGIC RESOURCE MANAGEMENT: ALLOCATING WITH INTENTION



Time Commitment: 60 minutes

Overview: This workshop is designed to help participants understand how to allocate their time and resources effectively. It includes activities aimed at uncovering strategies for resource utilization and determining the value of different tasks.

Learning Objectives:

- Identify what it means to allocate your time and resources appropriately
- Uncover strategies for making the most of your time and resources
- Determine if a task is an investment, a neutral to-do, or an optimized activity

Want to Learn More?



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