

IMPACT Selling® Professional Certification Contract

Objective: Your objective in enrolling in the IMPACT Selling® Professional Certification program, is to build on your knowledge of sales/recruiting and make yourself a true “expert” in your profession. The 12-module, self-study program is your “roadmap” that will guide you through a series of learning experiences.

Time Frame: Your time investment will be significant, but well worth the effort. A reasonable estimate is four to six months, depending on how much time you have available to complete the 12 checkpoints and prepare for the final exam.

Reinforcement and Accountability: Without reinforcement and accountability, most seminar training materials, including this program, will be put on a shelf and forgotten. To prevent this from happening, we have built in a monitoring system to track your progress.

- Your enrollment in the program establishes your starting date.
- After studying each module, you will arrange a Checkpoint Meeting with your coach to review the study materials and confirm your progress.
- During the Checkpoint Meetings and Final Assessment, you are expected to discuss, explain and demonstrate the knowledge and skills you have mastered.
- Upon passing the Final Assessment, you will receive your IMPACT Selling® Professional Certification.

Commitment:

I agree to the above expectations and will play a positive and active role in helping myself, with the assistance of my coach and The Brooks Group, to achieve the desired results.

Student Signature: _____ Date: _____

I agree to the above expectations placed upon the student, and I will play a positive and active role in helping the student achieve the desired results.

Coach Signature: _____ Date: _____



Checkpoint Schedule

The checklist below is designed to help you prepare for the Final Assessment. You can use it to enter tentative dates to start and complete each study module. By no means are the dates you enter “set in stone;” however, by establishing a milestone for each module, you are much more likely to stay on schedule and complete the program.

Each study module will take several hours to complete; therefore, it’s important for you to plan your study time each week. It’s a good idea to talk with your supervisor and coach to determine the study schedule that works best for you.

MODULE	SUBJECT	START DATE	COMPLETION DATE
1	IMPACT Overview		
2	Focus		
3	Investigate: Positioning		
4	Investigate: Prospecting		
5	Investigate: Pre-Appointment Planning		
6	Buyer/Behavior Styles		
7	Meet		
8	Probe		
9	Apply		
10	Convince		
11	Tie-It-Up		
12	Personal Joint Call Audits		

Once you and your coach have reached agreement that you are ready to take the Final Assessment, arrange an appointment with an approved certifier from your organization or with a facilitator from The Brooks Group. (The Brooks Group has several facilitators, one of whom will make themselves available to assist you.)



Study Resources

Most of the materials you will need to complete your studies will be available online as part of the IMPACT Selling® Professional Certification program. However, you will need some additional materials at various times in the program. Here's a list of those study items:

- The IMPACT Selling Workbook you received either at Recruiter School or when you were initially trained in IMPACT (for use in Modules 1 through 5 and 7 through 11).
- Your personal TriMetrix® System Assessment Coaching Report – Sales Version (for use in Module 6).
- *Military Recruiting Strategies and Tactics* book (for use in Modules 1 through 5 and 7 through 11).
- For module 12, two separate Joint Call Audit Coaching Reports (less than 90 days old) performed either with you as a recruiter/retainer or performed by you as a coach/supervisor if you are a recruiting/retention manager.

Note: If you lack any of the above materials, contact your headquarters for assistance in obtaining the materials you need.

