EXAMPLE TRAINING CALENDAR: NO LANDSCAPE

Understanding the Example Training Schedule

This example training schedule provides a structured framework for the residential sales training program. **While it follows a service focus order of Pest and Termite,** you have the flexibility to adjust the sequence based o**n training needs and field-training opportunities** when necessary.

To tailor this schedule, simply **swap out the service-focused ride-alongs, unstructured role-play themes, and Massey University service coursework** for those relevant to your chosen service order.

Guided Learning & Progressive Skill Development

This training approach in this calendar is designed to build confidence and competence through structured learning, guided practice, and real-world application.

- **Skill-Based Modules** – Training is grouped by **skills, not tim**e, allowing focused development of specific competencies.
- **Guided Fieldwork Enhances Ride-Alongs** – These Trainer Guide activities provide **structure and objectivity** to ride-alongs and should be **layered onto existing opportunities** rather than scheduled separately.
  - They include a **built-in gradual release of responsibility**, transitioning trainees from o**bserving to assisting and ultimately completing tasks independently** in field training.
- **Guided Role-Plays Are Structured & Skill-Specific** – Built into the **Trainer Guide**, these focus on **specific sales and communication skills** (e.g., closing, handling hesitant customers) and include assessment and **feedback mechanisms**.
- **Daily Check-In Role-Plays as Training Opportunities** – These are **more than just practice**; they are **dedicated moments** for trainers to **teach, coach, and reinforce sales process skills**. While they may have a s**ervice theme or skill focus**, they remain **open-ended,** allowing managers to adapt based on the trainee's progress.
- **Activity Flexibility** – Activities can **introduce or reinforce skills**, depending on prior exposure. If a trainee **observed inspections in Week 1**, Week 2's inspection activities should **deepen their understanding and application**.
- **Pre-Work for Service Focus Weeks** – Trainees **must begin service coursework before the week it is scheduled to be the focus** to ensure they have the necessary context for **fieldwork and application**.

EACH WEEK, YOU WILL ACTIVELY PRACTICE AND APPLY ALL EIGHT STEPS OF THE SALES PROCESS.

THE TRAINER GUIDE PROVIDES STRUCTURED FOCUS ON KEY MASSEY SERVICES PRIORITIES WHILE REINFORCING ADAPTABILITY IN REAL-WORLD SCENARIOS.

What This Example Schedule Contains

The training calendar is divided into three key sections:

1. **Daily Tasks** – These include:
   - Role-Plays (structured & unstructured, some with service themes).
   - Trainer Guide & Activities (including guided role-plays).

- Massey University Coursework (digital learning components).
- Manager Tasks & Documentation (checklists, sales document reviews, and essential discussions).

2. **Weekly Tasks** – These must be completed by the end of the week but allow flexibility in scheduling:
   - Ride-alongs & service training.
   - Sales document review & practice.
   - Fieldwork assignments & sales training exercises.
3. **Trainer Notes & Reminders** – This section provides:
   - Scheduling guidance.
   - Alternative approaches if an activity cannot be completed as planned.
   - Training best practices to maximize efficiency and engagement.



DO NOT SIT THE NEW SALES INSPECTOR IN FRONT OF A COMPUTER ALL DAY: THAT IS *NOT* TRAINING, AND A POOR LEARNING PRACTICE.

Using the Calendar

Day	Role-Playing @ Check-In
1	Steps 1-8 *(Pest Scenario w/ Roaches & Ants)*
4	- Steps 1-8 *(Mosquito Scenario)* - Working w/Techs & Specialists

What Is This Telling Me?

- The "Day" shows which day of training this happens during the week.
- "Role-Playing @ Check-In" means you'll run a quick role-play using the service scenario listed (e.g., pest, mosquito).
- The trainee practices all 8 Steps of the Sales Process for that service type.
- You'll confirm it was completed and evaluated on the weekly training checklist and provide your insights.

What Is This Telling Me?

- This section shows which modules and activities you'll cover from the Trainer Resource Guide.
- Use these to guide daily training or complete them in full as written.
- You must address the skills practiced in each module on the weekly training checklist, even if you choose a different approach.
- Guided role-plays listed here must be done as indicated, don't skip them!
- The Skill Evaluation Assessment means the new Sales Inspector is being evaluated—be prepared to observe and document performance.
- The ▲ symbol means this is an item to upload to The Initial Training Paperwork Upload Portal once it is complete.

Day	Trainer Guide & Activities
2	**Module 6: Block 2** - Activities 6.2.1 - 6.2.2 - ***6.2.2 is a guided role-play***
5	**Module 9** - Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲ - *See Trainer Notes & Reminders*

Day	Massey University Coursework
4	- Begin Lawn (LWN) Coursework - MAN 7000 *(Microlearning - part of Activity 8.1.1)*
5	- Continue LWN Coursework - SAL 4002: Week 2 Online Sales Assessment

What Is This Telling Me?

- This section shows which online courses the trainee must complete in Massey University.
- The listed items (e.g., LWN coursework, MAN 7000) align with the week's service focus and activities in the Trainer Resource Guide.
- Make sure the trainee starts and continues coursework as shown—do not skip ahead or stack assignments.
- Online assessments (e.g., SAL 4002) are required and tracked in the LMS. Confirm completion before the week ends.

Day	Manager Tasks & Docs
1	- Introduce & Provide Initial Review of Lawn-Specific Sales Documents - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
5	- ✅ **CHK 3000: Week 3 Checklist** *(Some checklist items require your comments.)* - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.

What Is This Telling Me?

- These are your administrative tasks as the trainer or manager for the day.
- Review and explain the sales documents listed (service-specific forms, proposals, and Features & Benefits).
- Ensure the trainee practices completing the Daily Sales Activity Report (DSAR) accurately each day.
- When a weekly checklist (e.g., CHK 3000) is listed, it must be completed in full by this day—some items require your comments, ***you should be completing it as you go!*** Look for the ✅!
- These checklist sign-offs verify that you observed and confirmed each training requirement.

Before the Week Ends: Ride-Along, Service, or Sales Training Tasks to Complete

- **Sales**: Run **5 Sales Appointments** with the GM *(preferably in 1 day, 2 days maximum).*
  - **Appointments 1-3**: The GM provides guidance and feedback as needed.
  - **By the 4th appointment at the latest**, the trainee **must take full responsibility for the sales** conversation.
    - The GM **only observes** and **provides support during proposals if absolutely necessary**.
- **Secure 1 Pass-It-On Referral** at a **current customer's location** while in the field.
- **Field Work**: Spend ½ **day prospecting in a New Construction Neighborhood** *(or Massey Neighborhood if no new construction is available).*
- Complete the first half of the Lawn Coursework on Massey University in preparation for next week.
- Read **Chapters 8-13** of the Sales Manual.
- **Massey University: SAL 4002: Week 2 Online Sales Assessment**
- **CHK 3010 Skill Verification & Evaluation Assessment – Graph It Like You Mean It!**

What Is This Telling Me?

- These are tasks that must be completed before the week ends but aren't tied to a specific day.
- You must verify the trainee has completed all required ride-alongs, services, and sales activities in the weekly checklist.
- It also highlights reminders about coursework, assessments, and skill evaluations that must be finished before moving to the next week.

Week 1: Overview

Service Theme: Overview of all provided services

Focus: Onboarding, Working at Massey, Customer Engagement, The Genesis & The Call, 8-Step Sales Process: Step 1 - The Introduction

Day	Role-Playing @ Check-In	Trainer Guide Activities	Massey University Coursework	Manager Tasks & Docs
1	-	**Module 1: Block 1** - Activities 1.1.1 - 1.1.7	- LIC 3000 - LIC 3005 (GA SvC do this in last week) ▲ - MAN 7002	- **LIC 3005** ▲ - **CHK 3000: Day 1 Checklist** *(Some checklist items require your comments.)*
2	Steps 1-4	**Module 1: Blocks 2-4** - Activities 1.2.1 - 1.4.3 - ***1.4.2 is a guided role-play***	- SAF 1012 - MAN 7001 *(Microlearning - part of Activity 1.4.3)*	- Introduce & Provide Initial Review of Core Sales Documents
3	Steps 5-6	**Module 2: Blocks 1-2** - Activities 2.1.1-2.2.3* - ***2.1.3 is a guided role-play***	- MAN 7003 *(Microlearning - part of Activity 2.1.3)* - Begin Pest (PPP) Coursework	- Introduce Massey Qualifiers & Benefits - Practice DSAR completion and continue reviewing sales documents
4	Steps 7-8	**Module 3: Blocks 1-2** - Activities 3.1.1 - 3.2.2 - ***3.2.2 is a guided role-play***	- Continue PPP Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
5	Steps 1-8 *(Pest & Mosquito Focus)*	**Module 3: Blocks 2-3** - Activities 3.3.1 - 3.3.3	- Continue PPP Coursework - SAL 4001 Week 1 Online Sales Assessment	- ✅ **CHK 3000: Week 1 Checklist** *(Some checklist items require your comments.)* - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.

Before the Week Ends: Ride-Along, Service, or Sales Training Tasks to Complete

- **Ride-Along with a Pest Technician.**
- **Ride-Along with a Lawn Specialist** *(if applicable).*
- **Mosquito Treatment with a Service Manager.**
- **Lawn Aeration & pH Test with a Service Manager** *(if applicable).*
- **Complete the first half of the Pest Coursework** on Massey University in preparation for next week.
- Read **Chapters 1-7** of the Sales Manual.
- **Massey University: SAL 4001 Week 1 Online Sales Assessment**

Trainer Notes & Reminders

- **Look ahead and plan accordingly.** Review the training schedule in advance to ensure **all field training, role-plays, and discussions are properly scheduled and prepared.**
- **Schedule and brief all involved parties.** If a **Service Manager, technician, or other team member** is participating in field training, make sure they understand the **goal(s) and expectations** for the session.
- **Trainer Guide activities should remain structured but flexible.** Trainers can modify activities **to better suit the training environment or logistics,** but they must **stay within the general framework t**o keep training consistent and relevant.
- **Layer Field Activity 2.2.3 into an Existing Ride-Along.** Maximize training efficiency by combining activities where it makes sense.
- **The trainee should begin service coursework before the week it is scheduled to be the focus.** Completing coursework in advance provides essential context for hands-on training and fieldwork, allowing the trainee to apply knowledge more effectively.
- **Do not sit the new Sales Inspector in front of a computer all day: that is not training, and a poor learning practice!**

Week 2: Overview

Service Theme: Pest

Focus: 8-Step Sales Process: Steps 2 – 4 - Inspections, Defining the Problem, Describing the Solution

Day	Role-Playing @ Check-In	Trainer Guide & Activities	Massey University Coursework	Manager Tasks & Docs
1	Steps 1-8 *(Pest Scenario w/Roaches & Ants)*	**Module 4: Block 1** - Activities 4.1.1 - 4.1.2	- Continue PPP Coursework	- Introduce & Provide Initial Review of Pest-Specific Sales Documents - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
2	Steps 1-8 *(Mosquito Scenario)*	**Module 4: Block 2** - Activities 4.2.1 - 4.2.2	- Continue PPP Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
3	Steps 1-8 *(Pest Scenario w/Mice, Rats, & Other Rodents)*	**Module 5: Block 1** - Activities 5.1.1 - 5.1.2 - (Do 4.2.2 if not completed)	- Continue PPP Coursework - Begin GreenPro Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
4	- Steps 1-8 *(Mosquito Scenario)* - Working w/Techs & Specialists	**Module 5: Block 2 & Module 8** - Activities 5.2.1 - 5.2.2, 8.1.1 - ***5.2.2 is a guided role-play***	- Continue/Complete PPP Coursework - MAN 7000 *(Microlearning - part of Activity 8.1.1)* - Continue GreenPro Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
5	Steps 1-8 *(Trainer's Choice)*	**Module 4: Block 3, Module 5: Block 2** - Skill Evaluation Assessment - Activity 4.3.1 (CHK 3010) - Activity 5.2.3	- <u>Complete PPP Coursework</u> - Continue GreenPro Coursework - SAL 4002 Week 2 Online Sales Assessment	- ✅ **CHK 3000: Week 2 Checklist** *(Some checklist items require your comments.)* - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.

Before the Week Ends: Ride-Along, Service, or Sales Training Tasks to Complete

- **Sales**: Run **5 Sales Appointments** with the GM *(preferably in 1 day, 2 days maximum)*.
  - **Appointments 1-3**: The GM provides guidance and feedback as needed.
  - **By the 4th appointment at the latest**, the trainee **must take full responsibility for the sales** conversation.
    - The GM **only observes** and **provides support during proposals if absolutely necessary**.

- **Secure 1 Pass-It-On Referral** at a **current customer's location** while in the field.
- **Field Work**: Spend ½ **day prospecting in a New Construction Neighborhood** *(or Massey Neighborhood if no new construction is available).*
- Complete a Roadmap to Success.
- Complete the first half of the Lawn Coursework on Massey University in preparation for next week.
- Read **Chapters 8-13** of the Sales Manual.
- **Massey University: SAL 4002 Week 2 Online Sales Assessment**
- **CHK 3010 Skill Verification & Evaluation Assessment – Graph It Like You Mean It!**



Trainer Notes & Reminders



- ✶ **No Field-Training Opportunities for 4.2.2?** No problem! **Reschedule** it or conduct the exercise in the **Service Center or a suitable nearby area.**
- ✶ **No Field-Training Opportunities for 5.2.3?** That's okay! **Do additional role-play** or schedule it **on another day.**
- ✶ **The Inspection & Graphing Assessment must be complete no later than the first day of Week 3, if it has not already taken place.**
- ✶ **Look ahead and plan accordingly.** Review the training schedule in advance to ensure **all field training, role-plays, and discussions are properly scheduled and prepared.**
- ✶ **Schedule and brief all involved parties.** If a **Service Manager, technician, or other team member** is participating in field training, make sure they understand the **goal(s) and expectations** for the session.
- ✶ **Do not sit the new sales inspector in front of a computer all day: that is not training, and a poor learning practice!**

Week 3: Overview

Service Theme: Pest & Termite

Focus: 8-Step Sales Process: 8-Step Sales Process: Steps 5-8 - Qualify Massey Services, Features & Benefits, Closing, Asking for Referrals

Day	Role-Playing @ Check-In	Trainer Guide & Activities	Massey University Coursework	Manager Tasks & Docs
1	- Steps 1-8 *(Trainer's Choice)* - Knocking on the Door	**Module 6: Block 1** - Activities 6.1.1 - 6.1.2	- Complete GreenPro Coursework/Take Tests	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
2	- Steps 1-8 *(Termite Scenario)*	**Module 6: Block 2** - Activities 6.2.1 - 6.2.2 - ***6.2.2 is a guided role-play***	- Begin Termite (TRM) Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
3	- Steps 1-8 *(Attic Upgrade Scenario)* - Delivering New Construction Guarantees	**Module 7: Block 1** - Activities 7.1.1 - 7.1.2 - ***7.1.2 is a guided role-play***	- **Finish GreenPro** - **LIC 1008** ▲ - Continue TRM Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. - **LIC 1008** ▲
4	Steps 1-8 *(Attic Upgrade Scenario **w/Overcoming Trial Closing & Asking for Referrals**)*	**Module 7: Block 2 & Module 8** - Activities 7.2.1-7.2.2, 8.1.2 - ***7.2.2 is a guided role-play***	- Continue TRM Coursework	- Introduce & Provide Initial Review of Termite-Specific Sales Documents - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
5	Steps 1-8 *(Termite Scenario **w/Fume**)*	**Module 6: Block 3, Module 7: Block 2** - Skill Evaluation Assessment - Activity 6.2.3 (CHK 3010) - Activity 7.2.3	- Continue TRM Coursework - SAL 4003 Week 3 Online Sales Assessment	- ✅ **CHK 3000: Week 3 Checklist** *(Some checklist items require your comments.)* - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.

Before the Week Ends: Ride-Along, Service, or Sales Training Tasks to Complete

- **Run a minimum of 5 Sales Appointments** throughout the week.
- **Ride-Along: Termite Monitoring Technician** *(1/2 day minimum).*
- **Service Manager & New Inspector** perform **a Pest Prevention Initial Service.**
- **Service Manager & New Inspector** perform **a Mosquito Service.**
- **Pass-It-On Referral: Second Chance!***(if not secured last week).*

- Complete the first half of the Termite Coursework on Massey University.
- Review **Chapters 3-8** of the Sales Manual.
- **Massey University: Week SAL 4003 Week 3 Online Sales Assessment**
- **SAL 3010 Skill Verification & Evaluation Assessment – Qualifying Massey's Benefits & Features**

Trainer Notes & Reminders

- **Kill 2 birds with 1 stone. Layer field-training** activities from the guide onto **existing field-training!**
- **The Qualifying Massey's Benefits & Features Assessment must be done first day of Week 4, if it has not already taken place.**
- **Look ahead and plan accordingly.** Review the training schedule in advance to ensure **all field training, role-plays, and discussions are properly scheduled and prepared.**
- **Schedule and brief all involved parties.** If a **Service Manager, technician, or other team member** is participating in field training, make sure they understand the **goal(s) and expectations** for the session.
- **Do not sit the new Sales Inspector in front of a computer all day: That is not training, and a poor learning practice!**

Week 4: Overview

Service Theme: Termite

Focus: 8-Step Sales Process: Steps 1-8

Day	Role-Playing @ Check-In	Trainer Guide & Activities	Massey University Coursework	Manager Tasks & Docs
1	- Steps 1-8 *(Termite Scenario)* - Cross-Selling Current Customer	**Module 8** - Activities 8.3.1	- Continue/Complete TRM Coursework	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits.
2	Steps 1-8 *(Termite Scenario)*	**Module 9** - Activities 9.1.1	- **Complete TRM Coursework**	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. - Prepare trainee for final evaluation
3	Steps 1-8 *(Termite Scenario **w/Fume**)*	**Module 9** - Activities 9.1.1	- ***Georgia Only!*** LIC 3005 ▲	- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. - ***Georgia Only!*** LIC 3005 ▲ - Prepare trainee for final evaluation
4	Steps 1-8 *(Trainer's Choice)*	**Module 9** - Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲ - *See Trainer Notes & Reminders*		- Prepare trainee for final evaluation/have trainee participate in final evaluation* *(See Trainer Notes & Reminders)*
5	Steps 1-8 *(Trainer's Choice)*	**Module 9** - Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲ - *See Trainer Notes & Reminders*	- LIC 3105 ▲ - SAL 4004 Final Online Sales Assessment	- ✅ **CHK 3000: Week 4 Checklist** *(Some checklist items require your comments.)* ◆ *Place completed checklist in training file* - LIC 3105 ▲ - CHK 3010 & 3011 ▲ - Prepare trainee for final evaluation/have trainee participate in final evaluation* *(See Trainer Notes & Reminders)*

Before the Week Ends: Ride-Along, Service, or Sales Training Tasks to Complete

- **Run a minimum of 5 Sales Appointments** throughout the week.
- **Ride-Along: Termite Technician.**
- **Service Manager & New Inspector** perform a **Liquid Termite Service.**
- **Service Manager & New Inspector** perform a **Bait Install.**
- Review **Chapters 9-13** of the Sales Manual.
- **Pass-It-On Referral: Last Chance!** *(if not secured in the past two weeks).*
- **Massey University: SAL 4004 Final Online Sales Assessment**
- **CHK 3010 Final Skill Verification & Evaluation Assessment w/Rgional Manager – Proposal Simulation & Oral Exam**

Trainer Notes & Reminders

- ✶ **Kill 2 birds with 1 stone. Layer field-training activities** from the guide onto **existing field-training!**
- ✶ **Revisit any guided role-plays to practice specific communication skills or hone in on certain elements like closing techniques or qualifying.**
- ✶ **The Qualifying Massey's Benefits & Features Assessment must be done no later than two days from this day if it has not already taken place.**
- ✶ **Look ahead and plan accordingly.** Review the training schedule in advance to ensure **all field training, role-plays, and discussions are properly scheduled and prepared.**
- ✶ **Schedule and brief all involved parties.** If a **Service Manager, technician, or other team member** is participating in field training, make sure they understand the **goal(s) and expectations** for the session.
- ✶ **Do not sit the new Sales Inspector in front of a computer all day: That is not training, and a poor learning practice!**
- ✶ **The Final Evaluation is proctored by the Regional Manager! Here are some reminders:**
  - ◊ You should make arrangements at least 3 business days before the evaluation.
  - ◊ All materials need to be emailed to the Regional.
  - ◊ The trainer/manager may not be present during the evaluation, but they will be uploading the results to Massey University.