# EXAMPLE TRAINING CALENDAR: WITH 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, Lawn, 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)*<br>- 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**<br>- Activities 6.2.1 - 6.2.2<br>- ***6.2.2 is a guided role-play*** |
| 5 | **Module 9**<br>- Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲<br>- *See Trainer Notes & Reminders* |

| Day | Massey University Coursework |
|---|---|
| 4 | - Begin Lawn (LWN) Coursework<br>- MAN 7000 *(Microlearning - part of Activity 8.1.1)* |
| 5 | - Continue LWN Coursework<br>- 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<br>- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 5 | - ✅ **CHK 3000: Week 3 Checklist** *(Some checklist items require your comments.)*<br>- 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**<br>- Activities 1.1.1 - 1.1.7 | - LIC 3000<br>- LIC 3005 (GA SvC do this in last week) ▲<br>- MAN 7002 | - **LIC 3005** ▲<br>- **SAL 3000: Day 1 Checklist** *(Some checklist items require your comments.)* |
| 2 | Steps 1-4 | **Module 1: Blocks 2-4**<br>- Activities 1.2.1 - 1.4.3<br>- ***1.4.2 is a guided role-play*** | - SAF 1012<br>- 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**<br>- Activities 2.1.1-2.2.3*<br>- ***2.1.3 is a guided role-play*** | - MAN 7003 *(Microlearning - part of Activity 2.1.3)*<br>- Begin Pest (PPP) Coursework | - Introduce Massey Qualifiers & Benefits<br>- Practice DSAR completion and continue reviewing sales documents |
| 4 | Steps 7-8 | **Module 3: Blocks 1-2**<br>- Activities 3.1.1 - 3.2.2<br>- ***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**<br>- Activities 3.3.1 - 3.3.3 | - Continue PPP Coursework<br>- SAL 4001 Week 1 Online Sales Assessment | - ✅ **CHK 3000: Week 1 Checklist** *(Some checklist items require your comments.)*<br>- 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** to 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**<br>- Activities 4.1.1 - 4.1.2 | - Continue/Complete PPP Coursework | - Introduce & Provide Initial Review of Pest-Specific Sales Documents<br>- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 2 | Steps 1-8 *(Mosquito Scenario)* | **Module 4: Block 2**<br>- Activities 4.2.1 - 4.2.2 | - **Complete 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**<br>- Activities 5.1.1 - 5.1.2<br>- (Do 4.2.2 if not completed) | - Begin GreenPro Coursework | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 4 | - Steps 1-8 *(Mosquito Scenario)*<br>- Working w/Techs & Specialists | **Module 5: Block 2 & Module 8**<br>- Activities 5.2.1 - 5.2.2, 8.1.1<br>- ***5.2.2 is a guided role-play*** | - Begin Lawn (LWN) Coursework<br>- MAN 7000 *(Microlearning - part of Activity 8.1.1)*<br>- 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**<br>- Skill Evaluation Assessment - Activity 4.3.1 (CHK 3010)<br>- Activity 5.2.3 | - Continue LWN Coursework<br>- Continue GreenPro Coursework<br>- SAL 4002 Week 2 Online Sales Assessment | - ✅ **CHK 3000: Week 2 Checklist** *(Some checklist items require your comments.)*<br>- 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.
- Begin the GreenPro training
- 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**: Lawn

**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 *(Lawn Scenario)*<br>- Knocking on the Door | **Module 6: Block 1**<br>- Activities 6.1.1 - 6.1.2 | - Continue/Complete LWN Coursework<br>- Continue/Complete GreenPro Coursework | - Introduce & Provide Initial Review of Lawn-Specific Sales Documents<br>- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 2 | - Steps 1-8 *(Lawn Scenario w/Trees & Shrubs)*<br>- Delivering New Construction Guarantees | **Module 6: Block 2**<br>- Activities 6.2.1 - 6.2.2<br>- ***6.2.2 is a guided role-play*** | - **Complete LWN Coursework**<br>- Complete GreenPro Coursework/Take Tests | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 3 | Steps 1-8 *(Attic Upgrade Scenario)* | **Module 7: Block 1**<br>- Activities 7.1.1 - 7.1.2<br>- ***7.1.2 is a guided role-play*** | - **Finish GreenPro**<br>- **LIC 1008** ▲<br>- Begin Termite (TRM) Coursework | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.<br>- **LIC 1008** ▲ |
| 4 | Steps 1-8 *(Attic Upgrade Scenario w/**Overcoming Trial Closing & Asking for Referrals**)* | **Module 7: Block 2 & Module 8**<br>- Activities 7.2.1-7.2.2, 8.1.2<br>- ***7.2.2 is a guided role-play*** | - Continue TRM Coursework | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 5 | Steps 1-8 *(Irrigation Scenario or Trainer's Choice if irrigation is not a provided service)* | **Module 6: Block 3, Module 7: Block 2**<br>- Skill Evaluation Assessment - Activity 6.2.3 (CHK 3010)<br>- Activity 7.2.3 | - Continue TRM Coursework<br>- SAL 4003 Week 3 Online Sales Assessment | - ✅ **CHK 3000: Week 3 Checklist** *(Some checklist items require your comments.)*<br>- 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: Irrigation Technician** *(if applicable).*

- **Service Manager & New Inspector** perform a **Landscape Initial Service.**
- **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 in preparation for next week.
- Review **Chapters 3-8** of the Sales Manual.
- **Massey University Week: SAL 4003 Week 3 Online Sales Assessment**
- **CHK 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)*<br>- Cross-Selling Current Customer | **Module 8**<br>- Activities 8.3.1 | - Continue/Complete TRM Coursework | - Introduce & Provide Initial Review of Termite-Specific Sales Documents<br>- Practice DSAR completion and continue reviewing sales documents & Features & Benefits. |
| 2 | Steps 1-8 *(Termite Scenario)* | **Module 9**<br>- Activities 9.1.1 | - ***Georgia Only!*** LIC 3005 ▲ | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.<br>- Prepare trainee for final evaluation |
| 3 | Steps 1-8 *(Termite Scenario **w/Fume**)* | **Module 9**<br>- Activities 9.1.1 | - ***Georgia Only!*** LIC 3005 ▲ | - Practice DSAR completion and continue reviewing sales documents & Features & Benefits.<br>- ***Georgia Only!*** LIC 3005 ▲<br>- Prepare trainee for final evaluation |
| 4 | Steps 1-8 *(Trainer's Choice)* | **Module 9**<br>- Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲<br>- *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**<br>- Final Skill Evaluation w/ Regional Manager - Activity 9.1.2 (CHK 3010) ▲<br>- *See Trainer Notes & Reminders* | - LIC 3105 ▲<br>- SAL 4004 Final Online Sales Assessment | - ✅ **CHK 3000: Week 4 Checklist** *(Some checklist items require your comments.)*<br>◆ *Place completed checklist in training file*<br>- LIC 3105 ▲<br>- CHK 3010 & 3011 ▲<br>- 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 Monitoring Technician** *(1/2 day minimum).*
- **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.
- **Massey University: SAL 4004 Final Online Sales Assessment**
- **CHK3010: Final Skill Verification & Evaluation Assessment w/Regional 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.