

ACT LIKE YOU CAN SELL

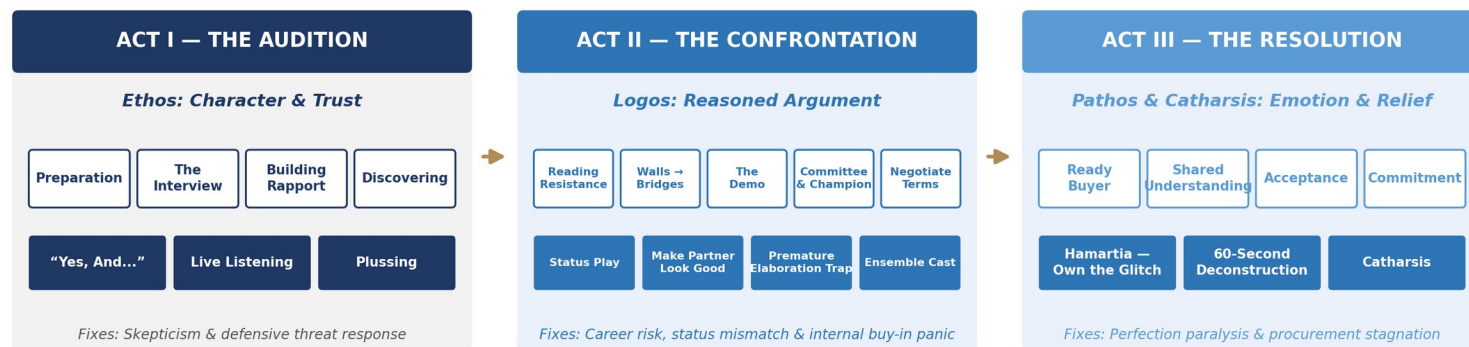
5-DAY INTENSIVE WORKSHOP — HIGH-LEVEL AGENDA

For teams that can't sustain a twelve-week cadence, the full curriculum compresses into a five-day intensive: one day per major reflex, moving from Ethos through Logos and status to Pathos, closing with full integration. Same framework, same drills, condensed delivery. Each day runs a morning teaching/drill block and an afternoon applied block, closing with a short group debrief.

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The Complete Sales Cycle: All Three Acts, One View

Ethos → Logos → Pathos & Catharsis



Every act keeps the tension building toward the same place: a buyer who no longer needs to be sold to.

Materials & format: A recording setup for the Day 1/Day 5 comparison, a whiteboard or shared canvas, and a facilitator willing to model vulnerability first. Fully adaptable to video with breakout pairs.

The Five Days at a Glance

Day	Theme	Morning	Afternoon	Key Outcome
Day 1	Ethos — The Audition	Kickoff and baseline. Introduce the Three-Act System. Record unmodified baseline calls in pairs.	“Yes, And” and Plussing. Teach walls vs. bridges. Run the Objection Matrix drill.	<i>Every rep can replace a reflexive “but” with a validated bridge under pressure.</i>
Day 2	Logos — Discovery to Demo	Live Listening. Teach category vs. moment. Run the Last Word drill and a discovery role play.	Making Your Partner Look Good. Draft a champion brief; run the Spotlight Hero simulation.	<i>Reps produce moment-level discovery and a champion brief that reduces internal risk.</i>
Day 3	Status Play — The Confrontation	Teach the Golden Mean and the five-role buyer taxonomy. Map the room for a committee scenario.	Run the Status Switchboard drill against realistic committee objections.	<i>Reps can read and match status in real time in a multi-stakeholder setting.</i>
Day 4	Pathos — The Resolution	Teach radical honesty and Hamartia. Each rep drafts a proactive disclosure line for a real limitation.	Run the glitch-recovery drill and the 60-Second Deconstruction on a live opportunity.	<i>Reps disclose flaws proactively and compress a closing case into sixty seconds.</i>
Day 5	Integration	Full mock audition-to-commitment role plays, rotating through all three acts.	Re-record Day 1’s baseline and compare side by side. Individual debrief.	<i>A visible before/after, plus a personal 30-day plan to keep the reflex alive.</i>

Each Day, in Simple Structure

Day 1 — Ethos — The Audition

Morning: Kickoff and baseline. Introduce the Three-Act System and the Aristotle/improv synthesis. Record unmodified baseline discovery and objection calls in pairs.

Afternoon: “Yes, And” and Plussing. Teach the wall/bridge distinction. Run the Objection Matrix drill until every rep can produce a genuine bridge, unscripted.

Close: Group share-out: one bridge each rep is proud of, one they're still working on.

Outcome: *Every rep can replace a reflexive “but” with a validated bridge under live pressure.*

Day 2 — Logos — Discovery to Demo

Morning: Live Listening. Teach the category-vs-moment distinction. Run the Last Word drill and a discovery role play that forces a moment-level answer.

Afternoon: Making Your Partner Look Good. Each rep drafts a champion brief for a live opportunity, then runs the Spotlight Hero simulation in pairs.

Close: Pairs swap champion briefs and give one honest note on where the case is still thin.

Outcome: *Reps can run a discovery conversation that produces moments, and build a champion brief that reduces internal career risk.*

Day 3 — Status Play — The Confrontation

Morning: Teach the Golden Mean and the five-role buyer taxonomy (Champion, Economic Buyer, User, Skeptic, Blocker). Map the room for a live committee scenario.

Afternoon: Run the Status Switchboard drill — rehearsing a deliberate status shift mid-pitch — against realistic committee objections specific to the team's own product.

Close: Each rep names the one buyer role they personally find hardest to read, and why.

Outcome: *Reps can read and match status in real time, including in a multi-stakeholder committee setting.*

Day 4 — Pathos — The Resolution

Morning: Teach radical honesty and Hamartia (“own the glitch”). Each rep identifies one product limitation they currently avoid mentioning and drafts a proactive disclosure line.

Afternoon: Run the glitch-recovery drill and the 60-Second Deconstruction against a real, current opportunity for every participant.

Close: Full-group round: each rep delivers their 60-second compression once, live, to applause.

Outcome: *Reps can disclose a flaw proactively rather than concealing it, and compress a closing case into sixty seconds.*

Day 5 — Integration

Morning: Full mock audition-to-commitment role plays, rotating through all three acts in a single simulated deal, with a different colleague playing the buyer each round.

Afternoon: Re-record each rep's Day 1 baseline scenario and compare side by side. Individual debrief: one specific reflex to keep building after the workshop.

Close: Each rep leaves with a personal 30-day plan and one accountability partner from the cohort.

Outcome: *A recorded, visible before/after every participant can see for themselves — and a personal 30-day plan to keep the reflex alive.*

Bring this workshop to your team. For the complete twelve-week version with full session-by-session detail, or to book this five-day intensive, contact bryan.christie@actlikeyoucansell.com.