

## Command of the Message® Certified Facilitator

Force Management's *Train-the-Trainer Program* occurs through a series of interactive calls, online prep work, and virtual sessions that enable our clients to facilitate *Command of the Message* trainings without the assistance of Force Management.

### Program Overview

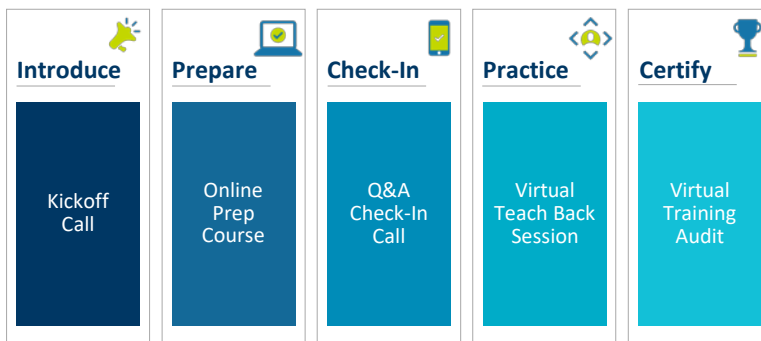
The *Command of the Message Train-The-Trainer Program* is a comprehensive certification package delivered through five detailed stages to ensure adequate preparation and ultimately, full facilitator certification. Program participants become fluent in the *Command of the Message* methodology while applying their own training style, sales management experience, and personal stories to illustrate key learning points and engage training audiences.

A substantial portion of the program is delivered through an online prep course in the *Command Center™*. This extensive course is designed to deliver our methodology and best practices through a dynamic mix of slides, audio, text, videos, digital content, and assignments. The course is interactive, and allows for Force Management SMEs to provide feedback as participants complete their self-study.

The prep course serves as preparation for a *Train-The-Trainer Teach Back Session*. This is a virtual session where Force Management will observe participant's live presentations of the *Command of the Message* training content and provide real-time coaching for facilitation improvement in advance of their first training delivery.

Upon successful completion of the program, which includes Force Management to audit the first client-led training, facilitators will be approved to independently deliver full *Command of the Message* training sessions to their respective sales organizations.

The five stages of the *Train-The-Trainer Program* described above are shown in the illustration below:



### Prerequisites:

- Candidates must have proven success across four key areas: curriculum knowledge, curriculum relevancy, sales management experience, and training facilitation skills
- Candidates must have previously participated in a full, Force Management-led *Command of the Message Training*
- Candidates must have recently completed the *Command of the Message eLearning Course* (or the *CoM Fast Start Program*)

### Outcomes:

- Effectively deliver the Command of the Message content in the in-person or virtual training format
- Accomplish course objectives by providing the necessary context and learning points per training concept
- Achieve relevancy and engage the training audience through personal, sales management analogies
- Create an emotional connection to the training content and a motivation to permanently change selling behaviors

### Time Commitment:

- **Kickoff Call:** 1 hour
- **Online, Prep Course:** 3-4 weeks
- **Check-In Call:** 1 hour
- **Virtual Teach Back Session:** 4 days
- **Virtual Training Audit:** 5 days