



Clear your path to Prospect-Centered Selling®.

**Introducing Sherpa e-learning,  
the premier educational platform  
for senior living sales professionals.**





## **Lead your organization toward consistent, sustainable sales results.**

Aligning your organization around a new and more effective sales process can be challenging. That's why we built the Sherpa e-learning platform.

It's the perfect complement to your Sherpa CRM solution, designed to help you standardize how you sell across your entire organization. It works to reinforce what you've already covered with your longtime associates, and is one of the best onboarding tools around for new employees.

Sherpa e-learning also enables you to introduce the methodology to people outside your sales team, bringing operations and support roles on board with the fundamentals of Prospect-Centered Selling®.



## Leading you forward, but at your own pace.

The magic of Sherpa e-learning is its flexibility. You and your sales counselors can access the content from anywhere – and you can assign individual learning modules as you see fit.

Each module includes videos, written content and demonstrations – along with quizzes to test knowledge. Completed lessons and quiz results appear on your learning management dashboard.

### Sherpa e-learning modules:

1. **Introduction to Prospect-Centered Selling®**
2. **Connecting and Building Trust**
3. **Untangling Emotional Resistance**
4. **Advancing Towards Ready**
5. **Leadership: Managing Sales Behaviors**

## How e-learning will transform your sales

---

- Build culture around Prospect-Centered Selling®
- Standardize sales practices
- Track training progress for all e-learning users
- Improve sales
- Easily train new hires



## Let's start the journey together.

There's nothing else like Sherpa e-learning, and no one better equipped to help you improve your organization's sales performance for the long haul.

### Sherpa e-learning introductory pricing

It's straightforward and simple – one price, unlimited users.

**\$4,000** per company licensing fee/year


**\$1,000** per community/year

**See how Sherpa e-learning unites your organization around Prospect-Centered Selling®.**

Email [elearning@sherpacrm.com](mailto:elearning@sherpacrm.com) to get started.



 [sherpacrm.com](http://sherpacrm.com)

 (314) 432-1234

 [facebook.com/sherpacrm](https://facebook.com/sherpacrm)

 [twitter.com/sherpacrm](https://twitter.com/sherpacrm)