



The
CoNavigator
Method™

Overview



The
CoNavigator
Method™

B2B Sales
Mastery



The
CoNavigator
Method™

TCM is a buyer-centric,
consultative, value-
based, and outcome-
oriented sales
methodology and
training program.

A PROVEN SELLING SYSTEM

TCM is built on sales approaches that separate top performers from the rest of the pack.

- Built from top-performer analysis
- An end-to-end sales methodology
- Completely buyer-centric
- Memorable frameworks & models



THE CURRICULUM



TCM is organized into **4 sections with 26 modules**, each centered around a specific, sales topic

Section 1: Core Principles

Section 2: New Business Development

Section 3: Opportunity Management

Section 4: Account Management

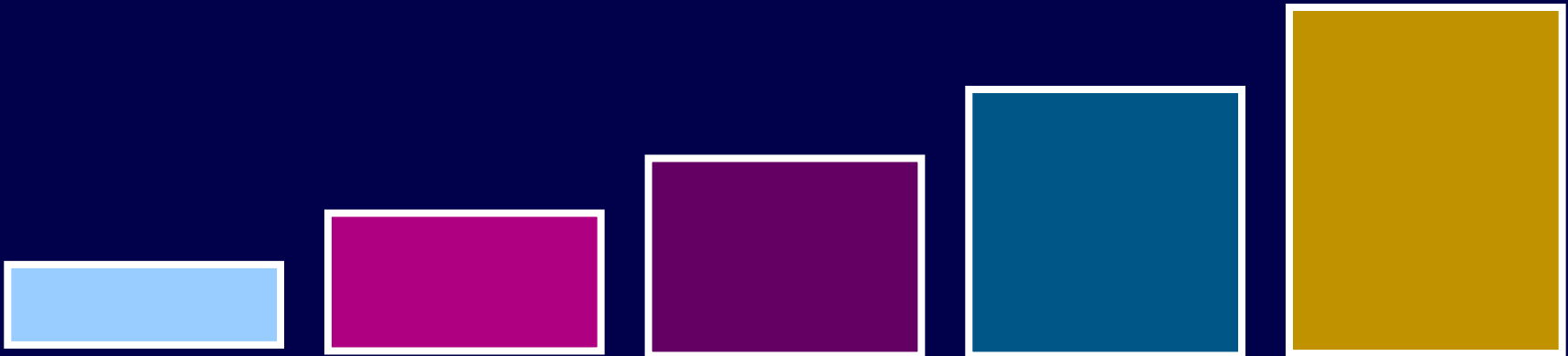
Note: See the Implementation Plan for a detailed list of the modules in each week.

A MIX OF METHODS



TCM is delivered through a variety of learning formats

- Reading (a **Book** with assigned chapters weekly)
- Reviewing **Content Summaries**
- Completing **Worksheets** to complete before the Workshops
- Attending one virtual, live **Workshop** each week
- **Reinforcement and Coaching** (from you)



A MIX OF METHODS

Let's Get Geeky for a Moment...

- Bite-Sized Learning / Microlearning
- Spaced Repetition
- Chunk / Sequence / Layer
- Retrieval Learning
- Discussion
- Application Planning
- Practice



TIME COMMITMENT



Less Than You Think...

- It's the equivalent of 5 full classroom days but spread out over a quarter (13 weeks).
- There are 1-3 modules/week (average of 2 modules).
- Reading: ~10-15 minutes/module.
- Content Summary Review: ~5 minutes/module.
- Worksheet Completion: ~5-10 minutes/module.
- One 60- to 90-minute virtual workshop.

1 Module = 1.5 to 2 hours (3 of 13 weeks)

2 Modules = 1.5 to 2.5 hours (7 of 13 weeks)

3 Modules = 2-3 hours (3 of 13 weeks)



POTENTIAL GAINS



More Than You Think... But a Lot Is Up To You

- 12-34% revenue growth in 6-9 months.
- Increased sales per rep by 47% and profitability per rep by 11% within a year.
- Scaled productivity by 2.3 sales per employee per month (\$36.6M annual impact).

Here's the "But"...

- Some reps and some companies saw zero improvement.
- The returns are directly proportional to effort and adoption.



THE MATERIALS

TCM provides a **complete toolkit** to help you use what you've learned and get results!

- **Book** (re-read or refer to it anytime)
- **Content Summaries** (quick reference guides)
- **Worksheets** (interactive job aids/tools)

The
**CoNavigator
Method™**
**FOR B2B SALES
MASTERY**

A Human-Centric Approach to Align
with Buyers, Co-Create Value,
and Drive Sales Growth



MIKE KUNKLE

REINFORCEMENT & COACHING

- The Book includes **Coaching Points** at the end of every chapter—use them to coach
- Incorporate **concepts** into pipeline and forecast meetings, team meetings, 1-on-1s, and ongoing coaching
- Consider **integrating** some concepts right into **CRM**



***The key to adoption
and behavior
change!***



REINFORCEMENT & COACHING

- The Book includes **Coaching Points** at the end of every chapter—use them to coach
- Incorporate **concepts** into pipeline and forecast meetings, team meetings, 1-on-1s, and ongoing coaching
- Consider **integrating** some concepts right into **CRM**



***Adoption and behavior
change are the key to
improved results!***



REINFORCEMENT & COACHING

Managers...

**Play the Role of
Interpreters &
Translators**

The CoNavigator Method™ FOR B2B SALES MASTERY

A Human-Centric Approach to Align
with Buyers, Co-Create Value,
and Drive Sales Growth



MIKE KUNKLE

REINFORCEMENT & COACHING

Managers...

**Plus, They Are
Mentors &
Coaches!**

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with Buyers, Co-Create Value,
and Drive Sales Growth



MIKE KUNKLE

REINFORCEMENT & COACHING

Managers...

**Trainees have access
to Mike Kunkle during
the entire training.**

The CoNavigator Method™ FOR B2B SALES MASTERY

A Human-Centric Approach to Align
with Buyers, Co-Create Value,
and Drive Sales Growth



MIKE KUNKLE

Questions?

Mike Kunkle

Creator of B2B Sales Mastery

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The Implementation Plan

The Schedule and Learning Flow
for Options 1-3

Implementation Plan: Option 1 (13+ Weeks)

This option rolls out over 13 weeks, with 1-3 modules per week. Weekly virtual workshops are led by Mike Kunkle. There are two prior kickoff meetings (managers first, then sellers) and one post-training wrap-up meeting. Weeks may be skipped for holidays or PTO, which will extend the total time.

WEEK	MODULE	SECTION 1: CORE PRINCIPLES	PATH
1	1	Introduction to B2B Sales Mastery	Combined
	2	Aligning with the Buyer	
	3	Navigating the Value Stack	
2	4	Navigating Interpersonal Communication	Combined
	5	Ethical Influence and Persuasion	
3	6	The POSE Value Story	Separate
4	7	Navigating and Resolving Concerns	Separate
		Subtotal	4 weeks
WEEK	MODULE	SECTION 2: NEW BUSINESS DEVELOPMENT	PATH
5	8	Navigating the Customer Lifecycle	Combined
	9	Researching Prospects	
6	10	Navigating Appointment Setting with POSE	Combined
	11	Navigating Disinterest	
7	12	Omnichannel Prospecting	Combined
	13	Nurturing Prospects	
		Subtotal	3 weeks

WEEK	MODULE	SECTION 3: OPPORTUNITY MANAGEMENT	PATH
8	14	Navigating the Buying Process	Combined
	15	Sales Call Planning	
	16	Sales Meeting Management	
9	17	Navigating Discovery	Combined
	18	Navigating Opportunity Qualification	
10	19	Navigating the Buyer Landscape	Separate
11	20	Co-Creating a Solution	Combined
	21	Navigating Value Conversations	
	22	Navigating Commitment	
		Subtotal	4 weeks
WEEK	MODULE	SECTION 4: ACCOUNT MANAGEMENT	PATH
12	23	Setting Account Objectives	Combined
	24	Account Planning with Force Field Analysis	
13	25	Navigating Referrals	Combined
	26	Navigating Your Customer Value Reviews	
		Subtotal	2 weeks
		TOTALS	13 Weeks

Implementation Plan: Option 2 (26+ Weeks)

This option rolls out one week at time. Weekly virtual workshops are led by Mike Kunkle. There are two prior kickoff meetings (managers first, then sellers) and one post-training wrap-up meeting. Weeks may be skipped for holidays or PTO, which will extend the total time.

WEEK	MODULE	SECTION 1: CORE PRINCIPLES
1	1	Introduction to B2B Sales Mastery
2	2	Aligning with the Buyer
3	3	Navigating the Value Stack
4	4	Navigating Interpersonal Communication
5	5	Ethical Influence and Persuasion
6	6	The POSE Value Story
7	7	Navigating and Resolving Concerns
WEEK	MODULE	SECTION 2: NEW BUSINESS DEVELOPMENT
8	8	Navigating the Customer Lifecycle
9	9	Researching Prospects
10	10	Navigating Appointment Setting with POSE
11	11	Navigating Disinterest
12	12	Omnichannel Prospecting
13	13	Nurturing Prospects

WEEK	MODULE	SECTION 3: OPPORTUNITY MANAGEMENT
14	14	Navigating the Buying Process
15	15	Sales Call Planning
16	16	Sales Meeting Management
17	17	Navigating Discovery
18	18	Navigating Opportunity Qualification
19	19	Navigating the Buyer Landscape
20	20	Co-Creating a Solution
21	21	Navigating Value Conversations
22	22	Navigating Commitment
WEEK	MODULE	SECTION 4: ACCOUNT MANAGEMENT
23	23	Setting Account Objectives
24	24	Account Planning with Force Field Analysis
25	25	Navigating Referrals
26	26	Navigating Your Customer Value Reviews

Implementation Plan: Option 3 (34+ Weeks)

This option trains managers first. Then managers run the weekly sessions using a Manager Support Guide or a Manager Support Slide Deck. There are two prior kickoff meetings (managers first, then sellers) and one post-training wrap-up meeting. Weeks may be skipped for holidays or PTO, which will extend the total time.

WEEK	MODULE	SECTION 1: MANAGERS FIRST
1-2	1-7	Mgrs. complete over 2 weeks & meet with Mike
WEEK	MODULE	SECTION 1: CORE PRINCIPLES
3	1	Introduction to B2B Sales Mastery
4	2	Aligning with the Buyer
5	3	Navigating the Value Stack
6	4	Navigating Interpersonal Communication
7	5	Ethical Influence and Persuasion
8	6	The POSE Value Story
9	7	Navigating and Resolving Concerns
WEEK	MODULE	SECTION 2: MANAGERS FIRST
10-11	8-13	Mgrs. complete over 2 weeks & meet with Mike
WEEK	MODULE	SECTION 2: NEW BUSINESS DEVELOPMENT
12	8	Navigating the Customer Lifecycle
13	9	Researching Prospects
14	10	Navigating Appointment Setting with POSE
15	11	Navigating Disinterest
16	12	Omnichannel Prospecting
17	13	Nurturing Prospects

WEEK	MODULE	SECTION 3: MANAGERS FIRST
18-20	14-22	Mgrs. complete over 3 weeks & meet with Mike
WEEK	MODULE	SECTION 3: OPPORTUNITY MANAGEMENT
21	14	Navigating the Buying Process
22	15	Sales Call Planning
23	16	Sales Meeting Management
24	17	Navigating Discovery
25	18	Navigating Opportunity Qualification
26	19	Navigating the Buyer Landscape
27	20	Co-Creating a Solution
28	21	Navigating Value Conversations
29	22	Navigating Commitment
WEEK	MODULE	SECTION 4: MANAGERS FIRST
30	23-26	Mgrs. complete in 1 week & meet with Mike
WEEK	MODULE	SECTION 4: ACCOUNT MANAGEMENT
31	23	Setting Account Objectives
32	24	Account Planning with Force Field Analysis
33	25	Navigating Referrals
34	26	Navigating Your Customer Value Reviews

Questions?

Mike Kunkle

Creator of B2B Sales Mastery

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Email: mike@transformingsalesresults.com





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Appendix



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About Mike Kunkle



Mike Kunkle

Founder / Managing Director

Transforming
SALES RESULTS™



mike@transformingsalesresults.com

Mobile: 214.930.9932

Mike Kunkle is a recognized expert on sales effectiveness, sales management, and sales coaching.

He's built commercial systems—from hiring, onboarding, sales training, sales coaching, sales process, sales methodology, and sales management operating systems—that drive revenue plan attainment, improve win rates, and lift sales productivity for B2B sales organizations.

Mike's work spans from high-growth scale-ups through mid-market firms to Fortune 10 corporations. He's led teams of 3–30, managed budgets up to \$4.6M, and supported sales forces from 5–6,000 for employers and up to 12,500 for clients. Results include \$398M in YOY revenue growth, 12–34% revenue lifts across multiple client organizations in 6–9 months, and new-hire ramp time reductions ranging from 23% to 52%.

As the founder of [Transforming Sales Results, LLC](#), Mike conducts research, publishes thought leadership, and provides training and advisory services. Clients have included LinkedIn, Cisco, Intel, Intercontinental Exchange, Blue Cross Blue Shield of Wyoming, and dozens of other sales forces across many vertical industries and company sizes.

- Mike is the creator of [The Building Blocks of Sales Enablement](#) framework and systems, and author of the book by the same name (ATD Press, 2021).
- He developed **The CoNavigator Method**, a comprehensive B2B performance system spanning **B2B Sales Mastery**, **Sales Management Mastery**, and **Sales Coaching Mastery**, including 3 **Revenue Acceleration Sprints**.
- He also publishes [Sales Enablement Straight Talk](#), a LinkedIn newsletter with over 34,000 subscribers.



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