



# CURRICULUM GUIDE

When you join us in Black Woman Sales Academy you join the **ONLY** comprehensive sales academy that teaches Black women how to use their business to produce systems of **ON DEMAND**, recurring and scalable cashflow by serving your best customers.

It is our suggestion that all of our students maintain Sunday submission dates for all exercises and homework. Below you are able to schedule your target submission date for your homework exercises and the completion of each lesson.

## HOW OUR PROGRAM WORKS:



**GET ACCESS TO ALL ON DEMAND LESSONS**



**LIVE ADVANCED LESSONS**



**LIVE MONTHLY COACHING WITH BRIA & TEAM 4OURTY**



**WEEKLY WATCH & WORKBOOK SESSIONS**



**REAL-TIME FEEDBACK ON MILESTONE EXERCISES**



**REVENUE REPORTS**

## WELCOME MODULE

### GETTING STARTED WITH BWSA

|        | LESSON TITLE                                       | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|--|--------------------------------|------|
| WEEK 1 | ORIENTATION  |                                |      |
| WEEK 2 | YOUR DESIRES & BUSINESS DEEP DIVE LESSON (60 MINS) |                                |      |
| WEEK 3 | ASSESS YOUR BUSINESS WORKSHOP (60 MINS)            |                                |      |
| WEEK 4 | SUBMIT YOUR FIRST BUSINESS ASSESSMENT              |                                |      |

## MODULE 1

### SELF-AWARENESS

|        | LESSON TITLE                                       | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|--|--------------------------------|------|
| WEEK 1 | QUANTIFY & CONNECT YOUR VALUE (60 MINS)            |                                |      |
| WEEK 2 | * BUSINESS MODELS BUILT FOR EXPANSION              |                                |      |
| WEEK 3 | ELEVATE YOUR BRAND PT 1 (60 MINS)                  |                                |      |
| WEEK 4 | ELEVATE YOUR BRAND PT 2 (60 MINS) + BONUS TUTORIAL |                                |      |

## MODULE 2

### AUDIENCE AWARENESS

|        | LESSON TITLE   | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|--|--------------------------------|------|
| WEEK 1 | DEFINE YOUR HIGHEST ALIGNED CLIENT (75 MINS)                           |                                |      |
| WEEK 2 | * THE HAC EFFECT BUILDING PROFITABILITY MACHINES WITH REPEAT CUSTOMERS |                                |      |
| WEEK 3 | MAGICAL MOMENT OF CONVERGENCE (75 MINS)                                |                                |      |
| WEEK 4 | CUSTOM CONTENT THAT GIVES YOU THE RIGHT TO SELL (60 MINS)              |                                |      |

**\* - ADVANCED TRAININGS**

## MODULE 3

### LEVERAGED OFFERS

|        | LESSON TITLE  | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|---|--------------------------------|------|
| WEEK 1 | SELL WORTHY SIGNATURE OFFER (60 MINS)               |                                |      |
| WEEK 2 | * SOLID OFFERS + SOLID SALES                        |                                |      |
| WEEK 3 | PROCESSED PERFECTION (60 MINS)                      |                                |      |
| WEEK 4 | PRICING & PACKAGING THAT KEEPS THE PROMISE(60 MINS) |                                |      |

## MODULE 4

### EFFECTIVE MARKETING

|        | LESSON TITLE   | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|--|--------------------------------|------|
| WEEK 1 | 3 P'S OF AN INTENTIONAL MARKETING STRATEGY (60 MINS) |                                |      |
| WEEK 2 | * LEVEL 4 LEAD GENERATION SYSTEMS                    |                                |      |
| WEEK 3 | CHOOSE YOUR MAIN MARKETING METHOD (60 MINS)          |                                |      |
| WEEK 4 | MEASURING KEY PERFORMANCE INDICATORS(60 MINS)        |                                |      |

## MODULE 5

### SYSTEMIZED SALES

|        | LESSON TITLE  | YOUR ESTIMATED COMPLETION DATE | DONE |
|--------|---|--------------------------------|------|
| WEEK 1 | TURNING SPECTATORS INTO BUYERS (60 MINS)                          |                                |      |
| WEEK 2 | * BEAT THE ALGORITHM BY MARKETING & SELLING WITH INTIMACY         |                                |      |
| WEEK 3 | CREATING CUSTOMERS PROACTIVELY WITH VETTING & FILTERING (60 MINS) |                                |      |
| WEEK 4 | SALES REPAIR KIT- CLOSING & CONVERSION REMEDIES (60 MINS)         |                                |      |

\* - ADVANCED TRAININGS

ARE YOU READY TO APPLY TO BWSA?



**CLICK HERE TO SUBMIT YOUR APPLICATION TO BECOME  
A BLACK WOMAN SALES MASTER**