



## Overview

LEVEL UP is a customized sales process training program designed to equip your sales team with the tools, structure, and mindset required for consistent, profitable growth. This course focuses on a fact-based, customer-centric approach to selling—shifting your team from product-pushing to true consultative sales.

Every engagement begins by understanding your business goals, team dynamics, and sales challenges. From there, we tailor the program to directly address areas for improvement—whether it's soft skills reinforcement, product knowledge enhancement, or system-wide sales process upgrades.

## Core Learning Objectives

By the end of this program, participants will be able to:

- Identify and align with customer needs through effective questioning and active listening
- Understand and communicate product or program benefits in terms that resonate with the buyer
- Develop customized presentations that solve real problems and create urgency
- Track and manage the sales cycle using proven tools and methods
- Evaluate individual sales performance using early indicators, not just final results
- Confidently measure and improve their personal contribution to team sales goals

## Expected Business Outcomes



Improved lead-to-close ratios



Stronger pipeline discipline and deal forecasting



Increased team engagement and accountability



More confident, consultative sales conversations



Actionable feedback to support broader organizational improvements

## Key Components of the Program

### Custom-Tailored Training

We assess your team's current capabilities, then customize content to fill gaps—whether that means sharpening communication, improving objection handling, or reinforcing product fluency.

### Sales System Thinking

Sales isn't just about closing—it's about managing the entire process. We help teams build systems to improve pipeline quality, reduce sales cycle time, and increase overall close rates.

### Optional Blended Learning Format

The course combines in-person group training with one-on-one virtual consultations. These private sessions allow for personalized coaching around individual strengths, weaknesses, and real-world challenges.

### Sales Insights for Leadership

Throughout the program, we gather anonymized, constructive feedback from participants. Upon completion, ownership will receive a summary report highlighting key trends, cultural observations, perceived product or process challenges, and team performance insights.

### Customer-Centric Selling

Participants are taught to shift focus from "what we sell" to "why the buyer buys." This mindset increases trust, improves deal quality, and supports long-term client retention.

### Marketing for Salespeople

Sales isn't just about the transaction, it's about the follow-through. We show participants how to build powerful support strategies that resonate with your customer to drive the customer's success.

## LEVEL UP Training Sessions

### Government Training Grants Available!

Did you know that provincial governments across Canada offer **training grants** to help businesses like yours offset employee development costs? If approved, your business could receive **funding covering 50% to 83%** of eligible training expenses—depending on your company's size and location. **Contact us today** to learn more about grant options available in your area and how to apply.

**Contact us now for an initial needs assessment:**  
[greg@naturalmgmt.com](mailto:greg@naturalmgmt.com)

# LEVEL UP MARKETING ESSENTIALS TRAINING PROGRAM



## Overview

LEVEL UP Marketing Essentials is a practical marketing training program designed to equip small teams with the tools, structure, and confidence to manage marketing internally and drive meaningful business growth. This course focuses on building strong brand positioning, leveraging opportunity analysis, and using smart, fact-based marketing tactics to boost awareness and sales.

Every engagement starts by understanding your unique business, current marketing challenges, and team capacity. From there, we tailor the program to focus on the highest-impact areas, whether it's refining your messaging, streamlining content creation, or building realistic, sustainable marketing systems for your business.

## Core Learning Objectives

By the end of this program, participants will be able to:

- Develop clear, consistent brand positioning that resonates with target audiences
- Identify new marketing opportunities using practical, low-cost research tools
- Manage social media channels effectively with limited time and resources
- Create simple, professional marketing content using free or affordable tools
- Apply fact-based selling techniques to build trust and drive customer action
- Build a realistic, sustainable marketing plan tailored to small team environments

## Expected Business Outcomes



Customizable action plan tailored to your business



Confidence to manage basic marketing internally



Practical tools and templates for ongoing use



Resource list of free/affordable apps and platforms



Increased ability to attract customers, drive sales, and position your brand

## Key Components of the Program

### Marketing for Small Teams: Working Smarter, Not Harder

- Understanding the Marketing Funnel
- How small businesses can market effectively with limited resources
- Avoiding common marketing pitfalls that waste time and money
- Realistic planning: Weekly, monthly, and quarterly activities

### Branding: Positioning That Resonates

- Defining your Unique Value Proposition (UVP)
- How to position your brand against competitors, even as a small player
- Crafting messaging that connects emotionally and logically
- Brand consistency checklists for websites, emails, socials, and packaging

### Finding Growth: Opportunity Analysis for Non-Marketers

- Tools to spot new trends, customer needs, and untapped markets
- Market Research 101 (what you really need to know)
- Evaluating partnerships, product extensions, or

### Social Media Made Manageable for Small Teams

- Picking the right platforms for your business
- Social Media scheduling: What can realistically be done in-house
- Content pillars: Building a month's worth of content in one session
- Reputation management and responding to customers

### Content Creation Tools & Templates

"Bootstrapping Tools" for creating:

- Social posts
- Basic videos
- Product photos
- Simple designs (Canva, CapCut, etc.)
- Time-saving templates for consistency

### Fact-Based Selling & Persuasive Marketing

- Communicating benefits, not just features
- How to use testimonials, stats, and case studies to close sales
- Crafting simple but persuasive sales materials
- Building trust and credibility, even as a small brand

## LEVEL UP Training Sessions

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# LEVEL UP INTRO TO AI FOR BUSINESS



## Overview

LEVEL UP Intro to AI for Business is an introductory training program designed to help small teams understand and apply artificial intelligence in practical, meaningful ways, without technical complexity. This course focuses on real-world AI applications that save time, improve efficiency, and support business growth.

Every engagement starts by understanding your unique business, your team's needs, and your current familiarity with AI. From there, we deliver clear, jargon-free training designed to help you confidently explore AI opportunities, select useful tools, and implement responsible practices that benefit your business.

## Core Learning Objectives

By the end of this program, participants will be able to:

- Explain what AI is (and what it isn't) in simple, practical terms
- Identify realistic, high-impact AI opportunities in their business
- Use beginner-friendly AI tools to save time and improve efficiency
- Recognize the limitations, risks, and ethical considerations of AI
- Develop an actionable, responsible plan to start testing AI internally

## Expected Business Outcomes

-  Confidence to explore AI without technical expertise
-  Practical examples tailored to your business needs
-  Live exposure to trusted, accessible AI tools
-  Clear understanding of AI limitations and risks
-  Simple next steps to start integrating AI responsibly

## Key Components of the Program

### AI Demystified: What It Is, and Isn't

- Understanding AI, machine learning, and automation (no jargon required)
- Common misconceptions and where AI realistically fits in business
- The AI tools you're already using (even if you don't realize it)

### Real-World AI Applications for Small Teams

- AI for marketing: content creation, idea generation, and customer targeting
- AI for admin: automating repetitive tasks, scheduling, and email sorting
- AI for sales: personalizing communication, improving lead follow-up
- Industry-specific examples (retail, service, manufacturing, etc.)

### Getting Started with AI Tools (Live Demo)

Hands-on demo of popular AI tools:

- ChatGPT for customer service and content
- Canva AI for graphic design
- Grammarly AI for communication
- Other relevant tools (customized to audience)
- How to test AI tools safely and affordably new audiences

### AI in Decision-Making: Smarter, Faster, But Still Human-Led

- How AI supports, but doesn't replace, business decisions
- Using AI for data insights, reporting, and forecasting
- Avoiding over-reliance: Keeping people in control

### Responsible & Ethical AI Use

- Risks, biases, and privacy considerations
- How to spot AI "hallucinations" and inaccuracies
- Creating clear guidelines for your team

### Building Your AI Action Plan

- Identifying 2-3 immediate AI opportunities in your business
- Evaluating AI tools before investing time or money
- Next steps to stay ahead without feeling overwhelmed

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