

Top Distributor Training Frameworks

COMMUNITY PLACE

Proven systems for training high-performing sales teams | communityplace-info.com | 2026

Why Training Frameworks Matter

The difference between a good distributor and a great one is rarely product knowledge — it is the **system** behind them. A proven training framework gives your team repeatable processes, consistent messaging, and the confidence to perform under pressure. Without a framework, every new distributor has to figure it out from scratch. With one, you can duplicate success.

Framework 1: The 3-Stage Onboarding System

Moves new distributors from orientation to productivity in 30 days.

Stage 1 — Foundation (Days 1–7) Product knowledge, company story, core messaging. Goal: confident product introduction to anyone.

Stage 2 — Practice (Days 8–21) Role-play conversations, handle objections, shadow top performers. Goal: first 3 real customer conversations.

Stage 3 — Launch (Days 22–30) First independent sales activity, daily check-ins, celebrate wins. Goal: first sale closed independently.

Framework 2: SPIN Selling

Developed by Neil Rackham — one of the most researched sales methods ever. Works especially well for higher-ticket offers like the Community Place Real Estate Voice AI.

S — Situation Understand the prospect's current setup. *"How are you currently handling lead follow-up?"*

P — Problem Surface the pain point. *"What happens when a lead calls after hours and no one answers?"*

I — Implication Deepen the cost of the problem. *"How many deals do you think you've lost from missed calls this year?"*

N — Need-Payoff Let them sell themselves. *"If you had a system that answered every call 24/7 — how would that change things?"*

Framework 3: The 5-Touch Follow-Up System

Most sales happen between the 5th and 12th contact. Most distributors give up after 2.

- **Touch 1 — Same day:** Thank you message after first conversation
 - **Touch 2 — Day 3:** Share a relevant resource or case study
 - **Touch 3 — Day 7:** Check-in with a value-add question
 - **Touch 4 — Day 14:** Testimonial or success story from a similar client
 - **Touch 5 — Day 30:** Final follow-up with a clear next step offer
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Automating Your Training with Community Place

Community Place members get access to N8N workflow templates that automate follow-up sequences, lead scoring, and training reminders — so your distributors stay on track without constant manual oversight.

Ask in the Community Place group about our **Real Estate Voice AI onboarding workflow** — it handles the entire follow-up sequence automatically.

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