BUILT FOR PRACTICAL APPLICATION

Pype Curriculum Overview

Two courses. Practical skills. A repeatable approach.

01 **PYPE Selling**

A system to self-generate pipeline.

02 **Social Selling Mastery**

Build your brand, content and network.



COURSE CURRICULUM

PYPE Selling

LESSON	LEARNING OBJECTIVE
1. Welcome & Pre-Work	
Welcome to PYPE Selling!	Learn the PYPE Selling system to self-generate pipeline.
How Most Sellers Prospect Today	Understand the five common mistakes and traps that prevent sellers from building consistent pipeline.
Systems > Tools & Data	Learn why a repeatable system matters more than having more tools and data.
Assignment: Setup Your Tools for PYPE Selling	Set up the tools and workspace needed to execute PYPE Selling consistently.
2. Prioritize Accounts	
The Importance of Prioritizing Accounts	Learn why evidence-backed prioritization helps you spend time on the accounts most likely to create pipeline.
Why LinkedIn Is Important for Signals	Use LinkedIn and LinkedIn Sales Navigator to find the account and buyer signals that guide prioritization.
Signal Density Workflow	Learn how multiple signals create the signal density needed to earn your time and attention.
Build Your Top X Account List	Build a focused Top X account list for the quarter, or monthly for faster sales cycles.
Assignment: Create Your Top X Accounts	Import signals into Pype Workspace to build your Top X accounts for the current or upcoming quarter.
3. Yield Relationships in Accounts	
The Importance of Having Multiple Stakeholders in Priority Accounts	Go deep in priority accounts by building relationships with multiple stakeholders, not just one contact.
Find Key Account Stakeholders & Build Buying Committees	Identify key stakeholders and build buying committees within each priority account.
Know Account Pain Points	Use deep prompting and account research to identify the pain points that make an account an ideal prospect.
Assignment: Build Buying Committees	Build buying committees for every account in your Top X priority-account list.
4. Prospect & Pursue Accounts	
The Science of Prospecting & Pursuing Accounts	Use more contacts, more touchpoints, and more buyer-relevant channels to pursue accounts consistently.
How to Personalize Messages	Personalize your outreach with video, digital sales rooms, and LinkedIn voice notes.
Use Pain Orientation for Personalization	Use researched pain points to make your outreach relevant to each account and stakeholder.
Setup Your Sequences	Use deep AI prompting and pain research to set up practical, relevant prospecting sequences.
LinkedIn Group Messaging	Use LinkedIn group messaging to create targeted Direct Message (DM) outreach at scale.
Setup Your Activity Gap Calculator	Calculate the activity needed to close the gap between quota, forecast, and your pipeline goal.
Setup Your Weekly Prospecting Plan	Build a weekly prospecting plan around your highest priority accounts and key stakeholders.
Daily Consistency and Accountability	Show up daily, execute consistently, and use accountability to keep pipeline development moving.
Assignment: Setup Your Weekly Prospecting Plan	Create your weekly prospecting plan in Pype Workspace.
5. Evaluate Results	
The Importance of Evaluating Your Results	Evaluate what is working so you can revise and improve your next pipeline sprint.

LESSON	LEARNING OBJECTIVE
5. Evaluate Results (continued)	
Prioritize Your Next Quarter	Use results and new signals to prioritize the right accounts for the next quarter.
Assignment: Compare Results to Goals	Compare your meetings and activity against your goals to identify the gap for the next sprint.
6. Summary & Certification	
Program Summary	Review the full PYPE Selling system, from prioritizing accounts through evaluating results.
Certification Exercise	Earn certification after attending 75% of your sprint's Daily Prospecting Meetups OR generating at least 1 meeting.
7. Signal Appendix	
The Basics of Signals	Learn the basics of sales signals and how they help identify accounts worth prioritizing.
How to Setup LinkedIn Sales Navigator for PYPE Selling	Set up Boolean searches, account lists, and your ICP in LinkedIn Sales Navigator for PYPE Selling.
New Decision Maker Signal	Use new decision maker changes as a timely signal to research and engage an account.
Former Customer Signal	Identify former customers who may provide a warmer path into a new account.
Past Colleague Signal	Use past colleague relationships to uncover relevant context, introductions, and account opportunities.
2nd Degree Signals - Known & Assumed	Identify second-degree relationship paths and validate whether they can help you access an account.
Referral Signal	Use mutual connections to earn relevant introductions into priority accounts.
Account Stakeholder Signal	Monitor key stakeholder changes and activity within your priority accounts.
Pain Signals	Identify business pain signals that create a relevant reason to start a conversation.
School Alumni Signal	Use shared school connections as a natural and relevant way to begin a relationship.
LinkedIn Account Alert Signal	Leverage sudden changes in headcount to determine account priority.
8. Pype Workspace	
The Importance of Using Pype Workspace	Use Pype Workspace to bring your signals, accounts, buying committees, and prospecting plan into one place.
Manage Preferences in Settings	Set your preferences so Pype Workspace supports your sales motion and daily workflow.
Setup Your Activity Goals	Set activity goals that connect your daily actions to pipeline and quota targets.
Import Signals to Prioritize Accounts	Import signals into Pype Workspace to prioritize the accounts that deserve your attention.
Create Buying Committees in Priority Accounts	Create buying committees to manage stakeholder coverage in every priority account.
Create The Weekly Prospecting Plan	Create a weekly prospecting plan from your priority accounts and key stakeholders.
Manage Your Daily Activity in 1 Min / Day	Manage and log your daily prospecting activity in about one minute per day.
Track Progress & Stay Ahead	Track progress against your goals so you can stay ahead of activity and pipeline gaps.

COURSE CURRICULUM

Social Selling Mastery

LESSON	LEARNING OBJECTIVE
1. Welcome & Pre-Work	
Welcome to Social Selling Mastery!	Learn how to build your brand, grow your network, and generate more inbound opportunities through social selling.
The Mindset of The Modern Buyer	Understand how modern buyers research, learn, and form opinions before they engage with sellers.
LinkedIn Focus & Algorithm Overview	Learn how LinkedIn rewards complete profiles, educational content, and meaningful relationships.
Resource Guide	Use the course companion guide for templates, workflows, prompts, summary notes, and practical resources.
Assignment: Setup & prepare tools for program	Set up the tools and working environment needed to implement the program.
2. Build Your Brand	
The Importance of Building Your Brand	Understand why a credible personal brand helps buyers trust you before the first conversation.
Profile Optimization Overview	Learn how LinkedIn uses your profile to understand your expertise and match you with relevant audiences.
Select Your Profile Keywords	Select the keywords that help buyers understand your expertise and find you more easily.
Optimize Your Images	Optimize your profile image and banner to create a credible first impression.
Optimize Your Headline	Write a headline that quickly explains who you help and the value you bring.
Optimize Your About Section	Create an About section that speaks to your expertise, your audience, and the problems you help solve.
Optimize Your Featured Section	Use the Featured section to showcase content, proof, and resources that support your brand.
Optimize Your Recommendations	Use recommendations to add credible third party proof to your LinkedIn profile.
Optimize Your Activity Section	Use your LinkedIn activity to show buyers that you are active, informed, and helpful in your market.
Setup Your Profile Rapidly	Use AI to set up and improve your buyer focused LinkedIn profile quickly.
Additional Profile Opportunities	Complete the remaining profile sections that add credibility and context to your brand.
Assignment: Setup Your Profile	Build a complete, buyer ready LinkedIn profile using the Social Selling Mastery framework.
3. Boost Your Brand	
Why Content Is Critical to Your Growth	Understand why consistent, useful content builds visibility, trust, and inbound interest over time.
Embracing AI in Content Creation	Use AI to create better content faster while keeping your expertise and voice at the center.
Create Content for Your Reader	Create content around the questions, pains, and priorities of the readers you want to reach.
Create & Curate Content for Scale	Use both original and curated content to stay visible without sacrificing quality or relevance.
Create Your Content Calendar	Use AI to build a practical content calendar you can consistently execute.
Make Content Stand Out	Use strong hooks, images, and content best practices to earn attention in the feed.

LESSON	LEARNING OBJECTIVE
3. Boost Your Brand (continued)	
Create & Plan Content	Create content in batches and themes for current and future buyers.
The Content Sharing Workflow	Follow a simple workflow that takes your content from idea to publishing and engagement.
Review Analytics & Optimize Content	Review content analytics to understand what is working and improve future posts.
Assignment: Create Your Content Calendar	Create a realistic content calendar that supports consistent visibility with your target audience.
4. Scale Your Network	
The Importance of Growing Your Network	Understand how a purposeful network creates more visibility, credibility, and paths to buyers.
Leverage LinkedIn's Algorithm for Growth	Learn how LinkedIn can place you in front of buyers and look-alike decision makers through relevant activity.
Understand Multiple Ways to Connect with Buyers	Learn multiple ways to connect with buyers based on the context and signal available.
Growth Method # 1: Connect with Leads & Opportunities	Connect with leads and opportunities to build familiarity before and throughout the buying process.
Growth Method # 2: Connect with Buyers	Connect with target buyers to build meaningful relationships inside priority accounts.
Growth Method # 3: Connect with Profile Visitors	Use profile visits as a signal to start a relevant relationship building conversation.
Growth Method # 4: Connect with Content Engagers	Use content engagement as a warm signal to connect with people who already know your perspective.
Turn Connections to Conversations	Use personalized approaches to turn new LinkedIn connections into meaningful conversations.
Review Connection Message Templates	Review adaptable connection message templates that help you start relevant conversations.
Assignment: Follow / Save Accounts	Follow and save priority accounts so you can monitor signals and engage at the right time.
5. Program Summary & Certification	
Practice & Implement Social Selling	Practice the full social selling system by applying your profile, content, and network building skills.
Certification	Optimize your profile and schedule 3 pieces of content to demonstrate knowledge and application.
6. Social Selling Mastery for Global Audiences	
Social Selling Mastery for X	Adapt the social-selling fundamentals to build visibility and relationships on X.
Social Selling Mastery for Facebook	Apply social-selling principles to build trust and relationships through Facebook communities and activity.
Social Selling Mastery for WhatsApp	Use WhatsApp appropriately to nurture and maintain professional relationships.
Social Selling Mastery for WeChat	Adapt social-selling principles to build credibility and relationships within WeChat.
Social Selling Mastery for XING	Apply your brand, content, and network-building approach on XING.
Social Selling Mastery for LINE	Use LINE appropriately to support relationship-building in relevant markets.
Social Selling Mastery Program Guide	Use the program guide as an ongoing reference for tools, workflows, prompts, and examples.

YOUR TEAM. YOUR CONTEXT.

Interested in tailoring this curriculum to fit your business?

All curriculum can be customized to each client.

The outlines provide a starting point. We can tailor the curriculum to your team’s priorities, experience and selling environment.



Relevant examples

Bring your industry, target accounts and buyer context into the learning.

Practical application

Align exercises and assignments with the work your team needs to execute.

The right emphasis

Adjust module focus and depth to suit your team’s skills and priorities.