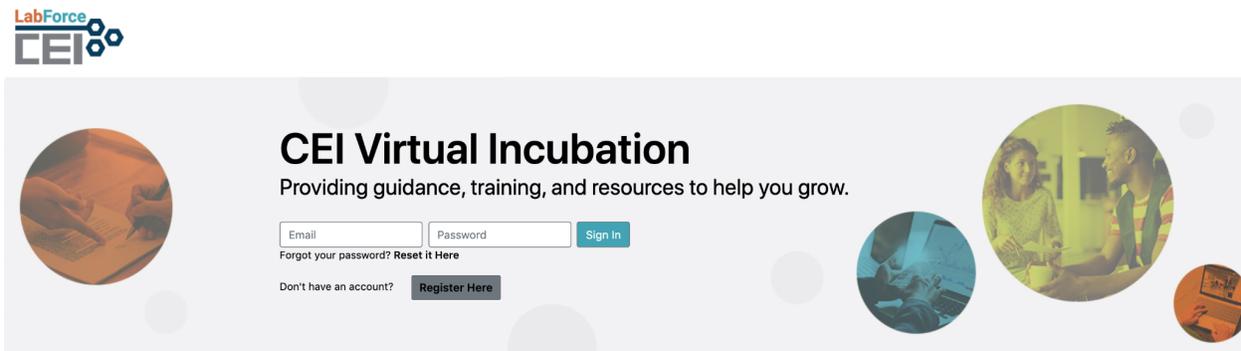


# Registering for the Founders Sales Courses/Series

The Founders Sales Series is hosted on CEI LabForce’s Learning Management System (LMS). To register for one or all of the courses in this series, you’ll need to create an account, navigate to the course catalogue, select the course you want to register for, and add it to your cart. From there, you can easily complete registration and pay online!

## Create an account

1. Go to [learn.ceilabforce.com](http://learn.ceilabforce.com) and click on the “Register Here” link at the bottom of the page.



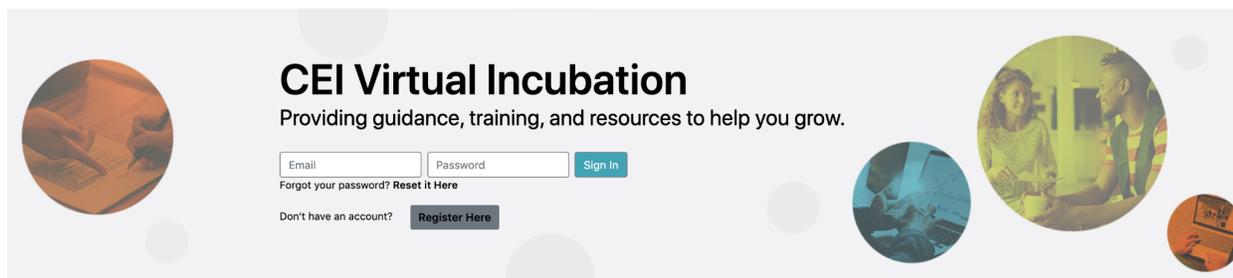
2. Fill out the registration form with your contact information. No activation code is required.

A screenshot of the "New Account Registration" form. The form is titled "New Account Registration" and includes the following fields: "First Name" (highlighted in yellow with a red error message "First Name cannot be blank."), "Last Name", "Email Address", "Phone Number", "Activation Code", "Password Requirements" (with a note: "Length must be 8 or more and contain numbers and upper and lowercase letters."), "Password", and "Confirm Password". A "SAVE" button is located at the bottom left of the form.

3. After you press the “SAVE” button, you will be redirected to the homepage with a message that says “Your account has been created. You may now log in.”



Your account has been created. You may now log in.



**CEI Virtual Incubation**  
Providing guidance, training, and resources to help you grow.

Email  Password  [Sign In](#)

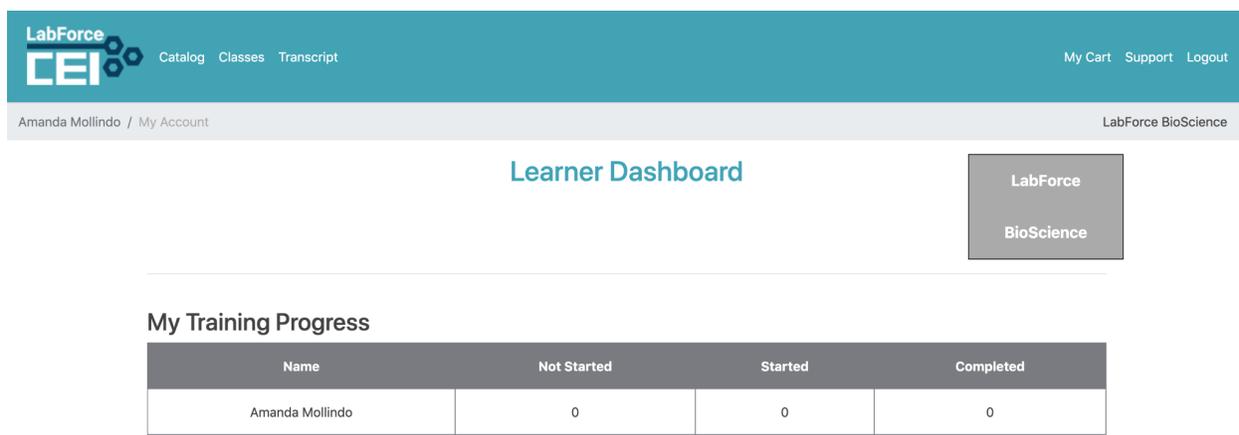
Forgot your password? [Reset it Here](#)

Don't have an account? [Register Here](#)

4. Enter the email address and password you submitted on the registration page. You will be directed to the CEI LabForce LMS dashboard after clicking “Sign In”.

## Navigating to the Catalog

5. After logging in, you will reach the Learner Dashboard (pictured below). Click on “Catalog” in the upper left corner.



LabForce CEI Catalog Classes Transcript My Cart Support Logout

Amanda Mollindo / My Account LabForce BioScience

### Learner Dashboard

LabForce BioScience

#### My Training Progress

Name	Not Started	Started	Completed
Amanda Mollindo	0	0	0

6. Once you've entered the catalog, you will see a list of courses.
  - A. Click the “View Details” button to select the course you'd like to take.

## Catalog

**ID: LEAD**

### Becoming a Sales Leader



Becoming a Sales Leader shows founders how to inspire a team to solve their customer's problems and put people first. We help you answer the who, what, when, why and how to inform your sales leadership and vision:

- Who are your customers?
- What do they want to buy?
- Why do they buy?
- How do customers come to a buying decision?
- When do they decide to buy?

...

**\$200.00**

[View Details](#)

1 Class Available

**ID: CC2**

### C-Card 2 Test

THIS IS THE COURSE DESCRIPTION FOR CARD 2 TEST

**\$1.00**

[View Details](#)

1 Class Available

**ID: SERIES**

### Founders Sales Series



Sales are the lifeblood of any business, and something startups need to pursue as early as possible. While a good founding team can start generating revenue, maintaining, growing and scaling sales is a major challenge.

The Founders Sales Series was created to make sure you're ready for this crucial step in business. We've built four essential courses that cover key steps to building a . . .

**\$400.00**

[View Details](#)

1 Class Available

\$200.00

## Becoming a Sales Leader

ID: LEAD

**Description:**

Becoming a Sales Leader shows founders how to inspire a team to solve their customer's problems and put people first. We help you answer the who, what, when, why and how to inform your sales leadership and vision:

- Who are your customers?
- What do they want to buy?
- Why do they buy?
- How do customers come to a buying decision?
- When do they decide to buy?

Not only will you learn the answers to these questions, but you'll find how they directly apply to your business. Join us for the first of four courses to learn everything you need to know about building a strong sales team for your startup. This program will begin on Wednesday, June 2, and participants will meet virtually until June 30th. In addition to weekly training sessions, you will have access to a coach to make the most out of your time in the course. So don't wait — register for Becoming a Sales Leader today!

**Target Audience:**

Startup Founders

**Required Prerequisites:**

None



**Subject Area:**  
Workforce

**Learning Type:**  
Self-Study

**Learning Level:**  
Beginner

### Course Contents

**Becoming Sales Leader**

Becoming a Sales Leader: June 2 - 30, 2021

Completion Type: Self

### Available Class Schedules

**Open Dates**

**Location**  
No Location

**Instructor:**  
No Instructor

**Times**  
Self-Paced

**Class ID**  
LEAD-MAY21

**Add to Cart**

7. Click on the “Add to Cart” button to begin your purchase.

# Checking Out

LabForce CEI Catalog Classes Transcript My Cart 1 Support Logout

### Your Cart

<b>Becoming a Sales Leader</b> Becoming a Sales Leader shows founders how to inspire a team to solve their customer's problems and put people first. We help you answer the who, what, when, why and how to inform your sales leadership and vision:  Who are your customers? What do they want to buy? Why do they buy? How do customers come to a buying decision? When do they decide to buy?  Not only will you learn the answers to these questions, but you'll find how they directly apply to your business. Join us for the first of four courses to learn everything you need to know about building a strong sales team for your startup. This program will begin on Wednesday, June 2, and participants will meet virtually until June 30th. In addition to weekly training sessions, you will have access to a coach to make the most out of your time in the course. So don't wait — register for Becoming a Sales Leader today!	<b>Dates:</b> Open <b>Location:</b> Online <b>Instructor:</b> Self-Study <b>Times:</b> Self-Paced	\$200.00 Remove
--	--	--------------------

Promo code Redeem

Checkout

Total (USD) \$200.00

Leave a message

8. If you have a Promo Code, you can enter it and click “Redeem” using the box to the right of the course(s) in your cart.
9. When you’re ready, you can click the “Checkout” button to proceed to payment.

LabForce CEI Catalog Classes Transcript My Cart 1 Support Logout

Amanda Mollindo / My Account LabForce BioScience

### Payment Method

Credit card

Purchase Order

Name on Card

Billing Address

City

State/Zip

Credit Card Number

CVC Number  [What's this?](#)

Card Type

Expiration Date

Purchase

### Your cart 1

Your purchases will be made available in the "Classes" section.

<b>Becoming a Sales Leader</b>	1@ \$200.00
Dates: Open	<b>\$200.00</b>
Location: Online	Update
Instructor: Self-Study	
Times: Self-Paced	
Total (USD)	<b>\$200.00</b>

**Refund Policy:** You may DROP (cancel) a LIVE Class up to 24 hours prior to that class start date and time and receive a REFUND. This policy ONLY applies to classes that have LIVE Scheduled Events. Self-study Classes are not refundable.

**Class Accessibility Policy:** Except where noted in the class detail, you will have 30 days after you purchase the class to START the class, 30 days after you start the class to FINISH, and 30 days after you finish the class to REVIEW.

10. Fill out the billing information, credit card information, and click “purchase” to buy the course and reserve your seat!