



LEARNING ON THE LOOSE

— CULTIVATING TALENT —

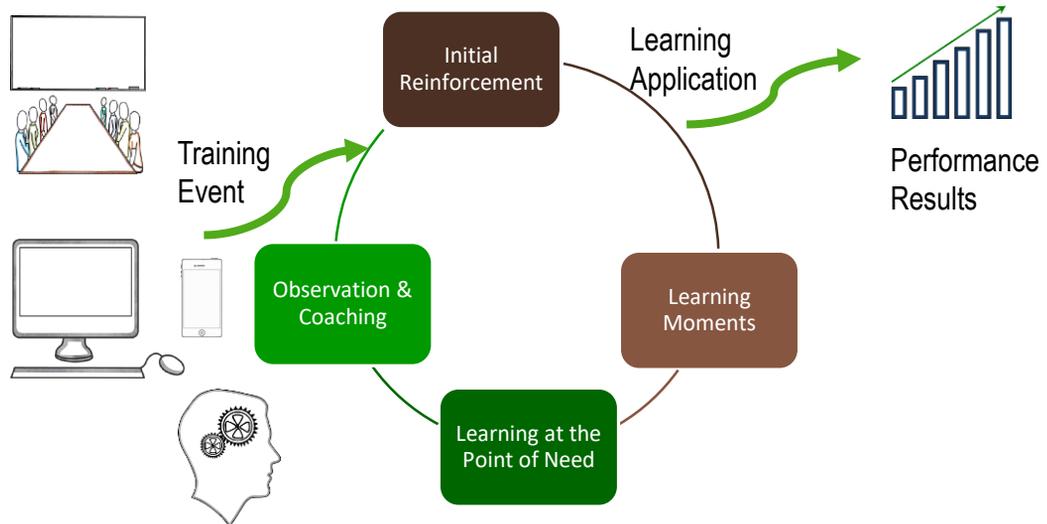
Menu of Services

An overview of customizable courses and programs to engage teams and drive results.

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Learning Theory



To achieve results it takes a village.

Learning and development is a continuum and must be embedded into the culture of the workplace for success.

Each learning event moves the participant 10% down the knowledge path, coaching and mentoring achieves another 20% and the final 70% push is on the job/ hands-on (OJT).

The 70% OJT can be cut in half for many skills using interactive learning via a Learning Management System, effectively reducing onboarding time.

The millennial learner expects to have opportunities to develop with a defined career path and a blend of learning methods: 25% formal, 35% social (half coaching/ mentoring and half collaborating/ networking) and 40% experiential (OJT).

Discovery Process

- **The process begins with a few exploratory questions to provide**
 - Understanding of the company culture.
 - General insights into the business process.
 - Clarification of training needs to determine where to start in order to achieve the greatest results.

- **When a full training program is requested for development the process will dig deeper. Several members of the business will be actively involved in the process to provide a broad business perspective.**

- **After the preliminary discovery process a learning and development charter is provided for consideration.**

- **Services are delivered in various formats. The format that will produce the greatest results for your needs will be recommended.**
 - Learning modules formatted for use in a Learning Management System or stored on the company's shared drive.
 - Interactive web classroom using web cams when appropriate.
 - Instructor-led workshops
 - Guides, checklists and SOPs

The initial exploratory questions provide a general direction to begin planning for one training module or a mini-series.

Leadership

- **Train-the-Trainer Workshop**
 - Expand your company's resources to provide effective in-person training. Learn and practice training versus telling. Company training materials are used for the practical application segment of the workshop.
 - 1.5 Days – Instructor-led workshop
- **Time Management**
 - Learn the 6 key principles of time management and how to apply these techniques to improve ability to prioritize and maximize effectiveness.
 - 2 Hours – Instructor-led, virtual classroom or e-learning.
- **Coaching with Confidence for Sales**
 - *Want to drive revenues up by as much as 20%?* Practice collaborative coaching, set aside the time to invest and prepare for coaching the resistant salesperson.
 - 2 Hours – Instructor-led or virtual classroom
- **Managing the Millennial Worker**
 - *Need to reduce new hire turnover?* Learn how to motivate this new workforce, study communication styles and create a communication plan.
 - 2 Hours – Instructor-led or virtual classroom

Business Acumen

- **Demystify Business and Engage Amazing Contributors**
 - Give your staff the gift of knowledge. Help them to be amazing contributors by teaching them about business.
 - Numbers communicate across all cultures and languages. The mystery of financial statements and their importance will become clear through stories and case studies.
 - Imagine if your marketing efforts expanded exponentially without additional costs. Amazing Contributors will want to share all the great things about their company.
 - In-person series, virtual classroom, e-learning or a combination.
 - *Requires customization based on the company's financials and business culture.*

Outside Sales

➤ Sales Tidbits

- Sales refreshers for a seasoned sales staff. Each topic is delivered in 1 – 2 hours.
 - Maximizing Your CRM's Impact
 - Key Account Management
 - Making Every Call a Warm Call: Research and E-Sales
 - Market Segment Expertise
 - Overcoming Objections
 - Understanding Key Sales Indicators
- In-person, virtual classroom or purchase (includes guides and tools)
- *Requires some customization based on the company's CRM, sales reports and/ or target markets.*

➤ Market Planning Workshop

- Participants research the economy, their competitors and their current market segments producing a SWOT analysis and building lead lists for new or under-developed target markets.
- Learn how to increase revenues through market penetration.
- 1 day instructor-led workshop

Outside Sales

➤ Branding & Networking Workshop

- Creates energy and job satisfaction for participants through understanding their own personal brand and how it aligns with the company's brand to enhance their social selling skills. They will create networking plans with researched targets to generate new business.
- Increase brand awareness through networking, social media, in-person meetings.
- 1 day instructor-led workshop
- *Requires some customization based on the company's brand.*

➤ Presentation Workshop

- Restrain the need to solve business challenges and earn the right to present. Learn the techniques to investigate customer needs, prepare a benefits presentation and practice "thinking-on-your-feet" to win the customer.
- Participants leave the workshop with a researched, prepared and practiced presentation to use in the field.
- 1 day instructor-led workshop
- *Requires some customization based on the company's presentation tools and potential development of additional tools.*

Outside Sales

➤ Client Business Review Workshop

- Participants research their top 5 accounts (revenue trends, product usage, event history, number of connections in company, referrals, etc.) and develop a presentation for each client. Individuals will practice delivering one presentation during the workshop.
- Learn how this can increase customer spend year-over-year and improve profitability.
- 1 day instructor-led workshop
- *Requires some customization based on the company's brand and sales reports.*

➤ On-boarding Program & Sales University

- Hire top talent, create an engaged sales culture, reduce attrition and realize quicker revenue goal results with a sophisticated on-boarding program.
- Reward sales new hires with additional training development after 90+ days. Offer a sales university experience that includes: baseline sales assessments, business acumen, time management, intensive customer focused selling skills training and practice for next client meeting.
- Duration determined based on business process.
- *This is a customized course/ service.*

Inside Sales

➤ Incredible Service: Inbound Phone Sales

- Every inquiry is an indication of a product/ service need. Learn how to create a branded personal shopping experience by providing expert, benefit-driven service to close more sales.
- Half day in-person or multi-hour virtual classroom.
- *Requires some customization based on the company's brand and process.*

➤ More than an Order Taker

- This module reinforces the Incredible Service sales skills.
- Evaluate how utilizing upselling, cross-selling and suggestive selling skills will increase the average transaction value. Practice these techniques to provide a consultative sales experience.
- 2 hour in-person or virtual classroom.
- *Requires some customization based on the company's brand, products and services.*

➤ Maximize the Experience, Minimize the Time

- This module reinforces the Incredible Service sales skills.
- Every inquiry indicates a need to buy. Maximize the number of inquiries answered in an hour by using a few key call management techniques without sacrificing service.
- 2 hour in-person or virtual classroom.
- *Requires some customization based on the company's brand, products and services.*

Inside Sales

- Reeling in the Business
 - Taking phone sales to incredible new heights. Professionalize your front-line sales team to prepare, connect and convert more outbound phone sales through a researched benefit-driven approach.
 - 2 hour in-person or virtual classroom.
 - *Includes some customization based on the company's brand, products and services.*
- Money Series: Asking for the Deposit
 - Take the stress out of closing the sales. Learn a few tips to gain the customer's trust and the deposit your business needs.
 - 1 hour in-person or virtual classroom.
 - *Some customization needed based on the company's standards and process.*
- Money Series: Obtaining Final Payment before Delivery
 - Smooth the way to gain final payment and provide Incredible pre-delivery Service to the customer.
 - 1 hour in-person or virtual classroom.
 - *Some customization needed based on the company's standards and process.*
- Money Series: You Earned It, Be Sure to Get It
 - When net 30 goes beyond 60 the A/R team will need the support of the sales team. Learn how to prepare for an A/R call with an Incredible Service mindset.
 - 1 hour in-person or virtual classroom.
 - *Some customization needed based on the company's standards and process.*

Delivery Service

- Incredible Service: Point-of-Sale
 - Training investment for this team generally centers on process, product and safety. The benefits of investing in customer service training for these staff members is innumerable:
 - Improve employee retention/ return for duty rate
 - Upskill tenured staff, increasing their value and cultivating engagement
 - Harmonize new hires to unparalleled service standard
 - Grow customer list/ reduce customer churn
 - Increase Net Promoter Score/ customer referrals
 - Increase profitability
 - Add to the sales team with these frontline employees. This course will develop their business acumen, help them to “think-on-their-feet” through case studies and coach them to earn customers for life.
 - Offered as a multi-series in-person course.
 - *Customization needed based on the company’s brand, standards and process.*

Product Knowledge

➤ Your Role – The Expert: What does it do and why do I need it?

- Understanding the products and services offered may be the most time consuming to realize knowledge transfer for the new salesperson.
 - What it does
 - Why the customer wants it
 - How it compares to the competition
- Using repetition and benefit-driven learning tools exponentially increases the knowledge retention and confidence of the salesperson to sell and recommend the breadth of products and services.
 - PDF workbooks
 - Cross-training
 - Interactive quizzes
 - Scavenger hunts
- *This is a customized course.*



LEARNING ON THE LOOSE

— CULTIVATING TALENT —

Reap the Harvest

With leadership's commitment to actively reinforce new skills the harvest will be plentiful.