

Introduction

It is our pleasure to introduce you to Soft Sell™. As principal consultants, we founded this company based on a basic truth of business: Every customer interaction is an opportunity to build a profitable relationship.

Soft Sell is an innovative leader in the development and delivery of practical training solutions for individuals and organizations of all sizes. Solutions include customized competency-based training programs, conference training events, keynote speaking and breakout sessions. In addition, a large segment of our expertise is in sales force transformation and leadership program development.

Soft Sell's competency based approach to training is a product of our extensive professional experience in sales training and organizational development. For over twenty-five years, we have worked with executive decision makers in training, sales, field marketing, and customer service.

Soft Sell's customized classes help companies meet aggressive revenue targets —while maintaining minimal headcount.

With everything Soft Sell delivers our point of difference remains the same – a focus on results, driven by our unique approach and brought to life by our dynamic team.

All courses can be customized to fit specific budgets and time frames.

Delivery options include:

- Executive Briefings
- Workshops
- Strategic Planning Sessions
- Breakfast - Lunch - Dinner meetings
- Town Hall Sessions
- Company Retreats
- Seminars
- Forums

Thank you for your interest in Soft Sell. Please contact us for more information on how we can customize a solution to make your customer facing teams an extension of your sales force

Regards,
Adam Halpern & Scott Tartaglia
Principal Consultants

Soft Sell is not just a supplier of cost effective training and development – we are a low-risk training solutions provider.

Table of Contents

Introduction	1
Soft Sell Guiding Principles	3
Selling like the Pros	4
Sales Skills for Non-Professional Sales People	5
Enhancing Business Communications	6
Business Ethics	7
Business Etiquette	8
Conflict Management	9
Leadership Series (Transition to Leadership)	10
Leadership Series (Leading & Managing Change)	11
Leveraging Interpersonal Styles	12
Management Academy	13
Managing Remotely	14
Progressive Discipline	15
Selecting & Assessing Talent (Part One)	16
Selecting & Assessing Talent (Part Two)	17
The Artistry of Strategic Planning	18
Wowing the Customer	19

Soft Sell Guiding Principles

Intelligence, Innovation & Integrity



After 25 years of developing and leading successful sales training and organizational development programs for organizations throughout the United States and the world, Soft Sell principal consultants Adam Halpern and Scott Tartaglia realized that the single most effective path to becoming a truly exceptional company was empowering all employees with *real* business development and communication skills. This led to the creation of Soft Sell.



Our primary goal is to be an indispensable business partner in sharing and shaping innovative ideas into profitable decisions. Our mission is to use our expertise to provide targeted learning experiences that exceed business objectives and turn every employee interaction into revenue.

Soft Sell's business development and organizational development programs turn customer facing personnel and their managers into revenue generators. This is not "seminar in box" corporate development; it is immediate, useful training delivered with real world principles, and engaging exercises that have a lasting effect on the participants.

Soft Sell teaches employees from customer support and marketing to direct sales that actively participating in the success of their organization can be fun and rewarding, both for themselves and their company. Soft Sell designs customized classes to enable your employees to directly contribute to your company's financial success..

Soft Sell arms your organization with the sales skills and business acumen it needs to maximize the potential of every account.

"Our passion is to be an indispensable business partner in sharing and shaping innovative ideas into performance solutions for now and in the future. Our guiding principle is to conduct business endeavors with integrity and honesty."

- Adam Halpern

"Our company was founded on providing the highest-level of training that creates a value-driven culture of continuous career development for professionals. Our focus is helping our clients understand and comprehend the responsibilities for imprinting behavior as a leader."

- Scott Tartaglia

Selling like the Pros

Increase your selling power, even in today's tough economy. Discover the advanced consultative approach to selling!

This highly interactive course guides you from "open" to "close" in the sales process. Our progressive content incorporates the most modern sales methods today --consultative/solutions selling! You'll return to work better equipped to develop presentations that meet your client's real needs...influence the right buyers, anticipate any objections and logically close the sale with ease. Plus, through videotaped role-play exercises, you'll practice, reinforce and experience first hand the advanced techniques you've learned.

How You Will Benefit:

- Develop a master plan to manage the sales process
- Win the confidence and trust of prospects by learning as much as possible about their needs
- Successfully sell on a consultative level, using effective interviewing techniques
- Effectively communicate your product/service superiority over that of the competition
- Build long-term sales relationships by offering solutions—not just products
- Increase your success by taking advantage of your personal selling style
- Uncover any hidden customer resistance and overcome any objection
- Know when—and how—to close the sale

Who Should Attend?

This seminar is for Sales professionals with a minimum of one year of sales experience, veterans who want to refresh their sales skills and managers who want to train salespeople.

What You Will Cover: (8:00 a.m. - 3:00 p.m.)

- Meeting Preparation
- Setting an Agenda
- Opening – Probing – Closing
- Indifference versus misunderstandings versus objections
- Overcoming Objections
- Asking for The Business
- Video Tape Role Plays

Meeting/Pre-Call Preparation: A sales meeting can be one of the most productive hours of the entire sales week and an event that all of your staff wants to attend every time. But to get that productivity and enthusiasm, you need to ensure that the meeting is relevant to the salespeople. If they are going to invest their time, they should get something out of it. This segment focuses on the four most productive sales meetings components: Highlights of the week; what's new; new ideas; and selling refinement

Indifference vs. Misunderstandings vs. Objections: To overcome resistance, salespeople are trained to make sure they clearly understand the prospect's concern. Sometimes prospects say one thing that appears to be an objection to the product but, in fact, they have another issue that is preventing them from agreeing to a purchase. Salespeople are rarely able to make the sale unless resistance is overcome.

Asking For the Business: This segment focuses on opening, advancing and closing techniques including case studies and video tape role play exercises.

Video Role Plays

Sales Skills for Non-Professional Sales People

Customer facing personnel will learn the selling techniques and business etiquette they need to find and generate more business for your organization. Whether your employees support customers, service products, manage projects, or provide consulting services, they can and should be able to generate leads, recognize up sell and cross-sell opportunities, and respond appropriately.

Are you leaving money on the table simply because your customer facing employees don't know what to say? This course will teach your front-line employees to become an extension of your sales force.

How You Will Benefit:

- Change your front-line employees could produce new business for your company
- Increase your sales force without adding sales headcount
- Turn your cost centers became profit centers

Who Should Attend:

This seminar is designed for employers outside of the direct sales. Customer service representatives, Support personnel, Marketing staff, Installers, Project or Program Managers, Consultants or any other front-line staff that interact with your customer base on a daily basis.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Leveraging Interpersonal Styles: This segment deals with participants learning how to differentiate between individual, team organizational, and customer interpersonal styles.

The Art of Selling: This module covers the key elements and best practices in consultative selling. Topics include – Sales 101, Features, Functions & Benefits, Presenting Value, Asking for the Business. This segment includes individual and group exercises, contests and role-play.

Communication Challenges: This session focuses on the seven communication challenges. Anything that prevents understanding of the message is a barrier to communication. Many physical and psychological barriers exist.

Wowing the Customer: Participants learn about modeling day-to-day behaviors that represent the largest area for improvement and the greatest opportunity for enhanced business communications. This segment includes individual and group exercises.

Video Role Plays

Enhancing Business Communications

Develop effective communications skills, improve your people skills and expand your ability to influence and gain commitment from colleagues, subordinates and superiors. Enhancing Business Communications will help you cultivate strong workplace communications techniques that produce superior results. The communications seminar listed below will equip you to better handle negotiations, respond to conflict and foster teamwork.

How You Will Benefit:

- Solve problems by clarifying the real issues
- Make trade-offs without being a pushover on big issues
- Implement plans without strong-arm tactics
- Generate enthusiasm for your ideas and proposals
- Minimize conflict and build group commitment
- Influence others and motivate them to profitable action
- Save time, energy and talent by improving the entire "people" side of your job
- Develop credibility based on respect and trust
- Find alternatives to work with "difficult" people

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 3:00 p.m.)

Leveraging Interpersonal Styles: This segment deals with participants learning how to differentiate between individual, team organizational, and customer interpersonal styles.

The Value of Time Management: Time Management entails managing company policy, standards, departmental goals, and people. Time management includes developing effective two-way communication, listening to understand and prioritizing plans and projects.

What's Your Communication Style: This session focuses on the seven communication challenges. Anything that prevents understanding of the message is a barrier to communication. Many physical and psychological barriers exist.

Email Etiquette: There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your role and corporate culture. This session focuses on three of those: (1) Professionalism (2) Efficiency and (3) Protection.

Mastery of Meetings: Participants learn the dynamics of preparing for a meeting, committing to action and about respect, responsibilities and results.

Business Ethics

The Business Ethics program examines various kinds of business activities and asks, "Is the conduct ethically right or wrong?" Soft Sell's Business Ethics training is a tactical straightforward approach that includes pre-training analysis, lecture, video role-play, group exercises, and post-training follow-up at thirty and sixty days.

How You Will Benefit:

- Cite the professional business ethical formula and describe its potential use in any organization
- Demonstrate tacit and experiential knowledge for identifying ways to adapt to certain situations and for leveraging culture, styles and business interactions
- Be able to apply principles to amplify personal and organizational performance

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Set The Ethical Example: This segment focuses on answering the question, what is ethics.

Theories vs. Practical Application of Business Ethics: This segment deals with participants learning how to differentiate between individual, team organizational, and customer interpersonal styles.

Emotions – Myths – Misconceptions: Participants learn how people react to business ethics, with its continuing attention to "doing the right thing," and asserting the obvious ("be good," "don't lie," etc.), and so these people don't take business etiquette seriously.

Focus on Behaviors: Participants learn about modeling day-to-day behaviors that represent the largest area for improvement – and the greatest opportunity for enhanced business ethic. This segment includes individual and group exercises.

Respect – Responsibility - Results: Participants will be involved in role-plays to better handle situations with customers or co-workers.

Resolve Ethical Dilemmas: Is it legal, is it balanced, is it right? This segment focuses on dealing with the grey areas. This segment includes individual and group exercises.

Business Etiquette

In this interactive one-day course, attendees will participate in various activities including Analyzing, understanding and implementing behavior, honesty, character, sensitivity, diplomacy and appearance and how it should be employed within the international business world. Soft Sell's Business Etiquette training includes lecture, individual and group exercises and role -plays.

How You Will Benefit:

- Examine various kinds of business activities including meeting, email, and international etiquette. Demonstrate tacit and experiential knowledge for identifying ways to adapt to certain situations and for leveraging culture, styles and business interactions
- Be able to apply principles to amplify personal and organizational performance

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 5:00 p.m.)

Maximize Your Business Potential: Business etiquette varies from region to region and country to country. For the international business person, focusing too deeply on international business etiquette would leave no time for business. However, there are some key pillars upon which good business etiquette is built.

Leveraging Interpersonal Styles: This segment deals with participants learning how to differentiate between individual, team organizational, and customer interpersonal styles.

The Move Towards a Global Etiquette: Participants learn how doing business in the US could be quite different from the way it is done in other countries. The greetings, dress codes, and schedules may vary from what you are habituated to.

Working Lunch: Group Exercises

Wowing the Customer: Participants learn about modeling day-to-day behaviors that represent the largest area for improvement – and the greatest opportunity for enhanced business communications. This segment includes individual and group exercises.

Indifference vs. Misunderstandings vs. Objections: Participants will be involved in role -plays to better handle situations with customers and/or co-workers.

Communicate When Managing Remotely: Communicating and managing remotely calls for new skill sets and new team building methods. This segment includes individual and group exercises that deal with remote communications

Conflict Management

In this interactive one-day course, participants will learn how to anticipate having differences due to a number of factors that create "perceptual filters" that influence our responses to certain conflicts such as culture, race, ethnicity, etc. This program includes participating in the highly acclaimed team building game The Boiler Room.

How You Will Benefit:

- Reflect your understanding of the other's position or opinion. "I feel, think, want, etc." Listening to before talking."
- Demonstrate tacit and experiential knowledge for identifying and understanding when conflict occurs when individuals or groups are not obtaining what they need or want and are seeking their own self-interest.

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 3:00 p.m.)

Leveraging Interpersonal Styles: Interpersonal savvy becomes having a range of interpersonal skills and approaches and knowing when to use them. The outcome is ease of transaction where you get what you need without damaging other parties unnecessarily and leave them wanting to work with you again

Definitions and Assumptions about Conflict: This segment focuses on the early indicator of recognizing conflict and the strategies for resolution that are available and that DO work.

The Distinct Options for Dealing with Conflict: This segment focuses on avoidance, collaboration, higher authority and unilateral power plays. This segment includes individual and group exercises.

The Boiler Room: Take the heat – Survive the pressure – Solve the mission. Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed team building game The Boiler Room.

Preferred Path of Conflict Resolution: The preferred path emphasizes the approach for the parties to resolve their own conflict. This segment includes individual and group exercises.

Video Role Plays

Leadership Series (Transition to Leadership)

Are you ready for the challenge of executive leadership? Taking on a leadership role in today's environment is like signing on for a constant race against change. You have to stay one step ahead of the trends...strive to develop new strategies and keep ahead of the crowd. It's up to you to ensure your department or team is on track for success.

Here is your opportunity to learn how to identify and manage the challenges you face with practical and proven - in-action techniques. In-class exercises, coupled with updates on current research, allow you to practice new ideas and to try out shared insights. In this highly interactive seminar, you will have the opportunity to learn from your seminar leader and your peers as you stretch your leadership methods and assert your role in your organization.

Who Should Attend:

This seminar is designed for mid-level managers or executives who lead others with managerial responsibility. It is beneficial to executives requiring strong decision-making skills and the ability to lead and motivate others.

What You Will Cover: (8:00 a.m. - 4:30 p.m.)

Transition to Leadership: Participants learn that leadership transitions are valuable components of an intentional leadership development strategy. To ensure that they are promotable and that they inspire employees into higher levels of teamwork.

The Boiler Room: *Take the heat – Survive the pressure – Solve the mission.* Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed Boiler Room game. Team building activity.

Develop Your Leadership Style: Few leaders try to understand their leadership styles. There are several different leadership styles that can be identified within each of the Management techniques. Task Orientation or Directive Behavior and employee Orientation or Supportive Behavior. Group exercises and Role Plays

Lead by Example: A general's trust in his troops is an example of the way leaders trust team members to work hard and to make responsible choices. They encourage team members to be responsible for making things happen. Leaders give credit for actual contributions, use failures as learning opportunities, and support changes that contributors recommend. Group exercises and Role Plays

Working Lunch: *Lead by Example Group Activity*

Arena of Authority: Arena of Authority refers to a capacity that (person A) has to influence the behavior of another (person B), so that he or she (person B) acts in accordance with A's wishes. This session focuses on the five points of power; Coercive, reward, legitimate, expert and referent power.

Building Dynamic Performing Teams: This session focuses on the dimensions of high performing teams; Establishing team goals and the broad team goal setting process, understanding team member competencies, and the five stages of team development; Forming, norming, storming, performing and adjourning. Case Studies of Best Practices of Successful Leadership

Leadership Series (Leading & Managing Change)

Inspire and influence your people to achieve your goals as a team! Today, managers who will be promoted are the ones who not only manage efficiently but also lead their teams effectively. Learn how to work in a horizontal mode of operation...apply a consistent theory in leading your team...and teach critical leadership skills to members of your team, so each and every one of them can .

How You Will Benefit:

- Build a leadership style that creates trust, sets a clear vision and guides
- Gain insight into the key skills and techniques you need to create a winning strategy
- Create passion in your department, your team, your organization—to establish a solid and ethical reputation
- Learn what real "coaching" consists of and how to build an extraordinary team that works together in order to deliver results
- Develop heightened "emotional intelligence" for greater professional achievement and satisfaction
- Outline a personal action plan for further development as a leader

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Leading & Managing Change: Participants learn that leadership transitions are valuable components of an intentional leadership development strategy. To ensure that they are promotable and that they inspire employees into higher levels of teamwork.

Developing a Mission and Vision: Take the heat – Survive the pressure – solve the mission. Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed Boiler Room game. Team building activity.

Planning & Scheduling: Few leaders try to understand their leadership styles. There are several different leadership styles that can be identified within each of the Management techniques. Task Orientation or Directive Behavior and employee Orientation or Supportive Behavior. Group exercises and Role Plays

Critical Thinking & Problem Solving: Gain the insights and skills to know where your business stands today and where it's heading tomorrow. Here's where you'll learn to anticipate, initiate and manage change for maximum competitiveness...stay on course while constantly redefining and refocusing your department's goals in order to hit a moving target...and determine where your unit is headed, as you take into account the multiple groups your decisions will impact. Group exercises and Role Plays

Leveraging Interpersonal Styles

The FBI uses it to get inside the criminal mind. Successful salespeople use it to get more sales. And now you can, too. We're talking 'Leveraging Interpersonal Styles' – working out what makes people tick ... what makes them buy or what makes them relate effectively! If you use this for your family, friends and clients your success rate will increase. Relationships run more smoothly. People are more apt to relate to you IF they perceive that you view their world as they view it. Come spend the day with Soft Sell and learn more about this fascinating subject!

How You Will Benefit:

- Understand the four key personality types
- Identify your own personality and how to work with it
- Positive Problem Solving (when things go wrong)
- Build an integrated strategy for creating personal success
- Build a team strategy for creating success in business

Who Should Attend:

This seminar is designed for new managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals who want to enhance their credibility with diplomatic communication. Managers, team leaders and supervisors who want to maximize their positive impact on others.

This seminar gives a day of solid learn-by-doing training to sharpen your skills with superiors, peers and subordinates.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Define Your Styles: Interpersonal Styles refer to the concept of observable behavior – what a person says and does in the presence of others. Assertiveness and responsiveness are introduced as characteristics behind the four primary styles: Analytical, Driver, Expressive and Amiable.

The Boiler Room: *Take the heat – Survive the pressure – Solve the mission.* Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed team building game The Boiler Room.

Practical vs. Theory: You will learn that accurate observations may be made in phone contacts, but most predominately in face-to-face meetings. The value of anticipating behavior is described. Next, the module outlines behavior which is predictable according to a prospect's interpersonal style, including the prospect's anticipated actions toward others.

Focusing on Your Style: In the next module, we'll discuss how prospects in each interpersonal style can be expected to relate to Analyticals, Drivers, Amiables and Expressives. This segment includes individual and group exercises.

Video Role Plays

Management Academy

This program is an intense, highly interactive training seminar for managers and business leaders. The program focuses on strength-based practices and techniques rather than theory so participants take tangible tools back to their jobs. Training delivery consists of multimedia presentations, interactive lecture and facilitated small and large group exercises. In addition, a mixture of small group discussions, videos, case scenarios and full room exercises that keeps the training pace lively and engaging.

The Management Academy is an intensive program focused on the core principals of our proprietary personal responsibility management approach. Each session is a combination of both the hard and soft skills needed to succeed in business today. The programs are specifically designed to jump start managers on the fast track to success and prepare them for success in the real world.

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

How You Will Benefit:

- 16 hours of lively, informative and interactive training
- Management skills evaluation
- Session workbooks
- Soft Sell self-study material

Day One

8:30-9:00	Recognize Your Management Style
9:00-9:45	TEAM BUILDING ACTIVITY
10:00-12:00	Leveraging Interpersonal Styles
1:00-2:00	TEAM BUILDING ACTIVITY
2:00-3:00	Leading and Managing Change
3:30-4:30	TEAM BUILDING ACTIVITY
4:30-5:30	Coaching For Success
Homework	

Day Two

8:30-9:30	TEAM PRESENTATIONS
9:30-11:00	Business Etiquette
11:00-12:00	Video Tape Role Plays
1:00-2:00	Enhancing Business Communications
2:00-3:00	TEAM BUILDING ACTIVITY
3:15-4:00	Conflict Management
4:00-4:45	Video Tape Role Plays
4:45-5:00	Program Wrap-up

Managing Remotely

Today, two distinctive new work styles have emerged --with significant implications for the global organization. Remote teams operate at a distance from the home office but are, in fact, intact sub -teams with dynamics of their own. Virtual teams exist across time and space, with members from widely dispersed locations having varying models of leadership. They may operate in isolation from their colleagues, and thus lack the human contacts that often inspire superior performance.

How You Will Benefit:

- Developing and maintaining trust
- Models of leadership:
- Competencies needed to manage in remote environments
- Communicating across time and space
- Stages of virtual team development
- Measuring performance, mentoring and coaching remotely
- Using technology effectively

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Identify concerns as a Virtual Team Leader: Managing remotely requires the competencies and skill sets to communicate critical information clearly, use new technology to improve efficiency, avoid typical pitfalls of remote team, build trust on the telephone, handle global challenges, avoid cultural misunderstandings or offending others, and how to accomplish time-driven goals at a distance.

People Skills at a Distance: Roles vary widely, of course, but many of the core skills are common to most managers: organizing workloads, supervision, motivating, team -building, ensuring quality, troubleshooting, and listening, disciplining and initiating improvements. The differences lie in the processes of interaction with staff and with their work.

Beyond Traditional Ways: Participants learn How to effectively unify the virtual team's culture and relationship methods to build trust and overcome team -busting behaviors in virtual teams.

Management by Results not Presence: Understand virtual communication channels and cross -cultural interactions Setting performance goals—defining, organizing, communicating and reinforcing. Participants gain insight into recognizing virtual team performance.

Progressive Discipline

In this interactive half-day course, participants will discover that the goal of progressive discipline is to improve employee performance and that the process of progressive discipline is not intended as a punishment for an employee, but to assist the employee to overcome performance problems and satisfy job expectations.. Soft Sell's Progressive Discipline training includes two days of pre-training analysis, lecture, individual and group exercises and role-plays and post-training follow-up at thirty, days.

How Will You Benefit:

- Cite the professional process and describe its potential use in any organization
- Demonstrate tacit and experiential knowledge for identifying and understanding performance management requirements.
- Be able to apply principles to amplify personal and organizational performance

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 3:00 p.m.)

The Start of Progressive Discipline: This segment focuses on the process of formal feedback to the employee so they can correct a behavioral problem.

Incompetence vs. Misconduct: This segment focuses on identifying what kind of problem it might be. Does the employee lack the skills or ability needed for the job vs. having the skill needed to do the job correctly?

How Progressive Discipline Works: Participants learn the typical progressive discipline system elements.

Focus on Behaviors: Participants learn about modeling day-to-day behaviors that represent the largest area for improvement – and the greatest opportunity for enhanced performance improvement. This segment includes individual and group exercises.

Investigating Case Studies: Participants will be involved in case studies to better handle situations with customers or co-workers.

Selecting & Assessing Talent (Part One)

Hiring - Behavioral Interviewing

This program is an in-depth behavioral assessment program for hiring, promoting, and developing first - and second-level leaders. This program focuses on practical ways to reduce hiring and promotion mistakes by providing a look at how a potential leader would perform in typical on -the-job activities—such as coaching, decision making, and developing others.

How You Will Benefit:

- Avoid long learning curves by using the results to diagnose current and future leaders' strengths and development needs.
- Establish development plans to improve the readiness of your high -potential future leaders.
- Give your future leaders insight into what to expect when making the jump to the next level.

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Assessment Techniques for Identifying Competencies: This segment focuses on defining the competencies to be assessed. We define specific proficiencies within each competency and construct a multifaceted process that provides an objective assessment.

Behavioral Interviewing: This segment focuses on evaluating candidates' job-relevant competencies by presenting them with a series of predetermined questions. Competencies assessed by the structured interview such as; Prior Experience / Background - Customer Focus - Interpersonal Interaction – Integrity - Problem Solving / Decision Making - Sales Orientation (For Sales Positions Only)

The Boiler Room: *Take the heat – Survive the pressure – Solve the mission*. Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed team building game The Boiler Room.

Mastering the Art of Behavioral Interviewing: This segment focuses on being prepared for answers to behavioral interviewing questions – Understanding experiences in the form of stories - Responding to follow-up questions and setting clear goals and objectives:

Video Tape Role Plays

Selecting & Assessing Talent (Part Two)

Hiring – Retaining Key Personnel

Have you ever lost key personnel to other companies? Was it expensive to find and train replacements? Could you have prevented the loss and at the same time created a policy that actually helps to attract the best and the brightest candidates? Retention has become an essential business strategy for companies that wish to remain productive into the future. Part Two of Selecting and Assessing Talent focuses on retaining key personnel. Highlights of this module include two critical areas.

How You Will Benefit:

- Save Money on Personnel Turnover and Increase Productivity
- Learn powerful retention strategies including two key factors: Why do they come? And why do they stay?
- Identify what strategies and techniques to use to Hire Winners? And How do you retain there key personnel?

Who Should Attend:

This seminar is designed for Sales managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 4:00 p.m.)

Develop employees, build teams and grow your business: Compensation systems can create barriers and disincentives, but they cannot create motivation, involvement, continuous improvement or loyalty. In the long term even the lure of stock options alone will not create the kind of personal motivation that retains individuals, builds teams and sustains an organization over time. Creating growth opportunities, including mentoring

Leading with an eye for creating opportunity: This segment focuses on guiding management behavior that encourages ownership and building team environments? A strong sense of Opportunity for Growth and Development is reinforced through mapping future organizational needs, recognizing strengths, and developing a plan for skill development that meets organizational and individual needs. Management behavior that instills a sense of ownership.

Motivational fit, cooperation, and trust are primary drivers of retention: Although compensation matters, employees are more concerned with the level of fulfillment they get from their jobs. They also feel that working with an understanding supervisor or manager in a cooperative and trusting work environment is important.

Young employees, especially in IS/technology and sales, are at a high risk for turnover: Today's workers have different priorities. Young people are less likely to spend their entire careers at one organization. With the implementation of new technologies, certain positions have become very difficult to fill. Some candidates can choose from among the best offers that a number of organizations can muster.

Video Tape Role Plays

The Artistry of Strategic Planning

Entrepreneurs and business managers are often so preoccupied with immediate issues that they lose sight of their ultimate objectives. That's why a business review or preparation of a strategic plan is a virtual necessity. This may not be a recipe for success, but without it a business is much more likely to fail. This program helps participants to deliver a framework for decisions or for securing support/approval.

How You Will You Benefit:

- Provide a basis for more detailed planning.
- Explain the business to others in order to inform, motivate & involve.
- Assist benchmarking & performance monitoring.
- Stimulate change and become building block for next plan.

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: (8:00 a.m. - 3:00 p.m.)

Basic Approach to Strategic Planning: As the precursor to developing a strategic plan, it is desirable to clearly identify the current status, objectives and strategies of an existing business or the latest thinking in respect of a new venture.

Think Strategically – Act Operationally: A strategic plan should not be confused with a business plan. The former is likely to be a (very) short document whereas a business plan is usually a much more substantial and detailed document. A strategic plan can provide the foundation and framework for a business plan.

Creating Strategic Planning Combinations: Any selected suite of strategies must be integrated and internally consistent and in-line with the business's broader vision, mission and objectives. There is little point in a business claiming to be technologically advanced if its R&D spend is sub-critical, or aspiring to become a leading brand if it has neither products, nor funds nor distribution to ensure this could happen.

Group Exercises: *Strategy – People - Tactics*

Group Exercises: Create a document that comprises a strategic plan for your business. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to its vision, mission, values and objectives; and sets out its proposed strategies, goals and action programs.

Wowing the Customer

In this interactive one-day course, participants will discover that it takes a lot less money to increase your retention of current customers than to find new ones. Soft Sell's wowing the customer training includes two days of pre-training analysis; classroom training that encompasses lecture, video role-play, group exercises, and post-training follow-up at thirty days. This program includes participating in the highly acclaimed team building game The Boiler Room.

How You Will Benefit:

- Focus on the four factors that impact your ability to build a loyal customer base - Products that are highly differentiated from those of the competition - Higher-end products where price is not the primary buying factor - Products with a high service component - Multiple products for the same customer.
- Determine if deviating from results has become your enemy?
- Uncovering what customers define value as?

Who Should Attend:

This seminar is designed for New managers, managers, directors and project leaders of global teams, Senior management and regional team members, team leaders and business professionals.

What You Will Cover: 8:00 a.m. - 2:00 p.m.

Leveraging Interpersonal Styles: This segment focuses on the process of formal feedback to the employee so they can correct a behavioral problem.

The Boiler Room: Take the heat – Survive the pressure – Solve the mission. Participants learn about developing adaptive, responsive capabilities under pressure. This segment includes participating in the highly acclaimed team building game The Boiler Room.

Creating Powerful Partnerships: Participants learn the typical progressive discipline system elements.

Building Customer Loyalty: This segment focuses on identifying what kind of problem it might be. Does the employee lack the skills or ability needed for the job vs. having the skill needed to do the job?

Beyond Customer Service and Values: Participants will be involved in case studies to better handle situations with customers or co-workers.