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WORKSHOP DETAILS BY CATEGORY:

SELLING & ACCOUNT DEVELOPMENT

Managing the Potential Sale – Complex Opportunity Blueprint to Shorten the Cycle

Audience	Experienced account managers or business owners working a complex business opportunity
Objective	Learn and use tools and blueprint to shorten sales cycle
Description	<i>Excellent</i> tools, easy to use methodology. This is 'graduate school' for experienced sales staff. Participants required to bring a business opportunity with them to work in stages and in groups. Course advances through seven parts, with groups working on their business plans as they go. Stages include initial evaluation of facts, setting a strategy, analyzing key players, defining relationship, formulating a full plan, testing and evaluating (as one whole group) and final implementation. (Duration 2 – 2 1/2 days)

Account Management – Heading Off Failure

Audience	Beginning to experienced account managers or executives (customized accordingly). Course can also be delivered to back office support or customer service groups
Objective	Gain insight and <i>proactive, continual skills</i> for heading off trouble spots with customers long before they occur
Description	Participants required to bring several account examples to workshop. Working in groups after each module is introduced, assessments, brainstorming and proactive-preventive measures will be mapped out. Modules included: contract weaknesses and failures, scope creep, due diligence, proactive communication and 'training' the customer, assessing weakness in the 'customer chain', sales and back office cooperative process, building in an open forum with customers

Common Mistakes in Selling Services and How to Fix Them

Audience	Sales, account managers, consultants; selling business services
Objective	Gain skills in making the shift to an intangible sale of a (often customized) solution
Description	Modules covered: Language, dialogue, investigative methodologies, business value vs. product description, engaging the customer, setting the forum and the venue for deeper-wider information sharing

How to Expand the Traditionally 'Short' Project

Audience	Experienced account managers or business owners working a complex business opportunity
Objective	Change 'one dimensional thinking' about how to help customers with 'project-in-project-out' mentality, and expand thinking about more comprehensive, enterprise wide solutions to their business challenges, to grow business, expand customer loyalty and retention.
Description	Participants required to bring a business opportunity with them to work in stages and in groups. With instructor led guidance, participants will brainstorm together for expanded ideas about existing short projects. (Duration 3 hrs. – 1/2 day)

Keeping the Clients You Worked So Hard To Win – Customer Retention First Aid

Audience	Major account managers, customer service people, any and all support staff with customer exposure
Objective	Learn standards of excellence in service delivery, relationship building, communications
Description	Modules include contract discussion, service deployment snags, customer participation problems, how bonds of long term deeper relationship serve as major insurance policy for crisis, challenges, extraordinary circumstances, and setting a standard of expectations for customer communications

Small Step Goal Setting – Quick Tool to Accelerate Business Overnight

Audience	Women (for particular reasons), small business owners, consultants
Objective	Gain quick tools for accomplishing twice as much in business development
Description	Workshop covers enormous impact of setting 'micro goals', to customer interactions and everyday business practices and how to double business results

Time to Sell: Have You Been Down in the Trenches So Long You Can't Look Up For New Business?

Audience	Sales, businesses with no sales function, sole proprietors, consultants
Objective	Gain clairvoyance by stepping back and clearly assessing new business potential
Description	Modules include assessing the existing client base, classifying customers, setting strategy for expansion of existing business, setting strategy for new business sources

Why Most People Leave Business on the Table at the Customer's Office – and Where You Find It

Audience	Anyone who sells
Objective	<i>Specific</i> , skills in questioning and listening
Description	Covers a small handful of bedrock, reliable methods for getting not only specifics, but all the hidden, uncovered information no one ever bothers to look for (duration 2 hours)

Trials and Pitfalls of Selling as a Consultant

Audience	Consultants, either independent or within a corporation
Objective	Skills in distilling effort to save time and money
Description	Condensing efforts; drilling to specifics; how to know, setting the break-point, and <i>when</i> to walk away; how not to give away free services

Chase the Business You Can Win, And How to Know the Difference

Audience	Anyone who sells
Objective	Gain quick measures and skills for evaluating potential in an opportunity
Description	Learn the simple basics of judging a situation and having the strength to stick to them, without wasting time; how to leverage a current 'bad potential' opportunity

G E N E R A L

Presentations That Make a Difference – Make it Mean Something

Audience	Business Development, Account Management, Sales, Non-Profit Development
Objective	Gain skills to 'become real', hone in on the heart of the matter, and move things <i>forward</i>
Description	Depending upon level of experience course can stretch from ½ to 3 days covering: learning to discriminate between what an audience <i>can read on their own</i> (they are adults!), and presenting material that <i>really will impact a willingness to act</i> ; customizing according to purpose; setting purpose; setting up a commitment; media choice and combinations; optional tools (optional videotaping & playback)

Essentials of Good Business Writing

Audience	Executives, sales staff, managers, and all staff required to do extensive business communication in writing.
Objective	Improve writing for clean, clear, reader-friendly pieces that <i>will be read</i> and achieve the author's desired objective to properly inform or put out a call to action
Description	Participants will work with short written exercises. Tools and tips will be introduced to help with syntax, spelling and thought organization. Use of essential building blocks of <i>what, why, when, where and how</i> for complete thought composition. Creative ways to make a message compelling, and how to engage the reader.

Essentials of Good Proposal Writing – What Counts and What They'll *really* Read

Audience	Those who write proposals
Objective	Learn clean, clear rules for best outcome
Description	Covering purpose, research, writing skills, rules of 'proposal etiquette', writing <i>for those who will actually read the proposal</i> , the importance of the executive summary

Are You Pricing Your Services Right – How to Re-Think Offerings and Fees

Audience	Consultants, business owners
Objective	Learn service grouping, mapping tasks and costs and <i>psychology of pricing</i>
Description	Modules cover history and attitudes that have 'trained' buyers; formulas to use for pricing, considerations in 'chunking services' or breaking them out; qualification process for proposal response decision

Accountability – Creating a Proud Company Culture

Audience	Any business owner, executive, manager
Objective	Learn to be accountable for <i>best practices</i> and how to follow through with delegation
Description	Covers how to exact a culture that works for you, works for the customer, and works for all departments, and distinct steps that get you there

Customer Service – New and Critical Skills for Customer Retention

Audience	Back office, customer support, customer service people
Objective	Learn new skills in working not only with customers, but internal organization
Description	Whole new way of thinking about how to deliver services, using your very own creativity, intuition and brain! Learn to think more independently, as opposed to relying on management for every decision. Depending on customized workshop length and time, communications essentials are included, as they affect customer relations and quality of service. Focus on best practices.

Negotiations – Simple, Logical, Doable Steps That Work Every Time

Audience	Sales, managers, business owners
Objective	Skills to narrow down an otherwise daunting and nebulous subject of negotiating
Description	Follows a distinct, easy to comprehend, logical set of guidelines to include planning and <i>sticking to the walk-away point</i> ; uncovers where 95% of people go wrong; <i>emphasis on best outcome for all parties</i>

First Aid for ‘Forgotten’ Communication Skills – Why We Shouldn’t Blow It Off (Voicemail, e-mail, phone, face-to-face both formal & informal)

Audience	Anyone who recognizes how poor communication can cost business losses of customers, time and money
Objective	Assess and repair skills in critical essentials of live, phone, email communication
Description	Module includes all forms of communication, how critically they impact every day to day interaction with customers and teams within an organization, and simple steps to repair lost skills

Customer Touch Point Accountability Series

Tactics for Every Group or Department that Touches the Customer

- a. Executive Management Accountability
- b. Customer Service Accountability
- c. Sales Accountability
- d. Operations and Back Office Support Accountability

SERIES SYNOPSIS	
General Audience	All departments that 'touch' customers – management, sales, support, customer service, etc.
Overall Objective	Strengthen <i>every link in the 'customer chain'</i> , strengthen customer retention
General Description	Skill building workshops aimed to <i>heighten efficiency, slash hidden expenses, build pride, raise standard of excellence, enhance individual staff creativity in problem solving, save time, sharpen and raise client satisfaction levels</i>

Customer Accountability	
Audience	Company heads, business owners, account managers, sales
Description	Focus on the high cost of not managing clients. Modules include background about inefficiencies, frustration and financial waste; setting expectations, 'training' clients to enable excellent service delivery on your part, communications standards, follow up and ongoing account status check
Executive Management Accountability	
Audience	Company heads, Executives, small business owners
Description	Modules cover background and high cost of inconsistencies and losing control of procedure and standards; the nature of consequences and setting the concept up in a positive way; creating a culture of accountability, and easy ways to delegate and follow up
Customer Service Accountability	
Audience	Customer Service Reps
Description	Module includes proactive and creative problem solving without involving management, fostering a relationship with sales, learning cooperative teamwork with other departments, communications essentials, customer management expectations
Sales Accountability	
Audience	Sales, account managers, sales management
Description	Modules include management vs. delegation, teamwork with back office support staff and customer service, proposals & contract expectation setting, and proposal promises
Operations and Back Office Support Accountability	
Audience	Any other support people with customer contact such as programmers, technical people, etc.
Description	Modules include communications essentials, relationship building, dialogue with customers to open communication, how to share information with the home office and sales, and working with customer service and sales

G E N D E R I S S U E S

A Woman's Biggest Handicap in Business – How It Holds Her Back and What She Can Do about It

Audience	Women with a desire to sharpen awareness for handicaps from executive levels on down, and explore new compensatory business skills
Objective	Educate and heighten awareness regarding effects of socialization and learn clean, practical steps to overcome barriers
Description	Based upon very current research (2003). Course is divided cleanly into a) understanding where barriers come from, and why this awareness is actually half the change process (there are significant surprises here) and b) in that awareness how to be vigilant to change behavior, and raise expectations for outcomes

Small Step Goal Setting – How It Can Change a Woman's Business Perspective Overnight

Audience	Women (for particular reasons), small business owners, consultants
Objective	Gain quick tools for accomplishing twice as much in business development
Description	Workshop covers enormous impact of setting 'micro goals', to customer interactions and everyday business practices and how to double business results

The Best of Both Worlds - How Men ARE Doing It Right, and What They Can Learn From Women

Audience	All departments, both sexes
Objective	Learn to respect a culture of mutual exchange for men and women, identify challenges and room for learning 'best practices from both sides
Description	Quick summary of history, background and socialization for both sexes, strengths and drawbacks for both, and finally tips and methods for bridging the gap and learning new skills from both women and men