

Equip your team and leaders to

GET, KEEP, & GROW YOUR IDEAL CUSTOMERS

DEVELOPMENT SOLUTIONS

Ready to deploy, or tailor to your team

Get Opportunities

Target and close the kinds of opportunities you want

[Playbook & Development Hub](#)

[Targeted Prospecting](#)

[Consultative Selling](#)

[Selling the Supply Chain](#)

[The Confident Negotiator](#)

Keep & Grow Customers

Create strong relationships, execute well, and grow your wallet share

[Playbook & Development Hub](#)

[Account Development](#)

[Business Reviews](#)

[Account Planning](#)

[DRIVE Program](#)

Influence & Lead

Impact improved outcomes with your customers, team, and organization

[Situational Leadership](#)

[StorySelling](#)

[Leading through Change](#)

[Strategic Business Planning](#)

[Luminous Leadership Program](#)

All courses and programs are available in virtual instructor-led (VILT) or live instructor-led (ILT) unless otherwise denoted.

TARGETED PROSPECTING

OPENING DEALS YOU'RE MORE LIKELY TO CLOSE

Prospecting, the archenemy of many a salesperson. According to Hubspot, 40% of sales people agree that prospecting is the hardest part of sales. So how effective is your prospecting? And why is it so challenging anyway?

Like many things in life, success in sales comes down to not just skill, but discipline. Prospecting success isn't just about magic words to get someone to say yes to a meeting, but about the discipline to focus on the right prospects and walk away when it's not a good fit. To create and leverage a winning entrance strategy and messaging, rather than spending hours crafting each email and hoping this one works.

Don't waste another moment chasing bad leads or dead prospects. Target deals you can win, gain access with the right contacts, and start your discovery off right. This course will address all that and more! By actively participating in this course and applying the skills to your business, you'll be able to:

- Target your ideal customers
- Craft a gaining entrance strategy that gets you "in"
- Communicate a compelling value proposition to speaks to your prospects
- Gain access to decision makers
- Leverage objections to move forward with prospects
- Conduct effective prospecting discussions

4-week blended
virtual program

OR

6-hour in-person
session



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CONSULTATIVE SELLING

Customers don't want to be sold to, they want to be understood and helped.

In today's market, success takes more than product or service knowledge and rapport-building skills. Leading salespeople approach the prospect differently, developing a deep understanding of their priorities, uncovering opportunities and aligning solutions to key business results.

- Feel confident to effectively engage with higher level decision makers
- Conduct discovery with multi-levels of decision makers
- Align your solutions with the desired results of the customer
- Build the buy-in to ensure you can execute the solution
- Propose a solution that directly links to the customer's strategy, objectives and issues

Together, we will leverage a case study to prepare for and conduct a mock discovery session, prepare and present a solution, and apply those learnings to your own customer so you walk out equipped to conduct a meeting that leads to insights and action.



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SELLING THE SUPPLY CHAIN

Now more than ever, the supply chain is critical to organizational success. Logistics professionals can move from provider to partner by identifying opportunities within a customer's supply chain and connecting our solutions directly to the bottom-line results.

During this 8-hour interactive workshop, participants delve into the supply chain, creating a deeper understanding of the inner workings, and upon active participation and completion will be able to:

- Identify common issues plaguing customer's supply chains
- Create sales opportunities within a customer's supply chain
- Align your solutions with the desired results of the customer
- Lead customer conversations towards value rather than price
- Present a solution that directly links to the customer's strategies, objectives, and issues



THE CONFIDENT NEGOTIATOR

MAXIMIZING CRITICAL CONVERSATIONS

In today's marketplace, strong negotiation skills are more important than ever, but we see them being used effectively less and less.

The Confident Negotiator is designed with one big goal in mind, equipping you with the confidence to approach negotiations head-on and appropriately influence others.

Together, we'll ease the trepidation and misconception around negotiations and help you manage conversations gracefully, and achieve agreements that reflect value.

- Recognize a negotiable moment
- Identify your ideal outcomes
- Adjust your approach to reach agreement
- Negotiate value beyond price
- Reach an agreement and move forward

Level 1:

Self-directed module +
3-hour virtual workshop

Level 2:

Self-directed module +
6-hour in-person workshop



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ACCOUNT DEVELOPMENT

BUILDING PROFITABLE BUSINESS & LOYAL CUSTOMERS

Account Managers have a lot on their plates. They need to ensure the needs of their clients are fulfilled, deal with issues that arise, measure performance, build relationships, and somehow find time to expand the business.

It's no surprise that Account Managers feel pulled in all directions. We know that we need to protect our most valuable clients, and that our quickest path to growth is growing existing relationships... but how?

A solid approach to account management helps build long-term, high-value relationships so our existing clients will stay with us for longer, spend more with us, and be open to cross-selling opportunities.

This course will address all that and more! By actively participating in this course and applying the skills to your business, you'll be able to:

Expand

Move from a transactional relationship to a solutions provider with key customers

Grow

Gain wallet share of current customers

Retain

Build loyal customers and increase customer retention

4-week blended
virtual program

OR

6-hour in-person
session



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EFFECTIVE BUSINESS REVIEWS

GROWTH & RETENTION WITH THE HIDDEN SALES CALL

Whether it's a standard QBR or a more strategic conversation, business reviews are a chance to ensure satisfaction with current business and discover new opportunities for growth. So why aren't they done more, or more consistently?

This course helps participants get buy-in to, prepare for, and deliver impactful meetings that nurture meaningful relationships with key clients and identify opportunities for growth.

This hands-on workshop-style course leads participants to benchmark their current practices and apply new methods to:

Get the "right people" to attend your business review

Leverage data from the past to gain alignment for the future

Design a meeting that incorporates research, insights, and mutual discovery

Gain customer commitments and move forward

Together, we will leverage a **case study** to prepare for and conduct a mock business review, and apply those learnings to your own customer so you walk out equipped to conduct a meeting that leads to insights and action.



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DRIVE ACCOUNT GROWTH PROGRAM

DELIVER RESULTS - INCREASE VALUE - EXECUTE

Did you know that it costs 5x more to sell a new customer than retain an existing customer (HUIFY) yet many companies don't have a specific customer-growth or retention strategy?

Account managers are so often bogged down in operational tasks and don't (or can't) make time for activities that DRIVE growth. Enter, the DRIVE program.

This fast-track development journey for high-potential account managers and accounts equips participants to:

Deliver Results

that positively impact
the customer's supply
chain

Increase Value

through the services,
solutions, and
expertise

Execute

in ways that are
sustainable for
growing the business

The DRIVE program includes many high-powered learning elements in this catalog, including StorySelling, Account Development, The Confident Negotiator, Business Reviews, Selling the Supply Chain and The Account Planning Workshop.

AND it's wrapped up in a journey that includes assessments to drive insight, expectations of immediate application to your account, mentor/manager engagement and business impact measurement. The journey is both challenging and enjoyable, and the results are real and fast.



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SITUATIONAL LEADERSHIP® ESSENTIALS

Whether you're a seasoned front-line leader looking to enhance your skills or a mid-level rising star, Situational Leadership® is the key to overcoming misalignment, building trust, increasing engagement and driving results.

In this course, you will learn how to apply Situational Leadership® behaviors to:

Objectively assess
the performance
needs of others

Identify the
leadership style
that is a match
for the situation

Communicate
with adaptable
influence
behaviors

Stay in tune with
people's changing
needs and
respond
accordingly

This 8-hour, fast paced and hands-on workshop includes:

- The LEAD assessment, providing visibility to your current leadership practices in comparison to the situational leadership approach
- 1-day of hands on development with best practices, practice and application
- Access to online learning prework
- Materials and tools to aid bringing this back to your day to day



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STORYSELLING

INFLUENCING THROUGH A POWERFUL NARRATIVE

Salespeople, leaders, accountants, HR professionals, you name it. Every single role or profession has one important thing in common: we all need to influence every day to get our jobs done. You attempt to influence others to buy your product, to invest in your company, to work on your project, abide by your process... to make a choice to get on board with you, or not. We can ALL benefit from improving our ability to influence. But how?

It starts with aligning **you**, your **message**, and your **delivery** to create a powerful story aimed at your objectives. You likely have experience and strong foundational skills; this program will enable you to quickly refine those skills through focused activities, practice, peer & expert coaching so that you can be confident in your abilities to influence, lead, sell and gain credibility when it matters most. Don't waste another day with less than stellar influencing skills.



- Feel confident in your ability to engage decision makers in face-to-face or virtual environment
- Create memorable stories and experiences that inspire, inform, or persuade
- Influence others & inspire action when it matters most
- Design high-impact slides and compelling visuals that amplify my message
- Inspire good dialogue not just Q&A



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LUMINOUS LEADERSHIP PROGRAM

EQUIPPING LEADERS TO LIGHT THE PATH TO SUCCESS AND COMMERCIAL GROWTH

An effective management team can align the front-line employees to your organizational goals, coaching & developing them to achieve desired results and performance.

So often, the best performers are promoted to management positions with little guidance or training on how to lead a team or develop others which can lead to undesired results. That's where Luminous Leadership comes in.

Don't leave the success of your people, teams or organizations to chance.

Participants will gain:

- Awareness to your current level of effectiveness & ways to develop yourself for future roles
- Improved coaching skills that will feel supportive and boost performance
- Practical tools and resources that you'll leverage immediately with your team
- Higher sense of confidence in role and ability to lead others

The organization will gain:

- Leaders who are equipped to coach and develop others
- Increased organizational alignment to goals and sales strategies
- Employees who are more ready to take on new skills, tasks, or change
- Leaders who spend more time proactively working on the business
- Improved individual and team performance

Customizable program structure

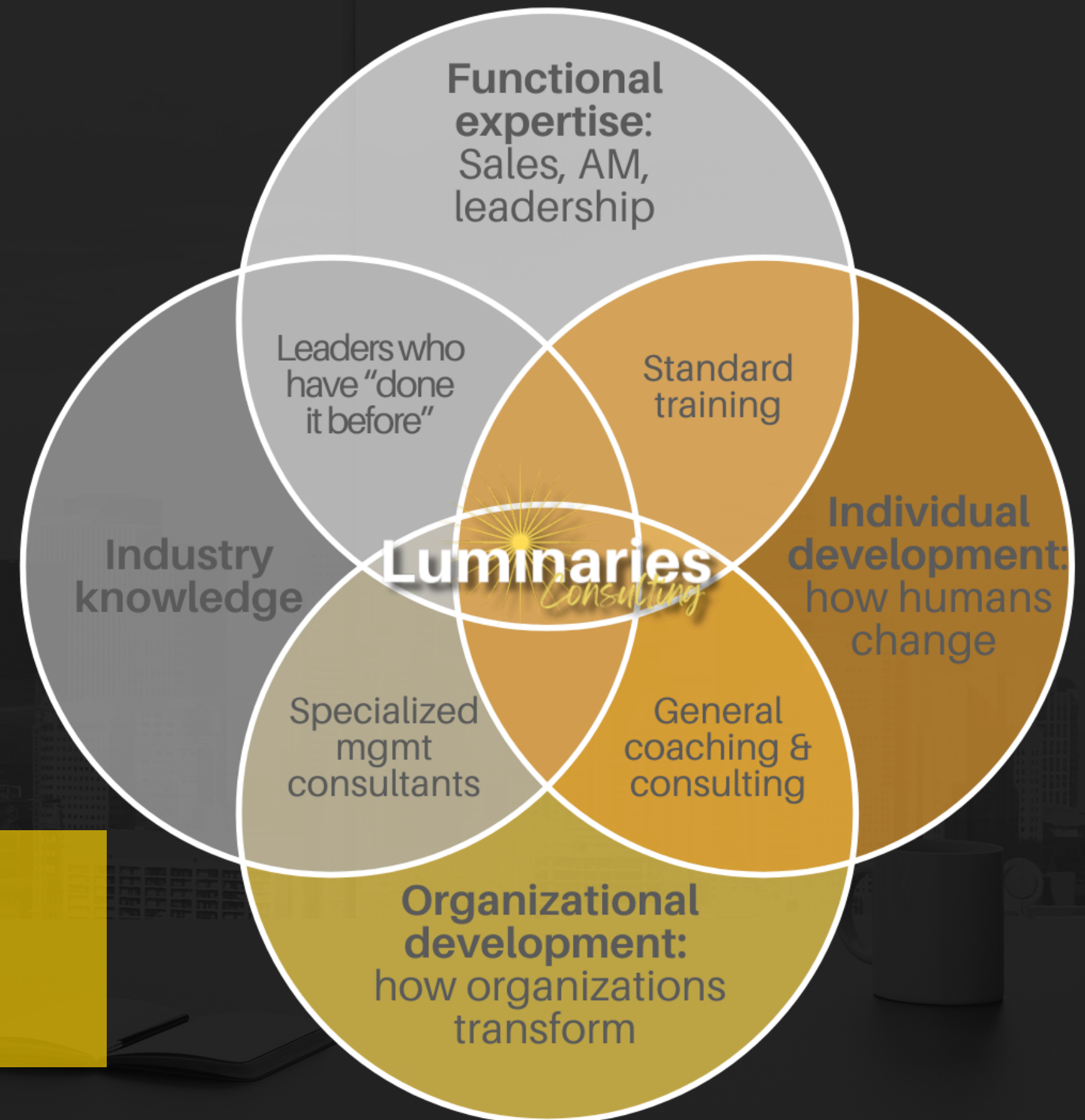
Pre-program	Workshop 1	Workshop 2	Workshop 3	Post-program
Insights to current skills through 360 assessment	Kick-off and Situational Leadership Essentials	Lead the Way & Gain Alignment	Lead through Change	6-months reinforcement to continue the journey



WE ARE NOT LIKE THE REST *(no, really)*

You have a lot of options when it comes to a partner that can help your team members and organization grow. Maybe you've tried some of them before.

Our unique combination of functional expertise, industry knowledge, and proven, transformative ability in both individual and organizational development uniquely position us to help you not only grow, but reach new levels in a sustainable way.





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