



**PROIMPRESS**

# The Dozen Differences That Make a Difference for Your Training

**What's at stake?** The right training, at the right time, for the right folks in your organization. (Wow! That's a lot of needing to "get it right"! ) And all that's at stake is the cost of pulling your people out of the field, the credibility of having spent money in order to realize business goals, and the likelihood that any of the new behaviors will stick. (Gulp!)

## **The Right Training Partner Makes a Difference**

When it comes to developing your client-facing representatives, finding the right training often means finding the right training partner. ProImpress can help.

(Pick us! Pick us! Let us tell you why.)

## **1 SKILLS THAT CONNECT YOU WITH YOUR BUYERS**

Business is personal. Buyers are human. The habit of clients to filter their perceptions about you and your offerings through a lens of bias-for-trustworthiness is well documented. We teach these skills; the skills of connection and trust, that differentiate you by differentiating the client's experience. We help inform the moments when people come together, face-to-face and voice-to-voice, when real connection is possible...and advisable. Some call it "The human side of selling;" we call it good business.

It's up to the advisor, as the facilitator of the conversation, to get clarity and buy-in around next steps. Determining what needs to be done following a meeting or conversation and who is to do that action is a matter of creating small agreements throughout a conversation. Getting agreement starts with making a list of possible actions, and getting clarity about what they entail.

## **2 SKILLS THAT ARE PRACTICAL & PROVEN**

While we're at it, we teach proven, nuanced processes, behaviors, and tools for effective selling, period. On the pragmatic side of selling, we can't help but share with our own clients the best of our learning about sales, presentations, networking, negotiating, meetings, writing, and all things client-facing. Many of us have been doing this kind of work since the early 1980s. We've seen a lot. We've created a lot of it. And we've grown in our discernment of what works, and what might just be poppycock.

## **3 PRACTICES & EXERCISES THAT ARE CUSTOMIZED & RELEVANT**

Every program is customized to meet the needs of each particular client. Our collaborative tailoring process helps us deliver a truly relevant learning experience for your people. Your real world challenges, specific language, and cultural

nuances are built into your programs so participants immediately see the relevance to themselves, and continue to find value in each learning moment.

## **4 SKILLS THAT ARE APPROPRIATE FOR ALL LEVELS OF EXPERIENCE**

If your sales professionals are seasoned veterans, our own years as sales professionals and as teachers of sales professionals allow us to meet them with the right balance of respectful appreciation for their accomplishments, along with nuanced insights that engage and transform even the most codger-like among them.

If your team has newer professionals (NuPros) and veterans new to sales, well, we love this demographic, too: eager, risk-takers, willing to try—and fail—and try again. Our early intervention provides these young professionals with a dependable foundation of proven selling skills devoid of the gamesmanship that will no longer fly in today's selling environment.

## **5 PROGRAMS THAT ARE RELEVANT ACROSS FUNCTIONS**

The more, the merrier...and the higher your return on investment. We see value in steeping every member of your client-facing organization in the skills and practices that support their collective ability to deliver a truly flawless client experience to precious clients. A shared vocabulary, and a common understanding of how a successful client interaction flows, eliminates unnecessary risks that some uninitiated member of your team might say or do exactly the wrong thing at the wrong time... and it increases the likelihood that every member of your team can effectively participate in the choreography (and improvisation) of critical client meetings or service engagements.

In addition to training those who are front and center with clients—your traditional sales and service folks—we encourage leaders to consider training their support staff, technical experts, and even internal resources whose role it is to effectively consult to your internal lines of business.

## 6 EXTRA SKILLS THAT PROMOTE AUTHENTICITY IN RELATIONSHIPS

Some of what we teach is personally, as well as professionally, confronting. Let's face it, you and I can't have stronger relationships with clients (or anyone) if we don't have strong, self-aware relationships with ourselves. Without going all woo-woo on you, we introduce some very pointed, and compelling behaviors that ask participants to step it up, by stepping into a more self-aware view of themselves. We call this suite of skills "Spinach in the Cookies" – kind of like "supplying extra nutrition where you least expect it." Here are the names of a few modules: *The Four Pillars of Integrity* (leaders love this); *The Drama Triangle* (drop the drama, cultivate creativity); *Openness-to-Listening & Learning* (of course you intend to be open; here's what that actually looks like); *The Feedback Formula* (giving and receiving); *IQ/EQ/BQ* (ask us about this one!). Rest assured: this is the content that most resonates with our participants...and most elevates the integrity and productivity of your culture. It's not about changing you (or me); it's about you becoming more aware of who you are, so that you can be more available to connect with clients and colleagues in authentic, relevant ways.

## 7 EXTRA SKILLS THAT CULTIVATE PEER-COACHING & SUSTAIN LEARNING (affordably)

There's a lot of money to be saved by cultivating a peer-coaching culture outside the classroom. Reinforcing the learning from your initiative with peer-coaching is more affordable than on-going consulting from the outside (yes, we us); and regular feedback is needed to truly make skills stick. Within our classroom training sessions, we instill the skills needed for safe and effective peer-to-peer coaching. With such practice-intensive workshops, these "Spinach in the Cookies" skills help us to facilitate greater engagement in the classroom. But they also lay a foundation for open, dynamic, safe peer-coaching practices back on the job. And you'll realize a significantly higher return on investment from your training dollars! (Read our blog about "Cotton Candy in the Rain" to learn more about peer-coaching and sustainable learning.)

## 8 STEPS THAT INVOLVE LEADERS & SUSTAIN LEARNING (affordably)

We partner with leaders in a truly novel way. Our three-part learning track for leaders is designed precisely to help busy sales leaders and managers – with little time, and no tolerance for extra work – to model the skills, and coach the front-line. When leaders play an appropriate role before, during and after the training, the learning sticks, and the intended impact on the bottom line is easier to accomplish. Our practical, winning formula is comprised of Leader as Coach + Leader as Color Commentator (leaders love this role) + Real Deal Partner Coaching.

## 9 SKILLS FOR LEADERS TO TRULY TAKE THE LEAD (affordably)

What's more, if authentic connection with clients is to be a strategic differentiator for your sales team, your sales leaders and managers must learn to operate on a whole new level of walking the talk when engaging with their direct reports: fully committed to act with integrity; fully connected to their teams as models and coaches; fully capable of taking responsibility for their actions... and their results. We've got your leaders covered here, as well.

## 10 SKILLS THAT YOU'LL TAKE HOME WITH YOU

Naturally, as you learn to better connect with clients through insightful listening, nuanced questioning, and client-focused problem-solving, well...you'll also become a better spouse, partner, father, mother, daughter, son, and friend. That's good. It means you can practice at home the skills you need to be successful in your work. Our favorite measure of success in the classroom is the anecdotes we hear about how the skills we teach and practice have changed personal relationships, too. (Ask Molly about the high-powered executive who reconnected with an estranged son the very night of the first day of training.)

## 11 SKILLS THAT YOU'LL REMEMBER, PRACTICE AND APPLY

We make the complex appropriately simple and useful: we teach observable, repeatable behaviors within memorable, streamlined frameworks; we create customized roleplays and exercises to make practice relevant; we invite you to practice, practice, practice on videotape with feedback from peers, leaders and our own highly-trained program facilitators; and we send you back with easy to remember techniques and easy to use tools that immediately shift how you speak with clients and colleagues, and how often you win deals. Or in the words of one participant: "Sorry I'm late from break. I was on a client call and I used that skill you just taught us...finally, I could hear what he really needs!"

## 12 SKILLS THAT MATTER NOW MORE THAN EVER

In highly commoditized markets, your special products can appear remarkably similar to the competition; the proof that your offerings are better – and better for the client – can only be experienced after the sale is closed. In this Catch-22, the opportunity for differentiation lies in a surprising place: the ability of your client-facing professionals and teams to connect at a more profound, memorable and relevant way with your clients.