



## ***Professional Sales Program***

### **Sales Training**

- *Zig Ziglar Sales System*
- *Zig Ziglar Top Performance*
- *Sales and Marketing with Personality Dimensions*
- *Boosting Sales and Closing the deal*
- *5 Dysfunctions of a Team*
- *Conflict Management*
- *Presentation Skills*
- *Negotiation Skills*
- *Competent Toast Masters (CTM)*
- *CRM Software*

### **Computer Training**

- *PC Basics*
- *Intro Word*
- *Intro Excel*
- *Outlook*
- *PowerPoint*
- *Desktop Publishing*
- *Project Management*

### **Professional Development/Employment Skills Training**

- *Personality Dimensions/Meyers Briggs*
- *Bad Apples Communications/customer service*
- *Time Management*
- *Survivor*

# **SALES TRAINING**

## **Zig Ziglar Sales System**

- *The TRUST Process & Selling Principles*
- *Prospecting, Managing Leads & General Benefit Statements*
- *Sales Call Etiquette & Sales Objectives*
- *Determining Needs, Asking Criteria Questions & Moving Prospects Off of Status Quo*
- *Features, Functions, Benefits; Creating Urgency & Presentation Tips*
- *How & When to Close & Trial Closes*
- *Overcoming, Practicing and Learning from Others*
- *4 Common Styles, How to Communicate & How to Personalize*
- *Using Technology, Organization & Increasing Productivity*
- *The Initial Contact, Creating a Prospect List & Asking for Referrals*
- *Overcoming Closing Reluctance, Using Trial Closes Effectively, Improving Closing Techniques & Servicing the Sale*

## **Zig Ziglar Top Performance**

- *An in-depth understanding of the foundation of a top performer and how to move low performers to top performers*
- *The confidence required to portray a positive image and why it's critical to your advancement*
- *An easy way to determine the art and science of reward and recognition*
- *The formula of the DOSES of Leadership for daily accountability and how leaders who perform can't live without it*
- *How to apply the learning within selected bridge activities to your job the moment you return from the class*
- *An understanding of the nuances of intent and content while internalizing the principles behind the filters of communication*
- *An awareness of cycles of waste and toxicity in daily communication and how you can minimize these performance demoralizers*
- *New ways to specifically manage each individual on your team that naturally increases team performance*
- *New methods that prevent stagnation by eliminating fear and blame in workplace relationships*

## ***Sales and Marketing with Personality Dimensions***

- *Identify the needs and preferences of customers and clients*
- *Identify the unique way others perceive things – such as benefits and rewards*
- *Design sales/marketing that “speaks” to diverse clients*
- *Recognize and accommodate the communication styles of their customers*
- *Working with primary color groups*
  - *Clarifying perceptions*
- *Working with different style preferences*
  - *Creating marketing campaigns that capture the interest of diverse customers*
- *Working from one’s least preferred style*
  - *Recognizing and meeting the needs of the most misunderstood customers*

## ***Boosting Sales and Closing the Deal***

*Develop skills for navigating a sales dialogue. In this program we build methods of discovering the client solution to assist in the development of the sale, while still practicing and managing crucial sales objections.*

- *To understand your sales style and why it works*
- *To become more effective at 'Closing the Deal'*
- *To explore the key stages of successful Sales Negotiations*
- *To unpick crucial elements of preparation*
- *To practice developing strong client relationships*
- *To 'hear' the clients expressed wants*
- *To uncover the clients perceived needs*
- *To understand how to achieve constructive wins*
- *To practice holding the 'bottom line'*
- *To have further options in tricky negotiations*
- *To have fun*
- *To be successful in sales negotiations means being confident and aware of how your style works and where it may not. Crucially, it means knowing what to do when things seem to be going 'off piste' and staying conscious during the crucial elements and stages of the negotiation process.*

## **5 Dysfunctions of a Team**

- *To make substantial progress towards becoming a more cohesive team.*
- *Improved organizational performance as team members are able to work together towards common goals.*
- *Increased employee morale*
- *Reduced employee turnover*
- *A reduction in unproductive interpersonal conflict*
- *Fundamental # 1 Building Trust*
  - *Behavior Profile Exercise*
- *Fundamental # 2 Mastering Conflict*
  - *Conflict Norming Exercise*
  - *Conflict Resolution Exercise*
- *Fundamental #3 Achieving Commitment*
  - *Cascading Communication*
- *Fundamental #4 Embracing Accountability*
  - *Team Effectiveness Exercise*
- *Fundamental #5 Focusing on Results*

## **Conflict Management**

- *The purpose of conflict*
- *Changing what you do for a different outcome*
- *Defining a difficult person*
- *Working with difficult people*
- *Using honesty and agreement*
- *Turning arguments into discussions*
- *Defusing blame*
- *Active listening and responding*
- *Understanding the roles people play*
- *Dealing with strong feelings*
- *Delivering bad news*
- *Feeding the solution not the problem*
- *Choosing appropriate conflict*
- *Creating win-win: achieving resolution*
- *Getting to the core of the problem*

- **Presentation Skills**

*Essential Presentation Skills Is The Solution For Any Of These Common Performance Goals:*

- *Improving sales performance*
- *Thinking "on your feet" in meetings and in front of a crowd*
- *Adding skills that will enhance your career*
- *Increasing your team value*
- *Delivering powerful communications*
- *Improving your closing ratio*

*Nonverbal Skills For Successful Presentations*

- *Appearance*
- *Professionalism*
- *Projecting an image*
- *Posture*
- *The speaker's stance*
- *Confidence*
- *Gestures*
- *The comfort zone*
- *Meaningful movement*
- *Eye Contact*
- *Audience connection*
- *Pulling the audience in*
- *Facial Expressions*
- *Facial gestures*
- *Supporting the message*

*Verbal Skills for Successful Presentations*

- *Voice*
- *Volume*
- *Pacing and clarity*
- *Padding*
- *Communicating without words*
- *Connections*

*Techniques for Successful Presentations*

- *Audience involvement*
- *Audience participation*
- *Building rapport*
- *Question and Answer Session*
- *Verbal survey*
- *Checking for understanding*
- *Audio-Visual Aids*
- *Supporting message*
- *Defeating Murphy's Law*
- *Humor*
- *Carrying your message*
- *Increasing impact*
- *MC Introductions*
- *Setting the tone*
- *Directing audience attention*

## **Negotiation Skills**

- *Introducing negotiation types and qualities*
- *Preparing for negotiations*
- *Building the relationship*
- *Eliciting information effectively*
- *Holding your ground when you need to*
- *Dealing with the tough guys*
- *Closing the deal*
- *Negotiating with flair*
- *Expanding your sphere of influence*
- *Compensation rather than compromise*
- *Personal Negotiation strategy*
- *Making impactful briefings*
- *Creating the right first impression*
- *Using pressure rather than coercion*
- *Seeing the other point of view*
- *Using status to stay in charge*
- *Knowing what to give away*
- *Understanding group dynamics*
- *Giving positive feedback*
- *Making "weaknesses" work for you*
- *Overcoming Obstacles*

## **Competent Toast Masters**

- *The Ice Breaker*
- *Organize Your Speech*
- *Get to the Point*
- *How to Say It*
- *Your Body Speaks*
- *Vocal Variety*
- *Research Your Topic*
- *Get Comfortable with Visual Aids*
- *Persuade with Power*
- *Inspire Your Audience*

# **COMPUTER SKILLS**

## **PC Basics**

*The course length is 9 hours. This course has no pre-requisites.*

*PC Basics was developed on the idea that people need to have a basic understanding of the computer environment in order to comprehend more advanced topics. The course focuses on the relationship between hardware and software, and specifically comparing and contrasting the concept of storage memory and working memory (RAM). Through this process we build a model of how the computer works and how users interact with it. Students learn step by step the approximate way in which a calculation device has been applied to allow users to make the movie Shrek or do any of the fantastic things that computers do. Students learn global computer skills and get a strong understanding of how their interaction fits into the computer environment model, and how manipulating the O.S. gives them greater control over their computing experience. Our students tend to leave the Intro class excited about technology and have a basic roadmap of how to go about learning to harness that technology. This course has a lot to do with clarifying terms, removing intimidation and enabling student growth.*

### **Course Objectives**

*After completing this course, you will be able to:*

- *Identify some computer terms*
- *Understand the Operating System role*
- *Know the role of an application*
- *Be able to navigate through the Windows operating system*
- *Create, save and close files*
- *Create folders*
- *Understand file structure concepts*
- *Copy and move files*
- *Create a bookmark*
- *Use tabs while browsing the internet*
- *Locate and verify information on the internet*
- *Use online resources*

## **Introduction to Word**

Microsoft has released a new version of Word. Many things have changed in the new version. There's a whole new look and there are many new features that have been added. The new arrangement helps users be more efficient by having everything laid out more logically. The new features are all about making creating documents easier and faster.

The course length is 6 hours.

### **1. New look**

- Ribbon
- Office Button
- Previews

### **2. Strategies for efficient document creation**

#### • Character level

- Fonts
- Sizing
- Effects
- Colour
- Character Spacing

#### • Paragraph level

- Paragraph Spacing
- Line Spacing
- Tabs
- Alignment
- Indentation
- Lists
- Pagination

#### • Document level

- Breaks

- Columns
- Headers/ Footers
- Vertical Alignment
- Margins
- Orientation
- Page Setup

#### • **Making Professional Documents**

##### • Themes

- Colour schemes
- Font schemes

##### • Styles

- Using Styles
- Quick styles
- Editing Styles
- Creating Styles

##### • Graphics

- High quality graphic creation
- Drawings
- Editing Photos

##### • Spell Checker

- Office wide changes

##### • New usability

- **Introduction to Excel**

*This course requires basic Windows skills (PC Basics Certification) or equivalent experience. The course length is 9 hours.*

*This course starts at the very beginning of spread sheeting and assumes no previous understanding of spread sheet concepts. By design this class introduces students to the basic concepts of Excel and teaches them the fundamental skills necessary to utilize the program in a real world environment.*

- 1. Introducing Excel**

- *What is Excel?*
- *Understanding Basic Terminology*
- *What's New in 2007*
- *Creating a New Workbook*
- *Opening, Closing & Saving Workbooks*
- *Entering Data in a Worksheet*
- *Entering Text and Numbers*
- *Entering Dates & Times*
- *Inserting Symbols and Special Characters*
- *Moving Around the Worksheet*
- *Selecting Cells*

- 2. Manipulating Items**

- *Editing Cells & Undoing Changes*
- *Copying & Moving Data*
- *Changing the Column Widths & Row Height*
- *Inserting & Deleting Rows & Columns*
- *Inserting & Deleting Rows & Columns*
- *Inserting & Deleting Cells*
- *Managing Worksheets*

- 3. Using Formulas**

- *Creating and Editing Simple Formulas*

- *Referencing & Linking Other Worksheets*
- *Using Common Functions with Cell Ranges*
- *Using Absolute and Relative Cell References*
- *Displaying and Printing Formulas*

- 4. Formatting the Worksheet**

- *Formatting a Cell*
- *Changing Cell Alignment*
- *Changing Fonts and Sizes*
- *Applying Cell Borders*
- *Using Colors and Patterns*
- *Applying & Modifying Themes*
- *Formatting Worksheets*
- *Displaying Gridlines and Headings*

## **Microsoft Outlook**

*This course requires basic Windows skills (PC Basics Certification) or equivalent experience. The course length is 6 hours.*

*Intro to Outlook is designed to introduce new users to the concepts, skills and application of the Outlook program. We reinforce how the integration of the individual processes is the real strength of the application*

### **1. Introducing Outlook**

- *What is Microsoft Office Outlook*
- *Using the Mail Module*
- *Creating an E-mail Message*
- *Reading and Viewing Messages*

### **2. Responding To Messages and Message Options**

- *Replying to a Message*
- *Forwarding a Message*
- *Resending a Message*
- *Deleting a Message*
- *Saving Messages*
- *Printing Messages*
- *Using Message Options*
- *Message Settings*
- *Requesting Delivery or Read Receipts*
- *Modifying Delivery Options*
- *Assigning Categories*
- *Flagging Messages*

### **3. Managing E-Mail**

- *Applying Themes and Stationery*
- *Setting a Default Message Font*
- *Working with Signatures*
- *Working with Attachments*
- *Sorting and Finding Messages*

- *Managing Messages*
- *Archiving Messages*

### **4. Using the Calendar**

- *Looking at the Calendar*
- *Navigating within the Calendar*
- *Changing the View Options*
- *Customizing the Calendar Options*
- *Printing the Calendar*

### **5. Scheduling Items**

- *Scheduling Items*
- *Creating an Appointment*
- *Scheduling Events*
- *Sending Meeting Requests*
- *Determining Available Meeting Times*
- *Using the Scheduling Page*
- *Using the Scheduling Assistant*
- *Using Group Schedules*
- *Making Changes to Meetings*

### **6. Working With Contacts**

- *Exploring the Contacts Module*
- *Creating a New Contact*
- *Editing a Contact*
- *Finding Contacts*
- *Using Electronic Business Cards*
- *Printing Contacts*

## **PowerPoint Outline**

*This course requires basic Windows skills (PC Basics Certification) or equivalent experience. The course length is 6 hours.*

*Intro to PowerPoint introduces you to creating dynamic presentation slides for a presentation or speech. You will be able to add text, graphics, transitions, & tables and be able to modify their arrangement. Using the tools you receive in this class you will be able to make professional slides easily and efficiently.*

1. *Introducing PowerPoint*
  - *Overview*
  - *Looking at the PowerPoint Screen*
  - *Structuring a Presentation*
  - *Creating New Presentations*
  - *Organizing Files*
  - *Changing the Page Setup*
  - *Organizing Slides*
  - *Changing the View*
2. *Working with Text*
  - *Working with Text in a Presentation*
  - *Using Bullets and Numbering*
  - *Formatting Text Content*
  - *Manipulating Text Content*
3. *Working with Text Content*
  - *Using Text Boxes*
  - *Using WordArt*
4. *Working with Illustrations and Shapes*
  - *Using Pictures*
  - *Modifying Pictures*
  - *Inserting Shapes*
  - *Modifying Illustrations and Shapes*
  - *Arranging Illustrations and Shapes*
5. *Working with SmartArt*
  - *Creating a SmartArt Diagram*
  - *Modifying SmartArt Diagrams*
6. *Working with Charts and Tables*
  - *Inserting Charts*
  - *Using Tables*
  - *Formatting the Table*

## ***Desktop Publishing***

*Purpose / Objectives: To combine entry level graphic manipulation with publishing software to create professional looking published projects. Students learn the basics of using logo's and clipart combined with photographed images in newsletters, brochures, signs etc. The goal is to produce these documents quickly and have them look professional in the process.*

*Microsoft  
Publisher*

- *Arranging Objects*
- *Adding Text To Text Boxes*
- *Character and Paragraph level management*
- *Tabs*
- *Connecting Text Boxes*
- *Box Properties*
- *Layering Objects in publication*
- *Formatting Objects*
- *Working with our edited photo images*
- *Checking Publications*
- *Preparing for Print*

*Visio*

- *Constructing Professional level schematics and layout for sales presentations*
- *Practical Employer Skills project*
- *Practical Testing*

## **Customer Relations Management Software (CRM)**

*Just as the Word Processor replaced the typewriter for secretaries, CRM software streamlines the sales productivity of the modern sales professional. We provide step by step instruction on how to set up, effectively use and maximize productivity using a the latest CRM solution to capture the most important elements of your customer and prospect relationships—the phone calls, the emails, all the interactions that foster strong sales and solid customer care. (Some common CRM programs include Maximizer, Microsoft CRM and SalesForce)*

*CRM helps increase company productivity and offers managers insight into their teams' activities.*

- *Increase in lead volume*
- *Increase in lead conversion rates*
- *Increase in sales productivity*
- *Increase in sales wins rates*
- *Increase in sales revenue*

*Students will also learn how to track and report sales contacts and leads to demonstrate workplace productivity even while clients are within the sales cycle. CRM is the “inventory” system of clients before an invoice is generated. Every sales professional needs to take advantage of the time savings CRM software provides, more productivity = more clients and more sales.*

# Project Management

*Purpose / Objectives: This course is the first in a series of two courses designed for individuals who will use Microsoft Office Project Professional 2003 as a tool to assist them in managing projects. The topics in this course cover the critical skills necessary to create and modify a project plan file that contains tasks, resources, and resource assignments. We will also give you the opportunity to work with a project plan once it has entered the project implementation phase. Using these skills will allow you and your organization to follow a project plan to its completion easier and with more success.*

*MS Project /  
Visio*

1. *Creating a Project Plan File*
  - *Create a Project Plan File*
  - *Create and Assign a Project Calendar*
  - *Add Tasks to the Project Plan File*
  - *Add a Project Summary Task*
  - *Add a Recurring Task*
  - *Enter Task Duration Estimates*
2. *Creating a Work Breakdown Structure*
  - *Outline Tasks*
  - *Link Dependent Tasks*
  - *Identify Deliverables in the Project Plan File*
  - *Constrain Tasks*
  - *Set a Task Deadline*
3. *Creating and Assigning Resources*
  - *Create Resources*
  - *Create a Resource Calendar*
  - *Assign Resources*
  - *Assign Additional Resources to a Task*
  - *Resolve Resource Conflicts*
4. *Finalizing the Project Plan*
  - *View the Critical Path*
  - *Shorten the Project Duration*
  - *Set a Baseline*
  - *Display Project Summary Information*

## **Personal Development Training/Employment Skills Training**

### **Myers-Briggs®, Personality Dimensions®**

- *Complete three self assessments to determine the color spectrum*
- *Participate in a group process to validate individual color spectrum*
- *Determine how the color spectrum relates to career choices*
- *Learn to value the gifts and talents of others*

### **Bad Apples - Communications**

- *To recognize and describe the characteristics of a bad attitude*
- *To understand how negativity impacts relationships and performance*
- *Explore a 5 step process for dealing with difficult people*
- *To manage conflict with confidence, resulting in a positive outcome for everyone*

### **Time Management**

- *Examine the concept of “time” and explore how to effectively control time instead of letting it control our lives*
- *Identify “time wasters” in our lives*
- *Develop strategies to turn our “time wasters” into “time savers”*

### **Survivor**

#### *Looking and Acting the Part*

- *Appearance – Appropriate clothing and grooming*
- *Timekeeping – Attendance, punctuality and informing others of absence or lateness*
- *Following company policies*

#### *Meeting Work Standards*

- *Work Methods – Appearance of work, work efficiency, quality and quantity of work*
- *Care of equipment and materials*

#### *Working with people*

- *Communication Skills – Giving and Receiving Instructions, and Giving and Receiving Feedback*
- *Showing initiative*

### **Work Experience/work search**