

#### Overview...

Today's business environment requires the use of a diverse set of leadership skills, many of today's managers struggle with out of date and ingrained management techniques that are based on habits and behaviors learned early in life. Through experience, we have discovered that this most basic skill level, which provides the very foundation for great leadership and human development, is in low or non-existent levels in the vast majority of managers. By using our techniques staff will overcome these learned habits and throw open the doors to future success and growth.

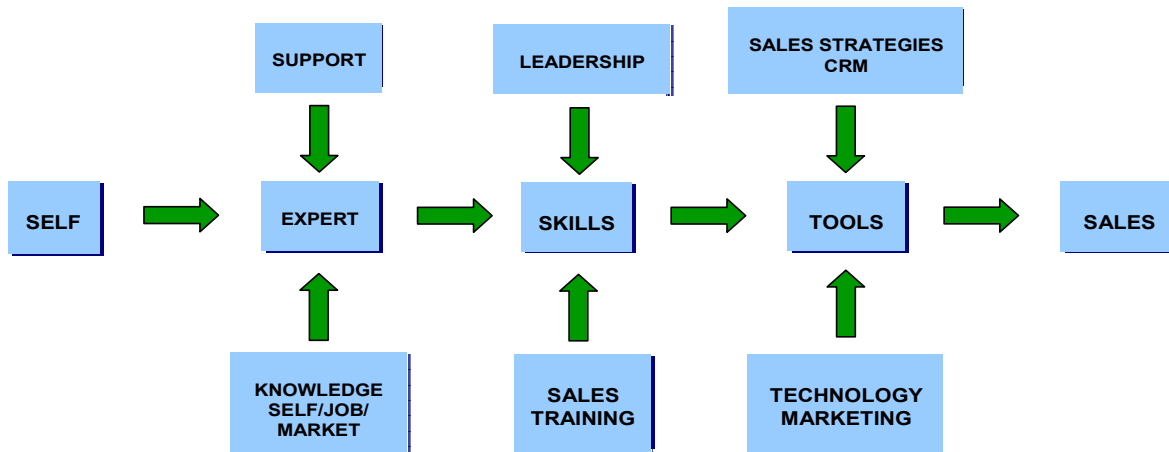
#### Our Approach...

At Blue Hudson Group our training methods target the neo cortex and the limbic areas of the brain. The limbic system influences the formation of memory by integrating emotional states with stored memories of physical sensations, we re-educate and shape learned behaviors to become performance oriented habits, resulting in an immediate increase in the speed in which managers learn and adapt to changing business demands.

#### Our Advantage...

- **Up to date Knowledge** - We provide cutting edge management knowledge to educate course participants in the ever changing dynamics of the workforce
- **Flexibility** - Our learning modules are customized to meet business needs, individual temperament, habit formation, rapidity and motivation for self development
- **Diversity** - We illustrate and expand on Generational gaps in workforce management
- **Satisfaction** - We are 100% committed to customer satisfaction. Our class size generally averages 12 people; this ensures that everyone has ample one-on-one time with the instructor.
- **Commitment** - Our commitment doesn't end at the completion of a program. We provide feedback, follow up and a quarterly newsletter to keep our participants informed and in touch.

#### Our System...



## Our Classes...

### Principles of Selling 101

**Who should attend?** All entry level sales professionals or anyone needing to brush up their sales skills

**What Benefit can be expected?** At the end of the class, participants will:

- Be prepared to represent your company with professionalism and confidence
- Be able to assess their own personality type and preferences as well as that of their team members and customers
- Be able to win the relationship of prospects that will become repeat customers
- Master sales skills to sell on consultative and relationship levels
- Learn how to uncover and overcome customer objections and know how and when to close sales
- Be able to work productively managing territories, market segments and customer relationships
- Know how to plan achievable and measurable goals that support business profitability

**Fundamental elements of the course include:**

- Myers Briggs Type Inventory Personality Assessment
- Professionalism – verbal and non verbal communication (telephone etiquette, body language, appearance, entertaining etiquette and e-mail etiquette)
- Sales approach and individual style of selling
- Uncovering/securing desire
- Handling objections
- Negotiating & closing
- Planning **SMART** goals
- Art of prospecting
- Successful cold calling
- Time management
- Managing life/work balance

### Strategic Selling

**Who should attend?** All experienced sales professionals needing or desiring to improve their performance.

**What Benefit can be expected?** At the end of the class, participants will:

- Be able to assess their own personality type and preferences as well as that of their team members and customers
- Be a participative and committed team member
- Identify and overcome the six behaviors experienced sales professionals typically act upon that make them lose a “done-deal” sale
- Be able to create sales strategies and action plans within a territory or market segment
- Be able to win the relationship of prospects that will become repeat customers
- Master sales skills to sell on consultative and relationship levels
- Learn how to uncover and overcome customer objections and know how and when to close sales
- Be able to work productively managing territories, market segments and customer relationships
- Know how to plan achievable and measurable goals that support business profitability

**Fundamental elements of the course include:**

- Myers Briggs Type Inventory Personality Assessment
- Team dynamics
- Sales approach and individual style of selling
- Principles of leadership
- Communication skills
- Developing Sales Strategies using positioning and niche markets
- Customer Relationship Management
- Negotiating to win
- Planning SMART goals
- Art of prospecting
- Successful cold calling
- Time management and Managing life/work balance and career planning

## Director of Sales Recovery Program

**Who should attend?** All sales professionals supervising or directing sales staff

**What Benefit can be expected?** At the end of the class, attendees will:

- Be able to assess their own personality type and preferences as well as that of their team members and customers
- Be able to assess their own leadership style and the preferred behavior of team members
- Know how to build a successful team
- Have learned leadership skills, coaching and counseling skills
- Understand differing sales mindsets and be able to identify the selling style of team members
- Know how to enforce accountability successfully
- Know how to motivate, reward and recognize individual efforts and accomplishments
- Know how to hire staff based on business needs and not personal preference
- Learn how to transition from selling to directing and managing a sales force
- Learn how to create, implement and evaluate sales strategies
- Be able to win the relationship of customers, team members and competitors
- Know how to self motivate to achieve personal and team successes

### **Fundamental elements of the course include:**

- Myers Briggs Type Inventory (MBTI) Personality Assessment
- Team dynamics
- Identification of MBTI Leadership styles
- Management of sales force and revenues
- Emotional intelligence
- Principles of leadership
- Principles of communication
- Team building exercises
- Coaching, counseling and accountability techniques
- Reward and recognition
- Time management
- Nuts and bolts of sales strategies
- Customer Relationship Management (CRM)
- Managing life/work balance and career planning

## **Our Workshops...**

### MBTI- Myers-Briggs Type Indicator Workshop

**Who should attend?** Anyone who has not attended an MBTI workshop in the previous nine months. This course is particularly beneficial for new hires.

**What Benefit can be expected?** At the end of the class, attendees will:

- Be able to identify their unique personality type and preferences
- Identify their leadership style
- Understand the different personality types in the organization
- Improve cross functional communication, coaching, training and development of staff
- Be able to easily implement and adapt to change
- Appreciate diversity of all personality types

### **Fundamental elements of the course include:**

- Myers Briggs Type Inventory (MBTI) Personality Assessment
- Understanding the attitudes/orientation of the sixteen personality types
- Understanding reliability and validity of instrument

## Generational Marketing - Preparing for the future:

**Who should attend?** Those responsible for hiring, mentoring and training staff of different age groups; all sales professionals

**What Benefit can be expected?** At the end of the class, attendees will:

- Know the characteristics of each generation
- Know how to attract, hire, train and discipline staff of different generations
- Know how to sell and buy from people based on differing generational characteristics
- Know how to reward staff based on generational attitudes
- Know how to identify conflicts caused by generational gaps

### **Fundamental elements of the course include:**

- Identifying the characteristics of each generation (Baby Boomers, Gen X, Gen Y and Millennium)
- Identifying the buying behavior and work behavior of each generation
- Generational conflicts
- Best practices for; recruiting, training and retaining staff
- Prepare for organizational changes to accommodate future business paradigms

## Women and Leadership - Workshop

**Who should attend?** Women interested in discovering, reinforcing and enhancing their natural leadership style. Men interested in more effectively understanding the motivational drives and leadership styles of women.

**What Benefit can be expected?** At the end of the class, attendees will:

- Able to identify styles of leadership
- Able to identify natural strengths that most women possess
- Review styles of communication and the different ways that men and women communicate
- Be able to affectively manage conflict
- Understand, develop and practice emotional intelligence
- Know how to build a network of supporters, resources and friends
- Developing personal and professional life balance

## Relationship Marketing – Customer Relationship Management (CRM) Workshop

**Who should attend?** Everyone working with customers

**What Benefit can be expected?** At the end of the class, attendees will:

- Understand and be able to apply relationship marketing
- Build a platform to win and maintain strong customer relationships
- Have mastered the eight myths of communication
- Know and understand verbal and non verbal types of communication
- Review styles of communication
- Know how to stay connected with customers in a electronic world

**We also offer programs in Telephone Etiquette, Public Speaking, Team Building, Leadership and Hospitality skills.**