

TRAINING & DEVELOPMENT



assess, align, achieve®



→ OUR COMPANY

Who We Are

ath Power Consulting is the premier provider of research and customer experience solutions. We are the all-in-one resource for survey research, multi-channel mystery shop study, compliance audits, competitive intelligence, market analyses, employee development, and strategic consulting. Since 1997, our fully customizable solutions have helped our clients improve customer retention and acquisition, maximize operational performance, build brand loyalty, and increase profitability.

What We Do

ath Power helps all types of organizations grow by teaching the skills necessary to differentiate themselves from their competition. It is our business to understand exactly what makes a customer-focused organization succeed.

Our Approach

ath Power provides proven training methods and unparalleled expertise to develop your staff, but our ability to customize training content while introducing tools and processes is what truly differentiates us from other providers and leaves a lasting impression. We begin by determining your organization's needs and which foundational content would benefit your company culture. Next, we establish the training series order and priority, ensuring that goals are aligned with your specific needs. Finally, we customize the content to fit *your* business, using *your* own look and feel.

ath Power's training proficiencies include a range of topics, including:

- Leadership, Management, and Coaching
- Consultative Selling
- Service Excellence
- Process Improvement
- Business Development
- Strategic Business Planning

④ OUR SOLUTIONS

The ath Power Sales and Service Connection™

ath Power training programs employ the best practices and proven sales techniques used today. Our approach embraces the importance of superior service in a successful sales and relationship-oriented organization with a philosophy that supports the overall corporate culture.

We take a customized approach to the training materials and delivery, as each client truly is unique in its staffing make-up, management team objectives, and internal training capabilities. Our training caters to the adult learner and provides an active, hands-on learning experience, as well as several measurable benchmarks for success along the way. Employees learn the critical components of exceptional service techniques. Sessions are tailored for the various employee groups and functions involved in a successful service environment - front office employees, back office personnel, supervisors, managers, and executives.

Our exclusive Customer Experience Training and Sales Management Development System offers:

- ✓ A comprehensive solution which allows you to achieve an exceptional customer experience at every touch point - internally and externally, across the organization
- ✓ Tailored and flexible programs, based on your organization's unique products, services, and corporate objectives
- ✓ A mix of tools and processes that will enable managers to measure, monitor, and improve sales and service performance in conjunction with existing measurement controls
- ✓ A cost-effective solution that enhances what you have in place - from competency standards, to job description refinement, coaching elements, and value-based incentive systems
- ✓ Bottom-line results regarding: Profitability, Branding, Sales Efficiency, Customer Service, Customer Experience, Relationship-Building, Advocacy and Retention, Internal Communications, Teamwork, and Organizational Culture

Our Facilitators and Content Management Executives

Our training team is made up of highly accomplished content developers, facilitators, and consultants with proven track records in creating and implementing numerous sales and service-based programs. These industry leading executives bring expertise in business development, relationship development, consultative/needs-based selling and coaching, sales processes, management development, as well as compliance training, policy review, and measurable process improvements. They are the best in the industry at what they do.

Training Topics

Leadership, Management, and Coaching

The Leadership, Management, and Coaching Training program highlights the importance of leadership to cultural excellence and goal attainment. We use discussions, exercises, concepts, and best practices to cover:

- Leadership and coaching methods
- Goal setting
- Building accountability
- Sales management (for appropriate groups)
- Performance management for service-excellence and sales/relationship maximization
- Hiring selection skills and techniques
- Communication/presentation skills



Business Development

Business Development Training Workshops are held for dedicated sales professionals and are developed around established corporate goals. The program boosts networking strategies and encourages leveraging existing networks to expand business. Some areas of focus include:

- Fundamentals of successful outside selling
- Strategies for targeting new relationships
- Strategies and best practices for pre-call planning
- Sharpening in-call sales techniques
- Strategic selling/networking
- Post-call review and touch point planning
- Time management

Service Excellence

This program consists of customer service training for all employees emphasizing customer communication strategies and relationship-building. Workshops focus on the core behaviors, skills, techniques, and processes that promote exceptional customer experiences (for internal and external customers) and will cover:

- Identifying professional qualities and conducting self-assessments for action planning
- Evaluating various customer personalities and what they relate best to in the way of service
- Using effective communication and listening techniques (that demonstrate personal accountability for the customer's experience)
- Identifying and handling customer concerns demonstrating a 'customer first' focus
- Focusing on internal customers – topics relating to support, commitment, and teamwork

Training Topics

Consultative Selling

This program provides a hands-on, foundational learning experience teaching your employees the critical components of consultative selling techniques. We utilize the most up-to-date, team-focused, and example-based teaching methods to build customer relationships. A variety of individual and group activities that encourage participation and stimulate interaction are utilized. Some areas of focus include:

- What it takes to earn a customer's business
- Sales as a service
- Clearly communicating products, services, prices, and solutions
- Account analysis, consultative approach
- Aligning incentives to develop trusted partnerships
- Skills practice

Process Improvement

Through this program, Ath Power will help your organization develop an internal Process Improvement Team. The team will be comprised of a variety of senior managers, middle managers, supervisors and front-line staff members. It will identify service process metrics that will yield efficiency and earnings improvements. Some areas of focus include:

- Establishing a Mission Statement and core objectives
- Assigning roles to participants
- Creating effective agendas
- Establishing sub-committees
- Enhancing effectiveness of teams/work groups
- Team communication
- Meeting skills and techniques for leaders and participants
- Presentation skills
- Planning an employee 'road show'

Strategic Business Planning

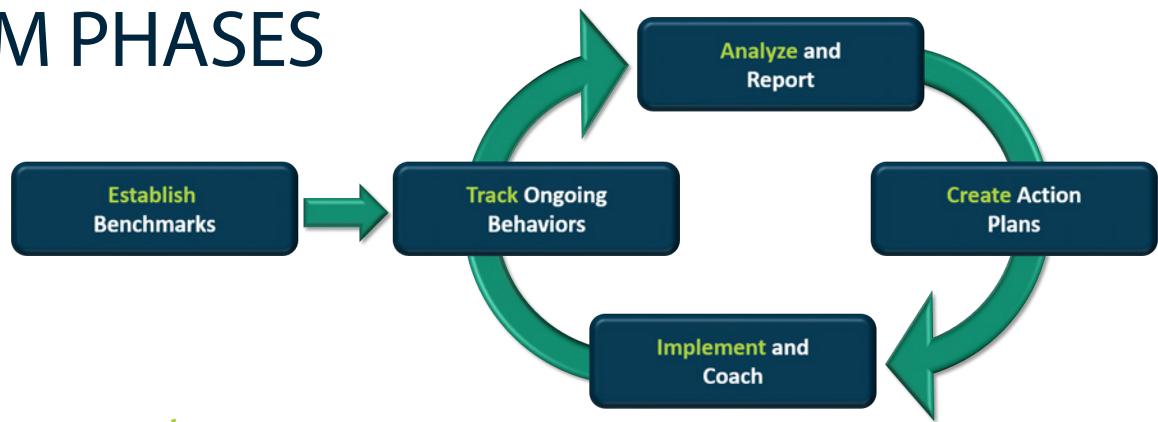
This workshop is designed to stimulate your company's growth and find your competitive advantage. We work with the executive team to enhance their decision-making process and to uncover changes that need to take place in order to create differentiation among your competition.

Some areas of focus include:

- Goals and objectives
- Mission statement
- External factors
- Identifying your clients
- Understanding your competition



→ SYSTEM PHASES



Phase 1: Needs Assessment

First, we determine your company's needs and which foundational content would benefit your company culture. The result of these discussions with the Executive Team should be a defined training series order and priority for your company, ensuring training goals are aligned with your planned initiatives and needs.

Phase 2: Discovery and Feedback for Alignment

Next, we assess your organization's current environment. This is paramount in successfully determining the key elements of your customized training program. This will be achieved via consultation with key management personnel to uncover which tools and processes are used today. Phone interviews with select managers and employees as well as an optional companywide survey will help ensure buy-in from all sides of the company.

Phase 3: Content Customization

In this phase, we customize our materials and instruction. We will train using your company's examples - those you provide and know are important. Today, "Sales" and "Service" have a variety of definitions and not every company uses the same language to describe what they mean. Your company's make-up and culture will take priority. We bring our expertise while making sure it is valuable to you so that training is not an "event". Our ability to customize while introducing tools and processes is what makes our training stick.

Phase 4: Delivery

Prior to training delivery, we review the goals of the upcoming training session(s) and the scenarios you provide. As training progresses, we use a variety of benchmarks for tracking and encouraging continuous improvement, including:

- A pre- and post- assessment of learnings for each training topic
- Action Plans for each employee after every training session
- Instructor and Workshop evaluations after class

Phase 5: Program Review and Feedback

The final step will be to meet once again with the Executive Team in order to bring the program full circle. Here, we review program accomplishments, areas of emphasis for continued improvement, instituted coaching dynamics, and final recommendations for the next stages of your continued process development.



Train the Trainer

ath Power provides a comprehensive program that teaches your training team how to successfully deliver our training programs to your own staff. This allows skills attained throughout ath Power's training to be passed on to new hires, encouraging and sustaining a sales and service focused culture for years to come. ath Power will also license customized materials for your training team to use going forward. Please contact us to learn more.

Grant Writing

ath Power is experienced in writing Training Fund grants for the purposes of supplementing the cost of training. Typically, these grants can reimburse 70 - 100% the total cost of training, depending on a variety of variables including what state the grant is submitted. For clients who conduct their training through ath Power, grant writing is provided in-house. The information gathering and writing process may take two weeks to two months. In the last ten years, we have successfully written grants to fund dozens of training programs. Please contact us for more information.

Contact

EJ Kritz
Director of Training
978.474.6464, extension 209
ejkritz@athpower.com

Get In Touch

ath Power Consulting

Phone: +1.978.474.6464

Email: info@athpower.com



www.athpower.com