

“If you don’t take care of your customers, someone else will.”

Ken Blanchard

It is eight times harder to find new customers than to keep the customers you’ve got. **Journey Learning** can help you do both. Our **Customer-Facing Effectiveness** programs focus on the skills necessary to achieve optimal success in sales and service with both your external and internal customers.

The following programs lead individuals and teams on their *Journey* to realizing optimal success in dealing with your customers and with each other.

Prospecting and Demand Creation™ (PDC)

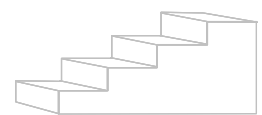
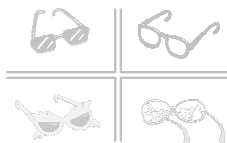
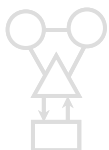
In today’s competitive business environment, few organizations are able to maintain or grow their business by simply fulfilling the demand that comes to them. Proactive prospecting has become a survival issue for sales organizations. **PDC** is aimed at providing sales people and sales managers with a proven process, tools, and tactics for developing revenue from new opportunities with both new and existing customers. As a result of participating in this highly impactful program, employees will:

- Embrace a simple process by which they recognize the most productive measures for revenue growth.
- Categorize and measure each and every sales contact within a patented, visually-oriented, easily managed tool.
- Strategize, manage, and drive forward movement in the sales process.
- Project productivity results accurately.
- Hit income and revenue goals.
- Create a compelling message that will garner interest and involvement.
- Understand the keys to gaining access to prospective decision-makers.
- Develop a compelling message that will create interest and involvement.
- Gain access to key decision-makers.

Journey to Sales Success™ (JSS)

To be successful in selling, people must understand how to create a competitive edge while developing profitable relationships with customers and prospects. This exciting selling skills program emphasizes the key elements for leading a salesperson to greater selling success. **JSS** addresses critical sales issues in a straightforward, realistic, and highly participative way. Visual models support key skills, making them easy to remember, and therefore, easy to implement. Highly beneficial for experienced and new sales people alike, **JSS** will help participants:

- Create critical action plans for aligning with customers for short and long-term success.
- Construct strategic customer-development plans for maximizing profitability and revenue opportunities.
- Implement powerful questioning techniques to uncover customer needs and operational goals.
- Utilize impactful presentation methods for delivering meaningful, value-added messages.
- Understand distinctive communication styles and techniques for more effectively responding to objections, concerns, or questions.
- Execute comfortably with proven techniques for confidently and effectively closing the sale.
- Maximize creativity and competitive advantages in achieving optimal sales results.



Journey to Service Excellence™ (JSE)

Providing service excellence to customers is the hallmark of all successful organizations. This engaging program leads participants to a greater awareness of this principle by providing concrete, real-world applications to increase their ability to provide the excellent customer service required in today's business environments. **JSE** will help participants:

- Understand how a customer's perception can influence his/her level of satisfaction with an organization – which will dramatically affect future revenues and overall profitability.
- Learn how to serve each customer in ways meaningful to that customer in order to enhance the quality and strength of the business relationship.
- Utilize key listening and conflict resolution skills.
- Strategize ways to solve customers' problems and provide solutions suitable to their needs.
- Discover ways to capitalize on new sales opportunities.

Journey to Communication Effectiveness™ (JCE)

Communicating effectively with customers and peers alike is critical to the success of any organization – and the satisfaction of those involved. **JCE** delivers measurable benefits for people who interact with others. **JCE** utilizes scientifically proven participant self-assessments and 360-degree peer feedback to customize the experience for each attendee. This powerful program will help participants:

- Identify their communication style and the styles of their colleagues.
- Adapt to the needs of each communication style for greater effectiveness.
- Realize how their style influences their ability to build and maintain relationships that affect the bottom-line.
- Execute all types of communications more effectively in all environments.

Journey to Successful Negotiations™ (JSN)

The challenge of negotiating for sales people is to achieve certain financial and operational goals while preserving long-term relationships with clients and prospects. Conveying a positive, confident position relative to the negotiation process can overcome this challenge with extremely positive results. **JSN** empowers your people to achieve these objectives while making the negotiating process a relationship-enhancing experience. Through the principles and techniques of **JSN**, participants learn how to effectively:

- Understand when and how to position themselves for success in negotiations.
- Identify, understand, and respond to negotiating challenges and opportunities throughout the client's decision-making process.
- Overcome the various games, tactics, and ploys companies utilize to gain an advantage in negotiating.
- Elevate negotiations – and overall business relationships – from the competitive level to the more productive cooperative and collaborative levels.
- Leverage seven key sources of power prior to entering a negotiation process.
- Support and protect the interests and policies of the client's organization and their own.
- Weigh the economic advantages and disadvantages of various negotiating situations.
- Positively influence the tone and substance of negotiations and guide them toward optimal outcomes for both parties.



Outstanding facilitators, solid content, real-world application, and easy-to-use reinforcement resources are what make Journey Learning so exceptional and guarantee lasting results.