

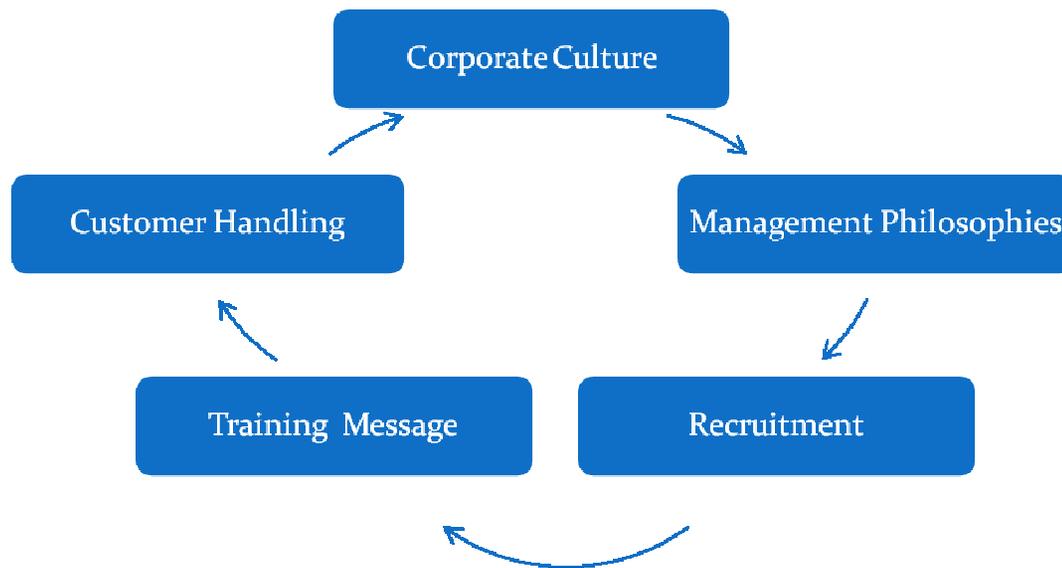
Why Bother?

- An experienced, high-performing member of staff is a valuable asset. Businesses which fail to train rarely get high-performers and those that are lucky enough to, do not keep them for long

Training and development only works well when it is synchronised with the nature of the people involved. Clever recruitment and an attractive compensation scheme will capture a quality individual, but if the culture doesn't fit, the individual will leave and go somewhere he or she feels is a better fit.

Because it **PAYS!**

Recruitment, replacement and poor performance is
EXPENSIVE



- Getting the various philosophies aligned with each other is a sensible, cost-effective way of reducing crippling inefficiencies.

INVEST in STABILITY

Happy Staff = Corporate \$

- Staff Satisfaction causes increased Staff Retention
- Staff Retention causes increased Customer Satisfaction
- Customer Satisfaction causes increased Profitability
- What causes Staff Satisfaction?
- Job Satisfaction
- What causes Job Satisfaction (apart from Customer Satisfaction & Profitability!)?
- Work which is congruent with their personal values and beliefs
“I belong here doing this work”

Sales Courses – Levels 1 to 3



The First 3 Levels: Level I

- Usually 5 days in duration but can be longer by design
- A fabulous foundation in selling. Many salespeople have built their careers on this one course. Solidly based in psychology and clearly establishing the steps and building blocks of the sales process, with syndicate sessions, lectures and role-play, this course quite simply works!
- Some clients have had this course specifically evolved to last up to 7 days

The material must always match the sales philosophy and management style of the operation. Consequently, these things must be aligned before training commences.

Level II

- Usually 3 days
- Hungry for more. Salespeople get good at some things but not at others. This course gets them back on track and sorts out their sales barriers. It also tests them more thoroughly.

No progression from II to III unless they prove worthy.

Level II repeated as necessary.

Level III

- Normally a 3 day event
- Suitable for about 30% of salespeople and usually delivered between 24 and 36 months of attending Level I (and possibly after 2 or 3 attendances of a Level II program)
- Managers also need to receive this training or risk finding themselves left behind by sales staff
- Very much aimed at deeper interpersonal skills and personal development. A mixture of accepted behavioural* psychology and the better bits of NLP

*English spelling

Level IV

- The success of Level III for the best of salespeople inevitably leaves them wanting more. The rational, common-sense doctrine they have learned through Levels I, II & III also eliminates the likelihood that they will be satisfied by the bold claims of charismatic (yet somewhat hollow) super-hero self-help gurus
- Level IV is a 4 day course of intense activity and learning co-presented by Dr Will Monteiro with Geoff in a support role.

In many cases, delegates have partly funded this course themselves and this is a good model to adopt. It speaks volumes about how well they have been sold the Fitchett approach to learning that this is possible.