

# AGENDA

## Hands-on Coaching for EVERYONE'S A CUSTOMER II

(Leadership Version)

Participants are invited to a work session to implement real work with their associates. They are asked to bring six to ten business improvement recommendations with them; they will try to get them **implemented** and **measured** for tangible results. During the meeting they will receive special coaching on how to succeed at getting support and measurable results. Some of the coaching is listed below.

### Introduction

- ◆ Proof that everyone is a customer
- ◆ Verify intuitive skills and logical skill set
- ◆ Set meeting structure

### Listening for Other Points of View

- ◆ A new look at logic, emotions and decision-making
- ◆ Video coached examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to tell the degree to which others are buying in (becoming a customer) during the conversation. How to read willingness/motivation in any point of view.

### Business Rapport (Respect)

- ◆ Credibility skills, video examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to establish common goals in any situation. The ability to prove respect for every point of view. The ability to dissolve negative views.

### Analytical Skills for Doing Business

- ◆ Video examples of superior diagnostic skills
- ◆ Clarifying problems, needs, resistance or reluctance in factual terms
- ◆ Coached exercises, real topics
- ◆ Presenting facts, real recommendations

Outcome: The ability to factually tailor solutions to individual points of view depends on the ability to correctly analyze logical needs first.

### Positioning Your Ideas (Aligning)

- ◆ How to reason with every decision-making point of view
- ◆ Video coached examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to “follow” and reason with someone else’s point of view. How to position your ideas and solutions for faster acceptance.

### Taking the Lead (Raising)

- ◆ How to inspire higher degrees of buy-in
- ◆ Video examples: The ability to inspire confidence
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to lead a conversation to more positive and confident degrees of buy-in. The acclaimed ability to inspire belief and confidence in others.

### Managing Resistance or Reluctance

- ◆ Using leadership skills in high risk, high resistance situations
- ◆ Video examples of higher degrees of skill
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: Increased competence and effectiveness even in complex, high risk or high resistance situations.

### Obtaining Commitments vs. Agreements

- ◆ The difference between commitment (buy-in) versus agreement (intellectual consensus)
- ◆ Video examples of exact how-tos
- ◆ Coached exercises, real topics
- ◆ Real business, entire skill set
- ◆ Measuring results: skills and increased business

Outcome: Measurable skills linked to measurable business results.

### Advanced Applications

- ◆ Overlap of customer service, leadership, teamwork and sales applications: built into everyone’s coaching kit
- ◆ Applications Guide: Performance Measurement and Appraisal
- ◆ Applications Guide: Goal Setting and Planning
- ◆ Applications Guide: Coaching Others
- ◆ Applications Guide: Leading People for Quality Results

Outcome: The ability to replicate the skills in other applications and situations.

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# Everyone's A Customer<sup>II</sup>

## Leadership Version

*Everyone's A Customer<sup>II</sup> is an innovative and effective way of improving skills that are essential for success at customer service, teamwork, leadership and sales.*

### The Product

Conducting business requires a combination of technical and interpersonal skills—all aimed at turning people into customers and keeping them satisfied. This applies to internal customers (buy-in from associates) as well as to external customers.

The core business skills necessary to do business well in today's marketplace are way beyond the skills acceptable years ago, and so a higher powered training program is appropriate. We recommend **Everyone's A Customer<sup>II</sup>**:

1. The skills are drawn from award-winning leadership, teamwork, sales and service programs with proven track records.
2. The skills are **measurable**, not vague, soft or fuzzy.
3. The skills yield immediate return-on-investment outcomes, guaranteed.

When was the last time you saw measurable increases in people's sheer competence as a result of training?

When was the last time you saw greater profit as a direct result of training?

You will see it with **Everyone's A Customer<sup>II</sup>** because it already has a track record for producing those outcomes.

### Integrated Skills

- **Internal or external customer service:** listening, problem-solving, diffusing disagreements and more.
- **Managerial leadership:** coaching and leading others, implementing change, conducting meetings, handling people problems, motivating, delegating.
- **Teamwork:** creating effective, conflict-free work groups, communicating, discussing and implementing ideas, creating a more open and supportive work environment.
- **Sales and Negotiating:** This program is very effective for sales and technical people in highly accountable positions having client contacts and for business people who have to sell or negotiate but

don't like the connotations of selling.

A generalized agenda is printed on the reverse side of this page. However, do not assume this program is like typical "training programs." It is much different.

The program isn't "taught." It is coached while people are in a special meeting focused on implementing **real** work. So you see if the skills make a difference—immediately! You see a greater degree of proficiency. You see higher talent at leadership, teamwork, customer service . . . even at sales ability.

The overwhelming evidence and tangible business results cause better learning and better reinforcement.

### Specifications

The coached meeting lasts three days or the equivalent. It can be broken into shorter segments. All materials are provided: includes seven award-winning video-coached lessons, a meeting leader's guide, a participant coaching kit for each person, and optional reinforcement guides for managers who coach others. The best group size is 12 to 20 people. The meeting leader should be a properly certified coach, ensuring that the guidance your people receive is both practical and practiced.

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*"The PAR Group is the best at coaching that I have ever seen. The coaching materials and exercises don't just convey knowledge, they make sure your people can execute competently. The execution and the bottom-line results are quickly obvious. I have never seen anything like that before. That's probably why their clients become part of their sales force. Count me as one of them."*

John Wuycheck, CEO  
The Phoenix Group



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