



TTI Winter Winners Conference 2007

10 Ways To Turn An Engagement Into A Long
Term Relationship!



Our Business ...

- 4 Full time partners ...
- Speaking – keynotes
- Training – custom
- Consulting – SDR
- Executive level coaching
- We Get Results!



Why Long Term Relationship?

- Sell it once ... deliver it over and over!
- You know them ... they know you!
- Developing a deeper and broader connection!
- Develop multiple revenue streams!
- Long term = higher profits!
- And ... more fun!



#1 – Decision Makers Mentality!

“A decision maker has an easier time signing a contract for six figures they know will get results than one they know their people will forget 10 minutes after the event is over”!

Kathleen Loveless, CPA



#2 – Kirkpatrick's ROI

- Participant satisfaction
- Focused learning takes place
- People change the way they do things
- Measurable results occur
- Financial Return On Investment is realized!



#3 – “Six Step Methodology”

- Needs Analysis ...
- Custom Design ...
- Pre-program Work ...
- Delivery ...
- Post-program follow up ...
- Measure results ...
- Needs analysis ...



#4 – Needs Analysis

- Pre-program survey ...
- “A” Players Predictive Index ...
- Complimentary Surveys ...
- What are your “valued outcomes” & “desired results”?



#5 – Pre-program Work

- Surveys ...
- Key accountabilities ...
- Key relationships ...
- Biggest challenges/opportunities?



#6 – Delivery ... The Iceberg!





#7 – In Program Benchmarking!

1. **Self Management**
2. **Continuous Learning**
3. **Results Orientation**
4. **Personal Accountability**
5. **Leading Others**
6. **Accountability for Others**
7. **Conceptual Thinking**
8. **Problem Solving**
9. **Decision Making**
10. **Developing Others**
11. **Resiliency**
12. **Teamwork**
13. **Flexibility**
14. **Goal Achievement**
15. **Planning and Organizing**
16. **Influencing Others**
17. **Diplomacy and Tact**
18. **Self Starting**
19. **Objective Listening**
20. **Interpersonal Skills**
21. **Conflict Management**
22. **Customer Focus**
23. **Empathetic Outlook**



#7 ½ ... Special Reports!

- Copy of slides ...
- Recommended resources ...
- Special reports ...
- Spam paranoia disclaimer ...
- If you give them great information they will allow you to market to them!



#8 – Post Program Follow Up!

- E-mail campaign
- Teleconferencing
- Coaching
- Executive De-brief
- Driving the learning forward!
- Freebies!



#9 – Products

- Off the shelf ...
- Custom designed ...
- Books, audio, video ...
- Learning systems ...



#10 – Research Projects!

- Associations & NPO's ...
- Key positions ...
- Top performers ...
- Executive de-briefs ...
- 4 articles ...
- "No charge"!



Champion Education Resources



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