

COMMUNICATION[®] COACH

Simulation Learning System



Arizona • Florida • Illinois • Minnesota • Texas • Washington



SUCCESS SCIENCES
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SUCCESS SCIENCES
Building Better Business Relationships™

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WHO IS SUCCESS SCIENCES?

Success Sciences is a sales training and consulting firm that helps its clients develop the strategies, skills, and behaviors they need to build more loyal and profitable customer relationships. We have the expertise and resources to assist our clients in *selecting, training, and retaining* employees that will lead to more successful customer relationships as defined by retention.

WHO WE ARE

We provide sales training and consulting services that enable organizations to define a powerful, customer focused strategy, and the means to implement that strategy effectively. Our services encompass the following major themes:

- **Change By Design** – we guide organizations in determining what type of strategy will be most effective, and help address the operational and human factors that are critical to its deployment.
- **Selection and Retention by Design** – we can help you identify, select and retain the individuals that are best able to support your strategy.
- **Learning By Design** – we provide highly customized training programs, tools and learning processes that enable your frontline customer contact people to understand and implement your strategy, leading to higher levels of productivity and customer retention. We specialize in enhancing performance at the point of customer contact and have been extremely effective at increasing sales, collections and customer retention.

Success Sciences has a dedicated staff and a wide network of consulting associates that bring extraordinary real-world experience gained from working with organizations worldwide. They include experts in areas such as:

- Sales & Marketing
- Customer Perception Research
- Leadership & Management Development
- Change / Transformation
- Teaming, Collaboration & Empowerment
- Human Resource Development
- Service Quality & Retention
- Simulation Technology

We have had our headquarters in Florida since 1986 with additional offices and alliance partners throughout the country.

THE DIFFERENCE WE MAKE

We have an outstanding track record of meeting — and exceeding — our customers' needs. Our commitment to our customers' success and satisfaction is demonstrated by the fact that over 90% of our clientele is repeat or referral business.

Our focus on results translates in our training initiatives to motivated employees who can actually perform at superior levels. In our consulting work, it means that we enable you to define and execute improvement strategies that create genuine competitive advantage and improved profits.



Our core business objective is to help our clients capture the 40%-100% increase in profitability that is available through increased sales, customer satisfaction and retention.



WHO IS SUCCESS SCIENCES?

OUR DISTINCTIVE CHARACTERISTICS

Working with Success Sciences offers you several unique benefits. They distinguish us from other training and consulting firms, and enable us to consistently meet and exceed our clients' expectations.

Relationship Design

Prior to any engagement we initiate a relationship design process that ensures a shared understanding of the outcomes, processes, roles, timing, and costs. This ensures you both superior results and a satisfying working relationship.

Customization

All of our work is customized to meet each client's specific needs and desired outcomes. In our training programs you get a *customized design* without the compromises of off-the-shelf programs, duplication of any previous training, or the frustration of irrelevant examples or activities. We provide a very high level of *customization at an exceptional value.*

State-of-the-Art Tools and Practices

We provide powerful tools and methodologies that can give you a unique competitive advantage. Examples of several of these tools includes:

- **Communication Coach**[®] is our state-of-the-art instructional and simulation practice system. Communication Coach enables your employees to learn, practice and perfect their point of contact skills. The simulations are completely customized to match your situations and your best practices.
Decision Coach[®] is a choice-based simulation system designed to speed competence with complex decisions in a process.
Large Group Technology is a set of powerful processes for planning, problem solving and process improvement with greater speed and involvement than traditional methods.
Selection Coach is a unique tool that can be used for job previewing and skill assessment to strengthen and streamline your employee selection processes.
Sounds of Success is a quick and easy way to model what success "sounds" like for your organization. The completely customized content provides your employees with an audio template of both *what to say and how to say it*, so they can achieve optimal performance using the "Voice of your Brand."

Global Range

We have improved client performance in diverse industries throughout the world, creating breakthrough results for clients in North America, Europe, and the Pacific Rim. We understand how to identify and work with the unique challenges in different service environments and with unique organizational cultures. Examples of the industries that we have worked with include:

- Bankcard
- Financial
- Technology
- Telecommunications
- Airlines
- Hospitality
- Cruise Lines
- Retail
- Utilities
- Healthcare
- State & Local Government
- Pharmaceutical

SAMPLE CLIENTS PAST & PRESENT

*“In the final analysis, business is a series of relationships.
Success is making those relationships work.”*

AAA
ADI
Ademco Manufacturing
ADT Security
Aegis Lending
America West Airlines
AT&T Paradyne
AT&T Wireless Services
AstraZeneca
Azamara Cruises
Bank of America
BiC
Bristol-Myers Squibb
Celebrity Cruiselines
Childrens Hospital of Philadelphia
CIGNA
Cisco Systems
Club Med
Collier County, Florida
Comcast
Con Edison
Continental Airlines
Dictograph Security Systems
Digimarc
DFS Group Limited
Discover Financial
Employee Solutions, Inc.
Florida Power Corporation
Frigidaire Financial

Georgia Natural Gas
Greyhound
Hillsborough County, Florida
Home Shopping Network
Honeywell
Household International
HouseValues
IBM
INVESCO Funds Group
Intuit
JoeAuto
Johnson & Johnson Medical Inc.
JP Morgan Chase
Kaiser Permanente
KPMG
L-1 Identity Solutions
La Rabida Children's Hospital
LandAmerica Lawyers Title
Lucent Technologies
Massachusetts Motor Vehicles
Marriott Vacation Club
MasterCard International
Midwest Express Airlines
Motorola
National Guardian
Novartis Pharmaceuticals
Novell
Oracle

Pacific Gas & Electric
Paslode
Pioneer Electronics
Potomac & Rappahannock TC
Procter & Gamble
Project Mutual Telephone
PSCU Service Centers
Public Service Electric & Gas
Qualtec Quality Services
Regent Cruiselines
Richard Petty Driving Experience
Royal Caribbean International
Sharp Electronics
Southern Company Services
St. Joseph Hospital
Staff Leasing
Tampa Electric
Tech Data Corporation
Tri-Ed Distribution
Union Electric Company
Uniprise/United Health Care
Unocal
USA TODAY
Verizon
Washington Mutual Finance
Washington Water Power
Weber Grills
Whirlpool Financial Corporation

SAMPLE OF CLASSROOM TRAINING RESULTS

Success Sciences Improves Performance

MAJOR CRUISE LINE

The survey reflects ratings of customers taken before and eight weeks after a Success Sciences training intervention which focused on building relationships and providing effective service, sales and problem resolution with high stakeholder customers (Travel Agents). The results are as follows:

- Prior to the training initiative, 52% of respondents across all categories were either “not at all satisfied” or “not very satisfied” with our company’s service and problem resolution. Subsequent to the training, this figure decreased to only 1%.
- Prior to the training, only 7% of respondents were either “extremely satisfied” or “very satisfied” with our service. Subsequent to the training, this figure increased to 84%.
- Since the training, company's service rankings improved to the highest among major cruise lines. At the same time, all other cruise line rankings declined, showing a preference for our brand.
- A subsequent survey issued to the same group of customers, measuring the same data that was issued approximately 120 days after the initial training, had shown continued improvement in moving performance away from the bottom boxes (Not at all satisfied) and towards the top box (extremely satisfied). Proportionate shifts were seen at the three intervals of evaluation in moving customer ratings from “not satisfied” prior to training; to “very satisfied” initially after training; to “extremely satisfied” 120 days out. This continuous improvement supports alignment with customer needs and training curriculum.

MAJOR RENTAL CAR COMPANY

“The progress of Success Sciences’ training program has been measured for four months. The following are areas of progress:

- A steady and progressive increase in the sale of full size and higher sized vehicles, resulting in a much higher average margin.
- An increase of 3% in the Close Ratio over last year.
- The Professionalism rating increased from 59% to 90%

We have concluded that the increase in our performance statistics is a direct result of the Success Sciences training, coaching and monitoring program.”

CREDIT CARD ISSUING BANK

“I wanted to take the opportunity to thank you for the assistance you provided to our Customer Service management team over the last two months. I believe Success Sciences has had a major impact upon our ability to craft a vision, involve the managers and unit managers, and to successfully communicate the new vision to all employees in telephone services. Without the planning and strategizing that you helped us through, this effort would not have

*Tracked by Clients of
Success Sciences related
to ‘Customer
Experiences, Customer
Satisfaction, Customer
Willingness to buy
again, buy more and
refer.’*

RETAIL CALL CENTER

“Since we began the course, our members have noticed our service improving and they are responding. Letters I have received by members commented on how courteous, patient and caring our representatives and front-line supervisors were while helping resolve their problems. Our front-line supervisors are receiving more compliments about our representatives than ever before. These representatives and front-line supervisors have indicated to me that these letters and compliments are a direct result of the Successful Customer Relationships course.”

RETAIL

“The training was a great success. All comments have been very positive both from employees and customers. Results have been measurable. Our Customer Service department has been given a goal to upsell the customers. Because of the Phone Power seminar, Customer Service has increased sales by 55%.

TRAVEL SALES COMPANY

“We are seeing a definite improvement as a result of the training. Prior to training, a 2.3 conversion rate was a great week. We peaked at 4.8 two weeks after training and have leveled out at 3.7 for the past few weeks. So we are very pleased.”

MAJOR AIRLINE

“Prior to asking you to help me with making needed changes, the Los Angeles station ranked at or near the bottom of every measurable category of operational performance. In just a few short weeks, they have made giant leaps that now rank them at or near the top in the same categories. I’m amazed at the turnaround that has taken place there. Your efforts in organizing them into a high performance, results-oriented team really shows.”

“As part of our redesign of the call center, it was critical that we define expectations for our agents and then train and support their success. The process used to customize “The best care in the air” begins with ME reservations program fully supports our efforts. By including our quality assurance review and the expectations of the agents, as well as our current statistics, the training is exactly targeted to ensure our reservations sales representatives know what is expected, and have been trained and provided the resources to ultimately help us increase both revenue and customer satisfaction. The extensive degree to which the program was customized allows us to continually reinforce the learning in the call center environment.”

“Based on your research and the individual needs of each department, Success Sciences developed a customized, skill-based program that met the needs for both our external and internal customers. The results were major time savings and increased revenue - a very positive return on our investment.”

“The feedback from participants is overwhelmingly positive. In recent service stats, customer complaints have DROPPED for the first time in a while - they had been climbing.”

MAJOR CREDIT CARD COMPANY

As we near the completion of our full installation of Communication Coach I wanted to take a moment to let you know how pleased I am with the work you have done for us. In particular I appreciate your personal dedication towards getting involved to meet our needs. I also wanted to let you know that I have been very impressed with David Schmidt. He was very organized in his approach, remarkably competent, and did an excellent job in communicating difficult technical issues in a way that everyone could understand. (A skill not common in many technical professionals.) He took great care of us during our implementation. He ensured that he understood our environment and he went out of his way to build valuable relationships with our Technology groups in HQ and the Field. Earning their trust has paid off with a very successful install and has paved the way for future opportunities. David truly has a “can do” approach and my staff and I have really enjoyed working with him. We look forward to working with you in the future as we continue to integrate Communication Coach into our entire company.

MAJOR CREDIT CARD COMPANY

“As we near the completion of our full installation of Communication Coach I wanted to take a moment to let you know how pleased I am with the work you have done for us. In particular I appreciate your personal dedication towards getting involved to meet our needs.”

PUBLIC SERVICE ORGANIZATION

“The real success began to show in February. To date, we are seeing 88% of the people we anticipated. A 12% increase in less than one month. Our cancellation rate has dropped to 14%, and our average attendance is 27. This kind of improvement in such a short period of time is exciting. The few minor adjustments and recommendation you have given us have produced major results!”

MAJOR UTILITY

For some time we have been looking for customer service training which would apply to our electric utility industry. I am happy to report that we have found it! Your programs Building Successful Customer Relationships and Maintaining Successful Customer Relationships have been offered not only to our employees, but also to those employees in our merging company. The acceptance and reception was nothing short of enthusiastic! The concepts in your training were practical, applicable, germane, culturally relative, easily facilitated, and more simply, understandable. I am also impressed with the professionalism of your entire staff. In every instance, the person to whom I spoke, no matter what his or her position, met my concern. My problem became their problem; I was never discounted. My staff has had the same experience. We had used, for many years, the "leading" customer training program for utilities. From the difficult certification process through the quality control in the materials; from the lack of response from sales representatives to the lack of compassion from their top management; from delayed shipments to ever-changing company policies, they did not "walk the talk." You, your programs and your company have answered all of our concerns. (By the way, your program Service in the Magic Zone, which I taught some years ago, continued as a favorite of mine and we plan to roll it out again in greater numbers after our merger.)

MAJOR PHARMACEUTICAL COMPANY

I would like to attest to the overwhelmingly positive response to the Successful Customer Relationships workshop. Bethmarie Fahey and I contoured your program to fit the needs of a diverse audience, both ethnically and professionally. Attendees from Research, Clinical Development, Sales and the Customer Interaction Center attest to the quality of instruction as well as the content. And your facilitator Beth should be congratulated for scoring a “clean sweep” in creating some classical “Aha!” moments. The reaction has been such that many felt that the workshop should be conducted for everyone at Novartis since it deals with internal as well as external customer relationships. I have suggested this to the senior management. Indeed, it was encouraging to hear that our Clinical Development staff adopted the workshop for their annual meeting this month in Las Vegas!

I just want to extend my sincere gratitude for the exemplary relationship we have had over the past few years. This is due in large part to the quality of your staff and their desire to understand and serve our needs. The development of Communication Coach is one example where your design and development folks were able to grasp the content of how to address healthcare professionals and patients with their needs. This program enables our staff to create a “signature” response in dealing with a wide variety of customer contacts by practicing techniques for different scenarios. As you know my prior experience with military training indicates that simulations provide a richer environment for learning. Communication Coach provides that kind of environment.

SAMPLE OF SIMULATION TRAINING RESULTS

Sales Training Results

Client A: Achieved and maintained the doubling of the conversion rate to sales with a **12%** net increase in dollars per conversation.

Client B: Clients working to enhance sales measured:

- **20%** increase in sales over the control group.
- A new hire pilot group outsold the team average (the experienced team) by over 10%.

Client C: Simultaneously decreasing employee attrition by 6% while increasing employee sales productivity by **13%**.

Client D: A client added **\$33.5** million to the top line, increased the conversion rate by **17%** and had the highest service quality rating in the history of the organization.

A client collection organization measured:

- 19.24% increase in total dollars collected. The goal was 5%.
- 24% increase in "check by phone now." The goal was 10%.
- Enhanced graduation rate.
- Significant learner and trainer satisfaction.
- 8.04% increase in Now Due collecting.

Another collections client measured:

- Achieved an increase of 15% in "Promises to Pay Kept" which represented a substantial amount of revenue. The goal was 5%.
- Approximately 3/4 of the total performance improvement occurred after just half (hours) of the total practice time.
- After just 2 months all of the pilot group members were performing at or about the levels for an experienced representative.

*Achieved by
Clients with
Communication
Coach
Simulation
Learning System*

COMMUNICATION
COACH

COMMUNICATION COACH



Communication Coach is the most powerful voice-based simulation-learning system available designed to build interpersonal skills.

What is Communication Coach?

Communication Coach is the most powerful simulation-learning system available designed to build interpersonal skills. Using customized scenarios, it simulates inbound or outbound customer calls, or any in-person conversation. It incorporates your best practices into an easy to use tool to dramatically improve the skills and confidence of your employees.

How Communication Coach Works

Learners listen to and practice handling a variety of realistic conversations. The program is composed of a minimum of 50 simulations. The simulations are completely customized, and are designed to build superior (not just acceptable) performance.

Using a basic PC and headset, the learner follows a powerful learning process where they:

- **Listen** to an example of what ideal performance sounds like.
- **Practice** the conversation, initially supported by full text, then by only key words and phrases.
- **Record** their practice conversations to review by themselves or with a coach.
- **Review** their practice recording, and compare their responses to the ideal performance model. Most importantly, the learner can toggle between the model example and their own recording, learning what is different about things such as their conversational pattern, voice tone and style.
- **Coaching Screens** provide relevant text or video information about how to be more effective. They can

also be used to reinforce and refresh critical classroom information.

Common Applications

- **During Training** – It provides great learning examples, and critical skill practice opportunity.
- **Post-Training** – It provides the skill practice and feedback needed to assure that learners develop full competence before talking with customers.
- **Experienced Performers**– It enables them to:
 - continuously improve their skills.
 - support deployment of new products and services.
 - practice handling infrequent or difficult conversations.

Why It's So Effective

- Your new hires will build skills rapidly, without having to practice on your actual customers.
- Brief practice sessions can easily fit around working schedules.
- Learners experience a safe learning environment, where they can experiment and refine their skills.
- Learners will build the skills that most impact customer loyalty - an employee's ability to communicate powerfully with customers.
- You will enable all of your employees to consistently perform at the level of your best performers.
- Supervisors can provide highly focused coaching, based on the ideal model and the learner's recordings.
- It's simple to use and requires no special technology investment.

Additional Features

- **Welcome/Instruction Modules** - Custom modules, utilizing video or slide show can provide background about the program content, your company, customers, products and services.
- **Category Introductions** - An introduction for each category sets the stage for the learner about the concepts and skills being practiced in that category.
- **Type and Talk** – Learners can practice talking and accurately typing information at the same time.
- **Quizzes** – Communication Coach can administer and score true/false or multiple choice quizzes.
- **Overview Screens** – Provides immediate data, or coaching related to a specific portion of a conversation.
- **Progress Reports** – The software monitors employee usage, scores test, and presents reports that can be used to evaluate student's performance. This data can also be exported for use in other applications.
- **Navigator** – A tool that demonstrates how to most effectively navigate through your organization's software system for each simulation.

How Simulations are Created

Option 1: You can choose to have us develop the scenarios completely for you.

Option 2: If you're using the browser-based version, you can use our Content Builder software to create your own simulations.

Option 3: We provide you with substantial hands-on direction and support to develop all of your simulations. It's a collaborative process involving a client project team and a Success Sciences project manager. The development process takes 8-12 weeks for the first 50 simulations, which typically represents 12-20 hours of learning time.

As a result of this process and our expertise, even our most sophisticated clients tell us that they have a much clearer understanding of what excellence should sound like in their organization.

How We Help Deploy For Results

Having great program content is only half the equation. The other half is to use it effectively.

We offer in-depth guidance and tools to assure that you get the most appropriate use and achieve your intended outcomes. This includes resources for:

- Planning and managing the process
- Setting the stage
- Communicating effectively about the program, process and rewards.
- Supporting trainers and supervisors in coaching learners.
- Evaluating the program's effectiveness.
- Blending solutions.

What Are Some Results?

Clients have documented success in such areas as:

- Significantly increasing sales, collections, and improving service quality.
- Creating a rapid increase in the competence and confidence of new hire reps.
- Decreasing employee attrition by reducing the stress of adapting to a new job.
- Reducing operational expenses due to reductions in average call handling time.
- Decreasing the incidences of employees not complying with legal or regulatory requirements.

Want To Find Out More?

Call us to learn more about:

- Why simulators are so powerful in building superior performance.
- Other powerful features and capabilities of Communication Coach.
- The potential ROI associated with Communication Coach.
- The results others have achieved with Communication Coach.
- A powerful related tool, called Selection Coach, that previews the job for new hire candidates.

New

Decision Coach

Decision Coach blends the acquisition of news skills with the application of using those new skills in real-life situations.

Decision-based simulations can be created to support a learning process introduced in Communication Coach.

The learner has the opportunity to review a scenario and choose the best option based on what they have learned. The system will provide feedback to the learner on their choice. Feedback can be provided after each choice to help guide the learner or for a more robust simulation, feedback is provided at the end of the simulation.

A learner has the opportunity to understand how their choices affect the end result. Coupled with practicing the conversations in Communication Coach, *Decision Coach* is an ideal way to reinforce and apply new decision making skills.

SIMULATION SCREENS



COMMUNICATION
COACH

- The process - enhances any performance that takes place in a conversation.
- It facilitates a fast behavior change to your idea of extraordinary performance (100% customization to your Best Practices).
- It provides “bite sized” training refreshers and robust instructional modules increasing your total ROT.
- Simulated, self-paced, practice and instructional tool that uniquely blends with classroom and coaching best practices.

Category Examples

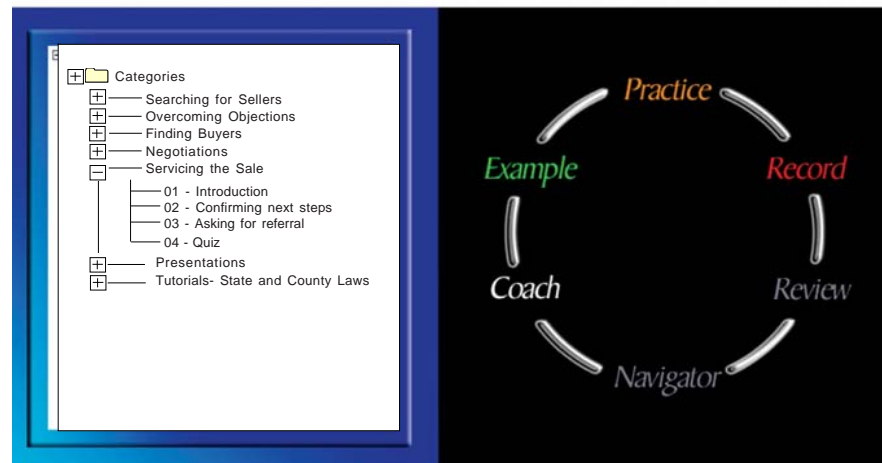
- Transaction Type
- Conversation Segment
- Skill Set
- Response Type
- Product
- Procedures



*Provides both a
cognitive and
behavioral model*

*Focusing
on your
best practices*

Categories



cc tutorials

return to main menu



Deliver Your Communication

Handling Resistance

3 Steps to Sales Success

Qualifying 1
Presenting 2
"Yes" "No"
Closing the Sale 3

Actually, I'm surprised that we were able to find flights available over that holiday weekend. It's probably a shorter flight to our Club Med in Ixtapa, Mexico, which is another popular family destination. It doesn't offer snorkeling, it DOES offer a variety of other water sports, like kayaking and sailing. Which is most important to you, snorkeling or flight schedule?

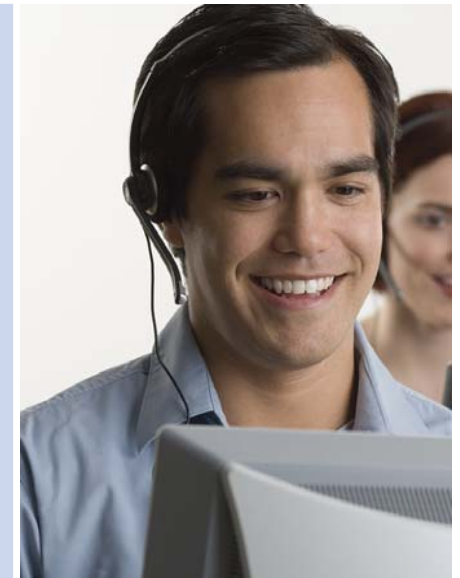
go back

continue

cancel

Levels of Learning

Learners have the opportunity to practice with full text scripts and then transition to key words and phrases only.



Overview Windows

Graphics or text used to provide immediate data, coaching or a screen shot relevant to that specific portion of the conversation.



Deliver Your Communication

Open with a compelling offer.

Start application by verifying information.

Customer Information-
Jake Ellis
1234 Main Street
Austin, TX 33333
(777) 888-8888

Introduce yourself.
State reason for the call.
Begin application by verifying the address.


go back

continue

cancel

REINFORCEMENT OF SKILLS

Coaching



As tension goes up - Trust goes down
As tension goes down - Trust goes up

In every relationship there is always a balance of tension and trust. This is especially true in a customer relationship. Depending on past experiences each customer approaches a new encounter with either a high degree of tension or trust.

Your role is to find ways to decrease tension and increase trust. You decrease tension by treating each customer with courtesy and respect, demonstrating a willingness to really listen and understand the situation from the guest's

Coach Screens

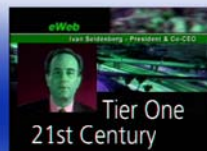
There is one Coach screen per simulation that can be used to reinforce skills relevant to that simulation or reinforce classroom training.



Custom Welcome Modules

Custom 'welcome' modules can be created to introduce your learners to your Communication Coach.

Welcome Video



Paslode a world leader

Paslode products have earned a world-wide reputation for durability and reliability, and have helped make Paslode an admired and respected industry leader in the world of power fastening.



[Return to Welcome Menu](#)

Custom Tutorials

Interactive, self-paced tutorials can also be created based on your products, procedures, or policies to reinforce or introduce new knowledge or skills.

ADDITIONAL OPTIONS

00:04

Data Entry

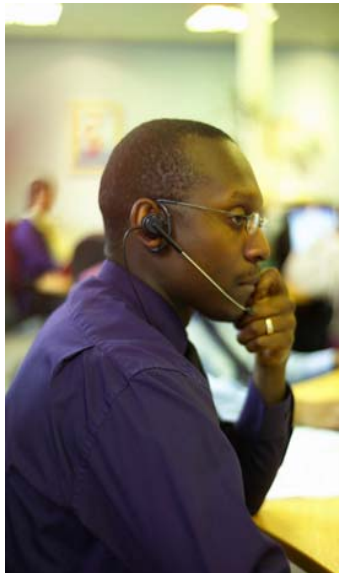
Thank you. I have D for David and Thomas. T-H-O-M-A-S. Mr. Thomas, are you a member of any

Guest Information		Last	First	MI	Title	Type:	Number:	Exp Date:
Name:	Thomas	David				Card 1:		
Address:						Card 2:		
		Previous Stay Info		Corp #:				
		Arrival:	# Nights:	Rm Pref:				
City:	State:	Country:	US	Zip:	Guest	Guest #:	Rank:	
Home:	Fax:	E-mail:	Phone:	Airline Code:	Frequent Flyer #:	Tier:		
Corporate Information		Travel Agent Information		Guarantee Type				
				Credit Card Guarantee:				
				Type:	Number:	Exp:		
				Card Holder:				

go back continue cancel

Type & Talk

Learners can simultaneously practice talking and accurately typing information.



Available Options

- Multiple Choice
- True/False
- Verbal Quizzes
- No Text Drills

00:04

Quiz Response

The following is a key factor in how long it will take for a house to sell.

A. People moving into the area.
B. Price
C. Schools

A B C D

go back continue cancel

REPORTING

Progress Screens

Progress screens capture all of the learner's activity. It is comprehensive, extremely user friendly and assists with accountability in the process.

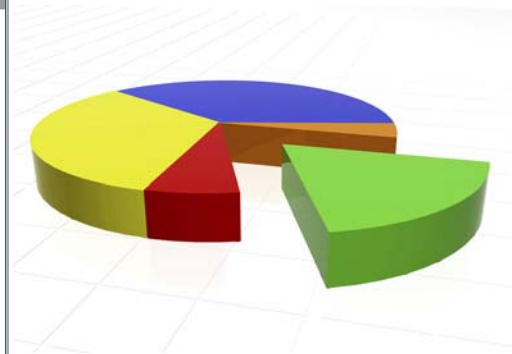
COMMUNICATION COACH REPORTS

USERS SESSION LESSONS QUIZ QUIZ DETAILS EXPORT

Category	Full Text					Key Phrases			Coaching	Last	Mode
	Exm	Pra	Rec	Rev	Tog	Rec	Rev	Tog	Scr	Date and Time	%
Simulations	4	1	3	2	5	0	0	0	1	Sep 18 2007 1:00 pm	
6 - Call in Progress - No ove...	1	0	1	1	3	0	0	0	0	Sep 18 2007 1:00 pm	
1 - Introduction	0	0	1	0	0	0	0	0	0	Sep 18 2007 12:37 pm	
2 - Inbound Sample- Coach Gra...	1	1	1	1	2	0	0	0	1	Sep 18 2007 12:38 pm	
3 - Face to Face Example- Coa...	1	0	0	0	0	0	0	0	0	Sep 18 2007 12:39 pm	
4 - Drill - coach with audio	1	0	0	0	0	0	0	0	0	Sep 18 2007 12:39 pm	
Example Quiz	0	0	1	0	0	0	0	0	0	Sep 18 2007 12:59 pm	
Quiz - answer multi-line	0	0	1	0	0	0	0	0	0	Sep 18 2007 12:59 pm	

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SUCCESS SCIENCES
Building Capacity and Shared Leadership



Reasons for Implementing Communication Coach



1. Performance Issues

- utilization of best practices (service, sales, recovery, coaching, retention, collections...)
- speed to competence
- managing talk time and productivity consistency
- rapid introduction to new productions, procedures...

2. Compliance Issues (legal, regulatory, etc.)

3. Selection and Retention



Note the following are only recommendations.

Our architecture provides for easily adjusting to most environments.

Please call for details about our technology certification and technical case study experiences.

Hardware Recommendations Browser Platform

Recommended Server Equipment

Situation: Support 50 simulations for 45 concurrent users and 500 total users

- 32-bit Pentium 2.0GHz
- 512 MB available RAM
- Windows 2000 or Server 2003
- 100 Base T Network Adapter
- A partition of disk space of 20 GB.

Recommended Client Equipment

- 32-bit Pentium II 800 MHz
 - Windows 2000, XP, Vista
 - 256 MB of available RAM
 - 100 BaseT Network Adapter
 - SVGA video card (*supports thousands of colors*)
 - **Monitor with resolution ability of 800 x 600 or greater**
 - SoundBlaster 16 bit duplex sound card (*or compatible*)
 - Headset w/ Microphone
 - Internet Explorer 6.0 SP2 or higher
 - Java Runtime Environment v1.5.0.11 or higher*
 - Windows Media Player v 9.0*
- *(installers are supplied by Communication Coach software)*

Hardware Recommendations Windows Platform

Recommended Equipment

- Pentium 800 PC running Windows 2000 or XP
- CD ROM (*Installation only*)
- 256 MB of RAM
- 500 MB of available hard disk space (*single user installation only*)
- SVGA video card (*supports thousands of colors and MPEG video*)
- SoundBlaster 16 bit duplex sound card (*or compatible*)
- Headset
- 100 BaseT (*or equivalent*) network connection (*for networked environment*)
- Monitor with resolution ability of 800 x 600 or greater

Technical Environment

Each organization may have one or both of the following installation configurations:

- Networked PCs in a single room/ learning center, or a larger LAN
- Single user PC and laptop installations



For a networked environment no server CPU is necessary. Communication Coach will execute on the local machine and store files centrally to a shared disk resource.

TUTORIALS

The following tutorials are available with your custom Communication Coach. They are self-paced and designed to be 20 minutes or less of instruction based on our proven classroom programs. We can also design custom tutorials based on your content, procedures or products. Through a blend of demonstration and practice, these tutorials offer learner assessments and practice where appropriate with the use of narration, radio buttons, drop down buttons and other user interactivity tools to aid in the design.

...blending the best of classroom and e-learning



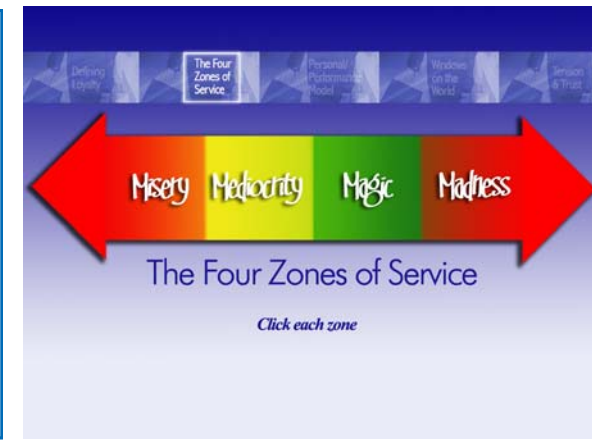
Voice Qualities Syncing Up Listening Effectively Dealing with Tension

Voices

Your voice can be your greatest asset . . .

Vocal Qualities

- *Tone*: the sound quality of your voice
- *Tempo*: the pace, speed and rhythm of your voice
- *Inflection*: using your voice for emphasis
- *Volume*: managing the loudness and softness of your voice



Building Loyalty The Four Zones of Service Personal Performance Model Windows on the World Service & Trust

Misery Mediocrity Magic Madness

The Four Zones of Service

Click each zone

Syncing Up

- 4-quadrant behavioral model
- Pace and Priority
- Where are you?
- The four behavioral patterns
- Learning to recognize the different neighborhoods
- Applying the Model – adjusting your communication to sync up



Introduction Building Customer Loyalty

United States Brazil France Norway Germany Romania Russia Israel Jordan

Are we all different?

Click on the countries to hear different versions of "hello"

Building Customer Loyalty

- Definition of loyalty
- The Four Zones of Service
- Personal experiences of magic and misery
- Elements of loyalty
- Personal / Performance Model
- Windows on the World Model



Listening Effectively

- Six Steps to Effective Listening
- Overcoming Listening Barriers
- Asking Questions
- Confirming
- Clarifying
- Redirecting

Responding Appropriately

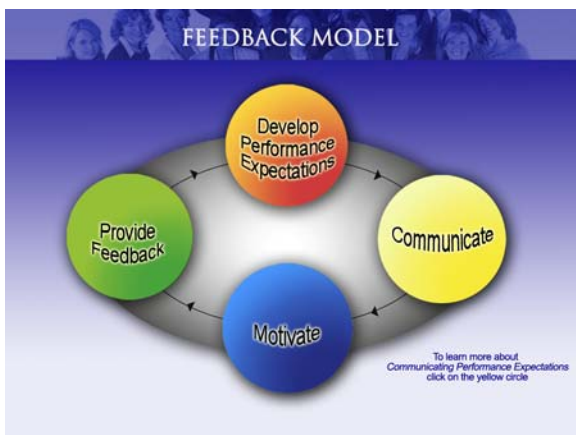
- Three elements of a message
- The power of positive service
- Determining the level of customer upset
- Responding to the bothered, irritated, and abused customer



Managing for Excellence

The goal of this proposed program is to develop the skills for coaching employee performance that builds and maintains successful customer relationships.

- The willingness/ability model
- Identify the correct use of feedback
- Using behavioral language when providing feedback
- Motivation strategies



Performance Management SimSeries

This suite of tutorials and simulations are created for managers and leaders to learn the principles of effective leadership focusing on the specific knowledge and skills that address interactions with employees to diagnose performance situations, conduct face-to-face performance discussions and choose the coaching style that is most appropriate.

Accent Neutralization

This tutorial is designed to help your employees communicate more effectively with American speaking customers. It is designed to provide a framework for successful accent modification using a blend of theory, examples and practice. The following elements are addressed:

- Syllables
- Pitch
- Rhythm,
- Loudness and
- Quality.

SAMPLE OF PARTICIPANT REACTIONS

“ I liked knowing what a good call should sound like; we listened to live calls but they weren’t all perfect. With Communication Coach, I knew what to listen for and how to evaluate the call. I now have something to aim for.”

“ It was great to be able to go practice exactly what we just covered in class. We’d talk about it, listen to a call and then try it out immediately.”

“ I definitely was less nervous taking my first live calls after the Communication Coach practice and listening to live calls. I knew what to expect and what to say.”

“ I wrote down some of the statements from Communication Coach so I could use them on the phone with a real customer.”

“ I learned things in Communication Coach that we didn’t cover in class. It covered different situations and gave me different ideas on how to handle the customer.”

“ Key Phrases were great. When we started to get a little cocky and felt we really knew what we were doing, our trainer said to try it with just the Key Phrases. I realized I didn’t really know it all yet and went back to the Full Text to learn what to say.”



“Listening to my voice was a great benefit. I never knew how I sounded to customers.”

“Companies that switch to simulation training ... say it is more cost-effective than putting new hires in a classroom. Plus the trainees’ get a real experience.”

Mark van Buren,
Research Director
American Society for Training & Development

“I liked taking the practice call like it was a live call.”

“Now I speak much slower so I can be understood.”



**Practice makes permanent.
Only perfect practice
makes perfect performance.**



“Communication Coach really points out the difference between how calls are currently handled and how they could be handled.”

“ Hearing myself made a big difference. I could hear what I’d sound like to the customer and I made some changes.”

“ I’ve worked in other phone centers and thought I was pretty good. Communication Coach helped me get even better. I’ve never had a tool like this before and I like it a lot.”

“ The calls are real. They sounded like the ones we heard when we listened to live calls but even better because they were all handled so well.”

“ I didn’t think talking to a computer was going to do anything for me. I wanted to get right to the live stuff. Now I’m glad I did it.”

“ It was fun – a nice break from the classroom. The mix made the training go faster.”

The Determining Factor

“One factor above all will determine the progress of e-learning. That is the reaction of the learner.”

Martyn Sloman,
“Breaking through the e-barriers”
Training & Development Journal
October, 2002

SAMPLE OF PARTICIPANT REACTIONS

Sales Training Results

Learning Breakthroughs Leading to Rapid ROI

“I have one employee on my team that I really feel benefited heavily from Communication Coach. Matt started with us at the end of April. He closed 1 loan in May, but she rescinded. He began using Communication Coach at the end of May and had a complete turnaround. In June he closed 4 loans for almost \$600,000. This month he has 2 loans on appraisal with the entire month to go. He had no experience in the business and gained confidence in his ability and phone skills with Communication Coach practice. He is a completely different employee now than 2 months ago. I really feel that Communication Coach helped me out tremendously with training him to become a more successful LO. Thanks for the technology.”

Mortgage Company

“Since Ivan has started using the communication, I have noticed a great improvement in his conversations with customers. Not only does he sound more confident on the phone, but his conversations are better organized and have a much smoother flow. Making this a part of his daily routine has turned more applications into appraisals ordered for him.”

Branch Manager

“Based on the trial period, I see this not only as a training tool for newer employees, but also as a “conditioning” tool for those of us who need to either practice a rebuttal or simply get the vocal kinks out first thing in the morning. It’s difficult sometimes to teach someone how to ride a bike without actually putting them on a bike. Right now we have uniformity in our products amongst all employees. I believe that Com Coach will be a huge part of the “uniformity of service,” allowing employees to deliver our products more effectively.”

“Just about the only thing that they did not to teach us at college was how to sell over the phone. Comm Coach made this learning experience quick and easy with absolutely no pressure. It took all of the anxiety and stress out of stepping into a world that was previously unknown to me. I have been on the phone for four days now and already I have taken 11 apps, sold one deal for \$486,000 and have set another lookup for today that is for \$400,000.”



“The single biggest breakthrough in training we ever experienced.”

**Team Leader,
National Curriculum
Design Team for Loss
Prevention.**

COMMUNICATION
COACH
Simulation Learning System

TRANSFORMING YOUR INTENTIONS INTO RESULTS

SUCCESS SCIENCES has created a variety of learning processes that will help you *build better business relationships*. We provide no-compromise, custom-designed programs to meet your specific needs. The following learning processes, which were originally customized solutions for clients, will be completely tailored to fit your circumstances.

COMMUNICATION COACH®

This interactive simulation software for the PC supports fast, permanent behavior changes. Customized for various learning audiences in your organization, it offers participants unlimited practice—unhampered by fear of making mistakes in front of others. It specifically picks up where traditional, stand up, training programs leave off due to limited role play practice time. It also steps in for supervisors who rarely or never find the time to coach. It presents a model of what excellent calls (and other customer conversations) should sound like. It even provides immediate feedback! By recording and reviewing their responses, trainees can hear and evaluate what they said as well as how they said it. Supervisors can review and evaluate sessions and offer additional coaching that will reinforce what has been learned and provide feedback on areas of development. Communication Coach can be used to support and enhance all of the following courses, your own courses, or stand alone.

SUCCESSFUL CUSTOMER RELATIONSHIPSTM

In this skill-building program, all employees will learn the foundation “how to’s” of winning and keeping customers both external and internal. The program can be customized to meet the specific customer service needs of different departments in your organization. The result is increased cooperation, productivity, and morale. Your frontline team will have the skills and the confidence to work effectively with every customer. Half-day to three day format available.

RECOVERY STRATEGIES WORKSHOP

Dissatisfied customers typically tell eight to ten other people about their negative experiences. However, 95% of customers whose complaints are handled *quickly and with a sense of concern* will continue to do business with you. (Numbers based on research by Technical Assistance Research Programs.) You can see how valuable it is to recover with customers. This customer service workshop will provide you with specific recovery strategies. You and your people will learn how to respond quickly to problems with profitable solutions.

ZONES OF PERFORMANCE

Customer service falls into one of four zones: rigid, indulgent, safe and progressive. Management participants will define each of the zones for your company and learn how to *empower* your employees to operate within new parameters. Your frontline employees will learn to evaluate customer situations and make appropriate decisions that benefit both the customer and your organization. The result will be a new level of customer responsiveness that provides a distinct, competitive advantage. The one-day, facilitator-led program uses case studies from your company to develop your employees’ skills and confidence.

SUCCESSFUL TEAM RELATIONSHIPS

Our team building sessions won’t just teach you about high performance teams—you will experience being part of one! Each session is different because every team and team situation is different. You will learn how to develop synergistic teams at all levels of your organization through more effective problem solving, collaboration and quality communication. The result will be enhanced productivity from a work force that is focused on and committed to achieving a specific mission together.



DESIGNING A SERVICE ADVANTAGE

This half-day executive session will create new distinctions about how to maximize your investment in service improvement efforts, reduce the probability of making the mistakes most organizations make, and identify specific payoffs directly and indirectly related to your organization's approach to service quality. This forum will help you and your organization identify potential vulnerabilities, roadblocks and high leverage opportunities that go beyond quick fixes.

SERVICE ZONE ASSESSMENT

A thorough customer service assessment will provide you with an accurate picture of your current service position. It will identify service breakdowns and your greatest opportunities for creating customer loyalty. This information is the starting point for designing a comprehensive service strategy that sets you apart from your competition. We offer a wide variety of customer satisfaction measurement services and tools through our associates.

SELLING BY DESIGN

Today's business selling climate is becoming more complex and more challenging. It is no longer enough to have a great product, a good reputation, and a desire to succeed. *Selling by Design* reengineers the business-to-business sales paradigm. It is an innovative, comprehensive approach to business-to-business selling. The key to success in this complex arena is the ability to effectively manage both the processes and the people involved. *Selling by Design* is a powerful strategy for bringing more certainty to this uncertain process most people call selling.

COACHING FOR PERFORMANCE MANAGEMENT AND SUCCESSFUL CUSTOMER RELATIONSHIPS

These programs provide skills for reinforcing productive employee behavior and eliminating unproductive behavior. Your staff will learn valuable communication, motivation, and problem solving skills. These sessions are designed for both experienced and in-experienced managers. Half-day, one-day and two-day formats are available for these highly interactive, facilitator-led, management training programs.

WORKING THROUGH CHANGE

This one day experiential program enables "survivors" to cope with the emotional and practical issues of working in an organization after a significant downsizing. It works equally well for groups involved in mergers, acquisitions, restructuring and other major changes that impact the stability of the work environment. It challenges and productively redirects the perspectives and expectations of employees..

Through skilled facilitation and a variety of experiential exercises, participants are encouraged to share their perspectives on their situation, and are challenged to explore new ways of thinking, and to take responsibility for making things better.

Successful Sales Relationships

WHAT:

A completely customized classroom-based, highly interactive foundation course in the essential skills and beliefs needed to be an effective sales professional. Primarily used with sales and reservation sales teams.

PURPOSE:

Provide salespeople with proven, practical sales skills and a clear purpose/commitment to actively apply the skills in their daily interactions with customers and prospects.

BREAKDOWN:

80%

20%

Eighty percent of the program focuses on building competence with critical communication, relationship, and influence skills utilized by top performers. The skills addressed are:

- Questioning, probing and information gathering.
- Listening, responding, rapport building, influencing, and managing relationship tension and trust by becoming flexible and agile.
- Learning how to effectively work with resistance.
- Using the language of Benefits.
- Adding value to a customer's experience at every opportunity.
- Asking for the business.

Twenty percent of the program is designed to get participants to adopt the beliefs of extraordinary performers and develop the initial confidence and commitment to apply what they learn on the job.

Successful Sales Relationships

CUSTOMIZATION:

Successful Sales Relationships is always customized, no generic options exist. We will customize for one or multiple target audiences in your organization. We take the time to understand your business, performance priorities, sales challenges and opportunities. Then we incorporate that understanding into customized course materials and facilitation. Perhaps more importantly, the course incorporates your corporate values and brand promise which greatly assists in enhancing the overall impact of this investment.

FORMAT:

Successful Sales Relationships is modular and can be delivered in two to four hour segments. The two-day format is most often implemented, however, a half-day to three and a half-day versions are available.

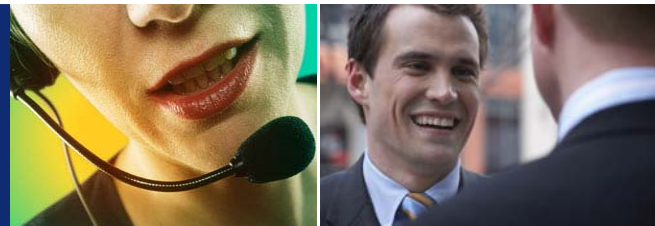
DELIVERY OPTIONS:

- Onsite by a Success Sciences trainer, or
- By your team through a Train-the-Trainer format.
- Master Certification and Enterprise license (“One Fee, One Time”) options are available.
- Self-paced e-learning modules for introductions or reinforcement.

HISTORY:

Successful Sales Relationships has been continuously updated, enhanced, and expanded since 1987 primarily through researching best practices and implementing custom projects across a multitude of industries with fortune 1000 clients in the U.S. and abroad.

“I understood how much I influence the customer’s experience and how to do that consistently well.”



SUCCESSFUL SALES RELATIONSHIPS™



Our underlying training philosophy is: the greater the sense of ownership and participation with the material, the greater the skill development, retention, and use. To paraphrase an old Chinese proverb: If we tell them, they forget; if we show them, they remember; but if we involve them, they understand. To be able to utilize service skills in an effective and flexible manner requires understanding. This learning process stresses involvement at each step which actively engages the participant in creating the training experience rather than being relegated to the role of an entertained recipient.

Successful Sales Relationships will provide your people with the interpersonal skills and commitment necessary to work effectively and efficiently with a wide range of customers. The same skills used with co-workers will enhance levels of cooperation and teamwork, contributing to a greater ability to satisfy customers. In addition, the program provides a framework stressing the value of quality service to your customers, company and individual employees.

Successful Sales Relationships has the foundation and customization flexibility to address a wide variety of customer interactions. It has been used successfully in all of the following performance situations:

Face-to-Face Environments

- Inside Sales
- Field Sales
- Supervisory Coaching
- Technical Support

Call Center Environments

- Customer Service
- Inbound telesales
- Outbound telesales
- Collections
- Technical Support/Help Desk

Successful Sales Relationships is effective in each of these situations because it effectively transfers the core skills needed in all interactions with others.

The key to building effective relationships and positively influencing people is:

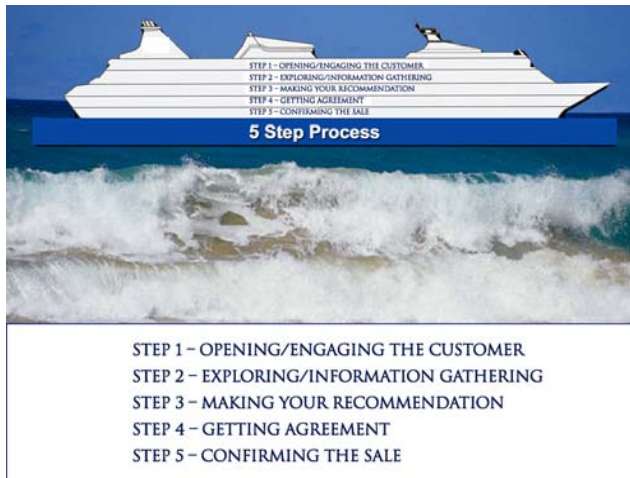
- Having the ability to establish genuine rapport
- Asking quality questions
- Listening
- Responding appropriately to both content and emotions, and
- Making compelling, appropriate offers.



SAMPLE COURSE OVERVIEW

Steps to Sales Success

Always designed to match the circumstances and sophistication of each unique sales environment.



Steps to Sales Success can be customized from a 3 to 7 step model



VALUE
PROPOSITION
STATEMENT

Step 1: Opening/Engaging the Customer

- 5 Steps Sales Process
- Opening
- Value Proposition Statements

Step 2: Exploring/Information Gathering

- Listening Steps
- Strategies for Overcoming Listening Barriers
- Questions, Questions, Questions
- Different Types of Questions
- Questions by Style

Step 3: Making Your Recommendation

- Three Elements of a Message
- The Power of Language
- Perceived Value vs. Cost Balance
- The Benefit Statements that build VALUE
- Benefits by Style
- The Power of Story Telling

Step 4: Getting Agreement

- Getting Agreement
- Resistance=Objection
- Tension by Style
- Responding to Resistance
- Responding to the Resistance with an Assurance Response

Step 5: Confirming the Sale

- Completing the Sale
- Setting Expectations
- Closing Positively

Getting Agreement



DETAILED OUTLINE

The goal is for participants to learn:

- What defines success for their customers and how important each participant is in its creation.
- To use the Steps to Sales Success model to become an effective sales professional.
- That the way you communicate and manage the sales call determines your level of success.
- To identify different customer styles and expectations and to respond to each style in the most effective and efficient manner.
- The skills to establish and maintain rapport with each customer in order to control the sales conversation.
- Skills for defusing conflict and turning problems into positive customer experiences.
- How to develop specific strategies for using the new skills on the job.

Introduction: It All Begins with the Sale

The introduction sets the framework for the entire training by establishing the importance of quality service and relationships, not only to your organization, but also to the individual participants. It also leads the participants to recognize that “internal relationships” *do* affect the service that customers receive and they *do* have control over the majority of elements that influence a customer’s perception of service, value, quality and the brand.

Goal: For participants to recognize the elements of quality service in the sales process, value and the brand attributes and the impact each has on them and the organization. The role each participant and others play in creating quality experiences and value for customers.

Elements & Objectives

• Personal Customer Experiences

To have participants examine behaviors that create positive and negative customer perceptions based on their own experiences as customers.

• The Impact of Customers’ Perceptions

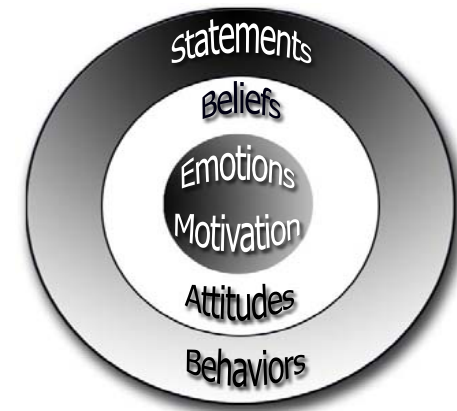
To understand the results of customer perceptions and experiences on the organization and discover the impact that creating positive and negative customer experiences has on them personally.

• Personal/Performance Model

To realize that the participants’ handling of the customer is the largest contributing factor in creating a customer’s perception of value. Participants will begin to understand the significant control they have in creating positive customer experiences.

• Customer Model

To identify how to get to the core of the customer where buying decisions are made.



Customer Model

FORMAT:

- Half-day modules
- E-learning modules
- Facilitator-led
- Highly interactive
- Train-the-Trainer option
- Multiple refreshers

Typical class is designed for two days of training.

MODULE 2: Understanding Our Customers and Ourselves

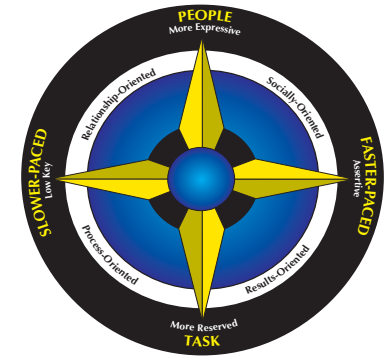
Value is defined by the customer who receives it. Therefore, it is important to be flexible enough to tailor your sales delivery to match the desires of an individual customer. This module develops the necessary skills for an employee to identify how they should adjust their communication with a particular customer in order to be successful.

Goal: For participants to learn how to recognize four different customer styles and expectations. In addition, participants will learn how their own preferred style and expectations affect their service and sales performance.

Elements & Objectives

Syncing Up: Introduce a model for understanding various communication styles and learn how to quickly and easily identify a person's style from behavioral clues both face-to-face and over the phone. Participants will discover their own preferred style and how it affects their sales success.

Beliefs and Frames of Reference: Examine participants' beliefs regarding customer behavior and see how expectations of others affect customer relations. Discover common customer expectations regarding sales conversations and develop specific sales standards for each customer encounter.



MODULE 3: Building and Maintaining Rapport

The ability to quickly establish rapport and maintain it throughout the customer encounter is key to sales efficiency. Being able to establish and maintain rapport allows the employee to control the conversation and sell the customer without increasing relationship tension in the conversation.

Goal: For participants to learn how to adapt their sales response to the four different customer styles and their sales expectations. In addition, participants will learn how to use questioning and value proposition statements to effectively manage the encounter.

Elements & Objectives

- **Opening Positively**
Learn how it is important to make a first impression since it will influence how the customer feels about you and your company.
- **Value Proposition Statements**
Learn how it is important to differentiate yourself from the competition.

STEP 2: Exploring/Information Gathering

You may be hearing but not really listening. The participant will learn the steps necessary to make sure they are actually listening to the needs of the customer.

Goal: For participants to learn how to ask questions in a way to manage the conversation and ensure that they understand the other person's concerns and desires.

Elements & Objectives

- **Listening Steps**
Identify 7 steps to listening. Listening effectively takes work.
- **Strategies for Overcoming Listening Barriers**
To have participants identify and eliminate barriers which prevent them from listening.
- **Questions, Questions, Questions Model**
Different kinds of questions produce different responses. Determine what question to ask for a particular response and identify the different types of questions.
- **Questions by Style**
Learn how to adjust questions to match a customer's style.

STEP 3: Making Your Recommendation

The participant will learn the three ways we communicate: through words (vocal), tone (voice), and body language (visual).

Goal: For participants to commit to specific strategies for creating more positive experiences for customers and specific actions for applying their learning in the workplace.

Elements & Objectives

- **The Power of Language**
To identify words and phrases that negatively affect a sales conversation and identify words and phrases that positively affect a sales conversation. Participants will practice replacing negative words and phrases with positive words.
- **Creating Positive Experiences**
To have participants establish and commit to specific strategies they can use to create more positive service experiences for customers.
- **Perceived VALUE vs. COST balance**
Identify how to increase perceived value and decrease perceived cost.
- **The Benefit Statement that builds VALUE**
Learn how the benefits formula ensures the participant always connects to the feature to a personalized benefit to the customer.

Customization Culture Building

The customization process involves creating skill practices and examples used in the classroom that are specific to the target audience. This enables the learners to see an immediate application of the skills and knowledge to their day-to-day customer encounters. The core skills and concepts stay the same making this an ideal program to use across several departments. Everyone in the organization learns the same concepts, core skills, and language needed to create a consistent approach (culture) to providing quality service to all customers regardless of the employee's actual job function.



Benefit Statements Model



STEP 4: Getting Agreement

It is important to be flexible enough to tailor your sales approach to match the desires of an individual customer. This module develops the necessary skills for a sales professional to identify how they should adjust their communication with a particular customer in order to be successful.

Goal: For participants to learn how to uncover the gap and provide the appropriate information to close a sale and to learn how to recognize each styles tension.

Elements & Objectives

- **Getting Agreement**
Learn the steps and flow to getting the customer to say "yes."
- **Resistance = Objection Model**
Define the difference between Fact and Perception.
- **Tension by Style**
Learn to identify the different types of tension for different styles.
- **Responding to Resistance with Assurance**
Learn how to transform a customer's resistance by acknowledging the customer's concern.



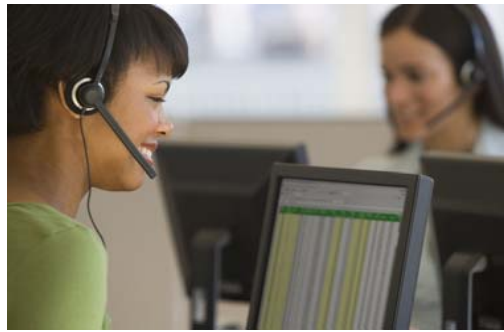
STEP 5: Confirming the Sale

As with first impressions, last impressions are also crucial. The participants will learn how important it is to set expectations to follow up and confirm the sale positively.

Goal: For participants to learn how to uncover the gap and provide the appropriate information to confirm a sale and to learn how to recognize each styles tension.

Elements & Objectives

- **Setting Expectations for the Next Call**
Learn how important it is to set expectations for any follow up contact.
- **Closing Positively**
Learn how important it is to end the contact on a positive note.



What is Selection Coach?

A computer-based tool that reduces expensive call center turnover and powerfully supports the selection process. Selection Coach provides candidates with information about your company and a sample of the types of calls they will be expected to handle in the job. It is a customized application of Communication Coach, Success Science's powerful simulation training tool that has been specifically customized to fit the needs of the hiring process. Selection Coach is composed of the following capabilities:

An Overview of the Company & Job

Selection Coach offers the capability to present several narrated slideshows or videos on topics such as the organization, the nature of the job, employment benefits, job requirements, etc. These are designed to be much more engaging than informational brochures. The tool can also 'automate' the repetitive information-giving task that interviewers often perform. This frees up the interviewer to focus on the key task of conducting the interview itself.

A Job Preview

Selection Coach contains simulated conversations that provide a preview of the types of situations a particular job applicant will encounter. The simulations are custom built to reflect the character and diversity of your customer conversations, including conversations that:

- occur frequently.
- are particularly satisfying to perform well.
- are challenging and/or stressful.

The Job Preview helps quickly screen people out who realize that they aren't a good fit for the specific kind of work required. An effective job previewing capability alone has been shown to lead to a substantial reduction in turnover. Using Selection Coach as a job preview tool can often pay for itself in avoiding just one inappropriate new hire.

A Vocal Skill Assessment

Many organizations perform a 'live' role-play with an applicant during an on-site interview. This often represents a time and scheduling inconvenience for an interviewer or line manager.

Selection Coach provides an automated means of collecting this type of role-play information. A candidate listens to an example of a conversation and then records themselves role-playing the company representative. The interviewer can then evaluate and judge the vocal skills of the applicant without the distraction of having to interact in the role-play themselves. The recording can be evaluated immediately or at a time that is more convenient for the hiring manager.

A Typing Assessment

Research has shown that typing ability can differ significantly depending on whether someone receives visual or verbal prompts. The *Type and Talk* feature in Selection Coach tests the applicant's ability to type information into a screen based on verbal conversation prompts. The software produces both a speed and accuracy rating. You can define your own selection standard for these characteristics.

Sounds of Success

A product of
Success Sciences, Inc.

It takes theory into reality and
knowledge into practical application.

Sounds of Success is a quick and easy way to model what success “sounds” like for your organization. The completely customized content provides your employees with an audio template of both *what to say and how to say it*, so they can achieve optimal performance. The MP3 or CD format allows you to deliver the learning directly to their PC’s, their car stereo for drive time or anytime listening.

Sounds of Success begins with a detailed introduction that explains what the learner will be listening to and what to listen for. The learner will then hear sample conversations between a variety of realistic “customers” and an employee, modeling *your* organization’s best practices for a specific target audience. They will also hear a breakdown of each conversation segment with targeted coaching and instruction on why specific skills or approaches are being utilized.

The power of this great tool, is that it gives your employees a very specific model that they can emulate in their conversations with customers. It does so with simple technology at a great value in a short time. Your team *will know what to say, how to say it and why*. This approach produces success. It takes theory into reality and knowledge into practical application.

Sounds of Success can be used in a number of ways to produce your desired behavior change and specific performance outcomes. It can be used as a stand-alone training tool, integrated into a one-on-one coaching process and as follow up reinforcement for classroom training. Research has proven that the lack of reinforcement for even the best classroom training significantly reduces your ROI for the training effort.

Sounds of Success is a simple, low cost solution that creates high impact follow up and follow through which in turn, will ensure the desired performance your team needs so they can deliver and consistently produce success.

Sounds of Success can be used independently or with our customized simulation learning tool – Communication Coach®. Please see www.communication-coach.com or call us for a demo.

Success Sciences will provide the instructional design and support to enable you to create your custom content. We then professionally record and produce your CD’s or deliver the content in other formats.

“The Sounds of Success was especially helpful, because it took the guess work out of ‘What is a quality call?’ and significantly reduced the learning curve for the reps.”

- Outsource for Novartis Pharmaceuticals

Cost is based on *total finished minutes* (minimum of 15 minutes) and starts at \$185 per finished minute plus 1 day of consulting.

For more information please call us today at **800.767.5700** about this cost effective strategy for anytime, anywhere, custom instruction and reinforcement of critical customer contact skills.



SUCCESS SCIENCES
Building Better Business Relationships™

www.success-sciences.com