

Essential training for
cloud computing
professionals

Cultivating a Bountiful Harvest

FOR PEOPLE IN

- Account Management
- Relationship Management
- Customer Success
- Customer Advocacy

FEATURES

- Advanced approaches
- Intensive 1-day training
- Included management support
- Reinforced learning

BENEFITS

- Encourages natural, more productive interactions
- Grows customer retention and loyalty
- Increases up-selling, cross-selling, and referral selling revenue

COST

- \$650 per attendee
- Managers attend FREE



*Build stronger
relationships*

*Uncover more
opportunities*

Most sales training helps the *hunters*, the salespeople who acquire new customers. Few programs, however, assist the *farmers*, the people responsible for growing customer usage, loyalty, and referrals. Their role requires a very different set of skills.

This fun, intensive, 1-day training is specifically designed to help account managers learn critical new skills. Unlike other programs, *Cultivating a Bountiful Harvest* helps participants build strong, lasting relationships while uncovering new sales opportunities in a completely natural, non-threatening way. These new skills quickly become sustainable *habits*.

Service Excellence Partners uses neuroscience to help cloud computing companies increase customer loyalty and revenue. In this training, attendees learn how to create fertile conditions for strong relationships. Then, they learn to plant the right questions and harvest abundant sales.

*A new approach that
produces a bumper crop
of customer loyalty and
revenue*

Learning Product Details

SCIENTIFIC APPROACH

We distill discoveries in social cognitive neuroscience into handy tools and mnemonics that promote fast, efficient learning and behavioral change

AFFECTIVE DOMAIN

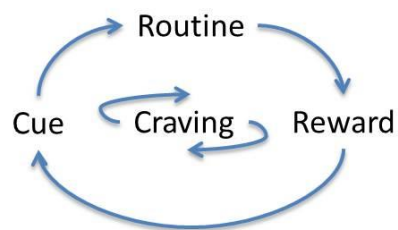
Subtle, subconscious signals influence human interactions and relationships

EFFECTIVE DOMAIN

Framing effects sway thinking and decision making

Outline

- **Overview**
 - Introductions*
 - Farming vs. Hunting*
 - The Seasons*
- **Planting**
 - Exercise 1: Relationships*
 - Subconscious Social Drivers*
 - Demonstration*
 - Exercise 2: SCARF*
- **Growing**
 - Exercise 3: Framing Effects*
 - Appreciative Inquiry*
 - Demonstration*
 - Exercise 4: 4D Method*
- **Harvesting**
 - Convergent Thinking*
 - Demonstration*
 - Exercise 5: PICL*
- **Sustaining**
 - The Habit Cycle*
 - Exercise 6: Account Planning*



Neuroscience

Neuroscientists have discovered subconscious social cues lie at the heart of human interactions. When employees understand how these cues work and enhance them, customers enjoy richly rewarding experiences. Strong, enduring relationships then form.

Neuroscientists have also learned that framing effects influence decisions. In this training, participants use appreciative inquiry techniques to frame and expand dialogue in a uniquely trusting, positive way. Then, they use convergent, closure dialogue to evoke action. As a result, employees naturally uncover and advance sales opportunities they would have otherwise missed.

Management Support

We prepare managers for their important role supporting employees and reinforcing their behaviors before and after the training event. We continue to provide managers phone support, answering questions for 30 days after training at no extra charge.

Learning Reinforcement

Cultivating a Bountiful Harvest is about changing behaviors, forming beneficial habits that last a lifetime. We systematically increase skill repetition via reminder e-mails, visual aids, and management coaching. In 30 days or less, skills become second nature. Building strong customer relationships and uncovering new opportunities becomes the normal routine.

*A complete learning system
for knowledge, skills, and
behavioral development*



5112 Bulrush Court
Fort Collins, CO 80525
Phone: 970-235-0078
www.se-partners.com