

SALES & SERVICE WORKSHOP SOLUTIONS



Mateffy and Company
Training & Productivity
Solutions
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Motivating Sale and Service Professionals



Sales and Service Workshop Solutions

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Training with a Purpose

Mateffy and Company training experiences are structured to meet these goals:

- To put the participant at the center of learning. This helps the learner participate in the training and apply the new knowledge and skills afterward.
- To present new information in engaging, interactive, and meaningful ways. Rather than endless lecture that bores the trainees, our sessions are filled with opportunities for participants to work with and retain the content. Materials are written with a sense of humor that keeps the learner motivated and involved.
- To build connections between the training session and real life. To change behavior and motivate employees, new information has to translate into practical, real life action. Throughout each training session, participants plan how to use the skills they build the minute they return to their workstations. The result is improved productivity that justifies dollars spent.
- To be fun with a purpose. Too often people greet the idea of training with the grim expectation of mind numbing hours spent stuck in a chair. We provide learning experience that boosts retention by challenging their creativity and allowing them the chance to have some fun along the way.
- To share expertise. We believe that in any given room of participants, there is a vast reservoir of experience, ideas, and practical solutions to common challenges. We create training that builds in opportunities to tap this reservoir through discussions, exercises, and network building.

Along with award-winning training program creation and delivery, we also offer:

- Candidate competency evaluation tools.
- Coaching services for leaders.
- Engagement level measuring assessments.
- Candidate interviewing worksheets.
- Keynote presentations.
- Organizational development surveys.
- Printing, assembly, and distribution services.
- Script writing.
- Training program review services.
- Videotape production.
- Writing and editing services.

Our Passion

To offer compelling ways to fully engage our clients' leaders, employees, and customers. Since 1987, we've had the pleasure of crafting organizational development programs for many of the world's leading public and private sector clients.

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Workshop Components

We are dedicated to designing and delivering comprehensive workshops and training programs that save you time and money while exceeding your objectives. With any Mateffy and Company workshop you select, you can choose from a number of workshop components:

Planning and Development Meetings

Here we learn about your company's expectations, culture, and learning objectives. Throughout the design process, these meetings keep you in touch with the project's status and provide opportunities for input.

Pre-Workshop Assignments and Assessments

The completion of pre-Workshop assignments and self assessments is part of the design of many of our Workshops. These thought-provoking assignments draw participants into the training by having them think about the topics before the sessions begin. As a result participants:

- ✓ Increase their interest before and participation during Workshops.
- ✓ Ask much more pointed questions and expect practical, applicable answers.
- ✓ Tend to use and retain the information for longer periods.

Workshop Delivery

Only highly qualified training facilitators who are topic experts will deliver your Workshop. You choose the time and place, and we'll be there!

E-mail Flyer

We customize each Workshop announcement flyer with your logo and all the Workshop details. All you do is forward it to participants.

Pre-training Calls

These calls to participants and subject matter experts help us build a Workshop tailored to their specific needs and work realities. Clients tell us this makes all the difference in how the information is received and, ultimately, used.

Participant Workbook

Each Workshop includes a participant workbook that contains teaching point recaps, exercises, worksheets, a place for taking notes, and a list of additional resources on the subject at hand.

Videotaping Rights

These rights allow you to videotape the Workshop for your exclusive use afterwards. These videotaping rights convert the session from a one-time event to a program that can be used repeatedly for training new employees or performance development. Our clients have saved thousands of dollars and built training libraries when using this component.

Workshop Evaluation and Measurement Tools

These record participants' initial response to the training and behavioral outcomes weeks after the training.

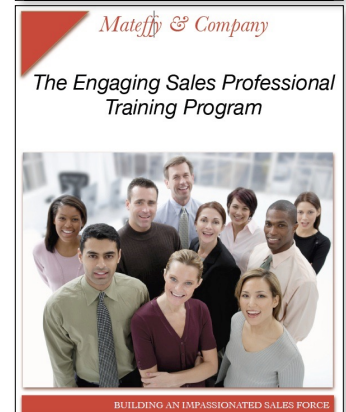
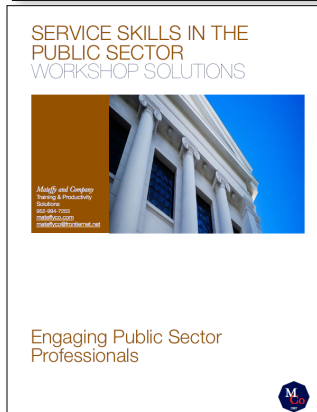
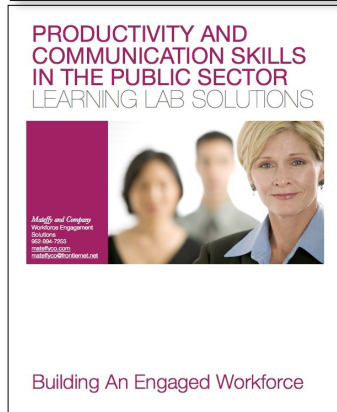
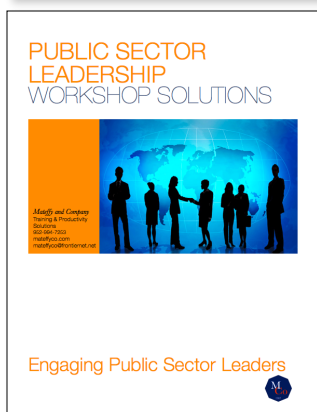
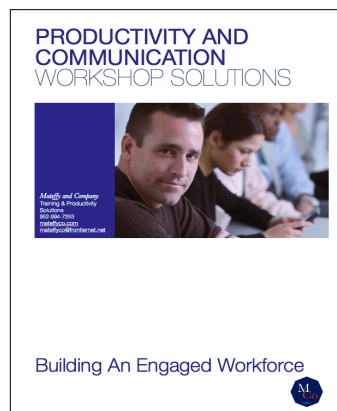
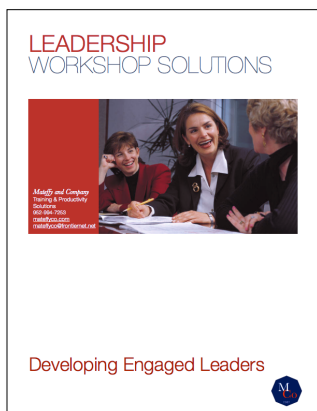
About Mateffy and Company?

Serving clients for over 30 years

Since 1987, Mateffy and Company has designed, developed, and presented employee development and video-based training programs for clients around the world. Our work has centered on finding ways to engage our clients' employees and customers. We've had the pleasure of creating custom programs for many of the world's leading businesses representing almost every industry and over 300 cities, counties, state and federal agencies. Our clients include:

- 3M
- AT&T
- Avon
- Blue Cross Blue Shield of Alabama, Illinois, the District of Columbia, and Michigan
- Boston Scientific
- Cargill
- Cities of Kansas City, Minneapolis, Saint Paul, and San Diego
- Counties of Dakota, Hennepin, Hillsborough FL, Los Angeles, Ramsey, Washington
- Gelco
- General Dynamics
- Honeywell
- Hyatt Hotels International
- Metropolitan Life
- Minneapolis Convention Center
- States of California, Florida, Minnesota, Washington, Wyoming
- Sysco Foods
- The PGA
- The United States Air Force
- The United States Library of Congress
- The Veterans Administration
- US Bank

Workshops from Mateffy and Company include:



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Advanced Selling Skills Workshop Solution

Description:

What does it take to be an elite sales professional? One of those distinguished people who not only understand the products and/or services they offer but also possess the motivation and skills to interact with any customer with ease and grace while making the big sale?

This *Advanced Selling Skills Workshop* was developed after coaching and training hundreds of elite sales professionals. It contains the secrets and practiced skills of their success. There are many opportunities to ask questions and get the answers you need. So, do you want to jump start your sales career? Then this is the workshop for you.

Topics:

- Why design engineers don't sell cars.
- Why choose sales as your profession?
- When work is no longer work: The role passion plays in selling.
- Assessing your level of passion for selling.
- Starting with internal branding.
- What to do in the first five minutes of a sales call.

Audience:

Sales professionals who want to take their skills and careers to a dramatically higher level of success.

Details:

- One day or two half days
- Pre-Workshop advanced selling skills assessment

- The roller-coaster of feast and famine.
- How ten minutes a month will make a customer for life?
- Five ways customer say that sales people shoot themselves in the foot.
- How fear can help or hurt your results.
- Four behaviors customers need to see from their sales representatives.
- 10 tips from the best sales people in the world.
- Dressing for the sales call.
- How to get your customers to sell for you.
- A friend in the business: relationship selling.
- How pride can lose the sale.
- Three ways to stay motivated to sell.



This workshop will be customized to fit the needs and selling situations your sales people face.

[Request a no-cost, no-obligation proposal.](#)

Client Comment:

When I use the term "sales professional" I now believe it's more than a term on my business card. This training gives each of us the tools to be the professionals we all desire to be and enables us to put our competitors on notice while increasing our earning potential. What could be better than that?

Julie J., Sales Rep.
Harmon AutoGlass

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Appreciating Introverts and Extroverts

Workshop Solution

Description:

What makes a person an introvert or an extrovert? Are we born one or the other or does socialization play a part? Does brain wiring play a part? Are introspective people more empathic and interpersonally connected than their outgoing counterparts? What are some practical ways to care for each? Lots of questions and some very interesting answers!

Created from a growing demand to understand, appreciate and work more effectively with introverts and extroverts, this workshop is like no other. The workshop begins with a quiz to help determine where you are on the introvert/extrovert scale. Then you'll look at the differences in brain wiring patterns of outgoing and more reserved people.

The session also covers how to care for and work collaboratively with both gregarious and shy people. This workshop is a great opportunity to build a new set of interpersonal skills. Skills that will increase cooperation, performance and build a team able to bring the best out in each of your team members.

Audience:

Sales professional who would like to learn advanced ways of working effectively with introverted and extroverted people.

Details:

- Two to three-hours, depending on client needs

Topics:

- The introvert/extrovert quiz.
- What makes you an introvert or extrovert?
- Brain patterns of an introvert.
- Brain patterns of an extrovert.
- Characteristics of outgoing and reserved people.
- Caring for and valuing introverts.
- Caring for and valuing extroverts.
- How to collaborate with both gregarious and shy people.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Debra Johnson, Ph.D., and John S. Wiebe, Ph.D., used positron emission tomography (PET) to measure cerebral blood flow—an indicator of brain activity—in individuals rated on a personality test as shy or gregarious.

The images they obtained clearly separated the quiet thinkers from the social butterflies. Introverts showed increased blood flow in the frontal lobes, the anterior thalamus and other structures associated with recalling events, making plans and problem-solving. Extroverts, on the other hand, displayed more activity in the posterior thalamus and posterior insula, regions involved in interpreting sensory data.

Psychology Today

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Becoming a Passionate Sales Professional Workshop Solution

Description:

Research has found that salespeople who are truly engaged in their work will sell at least 50% more than those who are disengaged. Why? For one thing, customers can spot someone with enthusiasm and commitment to their product and clients a mile off. For another, engaged people are filled with ideas and energy for what they do. For them, work is a destination, a place they can exercise their occupational passions and actually get paid for it! On the other end of the spectrum are disengaged salespeople, those who decide constantly whether they are in the right job or if they can make it through another day of pretending they are. Customers can spot this, too. Think about it: Who would you rather buy from?

Discovering your level of or potential for engagement in your job is a key to making the most of it in any number of ways. The amount of money you make, the quality of your relationships with peers, customers, and your boss, the satisfaction you take from your occupation—they all depend on the degree to which you are engaged. In this leading-edge workshop, participants begin

the journey from being satisfied with sales to being passionate about selling.

Topics:

- Connecting fulfillment and engagement.
- The link between your engagement and:
 - ✓ Feeling more challenged.
 - ✓ Wanting to learn new selling skills.
 - ✓ Exceeding sales goals.
 - ✓ Increasing productivity/sales.
 - ✓ Being less tempted to leave.
- Assessing your engagement level.
- When selling isn't work.
- 10 ways to build your passion for sales.
- Statistical evidence on how engagement impacts sales growth.



This workshop will be customized to address your sales people's specific needs.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Those who want to find a greater level of purpose, value, and passion in their sales careers.

Details:

- Two days
- Pre-Workshop engagement assessment

Client Comment:

You have a unique ability to effectively communicate ideas and concepts. Your presentation kept my people involved and interested. They came away feeling better about themselves and motivated to attempt the new ideas you presented.

Bill D., Manager, Group Sales
National Seminars, Inc.

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Creating and Delivering Outstanding Sales Presentations

Workshop Solution

Description:

How do you create a sales presentation that will not only be interesting and informative but also encourage your clients and prospects to buy? Have you every found yourself dreading making sales presentations? Or maybe you can't figure out why your delivery causes some clients to buy and not others.

The Creating and Delivering Outstanding Sales Presentations Workshop teaches you the secrets of building and delivering highly successful, interactive sales presentations — presentations that shut the competition out and bring business in. So, before you stand in front of a group of decision makers, spend a few days developing the skills you need to create and deliver outstanding sales presentations.

Topics:

- Why making sales presentations is a great way to sell.
- Why presenting in front of a group is more difficult than selling one on one.
- How to outline and order the information in to every sales presentation.

- 10 secrets to creating persuasive sales presentations.
- Three ways to build interest and excitement before you arrive.
- The first 90 seconds are critical!
- Five ways to grab your buyer's attention.
- Do you offer food and other refreshments?
- Using brochures or other written materials.
- How to create an interactive environment.
- How to bring 50 of your best customers.
- Presenting dry or taxing information.
- Five ways to use non-verbal expressions to reinforce your message.



This workshop will be customized with your organization's sales presentation samples and skill development needs.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Sales professionals who rely on presentations to assist in the sales process and who would like to learn the secrets of creating and giving outstanding presentations.

Details:

- One day or two half days

Client Comment:

Here are some things I learned from the Delivering Outstanding Sales Presentations training and made use of in my annual presentation to our client in Washington, D.C... Another technique that I found effective was to tell a story rather than state a fact. My stories brought facts to life and provided supporting evidence that we can do what we say we can do.

Tom Johnson, Property Manager
Ryan Companies

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Delivering Gracious Service Workshop Solution

Description:

In today's competitive markets, differentiating your brand by providing high quality service is the key to keeping existing customers and attracting new ones. Extending consistently excellent service also builds a direct road to improved bottom line results. So, is there a different way to look at helping your customers and will it build a culture of world-class service?

Delivering a new brand of gracious service is a big step forward in customer care.

Gracious service is demonstrating a heart felt passion to serve customers. The *Delivering Gracious Service Workshop* provides service professionals with new ways to show their consideration and willingness to deliver outstanding service.

Topics:

- Our heritage of gracious service.
- The difference between knowing how to serve and wanting to serve.
- Discovering your passion for helping others.
- Why employees find it hard to reveal their passion for serving customers.

Audience:

Service staff who want a dynamic way of looking at their profession and who would like to build a new set of skills to enhance their ability to serve others.

Details:

- One half to one day, depending on client needs

- Building a gracious service culture.
- Okay I get it, but what about service skills?
- You had me at hello: what do you say first?
- 10 kindnesses to offer customers.
- Five approaches for drawing in customers.
- Serving graciously over the telephone.
- Dial 13 for customer service: overcoming technologies that don't serve customers.
- When customers need to hear a human being on the line.
- Help customers become better customers.
- How to use creative service solutions.



This workshop will be customized with your service standards and challenges.

[Request a no-cost, no-obligation proposal.](#)

Client Comment:

Your enthusiasm, coupled with your vivacious manner, were inspirational to our Customer Service Representatives. Based on a recent Gallup Survey, Blue Cross and Blue Shield of Alabama Customer Service Representatives received a 5 star rating, which I feel is a direct reflection on staying motivated through your service skills seminar.

Tony C., Operations Manager
Customer Service Center
Blue Cross Blue Shield of Alabama

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Developing New Business Over the Telephone

Workshop Solution

Description:

With the cost of on-site sales calls constantly rising, sales organizations are turning to the telephone to reach new and existing customers. No longer the poor relations of sales tools, businesses are finding that even the most complex and expensive products and services can be offered and sold using the telephone. With the right skills and a winning approach, sales representatives can achieve high sales volumes at a fraction of the cost of face-to-face meetings.

This engaging workshop equips sales professionals with the skills they need to set appointments, make presentations, and close sales over the telephone. Workshop participants will not only learn the nuts and bolts of selling over the phone, but also the finer points of doing so with ultimate professionalism.

Topics:

- Why should I use the telephone? I'm a face-to-face sales professional.
- Visualizing each conversation.
- Building trust with the first call.
- What to say in the first 30 seconds.
- Exhibiting active listening skills.

- Five tips for projecting a professional image.
- Using professional language.
- Persuasive appointment-setting skills.
- Getting screeners to put your calls through.
- Five voice messages to leave for decision makers.
- How stories can dramatically increase your closing ratio.
- When to use e-mails and follow up calls.
- Using memory replay questioning.
- Building long-lasting selling relationships.
- Mirroring to build rapport.
- Projecting a polished image on the phone.



This workshop will be customized to include your sales peoples' specific challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

This workshop is built for sales professionals who want a faster, more effective way to increase sales using the telephone.

Details:

- One day or two half days

Client Comment:

If you are able to help others the way you assisted me in starting and developing the telemarketing outgoing sales program, your business will be a major success! We are beginning to see positive results from the concepts you presented in the training program designed for our company.

Larry Green, Div. Vice President
Life of Maryland

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Foundational Sales Skills Workshop Solution

Description:

When asked what he spent most of his practice time doing, Duke University basketball coach Mike Krzyzewski said, At least half our practice time is used to work on the fundamentals: dribbling, passing, shooting, and defending—just like we teach at our summer camps for grade school kids.

In a similar way, sales professionals need to learn and practice the fundamentals of successful selling. To gain an edge over their competition, great salespeople are constantly honing the skills they need to get customers to place an order. While they may learn new approaches and try out new ideas, they know that consistent success comes when they keep their foundational skills strong.

This very interactive workshop not only reinforces the fundamental skills used by winning sales professionals every day, it also introduces innovative selling practices.

Topics:

- Why choose sales as your profession?
- Understanding the goal of all sales skills: to build trust with customers and prospects.
- How to plan and visualize your sales calls.

- Getting your prospect's attention.
- Professional language that sells.
- Qualifying, probing, clarifying, and confirming your customer's needs.
- Active listening and observation skills.
- Responding to objections.
- Preparing for and completing cold calls.
- Setting highly anticipated appointments.
- Getting your customer to ask you to buy.
- Reading and influencing customers.
- Projecting a polished professional image.
- How to tell stories that engage and persuade customers and prospects.



This workshop will be customized to include your sales people's specific skill development needs.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Sales people new to the profession and seasoned representatives who want a firm understanding of foundational sales skills.

Details:

- Two days

Client Comment:

Your Sales Representative Training program is the first program that I can recall that is relevant to what we do on a daily basis (i.e. - appointment setting, call planning, handling objections). What also is clear is that this is not another canned sales program. You have involved yourself in our business. This program confirms that we are not "account managers" but rather sales professionals.
David L., Sales Representative
Fortune 500 Service Company

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Motivation and the Telephone Workshop Solution

Description:

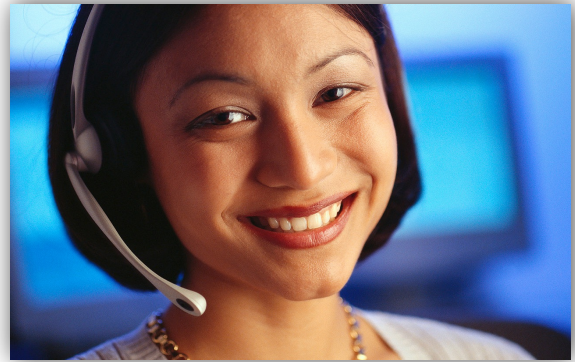
For many of us, the telephone is our most common communication tool. Large portions of our working days are spent saving time, money, and energy by using cell and land lines. However, without proper training, employees can become frustrated and stressed by the telephone. *The Motivation and the Telephone Seminar* can help your staff develop the right skills to build their confidence and keep callers calling.

This seminar equips participants with the skills they need to project a polished, professional image over the telephone. A fast-paced, three-hour presentation, the seminar can be delivered twice in one day to train your entire staff.

Topics:

- What do callers expect from you over the telephone?
- The goal of serving others.
- Five results of building trust.
- Your greeting.
- Things that drive callers crazy.
- How to handle incoming calls.

- Graciously putting callers on hold.
- Writing useful telephone messages.
- What to put into your voice mail.
- Building active listening skills.
- Analyzing your environment.
- Cell phone courtesy.
- Ideas to improve your professional image over the phone.
- Using professional language.
- Helping long-winded callers.
- Serving internal customers.
- Handling angry and emotional callers.
- Five ways to reduce your telephone stress.



This workshop will be customized to meet your organization's telephone courtesy challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Anyone who uses the telephone to serve internal and external customers and who wants to project a polished, caring, and professional image while doing so.

Details:

- One half to one day, depending on client needs

Client Comment:

I was extremely impressed with your Workshop "Motivation and the Telephone." You reflected knowledge of your audience and the needs of the employees, and your delivery related to their culture, environment, and specialized needs. You created a learning environment that was interesting, fun, and effective.

Diana H., Sr. Human Resources Rep.
Hennepin County, Minnesota

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Negotiation Skills Workshop Solution

Description:

There is no other term in sales that is more shrouded in mystery than negotiation. For many people the word brings to mind an adversarial relationship culminated in a conflict of wills where the winner takes all.

Contrary to this mental image, negotiating any sales agreement requires a set of skills resulting not only in a signed contract but also the beginning or continuation of a business relationship. Filled with proven successful practices, this innovative Workshop will build the skills all sales professionals need to prepare for and conduct trusting, mutually beneficial negotiation.

Topics:

- Understand different negotiation perspectives.
- From winner takes all to building lasting relationships.
- Advanced questioning skills.
- Assessing your competition.
- Using the Negotiation Cycle.
- Identify key players and business drivers.
- Apply negotiation best practices.

- Solutions to tough negotiation situations.
- Five rules for conducting a negotiation meeting.
- Offering normative solutions.
- How to uncover a false objection.
- Know when to say, Good question. Let me research that for you.
- Trading value-added concessions.
- Using their language to make your case.
- Focusing on issues not personalities.
- Presenting total solutions.
- Closing throughout the negotiation.
- Carefully debriefing your people.
- Service after the sale.



This workshop will be customized with your sales representative's negotiation situations and challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Sales staff who have the responsibility for managing customer relationships and negotiating contracts.

Details:

- Two days
- Pre-Workshop assignments

Client Comment:

Thank you so much for helping us out with your training last week on short notice. Your Powerful Negotiation Skills Workshop was well received. Thank you for your efforts. We look forward to working with you again in the near future.

Michael M.
Executive Vice President
Ryan Companies

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Serving Resistant Customers

Workshop Solution

Description:

Repeatedly working with resistant, angry, and/or disappointed customers while staying calm and confident is far from easy. Being the bearer of bad news opens service professionals up to many, often stressful, reactions from customers.

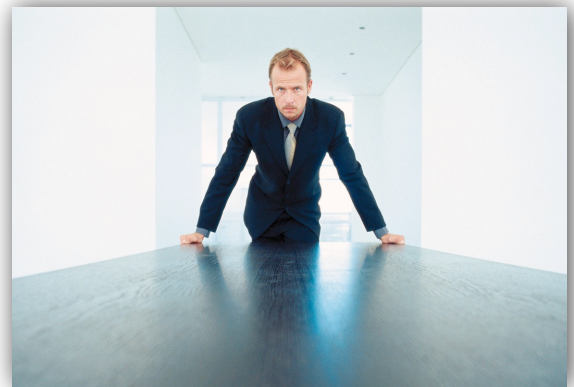
So, how do you prepare yourself to serve resistant customers? Are there practical ways to disarm volatile service situations? How do you reduce the emotional fallout that results from working with difficult customers?

This essential learning opportunity will help service professionals project a calm, courteous, and confident image while facing demanding, resistant, and sometimes disrespectful customers.

Topics:

- When trust is on the line.
- Why customers become resistant.
- How we can make it tough on customers.
- Top four service-related complaints from customers.
- Pitfalls of passive and/or apathetic service.
- Pitfalls of aggressive/hostile service.

- How to avoid passing off angry customers to your manager.
- How to use non-verbal communication to reinforce your message.
- Trust-building service.
- Trust-building responses.
- How to influence tough customers.
- Statements that put customers at ease.
- How to prepare for face-to-face interactions.
- When should you disengage with a customer?
- Five ways to recharge your service batteries.



This workshop will be customized with your organization's resistant and difficult customer challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Anyone who works with tough customers and needs the tools to prepare for and respond to all types of resistant and difficult clientele.

Details:

- One half to one day, depending on client needs

Client Comment:

Your enthusiasm and insight into maintaining customer service motivation by our staff was excellent. You really started off our conference on an upbeat note with a positive message that everyone needs in this industry.

Gary D., General Manager
Minneapolis Convention Center

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Staying Service Motivated Workshop Solution

Description:

One of the most difficult tasks in our professional lives is staying focused on serving customers. Even the best employees can become frustrated and stressed by the constant needs of callers/customers. When that stress is added to other demands of the job, it can quickly become demotivating.

In the *Staying Service Motivated Workshop*, service professionals develop a plan for staying motivated while working with customers. This fast-paced presentation can be presented twice in one day to train your entire staff. It will develop the skills customer-driven professionals need to maintain a service mindset.

Topics:

- Leaving your bag of life at the door.
- Serving as a profession.
- Why service expectations are changing.
- The true goal of service.
- Responding to service moments of truth.
- 10 value-building ideas that impact service.
- Staying motivated: who's job is it, anyway?
- Planning for motivation.
- Six steps for developing a personal motivation plan.

- Why does one bad customer ruin the day?
- The demotivation checklist.
- The power of visualization.
- Not letting difficult customer control you.
- Five practical ways to stay in control.
- Teaching customers how to get the most from you.
- Combating the physical affects of service stress.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Service professional who need to stay focused on and motivated to serve their customers.

Details:

- One half to one day, depending on client needs

Client Comment:

Several members of our team were familiar with Mateffy and Company and felt you would do an excellent job, and you did! Your topic was "Staying Service Motivated" and it was very well done. You took the extra time to contact some of our attendees to find out more about them so you could personalize it for our group.

Mr. Lee Nelson, President MN Chapter of the National Association of Government

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Successful Sales Management Workshop Solution

Description:

Guiding a team of sales professionals to get something sold requires myriad abilities that need to be learned and practiced consistently. Motivation, professionalism, perseverance, and long-term success in a sales team are the products of these practiced abilities.

This two-day, career-changing workshop covers the foundational skills needed to assemble, assess, teach, guide, reinforce, reward, and guide a winning sales team, all while modeling the highest standards of professionalism.

Topics:

- Transitioning from sales to sales management.
- Teaching, influencing, and modeling professional behavior.
- Assessing your sales staff skills and potential.
- Sales training for your team.
- Understanding your leadership style.
- Strategic planning, forecasting, budgeting, and posting sales projections and results.
- Teaching and rewarding responsibility.
- Creating motivating incentive programs.
- When to let someone go.

- Long-term growth over short-term outcomes.
- Establishing metrics for auditing, documenting, and communicating team members' contributions/results.
- Time, territory, and priority management.
- Effectively managing a decentralized team.
- Team building and generational considerations.
- How to build and elite salesforce.
- Networking for connection, lead generation, and support.



This workshop will be customized to your sales managers' needs.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Practicing, newly hired, and potential sales managers responsible for the results of their sales force.

Details:

- Two days
- Pre-Workshop assignments

Client Comment:

Just wanted to drop you a note and thank you for the sales advice you gave my company. You have opened our eyes to many new ideas to promote our company. We began by putting your suggestions to work the very next day and with great success, I'm convinced our sales will double if our people use only half of what you presented in the Workshop.
Richard P., President
Pentran Training Services.

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The Changing Face of Public Service Workshop Solution

Description:

Anyone who says that serving citizens is no different than serving customers at a retail store, hasn't ever dealt with your citizens. One big distinction is that customers of a city, county, or state agency think they have already paid the bill. You know this when you hear, Listen, I pay my taxes...

If you work in public sector service, attending *The Changing Face of Public Service Workshop* is a great way to recharge your batteries. Not only will you be reminded of the important role you play helping citizens, you'll also learn powerful ways to defuse and gain control during challenging service situations. Cities, counties, and state agencies across the nation have used this Workshop to encourage and reward their staff members.

Topics:

- What makes serving the public different from all other kinds of service work.
- Serving on the front line.
- Why the public can be difficult to serve.
- How we can make it difficult to be served.
- Five great ways to help customers at a service desk.
- 10 value-building ideas that impact service.
- What happened to citizenship?

- Practicing Active Listening to build trust.
- Six steps for developing a personal motivation plan.
- When one bad constituent ruins the day.
- What to do when taxed to the limit.
- 10 Secrets to improving internal customer service.
- Not letting difficult customers control you.
- Five practical ways to stay in control.
- Emotional management skills that put you in control.
- Leaving work at work: combating the physical affects of service stress.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Public sector service professional who need to be reminded of the critical role they play in helping, guiding, educating, and defusing their many and often demanding constituencies.

Details:

- One half to one day, depending on client needs

Client Comment:

Your approach in presenting this material was exceptional and enhanced the training experience for our employees. Seminar topics presented were timely, informative and presented in such a way as to really capture the key points of true customer service in the public sector.

John E., Assistant to the City Manager
The City of Coon Rapids, MN

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Writing Proposals that Sell Workshop Solution

Description:

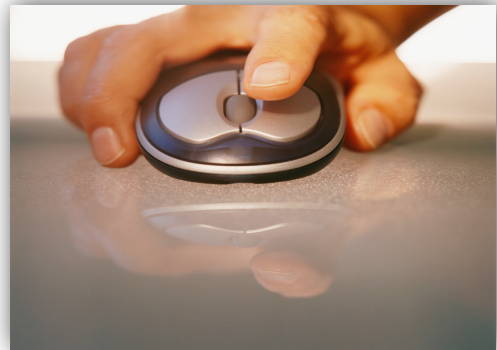
Professionally written sales proposal can open doors. Like the many facets of a precious stone, well-crafted proposals can show all the valuable facets of the products or services you offer.

The problem is that learning how to write excellent sales offers can take years of practice. In this eye-opening Workshop participants will learn the secrets of creating proposals that it took years for us to test and gather. The information in this Workshop comes from over two decades of creating proposal formats and templates for many of our clients — clients who depend on their proposals to bring in the majority, if not all, of their sales.

Topics:

- What's different about your proposals?
- Five simple rules to consider before you get started.
- Choosing a format and making an outline.
- Writing persuasive executive summaries.
- Three effective ways to state the prospect's need(s).
- Working from a RFP.

- Create a document that shows creative collaboration between you and the client.
- Why you should offer tiered pricing options.
- How and where to place customer satisfaction comments in the document.
- When graphics, data, and images make the biggest impact.
- Appealing to visual, verbal, and tactical decision makers.
- Why you should put information about your company information last.
- Proposal review secrets that result in clear, flawless, and convincing sales proposals.
- Presenting your proposal to seal the deal.



This workshop will be customized to reinforce your organization's sales proposal main categories.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Employees responsible for creating or helping to create sales proposals and who want to build the expertise to craft complete, concise, and persuasive proposals.

Details:

- One day or two half days
- Pre-Workshop assignments

Client Comment:

Thank you very much for the design, creation, and presentation of our new proposals. We have heard a lot of positive comments from our sales force and customers. We are confident that the new client-focused proposals will increase our close rate. Our sales organization is actually looking forward to creating proposals due to the simplified and organized approach you implemented.

Regan H., Senior VP
Gelco

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Need a Customized Training Solution?

This catalog presents our core workshop offerings. Anyone of these workshops can be customized to align with your organization's values, mission, and core competency development requirements. However, many of our clients have training program needs more specific to their industry and/or organization or they require a different delivery system than workshop settings. For these clients we have a six-step process for creating totally customized training programs.



Step One: Training Consultant Assigned

Following your inquiry, a training consultant will be assigned to guide you through our customization process. Your consultant not only possess and in-depth knowledge of creating customized training programs. He/she understands the difference between what sounds good on paper and what will positively impact participant's behavior.

Step Two: Learn about Your Requirements and Specific Needs

We will meet with you over the phone or face-to-face to align the training with your organization's values, culture, training goals, and core competency development requirements. During this meeting, your training objectives, main teaching points, and expectations will be established.

Step Three: Value-Driven Proposal

This proposal will demonstrate an accurate understanding of your training program objectives, main teaching points, and expectations and provide an appropriate value-driven solution. We can also show you how to reduce, if not eliminate the cost of developing your training programs.

Client Comment:

The 3M Global Supervisory Development Program (SDP) is a reality. That is the case, in part, because your company met and exceeded project expectations in every phase of the project. I wanted to particularly acknowledge several high points.

Concept Development: You were effective in getting the SDP global team (3M people from 34 countries) to think through what it was they really wanted in a front-line supervisory development program.

Team Effectiveness: Your company was willing and able to become part of the 3M team. You were accessible, particularly to me, as the project manager. I could count on you, and did count on you!

Customer Response: It is refreshing to have suppliers of goods and services deliver what was agreed upon. Mateffy and Company not only delivered a high-quality product, it was completed on time, meeting all agreed upon specifications. It isn't often that external development resources are willing to review copy at 6 am to accommodate the customer!

International/Global Implications: The SDP project is a product for the 3M world. Effective world-wide products that are acceptable to worldwide audiences require design and development efforts based on global input and sensitivity. It was excellent working with Mateffy and Company! We look forward to future projects.

Donald S.
Human Resources Development Manager, Asia Pacific
3M Human Resources Consulting Services

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Need a Customized Training Solution?

Step Four: Create a Training Program Blueprint

After receiving a signed agreement, we begin writing a training program Blueprint. This outline will suggest a breakdown for each module's:

- Learning objectives.
- Content to be covered.
- Pre-Workshop Assignments to prepare participants for the training.
- Assessments to help participants determine their skills levels.
- Exercises to reinforce the content and test the learning.

Step Five: Create Training Materials

As the materials and course work are written, we will also speak to a number of training participants, customers and leaders to gather any undiscovered topic needs, real work experiences for case study exercises, and language specific to your industry and organization.



Step Seven: Evaluate Program Success

To ensure that your training program meets the goals and requirements set out in the proposal, we use a number of evaluation tools to measure the success of each training program. These tools are tailored to appraise the specific qualitative and quantitative results each program is designed to obtain. Qualitative evaluations range from internal perception assessments, to customer satisfaction surveys, to cultural alignment gauges. Our quantitative data capture and analysis uses tools that measure everything from sales percentage changes, to accident reduction data, to productivity impacted by employee engagement levels.

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Step Six: Rollout Training Program

As important as any step in our process, step six is critical to your program's success. Our clients have chosen a number of ways to rollout their customized training programs including:

- On-line.
- At industry and educational conferences.
- Using regional training centers.
- Through a Train-the-Trainer model.

We offer the *Training Facilitation Skills Workshop* to assist our clients who want to use their own staff to deliver their training program. This two-day session is outlined in this catalog within the Productivity and Communication section.

Client Comment:

Mateffy and Company has been a significant contributor in our production of cost-effective, high-quality training videos. Their consultation has been readily available; it doesn't matter if it is a 2-day seminar or a quick phone call. We have been very pleased with the services provided by Mateffy and Company.

Dale B., Training/Recruiting Coordinator
Cargill Corporation

