



THE BROOKS GROUP

GSA PRICING, PROGRAMS & SERVICES GUIDE

GSA PRICING, PROGRAMS & SERVICES GUIDE

SECTION 1: GENERAL SERVICES ADMINISTRATION

SECTION 2: PRICING GUIDE

SECTION 3: THE BROOKS GROUP OVERVIEW

SECTION 4: CUSTOMIZED IMPACT SELLING® TRAINING

SECTION 5: IMPACT SALES COACHING™

SECTION 6: LICENSING & CERTIFICATION

SECTION 7: DELIVERING PRESENTATIONS WITH IMPACT®

SECTION 8: CUSTOMIZED SALES PERFORMANCE TRAINING

SECTION 9: SALES LIBRARY

SECTION 10: TRIMETRIX ACI ASSESSMENTS
(Performance Management/Professional Development)



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GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven data-base system.

GSA Advantage	http://GSAAdvantage.gov
Schedule Title	Mission Oriented Business Integrated Services (MOBIS)
Federal Supply Group	874
Contract Number	GS-02F-0024W
Contract Period	October 15, 2014 through October 14, 2018
For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.fss.gsa.com	
Contractor Information	William T. Brooks and Associates DBA: The Brooks Group 3810 North Elm Street, Suite 202 Greensboro, NC 27455-2726
Phone	800-633-7762 (Commercial)
Fax	336-282-5707
Email Address	Jwilburn@thebrooksgroup.com
Website	http://www.brooksgroup.com
Contract Administrator	Joe Wilburn
Business Size	Small business



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CUSTOMER INFORMATION

1a	Awarded Special Item Numbers: 874-4, 874-5 and 874-9. PSCs: U006, U099 and 6910
1b	Identification of the lowest priced model number and lowest unit price for that model for each SIN awarded in the contract. See descriptions on subsequent pages.
1c	Description of job titles, experience, functional responsibility and education for those employees who will perform services: See descriptions on subsequent pages.
2	Maximum Order: \$1,000,000
3	Minimum Order: \$100
4	Geographic Coverage (delivery area): All 50 United States and the District of Columbia
5	Point of Production: Greensboro, Guilford County, North Carolina
6	Discount from prices or statement of net price: See separate price list. Discounts vary by product and service.
7	Quantity Discounts: Available on certain products. See separate price list.
8	Prompt Payment Terms: Net 30 days
9a	Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Yes
9b	Notification that Government purchase cards are accepted above the micro-purchase threshold: Yes
10	Foreign Items: None
11a	Delivery Time: Negotiated at time of order
11b	Expedited Delivery: Items available for expedited delivery are noted in this price list.
11c	Overnight and 2-day Delivery: Overnight and 2-day delivery are available on products identified for expedited delivery on the price list.
11d	Urgent Requirements: Contact the contractor's representative to effect a faster delivery.
12	F.O.B. point(s): Destination
13a	Ordering Address: The Brooks Group 3810 North Elm Street Suite 202 Greensboro, NC 27455-2726

13b	Ordering Procedures: Contact contractor for assistance and/or for supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405.3. Information is also available at the following websites: www.gsa.gov and www.gsaadvantage.gov
14	Payment Address: The Brooks Group 3810 North Elm Street Suite 202 Greensboro, NC 27455-2726
15	Warranty Provision: See price list for warranty information. Warranties vary by product and service.
16	Export packing charges: Not applicable
17	Terms and conditions of Government purchase card acceptance: Government purchase cards will be accepted above the micro-purchase threshold.
18	Terms and conditions of rental, maintenance and repair: Not applicable
19	Terms and conditions of installation: Not applicable
20a	Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not applicable
20b	Terms and conditions for any other services: Not applicable
21	List of service and distribution points: Not applicable
22	List of participating dealers: Not applicable
23	Preventive maintenance: Not applicable
24a	Special attributes: Not applicable
24b	Section 508 compliance: Not applicable
25	Data Universal Number System (DUNS) number: 803417260
26	Central Contractor Registration (CCR) Database: Registered
27	Uncompensated Overtime: Not used

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The Brooks Group
3810 North Elm Street, Suite 202
Greensboro, NC, 27455
Telephone: 800-633-7762
Website: www.brooksgroup.com

- Federal Supply Group 874 – Mission Oriented Business Integrated Services (MOBIS)
- SINS: 874-4, 874-5 and 874-9
- Government credit cards accepted for payment
- Travel Expenses Billed Separately
- Prices on products include GSA Industrial Funding Fee of .75%, but do not include shipping
- Expedited delivery options – see individual products and services

Sales/Recruiting Training and Reinforcement Tools

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-4	IMPACT Sales Training: Two-day course instructs participants how to apply the IMPACT Selling System in their day-to-day selling/recruiting activities. The IMPACT Selling System is principles-based, applicant/customer-focused, need-driven and non-manipulative. It's designed to take salespeople/recruiters through the steps of finding qualified prospects/applicants to developing trust, asking the right questions, recommending the right solutions, proving their claims and closing the sale. IMPACT is an acronym that stands for Investigate, Meet, Probe, Apply, Convince and Tie-It-Up.	\$1050.00 Per person	Min. 11 people per class Max. 30 per breakout session	\$855.00 Per person when at least 14 people from same organization attend	N/A
874-5	IMPACT Sales Coaching: Web-based, 9-week reinforcement program designed to build on the training provided in the initial IMPACT Sales Training Class. For one hour each week, participants participate in an online discussion where they review the results of weekly homework assignments and report on real-world selling/recruiting experiences.	\$995.00 Per person	Min. 12 people per class Max. 30 per coaching class	\$795.00 Per person when at least 15 people from same organization attend	N/A
874-4	Trainer Certification: Three-day course is designed to allow selected personnel to become certified trainers for the IMPACT Selling System. Following program, participants can teach their own IMPACT training classes to their organization.	\$2450.00 Per person	Min. 6 people per class Max. 14 per class	\$1895.00 Per person when at least 7 people from same organization attend	N/A
874-4	Presentation Skills: One-and-a-half day Presentation Skills Course is designed to help improve the facilitation skills of anyone who teaches training classes or makes presentations to large groups or small committees.	\$1150.00 Per person	Min. 6 people per class Max. 14 per class	\$975.00 Per person when at least 9 people from same organization attend	N/A

Sales/Recruiting Performance Management Training

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-4	Performance Management Training: Two-day course instructs participants how to lead, manage and supervise a sales/recruiting team and provides tools to build success. The course is divided into 10 modules and takes participants through the management process, ranging from identifying and selecting talent, to establishing expectations, providing training and coaching, holding people accountable and sustaining performance.	\$1250.00 Per person	Min. 11 people per class Max. 50 per class	\$935.00 Per person when at least 14 people from same organization attend	N/A



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Curriculum Development

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-9	In-Person Customization: Customization allows the customer and members of The Brooks Group to build a sales training program that incorporates the processes and terminology used in the customer's world. Customer stakeholders work with a facilitator, curriculum writer and graphics specialist to create a customer-unique IMPACT Selling System training program.	\$5950.00 Per day	1 day minimum	N/A	N/A
874-9	Telephone Customization: Customization allows the customer and members of The Brooks Group to build a sales training program that incorporates the processes and terminology used in the customer's world. Customer stakeholders work with a facilitator, curriculum writer and graphics specialist to create a customer-unique IMPACT Selling System training program. Telephone customization is a viable option when fewer changes to the curriculum are required and/or the organization's budget is tighter. Telephone customization is generally completed within four hours.	\$3750.00 Per 4 hours	1/2 day minimum	N/A	N/A

Professional Support Services

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-4	Facilitator: Responsible for presenting all training materials in the classroom environment. Identifies the target audience's needs and relays them to the curriculum writer for preparation of the training materials. Facilitates learning by presenting the curriculum in ways that evoke discussion and avid participation on the part of the attendees.	\$250.00 Per hour (Estimate)	N/A	N/A	N/A
874-4	Curriculum Writer: Responsible for creating and customizing The Brooks Group's proprietary sales and sales management training content for clients. This includes curriculum design/layout, developing new training content and updating existing materials.	\$115.00 Per hour (Estimate)	N/A	N/A	N/A
874-4	IT Technician: This person ensures all IT equipment and software programs in support of client services are available and operational. Serves as point of contact between the customer and The Brooks Group for all distance learning programs technology issues. Assists in training customers how to use and manage the distance-learning reinforcement training programs.	\$115.00 Per hour (Estimate)	N/A	N/A	N/A
874-4	Audio-Visual Technician: This person ensures all audio-visual equipment in support of classroom training is available and operational. Records and edits classroom presentations by facilitators and students. Prepares final versions of program recordings for delivery to the customer.	\$85.00 Per hour (Estimate)	N/A	N/A	N/A
874-4	Graphics Specialist: Provides templates and designs for program materials such as PowerPoint presentations, workbooks, handouts, in-class training tools and take-away tools. Creates materials customized specifically for clients by including their colors, logo and terminology in the training products.	\$65.00 Per hour (Estimate)	N/A	N/A	N/A

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Books, Audios and Training Accessories

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-9	Military Recruiting Strategies and Tactics Book: The Recruiting Strategies and Tactics book lays out the six steps of the IMPACT Selling System in easy to understand terms for recruiters charged with finding people to join the branches of the armed services. The IMPACT Selling System is principles-based, applicant/customer-focused, need-driven and non-manipulative. It's designed to take salespeople/recruiters through the steps of finding qualified prospects/applicants to developing trust, asking the right questions, recommending the right solutions, proving their claims and closing the sale. IMPACT is an acronym that stands for Investigate, Meet, Probe, Apply, Convince and Tie-It-Up. The book is densely packed with useful tips and information and makes a great reference tool for people who want to employ a proven sales model.	\$13.95 Each	1	\$12.85 Minimum order of 15 books sent to same location	YES
874-9	Military Recruiting Strategies and Tactics CD: The Recruiting Strategies and Tactics audio CD lays out the six steps of the IMPACT Selling System in easy to understand terms for recruiters charged with finding people to join the branches of the armed services. The book is densely packed with useful tips and information and makes a great reference tool for people who want to employ a proven sales model. Ideal for people who prefer to learn by listening rather than reading. The IMPACT Selling System is principles-based, applicant/customer-focused, need-driven and non-manipulative. It's designed to take salespeople/recruiters through the steps of finding qualified prospects/applicants to developing trust, asking the right questions, recommending the right solutions, proving their claims and closing the sale. IMPACT is an acronym that stands for Investigate, Meet, Probe, Apply, Convince and Tie-It-Up.	\$50.63 Each	1	\$47.35 Minimum order of 15 CDs sent to same location	YES
874-9	Sales Techniques Book: The Sales Techniques book lays out the six steps of the IMPACT Selling System in easy to understand terms. The book is densely packed with useful tips and information and makes a great reference tool for people who want to employ a proven sales model. The IMPACT Selling System is principles-based, applicant/customer-focused, need-driven and non-manipulative. It's designed to take salespeople/recruiters through the steps of finding qualified prospects/applicants to developing trust, asking the right questions, recommending the right solutions, proving their claims and closing the sale. IMPACT is an acronym that stands for Investigate, Meet, Probe, Apply, Convince and Tie-It-Up.	\$13.95 Each	1	\$12.85 Minimum order of 15 books sent to same location	YES
874-9	Sales Techniques CD: The Sales Techniques audio CD lays out the six steps of the IMPACT Selling System in easy to understand terms. The CD is densely packed with useful tips and information and makes a great reference tool for people who want to employ a proven sales model. Ideal learning product for people who prefer to listen to information rather than read it. The IMPACT Selling System is principles-based, applicant/customer-focused, need-driven and non-manipulative. It's designed to take salespeople/recruiters through the steps of finding qualified prospects/applicants to developing trust, asking the right questions, recommending the right solutions, proving their claims and closing the sale. IMPACT is an acronym that stands for Investigate, Meet, Probe, Apply, Convince and Tie-It-Up.	\$50.63 Each	1	\$47.35 Minimum order of 15 CDs sent to same location	YES
874-9	New Science of Selling and Persuasion Book: The New Science of Selling and Persuasion book provides sales managers, salespeople/recruiters and entire organizations with the tools they need to create a modern sales strategy and implement an organizational structure that supports excellence in selling/recruiting.	\$23.93 Each (As is)	1	\$22.52 Minimum order of 15 books sent to same location	YES



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Books, Audios and Training Accessories

SIN	Description	GSA Price	Quantity	Discounts	Expedited Delivery
874-9	New Science of Selling and Persuasion CD: The New Science of Selling and Persuasion audio CD provides sales managers, salespeople/recruiters and entire organizations with the tools they need to create a modern sales strategy and implement an organizational structure that supports excellence in selling/recruiting. Ideal product for the person who prefers to learn by listening rather than reading.	\$50.63 Each	1	\$47.35 Minimum order of 15 CDs sent to same location	YES
874-9	Sales Library Facilitator Kit: This kit includes everything a manager needs to prepare for and lead an effective sales training meeting. The kit includes 52 sales training audios and manager's guides on topics related to the IMPACT Selling System. Each audio and worksheet covers a separate lesson and includes a checklist for setting up each training meeting, along with key teaching points and discussion questions.	\$178.33 Each	1	N/A	YES
874-9	SalesYear Student Kit: This kit includes everything recruiters need to prepare for an effective sales training meeting. The kit includes 52 sales training audios and worksheets on topics related to the IMPACT Selling System. Each audio and worksheet covers a separate lesson.	\$178.33 Each	1	\$148.61 Minimum order of 15 kits sent to same location	YES
874-9	Pocket Skills Cards – Behavior Styles: Behavior Style Cards contain characteristics of each of the four behavior styles and offer useful hints for interacting with each type. The fit in a wallet or briefcase and make a perfect tool to review just before every interview.	\$5.00 Each	1	N/A	YES
874-9	IMPACT Selling Student Workbook: Companion study guide for the IMPACT Sales Training Course. Workbook contains learning points, exercises and assignments. Each student attending class receives a book as part of the tuition cost. These workbooks can be purchased to replace lost books.	\$50.38 Each	1	\$40.30 Minimum order of 15 workbooks sent to same location	YES
874-9	Facilitator Guide – IMPACT Selling: Companion guide designed for attendees of Trainer Certification Course. Facilitator guides are specifically designed for people who will lead in-house IMPACT Sales Training classes. Guide contains all presentation slides and instructions/hints for presenting the teaching points and conducting classroom exercises. Each student attending Trainer Certification course receives one facilitator guide as part of tuition cost. These guides can be purchased to replace lost guides.	\$75.56 Each	1	\$60.45 Minimum order of 15 guides sent to same location	YES
874-9	Performance Management Workbook: Companion study guide for the Performance Management course. The workbook contains key learning points, exercises and assignments. Each student attending a Performance Management course receives one workbook as part of the tuition cost. These workbooks can be purchased to replace lost workbooks.	\$50.38 Each	1	\$40.30 Minimum order of 15 workbooks sent to same location	YES

Support Products (ODCs) - Assessments (Performance Management/Professional Development)

SIN	Description	GSA Price	Quantity/Unit	Quantity Discounts
874-5	ASSESSMENTS – TriMetrix ACI Coaching Report® Combines Three leading assessments to provide a complete picture of your team members. The report look at how people perform, why they are motivated to perform and what skills they bring to the organization. It provides a comprehensive strategy for coaching and developing high performing teams.	\$250.00	Each	1-99 = \$250/ea 100 - 199 = \$230/ea 200 -1999 = \$200ea 2k - 3999 = \$185/ea +4k = \$170/ea



THE BROOKS GROUP

Founded in 1977, The Brooks Group is a sales and sales management training firm that has helped more than 2,000 organizations in 450 industries improve their businesses by creating and sustaining top-performing sales and business development programs.

We are dedicated to helping sales-driven organizations build top-producing sales teams with innovative, high-quality sales and sales management training that shows a real return on investment (ROI). Our business model allows us to deliver top-notch training with unmatched flexibility. *That means you get the absolute best available resources for screening, training, developing and retaining sales and sales management talent -- tailored specifically to your organization's needs.*

The Brooks Group brings you training and consulting that has a lasting effect on your team's selling skills and a measurable ROI:

- In working with thousands of organizations, we've learned that the best companies attract, hire and retain talented people. So *we've created assessment systems that give you the edge in screening, selecting and developing first-rate sales/recruiting teams and effective managers.*
 - We have the *only seamlessly integrated selling and assessment systems.* Our one-of-a-kind assessment works with our proven, linked, sequential selling system to pinpoint each person's strengths and weaknesses before they ever begin training. This means each person gets targeted coaching that's geared to his or her individual needs and specifically related to improving selling skills.
 - Our *unmatched follow-up and accountability programs drive and measure on-the-job implementation for lasting results.* This means your team gets ongoing support as they apply what they've learned in the classroom. And built-in metrics show exactly who's getting the results that will grow your bottom line.
 - Our content comes directly from our extensive research and depth of experience from working with sales-driven organizations over the last three decades. Additionally, all of our facilitators have firsthand experience in sales/recruiting and sales management, so you reap the benefits of hands-on, practical knowledge.
- To drive long-term growth and efficiency, you need more than a hit-and-run training session. When you work with The Brooks Group, our expert trainers, facilitators and coaches become your strategic partners in developing your team to its highest potential.
- Get the results our clients rave about:**
- **Get the right people in the right places in your organization.** Our unparalleled, "three-deep" assessments give you the most insight into the strengths and weaknesses of candidates and employees. This powerful information can give you the edge you need to make better hiring decisions and maximize your team's potential.
 - **Generate results.** Our sales/recruiting effectiveness and management training programs incorporate a linked, sequential process that increases closing ratios from 42% to 93%.
 - **Get your team in front of more qualified prospects.** Unlike other sales/recruiting training organizations that begin their training with the sales presentation, we know that the toughest part of selling/recruiting can be getting in the door in the first place. We teach your team how to prospect and position for success long before they ever meet prospects face-to-face.
 - **Get lasting, quantifiable results.** Our approach to training goes far beyond the "event." We incorporate detailed personal assessments and the best follow-up programs available so that each participant gets training targeted to their needs and ongoing support as they put their newly learned skills to the test in the field.



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In today's increasingly competitive marketplace, many companies are finding that traditional, one-size-fits-all training seminars simply don't address the specific challenges that their sales/recruiting teams face every day. Conventional off-the-shelf training programs won't give you the edge you need to achieve your team's full potential.

Some sales/recruiting skills are universal – prospecting, building trust, communication, qualifying, presentation skills, negotiating, closing – but *the most effective training programs are tailored specifically for your unique business environment.*

Customized IMPACT Selling Training Gives You:

- **The most positive impact for your training dollars** – Concentrate on the concepts, learning activities, role plays, case studies and exercises that will drive success in your unique selling environment.
- **Faster, more relevant learning** – Build a training system that's geared directly to your organizational challenges.
- **Better on-the-job results** – Help your team apply what they learn by incorporating your real-world examples and industry specifics.
- **Consistency across your sales force** – Provide a uniform learning experience for your entire sales/recruiting force, even in multiple and separate training groups.
- **Commitment from your team** – The customization process gives your key people firsthand familiarity with the curriculum, which drives internal support for the program from the top down to create a training program that is deeply rooted in your organizational culture.

We can help you quickly and easily customize a training program for your organization. Using our proven IMPACT Selling System as a framework, we develop training that will meet the specific needs and expectations of your organization.

Our staff is experienced in providing highly-relevant, customized sales growth solutions for

all of our individual clients. We have successfully trained and delivered thousands of customized onsite IMPACT Selling training programs for organizations both large and small. Each customized program is totally unique—and strictly confidential.

We've developed a proven methodology for creating a clear, structured sales growth strategy to help you maximize market opportunity and revenue growth. Our track record of designing and delivering successful training programs speaks for itself with results that include higher quality, volume and consistency.

In Addition, You Can:

- Take advantage of the latest developments in training technology, greatly expanding your choices for training and development.
- Incorporate our outstanding reinforcement materials (workbooks, books, audios, DVDs) and unmatched follow-up coaching programs (live, phone and web-based) to achieve long-term improvements and lasting success.

We look forward to helping you design and deliver your next successful training initiative.



To really drive lasting improvements in your sales/recruiting team's performance, you need a training program that permanently enhances the way your salespeople do their jobs – every single day.

At The Brooks Group, one of the most important things we've learned in nearly 30 years of training and coaching is that people learn best by doing... by putting concepts into action. Even the best, most focused salespeople/recruiters need to practice using the IMPACT Selling® System in order to really *internalize the techniques until they become habit*.

We designed The IMPACT Sales Coaching system to give you precisely what you need from a training program – *an immediate increase in production followed by sustained growth*.

Here's how it works...

1. *Immediately following your IMPACT Selling program, we'll divide your participants into teams that will compete in a reinforcement program.*

The contest introduces some healthy competition on the job. *Your people compete to see which team is best applying, implementing and getting results from applying IMPACT Selling principles.*

2. *Participants complete weekly assignments that directly relate to their on-the-job performance.*

For example, one week's assignment might involve viewing a short video about pre-call planning. The person would then be asked to apply this concept by naming a current prospect and answering a series of questions that would help prepare the person for a face-to-face meeting. The assignments include audio, video or reading material as well as activities and questions to be answered online. The assignments also incorporate regular online quizzes so that you and your coach from The Brooks Group can monitor participation and success.

3. *The entire team loses points when an individual doesn't complete an assignment on time* - so peer pressure often kicks in to ensure maximum participation because individuals don't want to be the "weakest link" or disappoint the other members of their team.

4. *Each week, all participants meet with a coach from The Brooks Group* for a telephone coaching session that gives them the opportunity to review the assignment and discuss their progress using IMPACT Selling in the field.

Your group's coach will facilitate lively conversations by channeling the group's competitive spirit and good-naturedly "grilling" participants to find out how well they understand and use the IMPACT Selling System. The group call gives your people the opportunity to learn from one another because they'll hear each week exactly how others are using IMPACT Selling on the job.

With this simple, yet powerful program you get:

- **"Hands-free" coaching** - The entire program is managed and administered by your designated coach from The Brooks Group and all results are recorded in real time so you can see how and where your sales force is improving.
- **Individual attention for each participant** - Class size is limited to no more than 30 people per coach to guarantee that individual attention is available.
- **Maximum results with a minimum time commitment** - The teleconferences, reinforcement activities and assignments are all streamlined so your people keep building their skills while they get on with the job at hand – selling and servicing accounts!
- **9 weeks to reinforce and perfect the new skills your people have learned.**

Providing ongoing coaching and support over a 9-week period gives your team the edge they need to make the most of their training and learn to really build their skills for better on-the-job performance. You'll get real-time data that allows you to clearly identify strengths and weaknesses in your sales/recruiting force for targeting additional training and reinforcement.

The IMPACT Selling System can help your people achieve dramatic results. The IMPACT Sales Coaching System will help you maximize those results and drive performance long after the coaching program is over.



The Brooks Group offers license agreements and Certification programs designed to equip you and your team with the customized curriculum, training materials and skills necessary to deliver ongoing training and reinforcement throughout your organization.

By licensing our intellectual property, you can gain the capacity and flexibility to deliver your own internal training programs for existing personnel and “next generation” hires. *Having your trainers certified to deliver IMPACT Selling® means new hires and newly promoted employees, as well as other departments within your organization, can be trained on demand.*

A license agreement enables you to take full ownership of your training initiative without having to reinvent the wheel.

At the same time, the Certification program gives you the tools you need to make the program work for you, including:

- How to adapt the training to fit your unique organization and business environment
- How to conduct a pre-assessment and personalize the training to emphasize areas of concern to your company
- *Detailed instruction on how to deliver the program for maximum retention and application of new ideas*
- Helpful training tips to make the training a fun and engaging experience

Our Certification program will also hone your trainers’ skills in the following areas:

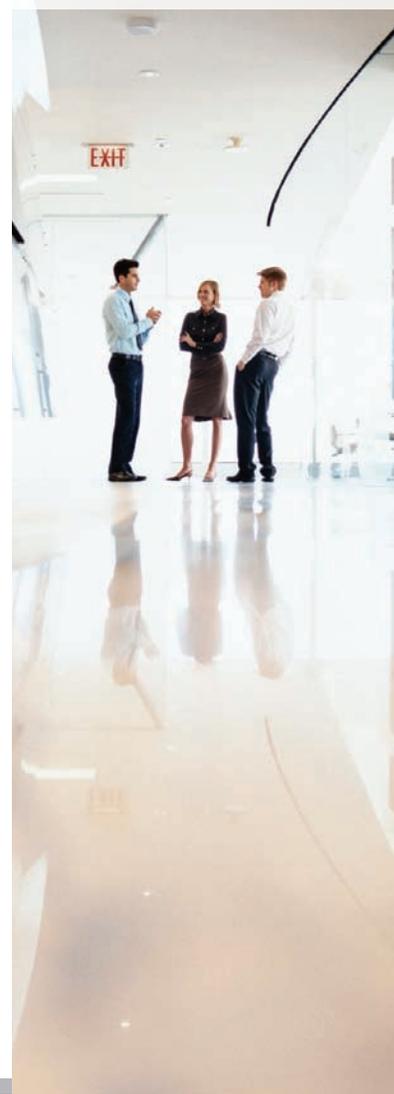
- Platform Skills / Facilitation
- Classroom management
- Questioning
- Mastery of the training curriculum
- Media presentation
- How to keep trainees engaged with stories, vignettes and role-plays
- *How to make your training have a lasting impact long after the initial delivery*

Putting the power of IMPACT Selling in the hands of your trainers is a cost-effective way to bring the IMPACT Selling System to your entire organization. A licensing agreement allows you to customize, reproduce and distribute all materials and benefit from ongoing access to our professional training and consulting services. The Certification program gives your staff the opportunity to work with our

expert facilitators on a one-to-one basis, helping you make effective sales training a permanent part of your company’s culture and success.

A Brooks Group Licensing Agreement and Certification Program Gives You:

- **Our proven IMPACT Selling System with all the flexibility of an ongoing, internal training program.** Your trainers get the knowledge, expertise and framework to continually deliver highly successful training programs within your organization.
- **Mastery of the IMPACT Selling System.** Your trainers get step-by-step guidance and coaching from certified master facilitators who have delivered IMPACT Selling hundreds of times.
- **The ability to bring IMPACT Selling to your entire organization without having to hire a third party.** We equip your trainers to provide the same top-quality programs that our experts have delivered to hundreds of companies worldwide.
- **The power to build a custom-tailored program that drives lasting results.** Your training experts can infuse IMPACT training with your industry-specific best practices, real-world examples and exercises to create a relevant program that lays the foundation for lasting improvements in on-the-job performance.
- **The finesse you need to make the program come to life.** Your trainers gain more than an intellectual understanding of the program curriculum; they also learn how to be more effective platform speakers capable of engaging and entertaining audiences of any size.



DELIVERING PRESENTATIONS WITH IMPACT®

This 1½-day workshop offers valuable, practical tools in conjunction with the fundamental and professional-level skills critical to anyone who has to give dynamic presentations – whether to large groups or small committees. Its engaging, interactive format is designed to highlight and cultivate each individual's unique strengths, while enhancing their presentation abilities and positioning them for greater success.

Program Topics

The "Delivering Presentations with IMPACT" curriculum includes instruction in the areas of:

- Preparing for Your Presentation
- Understanding Stage Fright and How to Conquer It
- The 6 P's for Success – Prior Proper Planning Prevents Poor Performance
- Planning to Prevent Problems
- Dealing with Disasters or Difficult Audience Members
- Why Nonverbal Behavior is so Critical
- How to Structure a High-Impact Presentation
- Starting Your Presentation With a Bang
- Conveying Your Main Thoughts
- Effectively Incorporating Visual Aids
- Getting the Results You Want
- Closing with Power
- The Seven Most Closely Guarded Secrets of the Presentation Pro
- The 25 Biggest Mistakes a Presenter Can Make (and How to Avoid Them)

The Brooks Group Communication Behavior Report™

We have found the most effective presenters thoroughly and accurately understand themselves, and are also equipped to implement meaningful strategies to enhance their current level of performance. Prior to the workshop, each participant in this Presentation Skills program will be asked to complete our Communication Behavior Profile via the Internet.

The Brooks Group Communication Behavior Report describes HOW the individual tends to communicate in a professional environment. This report reflects an individual's natural (native or intuitive) and modified (what he/she believes is necessary) behavior styles.

Knowing their own strengths and weaknesses as they apply to presenting will allow your team to truly deliver their best every time they step onto the stage. This profile will reveal valuable insights that will empower each participant to evaluate his or her method of communicating and allow them to more fully understand, assimilate and apply that information to communicate more effectively with prospects, clients, distributors and audience members.

Program Format

Each participant will deliver sample presentations and receive targeted, constructive feedback on his or her performance. Participants are recorded giving up to three brief presentations during the training session, and will receive a personalized DVD documenting their progress.

- Presentation #1 (3 minutes, impromptu) – Done at the very beginning of the program prior to any coaching, instruction or observation.
- Presentation #2 (5 minutes, prepared) – Done after initial training/coaching has been completed. Participants have limited time to prepare for this presentation before delivery.
- Presentation #3 (8-9 minutes, prepared) – There will be extensive, personalized coaching and training after presentation #2 to prepare for #3, which participants must prepare before the second day of training.



THE BROOKS GROUP

Even with great salespeople/recruiters in place, no organization will perform any better than the quality of leadership, coaching, mentoring and direction that it receives. --William T. Brooks, *The New Science of Selling and Persuasion –How Smart Companies and Great Salespeople Sell*

For organizations that want to reach and sustain the highest possible level of sales performance the message is clear – *a superbly effective sales management team is an absolute necessity.*

That's why The Brooks Group offers fully customized training options that allow you to *apply our three decades of expertise to your unique business challenges.* Unlike so many of the fuzzy, theory-driven leadership and management training programs that are out there today, *the programs that we build are truly results-driven and specifically geared for tackling the inherent challenges of managing a sales/recruiting team.*

With our training solutions, *you gain access to a vast arsenal of targeted, practical training material. Plus, you get the flexibility to pick and choose the topics that are most relevant for your managers.*

Here are the powerful and highly targeted management topics that you can incorporate into your own customized training program:

- 9 Strategies of Successful Companies and Great Managers
- Your Role as a Manager
- Coaching Your Team: Leadership, Management and Supervision
- How to Motivate Your Team
- Effective Performance Reviews
- Forecasting for Managers
- Managing Experienced Reps
- Holding Salespeople/Recruiters Accountable
- How to Break a Sales Plateau
- How to Handle Performance Problems
- Hiring & Retaining Performance Champions
- Launching Stars (Orientation)
- Implementing A Sales Process With Your Sales/Recruiting Team
- How to Get People to Perform on Their Own
- Leveraging Personal Strengths, Overcoming Weaknesses and Maximizing the Talent on Your Team ***This session gets rave reviews every time – it's simply a "must have" for any organization that wants to see a lasting return

on their training investment. Not only does it provide a powerful set of "takeaways" that participants continue to use long after the program is over – it also offers a detailed, personalized action plan to help each participant achieve their highest possible level of performance.***

Here's how the process of designing and building your program works:

1. We'll help you put together a "core" program that takes advantage of the indispensable tools that we've developed through nearly 30 years of training and consulting.
2. Then we'll help you identify and incorporate other topics you want to include.
3. Finally, we'll go to work on customizing the program so that it's tightly focused on giving your managers the tools and skills they need to really put those ideas to work in your unique selling/recruiting environment.

Through this process, you'll get a program that's based on proven principles *and* designed specifically for driving the success of your performance team – *without wasting any of your valuable time and effort in the development process.*

We look forward to helping you design and build the exact program you need to drive success in your organization.



The Sales Library is a revolutionary system that puts 52 “instant” training meetings at your fingertips. It’s a simple solution for busy managers who want to continually raise the bar of sales/recruiting performance. This unique kit takes the absolute best intellectual property that we’ve developed during nearly thirty years of training and consulting – and boils it down to quick, easy lessons that you can use to keep your sales team sharp.

The Sales Library allows you to deliver sophisticated content in an amazingly easy-to-use format. You can work through the lessons systematically or pick and choose from 52 individual lessons in 12 key areas.

We developed this practical, do-it-yourself sales training system because sales meetings are the perfect opportunity to squeeze in critical training to boost performance. However, too often training meetings turn into administrative proceedings or complaint sessions where sales training and coaching are left off of the agenda entirely. In addition, many managers say they are so overburdened with other responsibilities that they don’t have time to focus on providing the motivation, skill-building and professional growth that their team needs.

Sales library offers a streamlined, no-fail system. You can finally stop “reinventing the wheel” each time you need to infuse your meetings with some skills training, coaching and inspiration.

Here’s how it works:

1. Before each meeting, your team will listen to an audio lesson on a specific topic in professional selling/recruiting. Each person will have their own audio recording, so they can listen whenever and wherever it is most convenient.
2. After listening to the audio, each member of your sales team will complete a brief Sales Success Worksheet that helps them apply the audio lesson to their personal selling experiences and challenges.
3. As the manager or team leader, you’ll listen to the audio too, then review a quick checklist designed to help you cover all the bases and prepare your meeting in record time. Jot down a few related anecdotes from your own experience, grab your list of discussion questions and you’re ready to go.

4. During the meeting, the entire group will discuss the audio lesson and how it applies to selling/recruiting in your organization. You’ll weigh in with your own examples and reiterate your expectations for putting the lesson into practice. Your team will benefit from the exchange of ideas for selling more effectively and they’ll be even more motivated by the results they see.

Take a look at everything this revolutionary “instant” training meeting kit includes:

Each member of your team gets:

- A personal copy of 52 training audio selections
- A workbook with 52 Sales Success Worksheets with real-world ideas for on-the-job implementation of each lesson

You’ll get:

- A copy of each audio recording with powerful, proven tips and ideas for getting the most mileage out of your Sales library training sessions
- A Manager’s Meeting Guide with:
 - Topics for discussion and action
 - Key coaching points
 - A checklist of everything you’ll need to do before each meeting

Each week, you’ll be fully equipped to help your team tackle some of the toughest topics in professional selling/recruiting. **Preparing an effective and informative meeting has never been so quick and painless.**

Even if you don’t hold weekly meetings, Sales library can still be an indispensable resource for your team. The 52 individual lessons give you the flexibility to deliver effective training regardless of how you choose to use them.



Sales Library Will Empower You To:

- **Tackle trouble spots where your entire team's performance is lacking.** Maybe your team does a poor job of prospecting or maybe they need to hone their presentation skills... whatever the challenge is, there's a specific exercise that can help your team overcome it.
- **Put theory into practice.** After listening to each audio, your sales team will apply the lesson to their selling experience. They'll also set specific goals for putting each new concept into practice with their current prospects and customers.
- **Turn travel time into productive learning time.** Each lesson starts with an audio selection that won't cut into your team's selling time. This system allows you to squeeze some expert selling advice into their busy schedules while they're on the go.
- **Offer targeted training to help individual people boost their weakest areas.** You can help each member of your team find the solution to their own specific selling challenges. Use each of the 52 lessons as a prescription for fixing problem areas.
- **Develop a peer-learning program where experienced people take responsibility for training less experienced people.** Not only will you get more buy-in from your whole team, you'll find that through teaching the material your veterans will truly master each concept. It might also help you identify those who could be effective leaders and managers in the future.
- **Train and coach your geographically dispersed team in an organized, cohesive way.** Many managers say they can't hold regular training meetings or skill building sessions because they lead teams that are spread out over vast territories. We say that's all the more reason to use a systematic approach to improve performance and keep everyone marching in the same direction. Sales library can work superbly as a tele-coaching, video-conferencing or internet-based program. The possibilities are unlimited.
- **Provide a structured orientation program for each new person that you hire.** You need to arm your new people with specific selling know-how. Sales library delivers a basic foundation in the skills, knowledge and professionalism required for successful selling/recruiting.

Smart managers know that time and effort that's put toward improving their team's performance is always well spent. Sales library gives you the power to cut that time down to minutes a week. It's an easy way to deliver effective, targeted training all year long.



About Our Assessment Tool

The TriMetrix System was conceived and refined by our founder, Bill Brooks, and his strategic partner, Bill Bonnsetter, CEO of TTI, as the direct result of decades of working with clients to solve organizational challenges.

Often, managers and executives embrace the idea of developing their teams for greater success, but they lack the knowledge and tools they need to make it happen. Our assessments solve this dilemma by providing a complete development plan with individualized strategies for each team member.

Our TriMetrix system provides a Coaching Report to help with on-boarding, coaching, and development. It is also a great tool for High Potential identification and succession planning. The personal coaching reports give you 46 pages of incredible information on each person. Imagine having these insights at your fingertips:

Natural tendencies and response to stress
 Specific talents and behavioral strengths
 What value do they bring to the organization?

- How do they handle problems or challenges?
- How do they interact with people and use their contacts?
- What's their natural pace and level of consistency?
- How well do they follow procedures and handle constraints?

You also get easy-to-use, targeted advice for successfully managing each person:

- Do's and don'ts for effective communication
- How to create most productive environment for this person
- How to motivate this person (What they want)
- How to manage this person (What they need)

In addition, you get specific coaching points while each team member gets a clear plan to help them in their own personal and professional development:

- Areas for improvement
- Ideas for training and professional development
- Action plan for continuous improvement

EEOC Compliance?

We have a validation study that demonstrates that our TriMetrix ACI assessment meet the requirements of the E.E.O.C. All the studies conducted comply with the American Psychological Association's guidelines for analysis of psychometric instruments and follow industry-standard procedures for statistical analysis.

TriMetrix is actually three different powerful assessments rolled into one easy-to-use platform. The TriMetrix system allows you to assess people and jobs – using the same criteria. No more pouring over lengthy reports. No more guesswork. Just a simple way to find out how well an individual “fits” in a specific job – and to help him perform better in that job.

TriMetrix measures three dimensions to give you a complete picture of each individual:

1. Personal Skills (Attitudes) – How will this person perform?

Gives you an accurate ranking of personal skills to show an individual's potential for workplace performance and strengths within certain arenas. Answers questions like: Does this person have a strong sense of accountability for their actions? Are they results-oriented? Is this person a self-starter?

2. Personal Motives and Values – Why does this person perform?

Identifies what motivates each individual or what they find personally rewarding in their work. Answers questions like: Is this person driven by helping others people or by recognition? Is he motivated to follow rules or break them?

3. Behavior Style – How does this person perform?

Describes an individual's natural behavior style. Answers questions like: Is this person dominant and demanding or are they accommodating and friendly? Is he methodical or haphazard?

TriMetrix offers you:

- The only single, complete system that measures three dimensions – personal skills (attitude), motivators/values and behaviors.
- The only system that assesses jobs – using the same factors for measuring people.
- A clear and relevant picture of an individual's capacity to perform in a specific job – the missing piece that no other assessment system provides.

These powerful advantages make TriMetrix an indispensable tool for coaching, managing and developing in the workplace.

