

Sales skills and product knowledge

Today's customers are well-informed and demanding. How does your sales team keep up? Our performance-centered design teaches both sales skills and product knowledge in relevant scenarios that take training from the classroom (or computer) to the real world.

Consultative selling

- New sales consultant orientation, basic selling skill requirements and activities
- Qualifying — uncovering key customer buying motivations
- Overcoming objections — surfacing, clarifying, and responding
- Product presentations (features, benefits, advantages, and value)
- Selling against the competition
- Price and service negotiation
- Gaining customer commitment and building loyalty
- Telephone sales

Personal management

- Organizational practices
- Time management
- Stress management

- Research and lead development strategies

Advanced communication skills

- Understanding customer buying styles and preferences
- Communicating effectively with a diverse customer base
- Conflict resolution
- Team-based sales practices

Sales support

- Internet selling
- E-business
- CRM and sales process development
- Sales conferences
- Knowledge portals
- Job aids

Leadership and management development

A company's success is predicated on the ability of their managers to lead. We feel this is the key ingredient to a thriving business. We have helped thousands of employees run faster and reach higher by developing their individual and collective leadership and management skills.

- Leadership assessment (360-degree evaluation and process implementation)
- Fundamental leadership and management practices
- Process assessment, measurement, and improvement strategies
- Decision making
- Time management
- Stress management
- Financial acumen
- Communication strategies and skills
- Organizational change management processes (definition, development, branding, and implementation)
- Organizational operating cultural assessment

Cultural and brand immersion

The importance of a company's culture and brand identity is often overlooked and undervalued. We will help you define and articulate your culture while igniting the power of your brand through custom programs which focus on improving business results.

- On-boarding and new employee orientation
- Brand, product, and business culture orientation
- Brand values and brand behavior integration
- Company history and heritage
- Assessment of the impact of mergers and acquisitions (M&A)
- Employee and supplier company meetings

Customer service and business skills

The secret to repeat customers lies in the quality and value of the service you provide. We have created hundreds of programs focused on specific customer service skills and the business tools used to support the delivery of outstanding service.

Consultative service practices

- New service consultant orientation, basic customer service skill requirements and activities
- Qualifying — uncovering key customer service needs
- General product service knowledge/offerings (key value position)
- Service value presentations (features, benefits, advantages, and value)
- Telephone skills

Service support

- CRM and service process development

- Safeguarding customer data
- Mystery shopping
- Job aids

Advanced service skills

- Understanding customer communication styles and preferences
- New service process training
- Customer service record tracking systems
- Communicating effectively with a diverse customer base
- Dealing with challenging customers
- Team-based service practices

Performance improvement consulting and technology solutions

In addition to courseware design and development, we offer strategic consulting services to maximize the productivity and performance of your employees. We help you set strategies, communicate, identify, evaluate, and measure the success of your training and performance improvement efforts. We are also well versed in the latest delivery media and technology. In addition to helping you select the best delivery method(s), we'll consult with you on the best infrastructure and content management methodologies.

Consulting

- Strategic planning
- Business operations planning
- Best practice forums
- Franchise operating standards
- Performance management
- Systems assessment
 - Document current operations
 - Identify areas for needed improvement
 - Define performance improvement strategy
- Kirkpatrick's Levels 1 – 4 evaluation
 - Refine performance improvement strategy based on evaluation results
- Sample results from our programs include:
 - Blended learning solution delivered revenue increase of 46% with cost payback of 4.1 days
 - Learning participant satisfaction scores consistently rank above 90%
 - Client dramatically improved customer and sales satisfaction moving to top 5 industry ranking
 - Training enabled client to exceed pre-sell objectives by 35%

- Participants at in-market workshop increased sales revenue for net gain of \$1,000,000
- 100% of all clients surveyed will "consider using Ardent on future training projects"
- Communication and marketing services
 - Teaser campaigns
 - Project logo development
 - Email blasts
 - Custom animation
 - Print materials
 - Video production
 - Print ads

Technology

- Learning management system (LMS) development, execution, and analysis
- Web site/intranet development
- Podcasting
- Virtual world learning
- Web content hosting
- Content management
- Search engine optimization
- Courseware development tools and templates

Product and program launches

We deliver events that will excite participants, kick-start sales, and lay the groundwork for on-going success. Our events are centered around learning and delivered in a way that ensures the participants will retain and apply what they have learned when they return to work. If the event is both a great show and an engaging learning experience, then it will have lasting impact.

- New program and process launches
- Product launches
- Retail/in-store events
- Retail kits
- Sales and service conferences
- Consumer “edutainment” programs
- Performance improvement communication

Who we reach

- Executives
- Managers
- Employees
- Channel partners
- Consumers

How we reach them

- New product launch events
- Corporate events
- Instructor-led training
- E-learning
 - Web-based training
 - Computer-based training
 - Webinars
 - CDs
 - DVDs
- In-dealership
- Satellite
- Electronic gaming
- Videos
- Meeting-in-a-box programs
- Job aids

To see some of our award-winning, results-oriented learning solutions, visit our Web site at www.ardentlearning.com.