



PATH TO PERFORMANCE™

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Excellence in Digital Training for
Management & Leadership,
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Path to Performance™: Categories



Path to Performance™: 26 titles available



Manage Myself

1. Give a Boost to Your Communication Style
2. Dare to Become an Intrapreneur and Reap the Benefits
3. The Finance Tools that Every Manager Needs
4. Harness Emotions to Be More Effective/ Nurture empathy at work
5. Unlock Your Creative Potential at Work
6. Strategies for Personal Effectiveness



Manage Priorities

7. Effective Time Management
8. Find New Solutions Through Design Thinking
9. Make Complex Project Management Simple
10. Make Remote Working Effective for You
11. Shift to Management 3.0



Manage Talent and Retention

25. Effective talent management
26. Attracting and retaining right talent



Manage My People and My Team

12. Take Your Team to the Next Level of Performance
13. Add Coaching to Your Management Style
14. Foster a Happy Workplace
15. Get Your Team Working Together
16. Managing Remote Teams Effectively
17. Building Customer Focused Teams
18. Building a Learning Culture
19. Manage Your Team's Motivation and Engagement
20. Effective Performance Evaluation



Manage Sales and My Customers

21. Leading Customer Experience in Retail
22. Manage Your Key Accounts Like a Champion
23. Sell Solutions, Not Products
24. Maximize the Potential of Your Sales Team





Manage Sales and My Customers

Leading Customer Experience in Retail

Audience: Sales associates in specialist stores or retail chains

Time taken: Approx. 8 hours

- All businesses should deliver satisfactory customer service -but that's not at all what this course is about. Here we'll look at how to create truly great customer experiences—those “wow” moments that amaze customers, inspire loyalty and free stores from race-to-the-bottom pricing competition
- Leading customer service expert and New York Times best-selling author Shep Hyken has built a set of tools that allow us to create true moments of magic for our customers—and, just as importantly, to do so consistently
- The result isn't just spectacular for customers, it's more rewarding and motivating for staff

Takeaways: How to foster customer loyalty, gain competitive edge, make customers become brand ambassadors, make customers spend more each time they purchase, and foster customers who are less price-sensitive.



SHEP HYKEN

New York Times and *Wall Street Journal* best-selling author, sought-after customer service and experience expert. Hall of fame speaker for National Speakers Association.

LEARNING PATH



FOR PROVEN BENEFITS

- Customer loyalty
- +
- Competitive edge
- +
- Customers become brand ambassadors
- +
- Customers spend more each time they purchase
- +
- Customers are less price-sensitive

Manage **Your Key Accounts** Like a Champion

Audience: Sales teams, key account managers

Time taken: Approx. 6-8 hours

- For key account managers, the ultimate objective is to generate as much value as possible from key accounts
- Gaining and maintaining in-depth knowledge of accounts, building a network of strategic relations and correctly assessing the accounts are the key skills that one needs to master. So how can sales managers develop these skills?
- This course on managing key accounts will give learners the keys to success

Takeaways: Boosting business excellence, Effectively monitoring and providing value for key accounts.



DIANA WOODBURN

Specialist in managing key accounts. Consultant and trainer for major international organizations. Visiting Fellow at Cranfield School of Management. Co-Author of *Key Account Management: The Definitive Guide*.

LEARNING PATH



FOR PROVEN BENEFITS

Boosting business excellence



Effectively monitoring and providing value for key accounts

Sell **Solutions, Not Products**

Audience: Sales teams, sales managers

Time taken: Approx. 6-8 hours

- How can sales professionals get out of the grind of merely competing on price, and instead be selling solutions that make them invaluable to their clients?
- This course will take learners through a better conception of sales, moving from the prospective client stage all the way through to maintaining strong and profitable relationships that matter
- It takes a look at consultative sales, interpersonal skills and effective negotiation, with solid techniques that can be applied across the board in the field

Takeaways: Transition successfully from selling products to selling solutions, Boost business excellence.

LEARNING PATH

Attract clients' attention

1

2 Understand their needs

2

Get to grips with consultative sales

3

4 Excel in client meetings

4

Harness interpersonal skills for more effective negotiations

5

6 Improve client satisfaction

6

Sell **Solutions, Not Products**

TRUST OUR **EXPERTS**



**MANFRED
KETS DE VRIES**

Rated as one of the top 50 leading management thinkers by the *Financial Times*, *Le Capital*, *Wirtschaftswoche* and *The Economist*. Lifetime Achievement Award from the International Leadership Association and 5-time winner of the INSEAD Distinguished Teacher award. Considered one of the world's 6 founding professionals in the development of leadership as a field of expertise.



STEVE MUYLLE

Full Professor and Partner at Vlerick Business School. Award-winning researcher on successful marketing strategies and e-business models.



MARTHA GABRIEL

Internationally acclaimed consultant, professor and researcher (BSP). Author of the best-selling *Marketing in the Digital Age*.



ADAM GRANT

Wharton top-rated professor. Ranked among the world's 25 most influential management thinkers. Listed on *Fortune* magazine's 40 under 40.



**JEAN-CLAUDE
LARRECHE**

Professor Emeritus of Marketing at INSEAD, founding chairman of StarX and author of *Markstrat* and *The Momentum Effect*. He has won many awards and was selected as one of the top 12 marketing masters in the world by Mazur and Miles in their book *Conversations with Marketing Masters*.

FOR PROVEN
BENEFITS

Transition successfully from selling products to selling solutions



Boost business excellence

Maximize the Potential of Your Sales Team

Audience: Sales managers

Time taken: Approx. 5.5 hours (+ optional 3 hours)

- Leading a top-notch sales team isn't something that comes about through luck. Good sales managers have a full arsenal of strategies at the ready for selecting, motivating, training and retaining a talented and productive team
- They know how to celebrate and reward the big wins, as well as handle poor performance when it arises
- This program focuses on upbeat and well-tested strategies from Butch Bellah, the author of several books on the subject and a salesman and manager with over 25 years of experience in the trenches himself

Takeaways: Manage, recruit and motivate your sales force, Help your team grow in the long term.



BUTCH BELLAH

Expert salesperson, speaker and sales coach. Named one of the Top 50 Sales Experts and one of the Top 100 Business Coaches to follow on Twitter. Author of *Sales Management for Dummies* and *The 10 Essential Habits of Sales Superstars: Plugging Into The Power of Ten*.

LEARNING PATH

- 1 Take on the roles of a sales manager
- 2 Adapt coaching to performance
- 3 Provide ongoing training
- 4 Manage your team's pipeline
- 5 Set team goals and motivate wins
- 6 Run a sales meeting
- 7 Address poor performance
- 8 Strengthen cross-functional relationships (optional)
- 9 Recruit and onboard (optional)
- 10 Groom future sales managers (optional)

FOR PROVEN BENEFITS

Manage, recruit and motivate your sales force

+

Help your team grow in the long term

Look Forward to Partnering With You



"To experience is to learn.
Everything else is just information."

CORPORATE HEADQUARTERS
Singapore

SALES & CUSTOMER SUPPORT

India

New Delhi
Mumbai
Bangalore

Malaysia

Kuala Lumpur

USA

Houston