

FORCE Marketing



THE ART OF MARKETING - THE IMPACT OF TECHNOLOGY

How to Unleash the Potential in Your Collaborators.

Create an environment to grow your
business more rapidly and profitably!

Keynotes, Seminars & Training Presentations

Training is Key!



To survive in today's ever-changing environment, you need to keep improving and reinventing your company and its processes. Training gives you new direction, keeps your organization competitive, and motivates your employees.



Your organization is unique - Shouldn't your training be as well?

We highly recommend customizing training presentations to your company and its products and services. When participants see pictures of your facility, your products, your staff and hear the unique terminology that is a part of your company, they understand the concepts faster and integrate them better into their routines.

We first tried this customized training at the request of one of our clients and liked the results so well that we now recommend it to all our customers. We offer a number of training presentations, training workshops and training seminars that can be given at your facility in North and South America, Europe, Asia or Africa.

Our focus is your business.

Each process improvement project is designed to meet your unique and desired outcomes. Our consultants work with your personnel to facilitate the development of a tactical plan for your process improvement project. This leverages the use of consulting resources and promotes the ownership and buy-in of your employees to the process. As a result, they are able to keep on course as new challenges are encountered. *It creates an environment to grow your business more rapidly and profitably!*

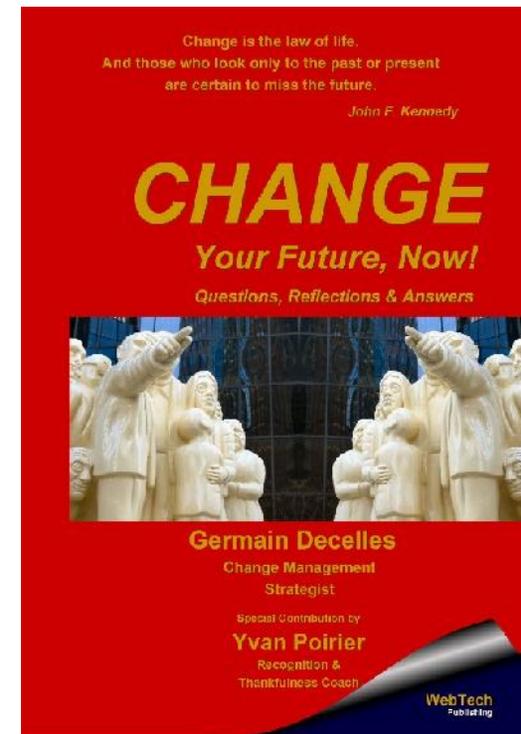
Realize the Potential



Shape your Organization's Future. To realize the potential of your Collaborators and Organization, you need a detailed development program that will enable you to shape the future for all. That is the purpose of *Change Your Future, Now!* – a series of keynotes, seminars and training presentations – to help you to develop a clear and detailed program for your collaborators happiness and your Organization growth.

It's all about knowledge and experience. Do not sit back and wait for knowledge and experience to come to you. Seek them out by embarking on our *Realize your Potential Program!* Then after each experience, you should process it by going back to your *business development plan* to see what changes you need to make and/or to determine the future experiences you should have.

Remember the following fundamentals; they will help *shape your Organization's Future*: You will need to help your collaborators discover their authentic self as soon as possible; you will need to help them to remember that they do not have to be born with certain characteristics to be able to shape their future and your organization's one; you will need them to understand that they do not need to wait for a tap on their shoulder to start; you will help them to gain confidence and not need to wait to be at the top of the organization to start; and the most important, you will need to remember all your collaborators that they are never too young or too old to realize their potential and *shape your Organization's Future*.



Phase One - Change is an inevitable part of life



People must understand that something has to change.
The threshold must be crossed, before something new can come.
The ultimate question is: *What should you be in the future?*

Everyone needs to question himself, or herself, on life's journey, opening the mind to new challenges regarding how to be great, how to communicate and network. Change is all about acquiring knowledge and wisdom, planning head, being able to influence, inspire, deal with change, negotiate, disagree, be a good citizen and have some common sense, reduce stress, use humor and have the intuition to facilitate success for a better future.

Trough questions, quotes and reflections during our *Phase One* seminar, we provide the necessary elements for your collaborators to journey to is or her own soul, in order to find out who they are, where their real passion lies, and how they can become more effective, so they can shape their futures and help your Organization reach its business goals.

Topics explored:

Acquiring knowledge and wisdom, planning head, being able to influence, inspire, deal with change, negotiate, disagree, be a good citizen and have some common sense, reduce stress, use humor and have recognition & thankfulness.

Our *Keynotes, Seminars & Training Presentations* are based on *Change Your Future, Now!* - This 642-page personal development book is the result of a four-year project called *Project Tomorrow*. During the four-year period, we followed more than 500 trainees, aged from 16 to 72. The trainees were from colleges and reinsertion programs in administration, computer science, marketing and sales. Some of the trainees implicated where dropouts from school districts, and others were new immigrants or unemployed workers from different economic and social backgrounds. Many of the questions, reflections, and answers presented in this book are issued from our findings during this period. We have also drawn from thirty years of international experience gathered from our change and transition management consulting services.

Phase Two – Communicating, Networking, Power



No matter what your age, background, or experience, effective communication, networking and use of power are skills you can learn. Developing good skills is an important part of living a fulfilled life and a sure way to ensure a proactive participation in the Organization.

Communication is the process of transferring signals/messages between a sender and a receiver through various methods, such as written words, nonverbal cues, and spoken words. Communication is the mechanism we use to establish and modify relationships. Communication is selling!

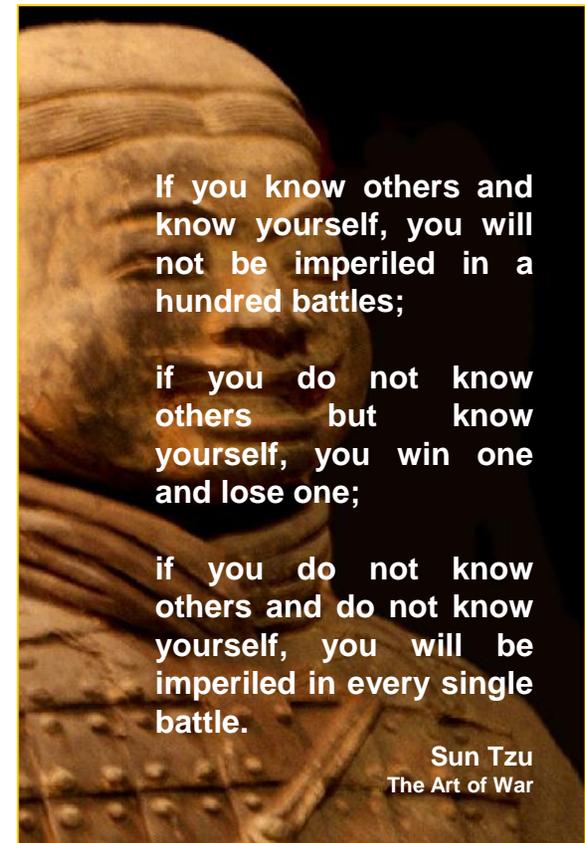
Topics explored: How can I organize my communications? How can we have a great conversation? What about effective inter generations' communication? How to be polite? How to make your personality stand out?

Networking involves making connections and maintaining relationships with people who support you throughout each phase of your life. Your network of contacts may help you to choose the right career and people in your life, find rewarding opportunities, develop your skills, and achieve your goals. Making connections and maintaining relationships with the people who support you, can be the key in the success of the Organization.

Topics explored: When should I start networking? How should I act when attending networking activities? How can I start a conversation with a stranger? Can I create a friendship in 60 seconds?

Power is the ability to get things done your way. Sometimes it involves asking for a favor, making a suggestion or a request, or giving a direct order; but the result is always that the other person acts, and you derive a benefit from the other person's actions. The condition is that you have power!

Topics explored: Do people have power over you? How can I identify manipulative behavior? How can I be captivating?



Phase Three – Intuition, imagination, Vision, Mission



Many people want to achieve success in life, but it is easier said than done. There are so many distractions that it can be challenging to discipline oneself to accomplish a monumental goal.

Intuition is knowing something without being able to explain how you came to that conclusion rationally. It is that mysterious *gut feeling* or *instinct* that often turns out to be right, in retrospect.

Topics explored: How can I develop my intuition? What can I do about fear and intuition? How can I follow my intuition?

Imagination is the ability to form a mental image of something that is not perceived through the senses. It is the ability of the mind to build mental scenes, objects, or events that do not exist, are not present, or have happened in the past. Everyone possesses some imaginative ability.

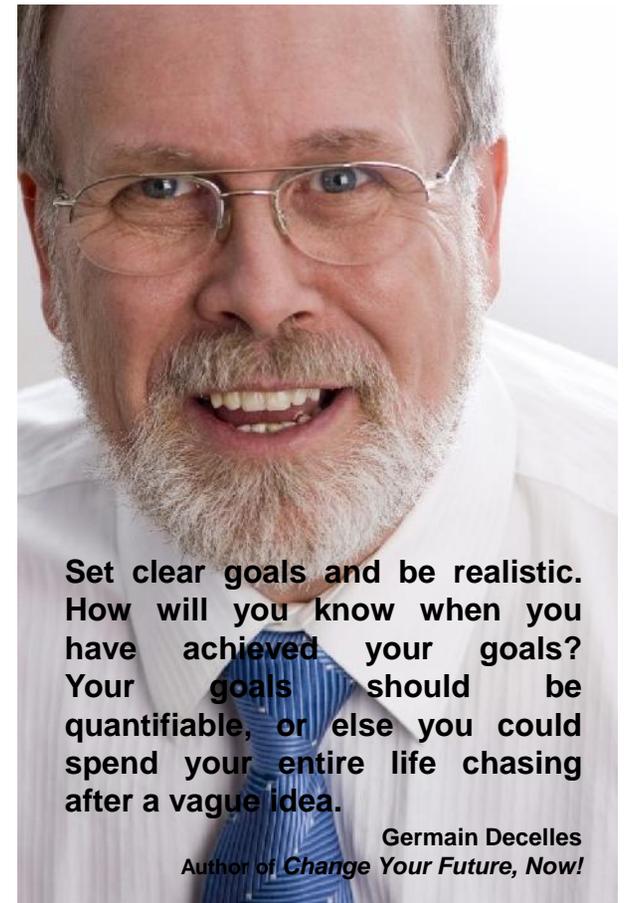
Topics explored: What about imagination? Can innovation play a part in my life? Is creativity as good as it sounds?

Living your life without a **Vision** leads to chaos, inaction, self-sabotage, and mindless waste. It is akin to the idea that if you do not know where you are going, you will end up in a strange place.

Topics explored: How can I create a vision of my future? How can I overcome anxiety using future visioning? How can I visualize?

A **Mission** is all about goals. Many people want to achieve success in life, but it is easier said than done. There are so many distractions that it can be challenging to discipline oneself to accomplish a monumental goal.

Topics explored: How can I make decisions? How can I be bold? How can I be proactive? How can I be ambitious? How can I be resourceful? Can I get the collaboration of others? How can I make money?



Set clear goals and be realistic. How will you know when you have achieved your goals? Your goals should be quantifiable, or else you could spend your entire life chasing after a vague idea.

Germain Decelles
Author of *Change Your Future, Now!*

Phase Four – Effective Product and Service Marketing



Our Effective Product and Services Marketing program shows you how to gain a deep understanding of your buyers and leverage this knowledge to create marketing plans and tools that work. It also teaches you how to align your marketing strategy with the goals of your whole organization and to effectively measure and report the impact of your programs on the bottom line.

Prioritize Strategically. Learn how to create a marketing plan aligned with the overall goals of your organization and how to prioritize marketing programs based on the behaviors of the market.

Align Your Organization for Success. Learn how to define and meet the expectations of management for your next product launch. Understand who should be involved in the launch team, what their responsibilities are and how to assess organizational readiness.

Demonstrate the Value of Your Programs. Discover how to build company-wide support for your marketing strategy by effectively measuring and reporting meaningful metrics that doesn't require investment in expensive research.

Maximize Launch Results. A product or service launch checklist is valuable only after the most appropriate launch strategy is chosen. Learn the key launch strategies and how to prioritize and apply them to your next product launch to maximize sales velocity.

Impact Sales. Deliver more qualified leads and shorten the sales cycle by creating marketing collateral and sales tools that guide the customer through the entire buying process.



Phase Five – Create a Sales System



The ultimate solution to growing your business is to create and continually refine a sales system that influences every customer contact – a sales system that can be relied upon consistently to bring in an ever-increasing quantity of revenue.

Build a system: How to build a system from the ground up? You will learn of powerful principles and specific ideas you can use to make an immediate difference in your organization.

A Consultative Selling Approach: How to work effectively with clients or prospects to solve their business problems. Force-Marketing specialists teaches salespeople how to question and listen and how to establish a better understanding of the client's perspectives and needs throughout the sales call. As a result, they are better positioned to build trust, identify more meaningful and shared solutions and cement stronger relationships. They learn more about their clients, uncover more needs, make more tailored recommendations, and achieve goals faster.

Training and Development- Our Curriculum

We provide customized and comprehensive training solutions for salespeople and sales managers. Here is our list of our core programs:

Consultative Selling, Problem Solving, Team Selling, Negotiation Skills, Telephone Selling, Presentation Skills, Finalist Presentations, Sale Management, Coaching Skills, Effective Meetings, Keynote Speaking.

Quality of Instructors

Force-Marketing offers only the highest quality facilitators with accomplished backgrounds. Each of our consultants has significant corporate, selling and training experience. They are highly credible with all audiences and have dynamic personalities with which participants can easily relate.



We work with companies to assess both the quality of their sales process, and the people within the organization required to implement that process.

Needs Assessment: We will work with you to identify the key sales challenges, business strategies, goals and skill gaps for both the sales force and sales managers. We accomplish this through interviews, surveys, a needs assessment tool and a review of our findings to ensure that our recommendations support your objectives.

Training Audit: We will review your current sales training curriculum (if one is in place) to help identify next level training that will build on and support your existing sales training culture, or offer new ideas for developing a meaningful sales curriculum.

Sophistication of Skills: Our intellectual delivery is never insulting to even the most sophisticated audience, yet the concepts and skills are simple enough to apply. Force-Marketing skills fall into five categories: interpersonal, communication, presentation, facilitation and problem solving.





Looking forward to
serving you!

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