



VIRGINIA UNION  
UNIVERSITY



# Soft Skills Training

COURSE CATALOG

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Over 85% of career success comes from well developed soft skills - Harvard University

## Overview of Courses

The Success Training Institute Course Catalog highlights a few of our courses in the system. New content is added monthly which means the courses and content is ever expanding. There are many versions of our Course Catalog; which feature different courses and lesson content. This publication does not include all the courses offered in our ecosystem.

We also offer the following courses:

- Financial Literacy
- Conflict Resolution
- Stress Management
- Overcoming Adversity
- Self Awareness
- Work Ethic
- Cultural Empathy
- Self Regulation
- Problem Solving
- Critical Thinking





## Course Features & Benefits

- Includes Pre and Post Assessments
- Individualized Learning Plans
- All Lessons 8 Minutes or Less
- End Of Lesson Quizzes
- End of Course Certifications
- Proven. Practical. Powerful!

## Success Training Institute

- Two Time EdTech Company of the Year
- Four Time Soft Skills Company of the Year
- Presence in 37 States and Four Continents
- Innovators of the SIPS Instructional Method
- Recognized Sole Source Provider
- Partnerships with Colleges and Universities
- Donates Millions Back to the Community

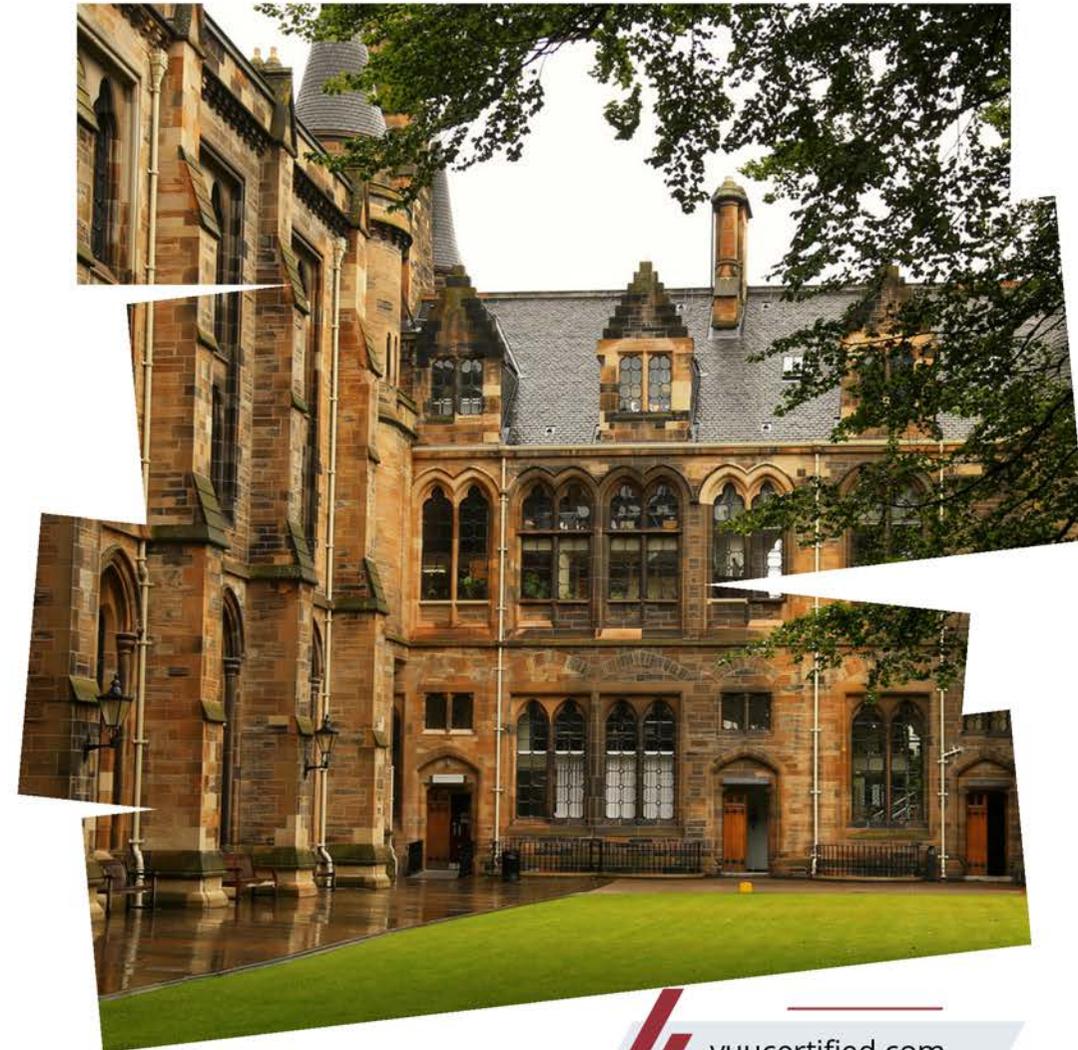


## Our College Enterprise Model

Your university can receive a private labeled version of our platform that allows you to resell our course content to the businesses in your network.

The certifications will feature your academic seal and we share in the profits made from the deals closed. Your faculty, staff, and students access the platform at no added cost.

Raise money, empower your campus with soft skills, and make an impact in your community. Learn more here: (Link to mini webinar)





## One to One Match!

Success Training Institute is the only EdTech company on the planet that offers scholarships to high school students in your area each time our paying clients earn certifications.

Imagine the impact this can have on new student recruitment when students will take these course on your branded college platform.

Many of the high schools will want to purchase access to more licenses from YOU!

**Relevance. Reach. Recruitment. AND Revenues!**



## Branded eLearning Platform

Turnkey. Headache Free!

- No Curriculum to Create
- New Content Added Monthly
- Proven Instructional Model
- Cutting Edge Technology
- Looks Like You, Powered By Us

We Host, Manage and Maintain the Platform; which includes 24/7 online support chat features!

Partner with us today!



## Cutting Edge Soft Skills Training

Less than 8 Minutes per day Can Change Your Life!

Certifications Include:

- Time Management
- Adaptability
- Conflict Resolution
- Stress Management
- Overcoming Adversity
- Work Ethic
- Self Awareness
- Cultural Empathy and many more



## SIPS Instructional Method

When it comes to online learning, it's SIPS not GULPS!



Our award winning format has been proven to boost social, emotional and career competencies with each power packed video lesson! Take a SIP Today!

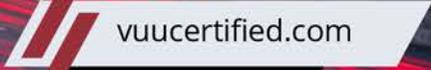
The GULP doesn't accommodate the hectic lifestyles of student or adult workers. Success Training Institute pioneered its proven, award winning SIPS Instructional Method.



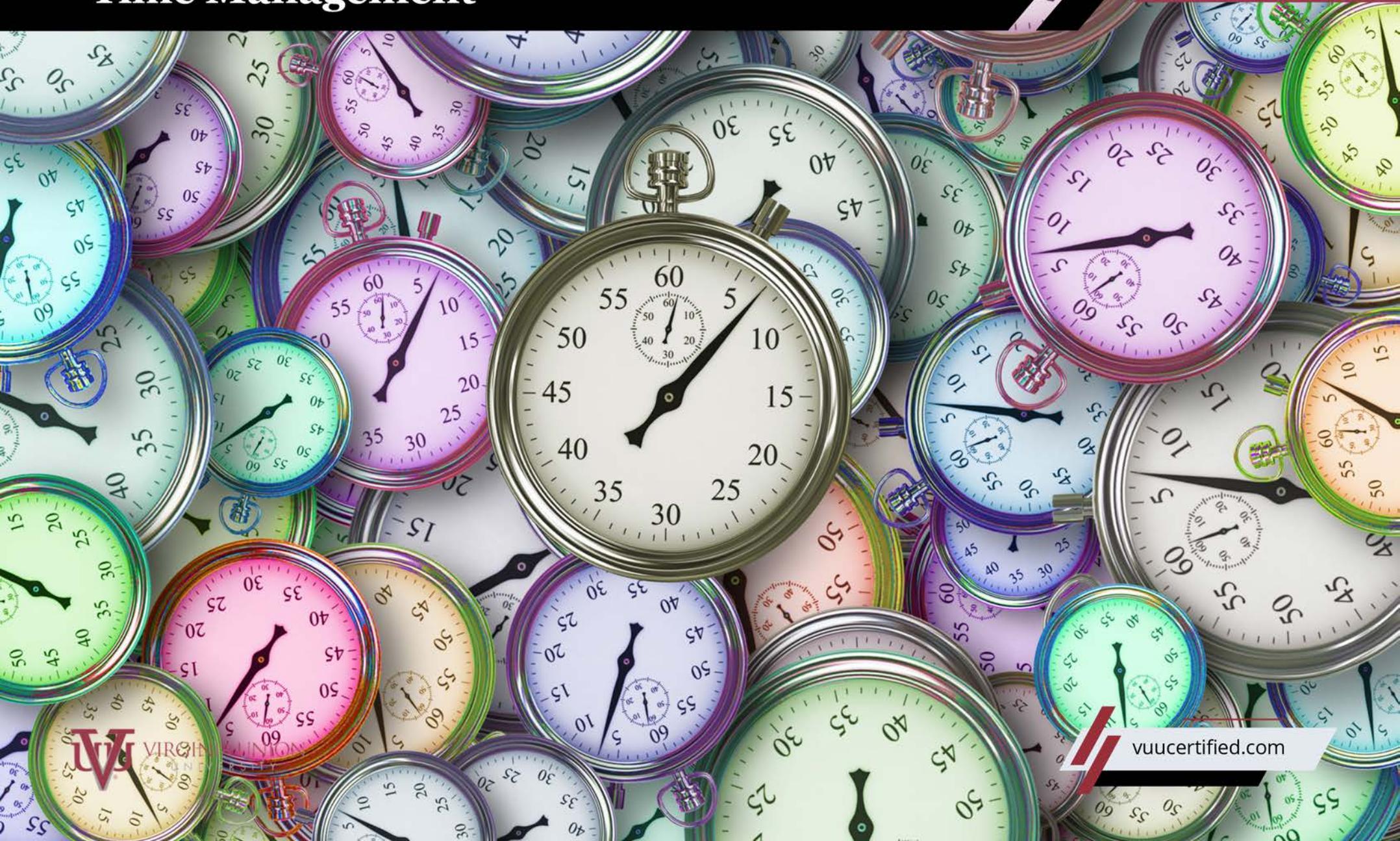
“

There's no need to reinvent the wheel.  
Success is achieved by reinventing  
ourselves.

Dr. DL Wallace, CEO Success Training Institute



# Time Management



## The Time Is Now

Course Length: 7:07

There is no time like the present to tackle your "To Do" List. Learn the art of setting effective priorities and avoiding distractions to make the most of each day.

## Is Time On Your Side?

Course Length: 7:48

Time can be an ally or an adversary. Learn the dynamics of effective time management and the systems that empower you to accomplish more than ever.





## The Juggling Act

Course Length: 6:48

So much to do and seemingly, not enough time in the day. Stress is reduced when we master time. Master the art of time optimization and eliminate the “overwhelmed” experience.

## Me Time!

Course Length: 7:11

We only have time to do what we have the energy to do. Learn the skill of responding to your need for rest, recreation, and rejuvenation.



## Longer Than Expected

Course Length: 7:41

Things don't always go as planned. When unexpected events or delayed projects throw your day for a loop, learn the art of quickly getting back on track.

## Turning Back the Clock?

Course Length: 6:56

We can't go back in time and correct our mistakes. However, we can master the formula to burying regret; while focusing and thriving in the present moment.



## One Thing At A Time?

Course Length: 7:19

Do you enjoy multitasking or completing one task before moving to the next? There is a way to be proficient at both AND to know when each method should be used.

## It's Quitting Time!

Course Length: 7:55

Some people never know when to quit. They take work home and it's always on their minds. Learn the power and purpose of daily decompression.

## Elevation By Delegation

Course Length: 7:42

Doing everything ourselves can be taxing and time consuming. Master the art of saving time and energy by empowering others to take tasks off your list.

## No Time To Waste

Course Length: 7:57

The average person squanders 4 - 6 hours every day. The good news is, YOU are not average. Master the art of making the most of downtime to become better than ever.







Our original sales material provides relevant, real world soft skills solutions to your sales team.

Whether your staff is comprised of seasoned pros or rookies, our sales platform has courses to suit your training needs.

Closing

Appointment Setting

Prospecting

Success



## Introduction to Prospecting "The Basics"

Course Length: 6:27

Prospecting is one of the most feared and disliked tasks in the selling process. However, it is essential to becoming successful in sales. Learn the introductory keys to effective prospecting.

## Cold Calling Inside / Out Sales

Course Length: 6:42

When cold calling, simply picking up the phone takes courage. But turning cold calls into interested prospects takes confidence and superior skills. Get the tools you need to become a cold calling pro.

## From the Bubble to the Bonus

Course Length: 6:55

The most important principle to building your prospect list is: Start with Who You Know. Master the art of working and growing your “Bubble” and never overlook this group again.

## Cold Calling Inside / Out Sales

Course Length: 7:35

Turning a warm lead into a sale is easier than cold calling but still requires skill and strategy. It is important to strike quickly, before the lead cools. Learn the fine art of working warm leads.



## On Target Techinques

Course Length: 7:55

Watch your confidence and efficiency soar as you learn techniques that empower you to develop a consistently superior income stream through effective prospecting.

## Be On The Look Out

Course Length: 8:00

Discover new business-building practices that will help you expand your client base. Also learn how to identify your audience more effectively.

## Understanding Your Client Base

Course Length: 6:55

How well do you know your target audience? What influences their purchase decisions? Knowing these answers and others will increase your productivity. Uncover the secrets to understanding your clients.

## Understanding Your Competition

Course Length: 7:35

Discover new business - building practices that will help your client base. Also learn how to identify your audience more effectively.



## Primary and Secondary Markets

Course Length: 6:55

All businesses face competition. To set yourself apart, you must not only understand your target audience, but the secondary markets as well. Our game plan will give you the edge you need.

## Strengths and Weakness

Course Length: 8:00

Prospecting is a multi-faceted process. Some are good at cold calling and not great with sending and responding to e-mails. Learning to accurately evaluate your strengths and shortcomings in this area helps you and your team.



## How to Understand and Utilize Data

Got Fans? Got Followers? Want to keep current clients engaged and attract new prospects? In the tough economy avenues for new business, find out how to get the most from the data you collect to generate more leads and ultimately more sales.



Upon successful completion of the SIPS Prospecting Training Sessions, a certification will be awarded.

The SIPS  
Module  
includes

- Online Tests
- SIPS Course Summary
- Daily Assignment
- Actions Plans



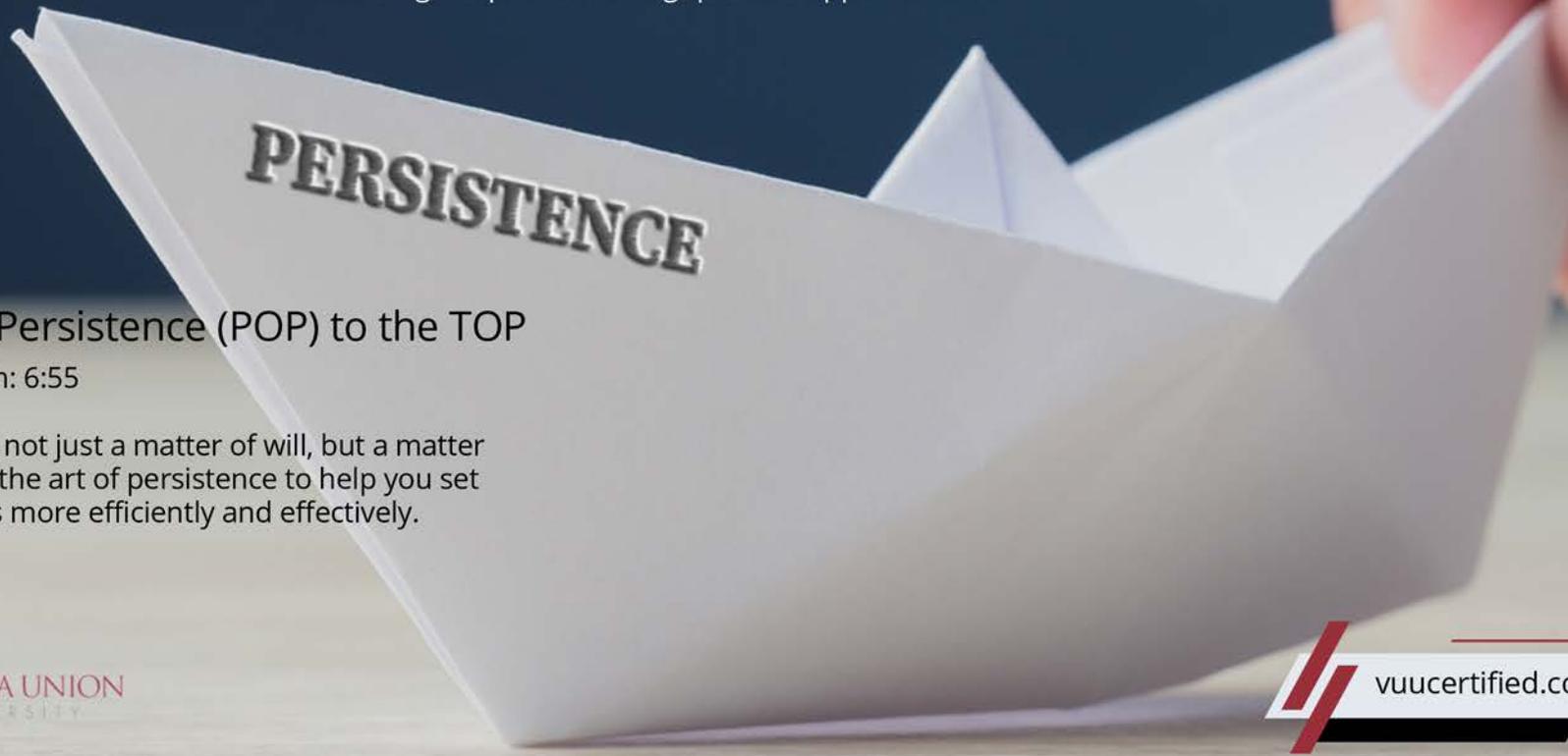
# Appointment Setting



## Introduction to Appointment Settings: The Basics

Course Length: 7:10

Start your sales appointment call with an introduction that grabs the buyers' attention. Learn the key elements of a great introduction and what NOT to say. Get off to a great start each day by traveling the path to setting qualified appointments.



**PERSISTENCE**

## Power of Persistence (POP) to the TOP

Course Length: 6:55

Persistence is not just a matter of will, but a matter of skill. Learn the art of persistence to help you set appointments more efficiently and effectively.

## Effective Phone Skills

Course Length: 7:55

Effective telephone skills can change the perception your client had of you and the company you represent. Put your best foot (or skills) forward. Proceed with confidence not caution and be better than ever on the phone with this training session.

## How to Build Rapport

Course Length: 8:00

It is absolutely vital to instantly establish and maintain a strong rapport with prospects. You have to get them to know, like, and trust you quickly. Learn to bond with them effectively and create win-win situations.

## How to Leverage Urgency

Course Length: 8:00

Want to increase your closing ratio? Discover how to get your clients excited about what you have to offer. Focusing on their needs will encourage them to move even faster when you grasp these techniques.



## Tech Mate: How to Leverage Technology

Course Length: 8:00

Prospecting utilizing technology is a skill that sales professionals must practice in order to find new business opportunities. When utilized effectively, tech can be your biggest ally. Our tools can help you succeed.



# Appointment Setting

## Appointments with Purpose

Course Length: 5:45

Properly conducted meetings speak volumes about you and your company. Additionally, it sets a standard for newcomers to emulate. Following simple steps help you get the most out of your time and your clients'.

## Effective Rescheduling

Course Length: 6:35

You've secured the date, the time, and the place, but now something has come up and your client needs to reschedule. Cancelling meetings is a part of business, but rescheduling requires skill and diligence. Identify the ways to make this a positive for the next meeting.



## The Red Carpet Effect

Course Length: 5:45

The best way to get what you want is to make sure your clients get what they want. Understanding the keys to treating clients like royalty is the goal of this section. Uncover the strategies to make your customers come back to you again and again.

## Appointment Setting Strategies

Course Length: 8:00

One of the keys to a successful meeting, is proper preparation. However, most are unaware of the pre-meeting strategies that lead to overall success. Get the strategies you need in this segment.



## Effective Closing Techniques

Course Length: 8:00

Just like there are different outfits in your closet for different occasions, the closing techniques you employ depends on several factors. Do you know which techniques to use and when? You will after this lesson.

## Introduction to Closing: The Basics

Course Length: 5:45

Closing is the fine art of sealing the deal. It requires rapport, technique, and diligence. Gain an understanding of the closing basics in this lesson as you acquire tools you can use for the rest of your career.

## The Power of Posture

Course Length: 7:45

Our bodies are always talking even when our lips are sealed. Learn the powerfully effective benefits of leveraging posture to change customer perceptions and improve the overall sales process.

## Effective Body Language

Course Length: 7:35

Since your body is always talking, it may as well say the right things. You'll understand how to use your body to your advantage in every presentation.





## Closing Styles

Course Length: 5:55

What's your style? Closing style that is. Understand the various types of closing styles and more importantly, which ones will work for you.

## Deal or No Deal

Course Length: 7:25

Fine tune your closing skills as you are introduced to the four step process of working with your client to overcome objections. Look for your closing ratio to increase as well as your confidence.

## Overcoming the Fear Factor

Course Length: 8:00

The big presentation, the follow-up meetings, asking for the business and securing referrals can all cause anxiety for newcomers and pros alike. Your clients have fears too. Identify the tools needed to conquer your sales fears and help your clients at the same time.

## Team Closing

Course Length: 8:00

The only thing better than closing deals is closing them as a team. However, team closing requires training, persistence and collaboration. We reveal the secrets to the team close.



## Understanding Buyer Personalities

Course Length: 8:00

Although we all have differences, buying personalities fall into a handful of categories. Recognizing these personalities early in the process is critical to sales success. Improve the way you interact with clients in this lesson.

## Confidence and Courage Closing

Course Length: 8:00

You may have stopped growing physically but you never have to stop developing on the inside. As your knowledge grows, so does your confidence. Enhance the way you see yourself and the opportunity you're willing to pursue with this powerful training segment.





## Introduction to Negotiation: The Basics

Course Length: 6:45

It's a part of every business deal. Don't run from it -- embrace it, perfect it and enjoy it. The "it" is Negotiation. Master it and you will watch your productivity skyrocket.

## Overcoming Objections

Course Length: 8:00

Just like all other aspects of sales, overcoming objections is an art form. Almost every sale will require excellence in this area. Get the tips you need to overcome the final road blocks to complete client satisfaction.

## Establishing Goals and Guidelines

Course Length: 6:20

Most people find that setting goals is easy. However achieving them is a lot harder. Acquire the proven techniques you need to reach your full potential by accomplishing your sales goals through effective negotiation techniques.



## When to Walk Away

Course Length: 7:15

You always get what you want when the client receive what they want. Just because the deal seems dead, there is still hope. Learn the innovative ways to gain productivity even after the lead has seemingly grown cold.

## Establishing Goals and Guidelines

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## The Power of Leverage: Give and Take

Course Length: 7:25

The differences between good salespeople and great ones are discovered in this lesson. The art of knowing when and where to compromise is critical. Therefore, you can't afford not to watch this powerful segment.

## Minimizing Risk

Course Length: 8:00

Using unforgettable acronyms and formulas, learn the techniques required to reduce the risk in every transaction for you and your clients. This can't miss series will ensure you optimize benefits for you and others involved.



## Negotiating Styles

Course Length: 8:00

What type of negotiator are you? Can you modify your techniques to fit your clients' needs? You can, once you take this course. Discover what you need to know to thrive in this impactful lesson.



## How to Move the Middle

Course Length: 8:00

Average profits, average sales numbers, average everything. Let's fact it, "Mr. Medicare" is not our friend. Therefore, this lesson is designed to take you from average to awesome -- apply the techniques properly and say goodbye to mediocrity.

## Patience Power

Course Length: 6:55

No need to rush: In fact, moving too fast could cost you dearly. Therefore, understanding the proper pace of the deal is the key -- It's alright to wait. This lesson shows you how and why.

## How to Move the Middle

Course Length: 8:00

After a football game the players watch film to see how they could have performed better. In similar fashion, you must become diligent at assessing your performance after each presentation in order to keep getting better. Get the essentials in this lesson.



## Maximizing Power

Course Length: 8:00

Achieving the maximum begins with the mindset. Everyone wants more but most don't know how to get it. What about you? Do you know the keys to maximizing your profits? Follow the steps outlined in this segment and watch the numbers climb.



## Building a Referral Base

Course Length: 8:00

The best reward a prospect or client can give you is a referral. Building a strong base of them can stabilize your career for years to come. Uncover the tools needed to increase your referral base exponentially.

# MINDSET

# The Art of Presentation



## Introduction to Presentation

Course Length: 8:00

Have you ever had a sales presentation where everything seemed to go wrong? Learn the techniques to enhance the presentation and make up for the past disasters.

## How to Paint the Picture Properly

Course Length: 8:00

Remember, people think in pictures. Therefore, you have to give them something to see -- both with the natural eye and the eyes of their mind. The skills taught in this lesson will aid you in both.

## How to Make Your Words Come to Life

Course Length: 7:10

When you have your clients undivided attention, you must make the most of the opportunity. Small nuances in your presentation could make all the difference. Grasp the critical concept of “energizing your words”.

## Understanding Learning Styles

Course Length: 5:55

Customers are stimulated as you teach them, “NOT tell them”. Stay ahead of the competition by understanding the ways people learn best and adjusting your presentation accordingly.

## The Art of Becoming Unforgettable

Course Length: 6:55

Do you remember who sold you your home? Who sold you your last car or boat? Learn how to make a lasting positive impression with this lesson and it will be hard for your clients to forget you.

## Communication with Confidence

Course Length: 7:55

How would you rate your communication skills? Face to face presentations, conference calls, seminars and workshops all require strong interpersonal skills. We help you get ready.



**KNOW  
THE  
RULES!**

## The Rules of Engagement

Course Length: 6:55

Learn the techniques to keep your clients on the edge of their seats with this class. From what you say to how you say it, you can turn your sales presentation into a must see event.

## The Individual Presentation

Course Length: 7:55

It's just you and the client. It's the clients goals vs. your goals. Who's going to win? Implement this lesson and the answer is both of you.

## The Group Presentation

Course Length: 6:35

Have you ever created what you thought was a bulletproof presentation just to see others in the audience fill it with holes? You never have to experience that scenario again as you learn how to captivate the crowd and control your destiny.

## The E-Presentation

Course Length: 8:00

Times are changing and we must all keep pace. These key points on winning the digital competition are ahead of its time, so you'll never be behind it.

*Time to follow-Up*



# Diligent Follow-Up

## Introduction to Follow-Up

Course Length: 8:00

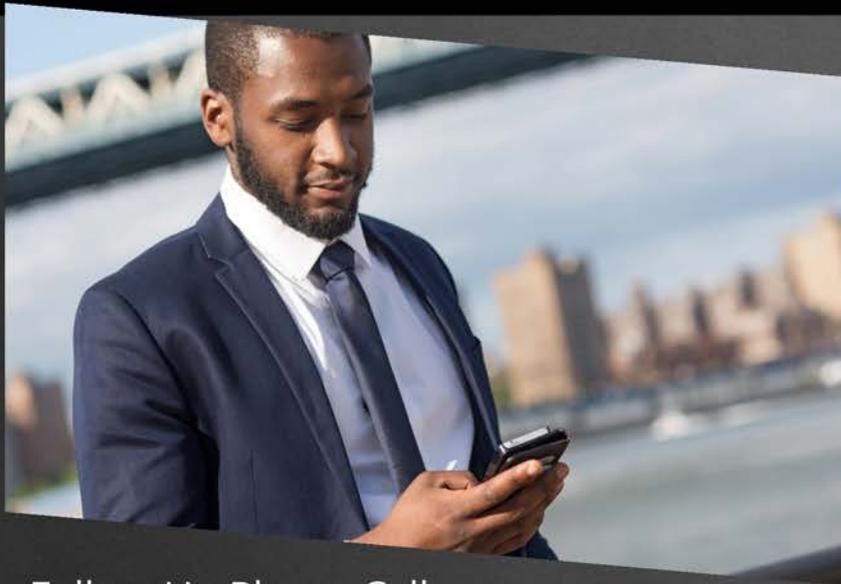
Poor follow-up skills are amongst the leading causes for client dissatisfaction. Although it's tedious, learn these simple steps which will save you and your clients numerous headaches.

## "WRITE" on Time

Course Length: 8:00

Effective writing skills play a major role in the follow-up process and you don't have to be a literary genius to excel in this area. Get the resources you need to thrive with this training class.

# Diligent Follow-Up



## Turning Help Into a Habit

Course Length: 8:00

What are your follow-up habits? How would you rate them? Is it costing you sales and referrals? Learn these key steps and you can consistently outperform your peers.

## The Follow-Up Phone Call

Course Length: 8:00

No one appreciates follow-up more than your customers. Therefore, perfect the follow-up call, win their respect and earn their business with this segment.

## Turnaround Techniques



Course Length: 7:55

It's special to witness a caterpillar transform into a lovely butterfly. It is also fascinating to see an irate client become completely satisfied. You can see it more often by implementing the steps in this class.

## Follow-Up, Follow Through, Follow After

Course Length: 7:05

The three-pronged approach to ensuring repeat and referral business is the focal point of this session. Don't miss a second as you discover the road to retention.

## Follow-Up Do's and Don'ts

Course Length: 7:50

Nobody is perfect, but there are three key mistakes you CANNOT make as it pertains to follow-up. There are also three MUST do's that will lead to long term success. Uncover it all with this training segment.

## Creating a Culture of Follow-Up

Course Length: 7:05

Effective follow-up is a team game. Every member has a role and a responsibility. In this lesson you will learn how to streamline follow-up techniques for the entire office.

## The Follow-Up Framework

Course Length: 6:55

Pictures and paintings look much better in frames. So does effective follow-up. Become familiar with the formula for flawless follow-up.

## Playing for Keeps

Course Length: 6:45

It is much easier to keep your clients coming back than it is to replace them. The ultimate goal is retention. Learn how to achieve it with this lesson

# Building and Maintaining Relationships



## Building and Maintaining Relationships

Course Length: 6:15

You have a golden opportunity with every client you meet to build a relationship that lasts. There are keys to accomplishing this more effectively. Learn these key components in this introductory lesson.

## The Power of Personality

Course Length: 7:35

You are "YOU" for a reason. Your personality matters. It is THE difference between you and everyone else. Learn how to leverage it to cultivate relationships with this training series.



## Relationship Building Techniques

Course Length: 7:10

You've sealed the deal but it doesn't stop there. It's just getting started. Learn the techniques to align your goals with your customers' through relevant relationships.

## Business Relationship Do's and Dont's

Course Length: 8:00

Is this an appropriate time to call? Is it ok to tell a joke? What are proper business meeting locations? There are many questions you might have regarding establishing business relationships. Learn the do's and don'ts in this opening session.

# Building and Maintaining Relationships



## From Prospects to Partnerships

Course Length: 6:25

Forming strategic alliances is crucial to your success. What begins as a phone call to a complete stranger can blossom into a strong business relationship with possibilities. Learn the keys to accomplish this feat.

## Building the Tower of Trust

Course Length: 7:10

Your clients need it. Your co-workers crave it. And YOU must learn to build it each day. The five step process to creating a culture of trust is at the heart of this lesson.

## The Power of Promise

Course Length: 7:05

Promises are NOT made to be broken. On the contrary, everyone is counting on you to make ALL your promises come true. Is this possible? Absolutely! And this class shows you how.

## Effective Problem Solving

Course Length: 6:55

A wise man once said, "You'll only be remembered for the problems you solve or the problems you create." How will you be remembered? Take the first steps to effective problem solving.



# Award Winning Attitude



## Introduction to Attitude

Course Length: 8:00

Is your attitude your biggest helper or is it hindering you from meeting your goals. Believe or not, your attitude is the key. Learn the art of attitude adjustment and win from the inside out.

## How to Purge Negativity

Course Length: 7:05

Be a boss at overcoming pressure and stress with these methods designed to enhance your focus and ultimately your productivity. You can win and you will improve by following these important steps.

I deserve  
better

## The Power of Positive Thinking

Course Length: 6:55

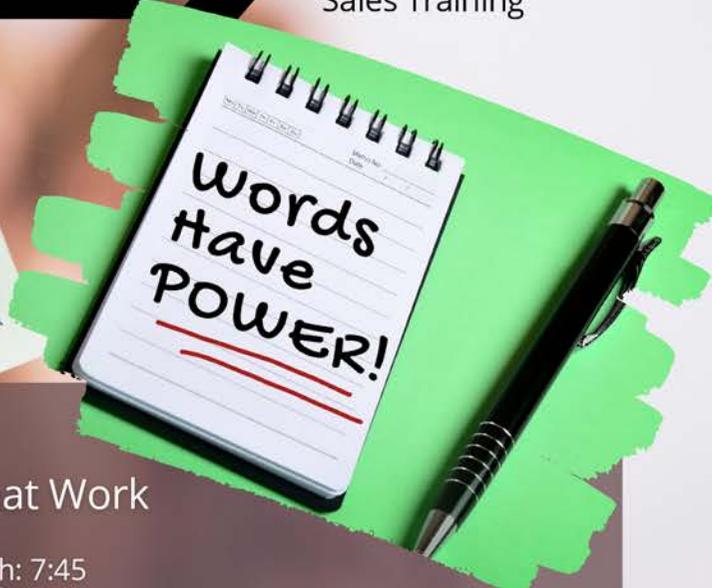
The right attitude can turn around any situation. What people thought was impossible can be changed with the power of positive thinking. Master the concepts through this series.

## Tandem Power | The Power of Positive Partnerships

Course Length: 8:00

We are as strong as those that surround us. Partnerships define, develop, and drive us. Learn how positive partnerships can help you in your business career.

# Award Winning Attitude



## The Mastermind

Course Length: 6:55

No one has a monopoly on great ideas. This means we can learn from those around us. This class teaches you how to properly leverage the brainpower of your peers to achieve success.

## Words That Work

Course Length: 7:45

Have you ever said something you wish you could take back? Words can also work in our favor. Knowing what to say and when to say it is a skill you acquire with this lesson.

## How to Grin Until You Win

Course Length: 7:45

Your body language will reveal your levels of confidence, peace, and passion. Discover the steps to inspiring your team through good times and bad.

## Attitude vs Adversity

Course Length: 8:00

If it was easy, everyone would do it. The greater the opportunity, the more daunting the opposition. The wildcard is your attitude. When adversity strikes (and it will) remember these steps to overcome.





## Opening Communication Lines

Course Length: 8:00

Proper communication eases tensions and fosters creativity. Once the lines of communication are open, you must keep it that way. This session will help you and your team grow in this area.



## Reliable and Undeniable

Course Length: 8:00

Once you grasp this concept, watch out! Many leaders are just a few tools away from being undeniably great. Learn the buiding blocks in this segment.



## What's On Your Mind? | Connecting with Your Team

Course Length: 7:45

The better others can relate to you and vice versa, the more productive the office becomes. It's up to you (the leader) to acquire the skills to effectively connect with your staff.

## How to Take One for the Team

Course Length: 7:55

Learn the art of energizing your team by accepting responsibility. Create a culture of accountability and watch your team go from finger pointing to following your lead.



## Effective Trust Habits

Course Length: 5:45

When they depend on you to come through, what habits will they see? Equally important, what will they learn from watching you in action? The three primary trust habits are the focal point of this session.

## Taking One for the Team

Course Length: 6:05

Remember, "people do not care about how much you know, until they know how much you care." Taking the time to teach and train endears your team to you. Learn the essentials in this segment.

## Expecting the Best

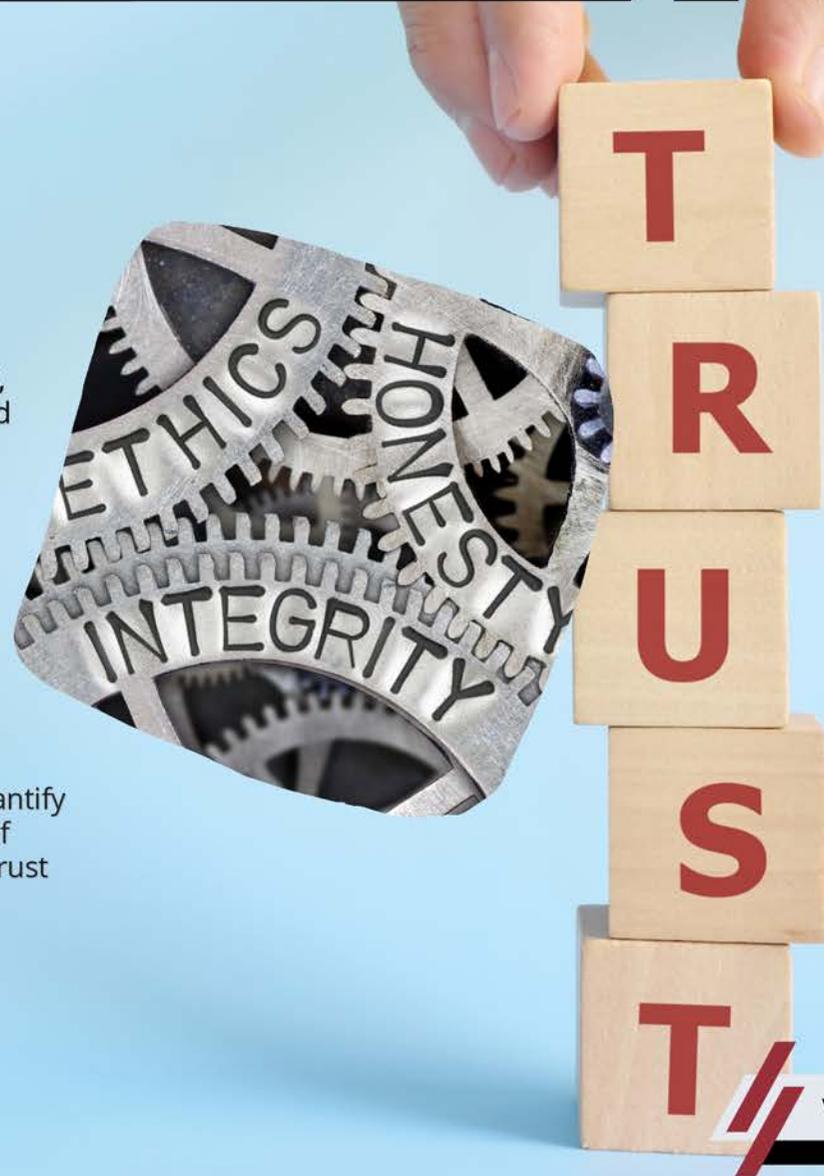
Course Length: 6:55

Positive thoughts foster positive actions. Similarly, expecting greatness typically improves results and morale. Empower your team to be the best with these effective steps.

## The Four T's to Trust

Course Length: 6:05

How can you measure trust? Is there a way to quantify this important attribute and improve each day? Of course there is! Discover the impact of the Four Trust Principles.





## Earning Testimonials



Course Length: 5:55

A track record of trust has many benefits. One of them is the testimonial. Discover how to make them rave about your products, services, company and YOU!

## How to Develop Team Trust



Course Length: 6:45

They trust you, but what about each other? And can you trust them in every situation? Learn the steps to foster trust throughout your organization.



## Introduction to Team Building

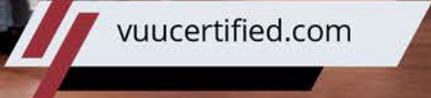
Course Length: 6:15

Establishing foundational concepts for building teams is a valuable starting point for team success. Acquire the essential first steps in this introductory lesson.

## The Dream Team

Course Length: 5:45

Don't sell yourself short - Dream Teams are made NOT born. You can grow those around you! Get the essentials you need to turn your team around.





## Effective Team Goal Setting

Course Length: 5:55

You can do it - Together. You can set and accomplish your goals. Developing standards that achieve the “buy-in” of the whole team is the end result of this course.

## Keys to Winning Together

Course Length: 6:05

There is an art to rising and winning as one. Get the key components in this course and experience more rising and less falling.



## Break the Chains, Build the Chemistry

Course Length: 5:55

Taking the shackles off and empowering your team to thrive makes a lasting impact on them and the bottom line. Uncover the secrets to thriving in this area.

## Handling Adversity

Course Length: 6:05

Your team won't always sing happy songs - there will be challenges, conflicts, and occasional calamities. Discover the tools to handles them properly.



## Building Unbreakable Bonds

Course Length: 6:45

There are many intangibles that keep a team together and make coming to work a joy as opposed to a struggle. Find out the keys to consistent chemistry.

## Rookies Are Revelant | New Team Members

Course Length: 7:05

How do you acclimate newcomers to your team? Don't have a definite plan for helping them adjust and thrive? Do you have a process for ensuring their success? You do now!

## The Power of Purpose

Course Length: 6:15

Everyone longs for a sense of importance. Also, they expect you to give it to them. Help your team gain the clarity it needs to achieve maximum productivity.

## Embrace the Difference

Course Length: 6:05

Our similarities make us comfortable and our differences make us beneficial. Discover the power of optimizing to embrace the uniqueness of others.

## Solving the People Problem

Course Length: 6:45

Good help is hard to find but it's up to you to find it. Here are the keys to closing the revolving door and developing the talent on your team.

## Team Chemistry

Course Length: 6:05

Every great team possesses four key characteristics - as a leader you must know what they are and how to acquire it.

# The Power of Focus



## Pure Focus

Course Length: 7:35

The four-step formula is introduced in this course that will help you maintain laser beam focus throughout the day. Implement these key strategies to increase productivity and overall performance.

## Introduction to Focus

Course Length: 6:45

Ever spend the day putting out fires? Are you often sidetracked and consequently falling behind. Stop the endless cycle of inefficiency as help is on the way.

## Prioritize, Energize, Maximize

Course Length: 6:45

Conquering “to-do” lists can be challenging. However, it’s also rewarding. Discover the steps to energizing your staff through consistent daily achievements.

## Assessing Hindrances to Productivity

Course Length: 7:05

What’s holding you back? What’s the root of your problems? Most importantly, how do you overcome them? Get the answers and then some in this lesson.



## How to Dominate in Downtime

Course Length: 6:15

You can be down, but not out. Productivity can be achieved at ALL times. Find out the keys for maintaining efficiency when systems have temporarily failed.

## Captain Chaos?

Course Length: 6:05

You work well in peaceful, predictable environments. What happens when things fall apart? Do you know the keys to regaining control and thriving through difficult times? You will with this lesson.

## The FOCUS Group

Course Length: 6:25

Make FOCUS a team activity with this lesson that fosters accountability, goal setting, and collaboration. Your team will thank you for it.

## Bigger Breakthroughs

Course Length: 5:45

You may have missed golden opportunities before, but no longer. This course teaches you the art of making up for lost time and regaining your confidence.

## The Cure for the Quitter

Course Length: 6:05

Business challenges make many throw in the towel. Just because it's tough, you don't have to quit. With this lesson you'll learn the secrets to finishing what you started.

## The Vicorious Vision

Course Length: 7:35

Do you know the WHY behind what you do? Is your vision clearly defined? Refocus and reconnect with your mission in this segment.



## Mission Possible

Course Length: 5:15

Who says you can't compete? Whoever said it is wrong. Discover ways to win during challenging times and silence the critics - for good!

## Vision vs. Values

Course Length: 6:25

What values mean the most to you? Are they reflected in your company's vision - even when compromise is more convenient? Here are the keys to aligning the two.



# How to Become a Powerful Leader



# How to Become a Powerful Leader

## Introduction to Leadership

Course Length: 6:50

Everyone has an opinion on how best to lead. But you don't need opinions, you need what works. Learn the building blocks on leadership in this introductory lesson.

## Stop the Struggle

Course Length: 5:35

Does it seem like getting the team on the same page is a constant battle? Discover the secrets to ending the internal tug of war and move in the same direction.

## Sure to Follow

Course Length: 7:45

How do you keep your team inspired to follow you? Are you positive they have your back? The keys to making them “sure to follow” are found in this segment.

## Yes, No, Maybe | The Art of Decisiveness

Course Length: 5:55

Leaders are known by their ability to make sound, effective decisions. Making great business moves is an art that requires strategy and training. Learn the essentials here.





## Confidence Boosters

Course Length: 6:15

Do you know how to get the most out of your team? It begins with properly instilling confidence. Learn the steps to make them believe they can accomplish anything - then watch it happen!

## Raise the Bar and Pass the Torch

Course Length: 7:05

Who is in charge when you're not around? Can they lead and operate like you? Uncover the keys to empowerment in this session.

## 10 Commandments of Leadership

Course Length: 7:45

Imagine being ten steps away from transforming your team and yourself. Complete this class and expect positive results. Remember these rules and soar even higher.

## The Undeniable Role of HOPE

Course Length: 8:00

Few intangibles are as essential to leadership than HOPE. It's significantly different from confidence. Do you know what makes hope unique? Learn the principles of hope in this segment.

# How to Become a Powerful Leader

## The PUSH Principles

Course Length: 7:45

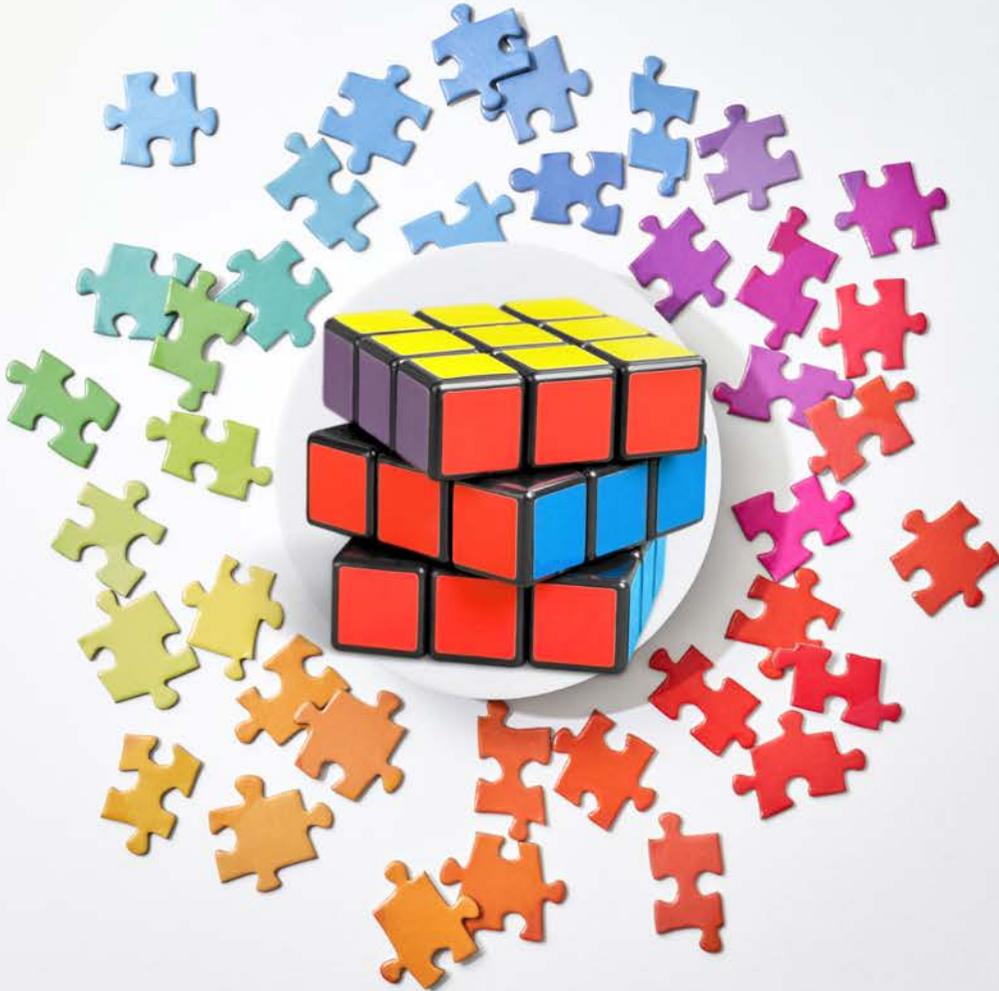
Everyone needs a little push - some could use a big push. How do you respond when pushing and when being pushed? Learn the buttons to push in this segment.

## Never Satisfied

Course Length: 8:00

We can always get better. We can always have more. You deserve it and so does your team - Find out how to create a culture of continuous improvement.





## Optimization vs. Maximization

Course Length: 7:10

Push them too hard and you'll lose them. Don't push them hard enough and you'll miss your goals. Learn the principles of optimization and maximization in this segment.

## Manage with Metrics

Course Length: 5:35

Data is important. People are more important. Uncover the steps to use metrics to get the most out of your team.





## Inspiration vs Motivation

Course Length: 6:15

Motivation is temporary - inspiration lasts. Understand the differences and inspire your team to achieve more than ever.

## Who's Who? The Power of Positioning

Course Length: 7:15

Are you ready to climb the corporate ladder or strengthen your small business? It's time to re-position yourself to accomplish more than ever. Find out how.



# Mastering the Middle

## The Benefits of Better

Course Length: 5:35

Do you understand why and how being better helps you and your team? Small improvements make a difference. Use these critical steps to grow yourself and those around you.

## Pull the Trigger, Push the Buttons

Course Length: 7:25

Each day your team will perform or underachieve because of you. Realize the power of your leadership - and use this power effectively.



# Mastering the Middle

## The Recipe for Retention

Course Length: 7:30

You're not the only one that wants your team - your competition does also. What makes them leave - what makes them stay? Discover the steps to keep them on your side.

## How and When to Incentivize

Course Length: 7:25

It takes more than money to keep a team incentivized. Other factors play major roles. Find out what else you can do to make them excited about the job at hand.

## Effort vs. Achievement

Course Length: 6:55

Hard work alone won't cut it. You need results. Turn effort and energy into a positive impact on the bottom line. In other words, make your effects count!

## Talent, Time, and Temperament

Course Length: 5:25

The Three T's to productivity are crucial to your success as a leader. Grasp these concepts and grow!

## Be All You Can Be

Course Length: 6:45

Weakness will turn into strengths and your productivity will improve. You are better, but still have more to learn. Learn to leverage your momentum with this course.

## Grading on a Curve

Course Length: 7:05

Greatness is relative. Some highly talented people underperform and some who are not as skilled overachieve. Uncover the process of grading your team more fairly.

# Overcoming Weakness



STRENGTH

WEAKNESS

STRENGTH

STRENGTH

## Introduction to Overcoming Weakness

Course Length: 7:45

In this introductory lesson you will discover the key components for identifying and converting your weakness into undeniable strengths.

## Face the Facts

Course Length: 8:00

Nobody's perfect but most don't accept all their flaws. Find out how to honestly assess your areas of opportunity and teach your team to do the same.

## The Weakest Link

Course Length: 6:15

You know the old saying, "you're only as strong as your weakest link." Learn how to optimize those that underachieve on your team.



## Compensation Plan

Course Length: 5:45

Now that weaknesses have been properly identified (for you and your team), it's time to discover how to compensate for them so they don't hurt productivity.



## The Process of Elimination

Course Length: 7:15

Unfortunately, everyone won't cut it. Sometimes, improving your team means removing "bad eggs". Uncover the keys to accomplishing this more effectively.

## Mirrors Not Microscopes

Course Length: 6:15

Our nature is to find fault with others before we see them in ourselves. Learn how to establish a culture of "me first" when it comes to correcting flaws.



## Don't Come Back

Course Length: 5:45

Your old habits will always want to return. Don't allow it to happen. Keep improving and learn the keys to keeping the old banished forever.

## Peer Power

Course Length: 5:55

Two are better than one. Therefore, your ascension requires team attention. Uncover the keys to leveraging the help of your peers to help you keep climbing to the top!

## The Funeral of FEAR

Course Length: 5:45

It defeats. It discourages. It destroys. It may have conquered you in the past, but fear never has to dominate you again. Learn how to bury your fears in this segment.

## Treat Yourself

Course Length: 7:05

You've incentived and inspired others. Now it's your turn. Learn the art of inspiring yourself by implementing these simple yet rewarding steps. You'll be glad you did.





## Introduction to Growing into Greatness

Course Length: 7:05

You're thriving. Get used to it because it keeps getting better. However, the better you become, the bigger the responsibilities. Uncover the path to continued success.

## The GREAT Debate

Course Length: 7:55

Everybody says they want it, but not all are sincere. Discover the keys to convince those around you that greatness is the **ONLY** way.



## New and Improved

Course Length: 7:35

Products in supermarkets advertise New and Improved. They want you to know they're getting better. Learn how to highlight your improvements and those of your team.

## Dedication to Destiny

Course Length: 7:55

The journey is long. The work is hard. The rewards are well worth it if you can only hang in there. Find out how to remain driven by the vision.



## Picture Perfect

Course Length: 6:45

Although perfection may be elusive in many areas, some components of business demand perfection. Do you know the areas where you **MUST** achieve 100% of the time? Learn the art of Mandatory Magnificence.

## Surround Sound

Course Length: 7:05

Create a culture of feedback and positive communication. Mastering these essentials will propel you and your team to unprecedented success.

## How to Fascinate to the Finish

Course Length: 5:45

Completing a project is not nearly as important as completing them with excellence. Learn the keys to quality over quantity and fascinate every time.

## The Master PLAN

Course Length: 8:00

Who are you developing and how are they progressing? Discover the key to giving your "apprentices" an effective road map to follow in your footsteps.



Team

TEAMWORKING

INCOME

SUCCESS

50









## Understanding Client Dissatisfaction

Course Length: 6:35

Dissatisfied customers are not obstacles - they're opportunities. They were happy once and can be again. Uncover the building blocks of effectively turning them around.

## The Process Behind the Problem

Course Length: 8:00

Learn the important factors to consider in each customer complaint and win their hearts with refined problem solving skills. See problems as golden opportunities to shine.

## Hear No Evil | The Art of Objective Listening

Course Length: 8:00

Listening skills are exactly that - Skills. The more you fine tune them the better. Master the key steps to becoming a Power Listener.



## Maintaining Consistency in Communication

Course Length: 8:00

Few things please customers more than a consistent message. How consistent is your message? Learn the components of staying on the same page with your clients and the rest of your team.



## Slowly but Surely | The Art of Objective Listening

Course Length: 7:45

It doesn't always happen overnight, but you CAN win clients who seem impossible. Follow these effective steps and watch the process unfold.

## Come Closer | The Power of Proximity

Course Length: 7:05

Discover the keys of endearing your clients to you through effective relationship building. Increase client satisfaction, retention, and future referrals.

## The ROYAL Treatment

Course Length: 6:25

Prospective clients are royalty. As soon as they become your customers, you must learn the keys to treating them like they have never been treated before.

## Respect | 7 Keys to Service Excellence

Course Length: 7:45

Implement these seven steps and set yourself apart from the competition by making superior service an art form.

## Remember Me? The Power of Replay

Course Length: 6:35

Prospective clients are royalty. As soon as they become your customers, you must learn the keys to treating them like they have never been treated before.

## From Lost to Loyal | The Final Steps to Complete Satisfaction

Course Length: 7:45

Implement these seven steps and set yourself apart from the competition by making superior service is an art form and a commitment.



# Developing Superior Phone Skills



## The Art of the Introduction

Course Length: 7:25

First impressions are vital. Whether it's a cold call or a warm lead, understand the keys to making a great first impression on the phone.

## Phone Skills | The Basics

Course Length: 6:15

Over 90% of all transactions involve some level of interaction on the phone. Therefore, phone skills mastery is a must for every business. Learn the first steps to becoming a true phone pro.





## Mirroring the Customer

Course Length: 6:35

Just because you can't see them doesn't mean you can't win them over. Grasp the keys to building rapport in this segment.

## Identifying Buying Signs

Course Length: 8:00

How do you know when they are interested? How do you capitalize once you find out? Discover how to detect buying signs early and handle them properly with this course.

## Overcoming Objections

Course Length: 6:45

Just because you can't see them doesn't mean you can't win them over. Grasp the keys to building rapport and learn how to overcome objections.

## Smooth Transitions

Course Length: 8:00

There's a great deal to discuss and the conversation has to flow. There is a fine line between success and failure on the phone. Learn the steps that will help you move from topic to topic with ease.

## The Cold Call

Course Length: 7:45

It's more than a numbers game. It's a game of skills you must master in order to achieve unprecedented success. Understand the building blocks of cold calling excellence in this lesson.



## Power of Words

Course Length: 8:00

What you say matters - as well as when you say it. Learn the power words that make a difference in almost every phone call and how to use them.

# Developing Superior Phone Skills

## The Art of Articulation

Course Length: 8:00

You may have the “gift of gab”, however, becoming a phone skills pro is much more than that. Learn how to put it all together by implementing the key steps outlined in this segment.

## Effectively Working Warm Leads

Course Length: 8:00

Speaking to warm leads on the phone is different from the face to face conversation. However, you can still succeed with these simple steps.

## Painting The Picture

Course Length: 7:45

Learn how to make your words come alive through the proper use of voice inflections, tones, controlling pauses and more. They'll love to hear what you have to say.

## The Five Facets of Phone Calls

Course Length: 8:00

There are a few keys to greatness on the phone. This lesson will show you how to identify and master them all to achieve ultimate phone skill excellence.



# Mastering Follow-Up Skills



FOLLOW UP

## Follow-Up | The Basics

Course Length: 7:45

The deal is closed but it's not over yet. Follow-Up Skills are the key to ensuring repeat and referral business. Don't overlook this critical area. Learn the essentials here.

## Flawless Follow-Up

Course Length: 8:00

Workshops, special events, luncheons and more can all be used to enhance your follow-up skills. Discover the keys and benefits of taking advantage of every follow-up opportunity.



## The Online Edge

Course Length: 7:45

Learn the best ways to leverage technology: e-mail, social media, and websites to achieve new levels of success in the area of follow-up.

## The ASAP Principle

Course Length: 7:05

Your new motto: "do it right away." Your new results: better than ever. Find out how to leverage urgency in the follow-up process to improve results and keep your clients smiling.

## Follow-Up Fire

Course Length: 6:55

Some follow-up components can be time consuming and arduous. Therefore, maintaining intensity in this area can be a challenge. Implement these keys to sustain your focus and intensity.

## Event Based Follow-Up

Course Length: 7:35

Special occasions are special for more reasons than one. They give you a perfect opportunity to connect and re-connect with your clients. Learn the keys to accomplish this more effectively.

# Mastering Follow-Up Skills

Customer Service

## The Tools of the Trade

Course Length: 8:00

All professionals have tools they use to carry out their assignments. Do you know your tools? Discover and utilize the tools you need for effective follow-up.

## Avoiding The Follow-Up Flop

Course Length: 7:15



The follow-up process is one area where almost everyone can thrive. You know the do's, now learn the don'ts. Here are the keys to avoiding critical follow-up mistakes.

## Living for the Long Run

Course Length: 5:45

Create a culture of follow-up by implementing these long term strategies for continuous success. This lesson will show you how to build a pipeline that will last for years.

## Having the HARD Conversations

Course Length: 6:05

Sometimes follow-up doesn't go as planned. When you discover your client is not as happy as you thought, learn how to handle the tough customers in this lesson.

# Mastering Follow-Up Skills

## Mining for Referrals

Course Length: 7:15

Effective follow-up leads to referrals. Learn to leverage your current clients to find new ones by implementing these follow-up techniques.



## Making Follow-Up Fun

Course Length: 5:05

Contests, Incentives, and Special Recognition. Who said Follow-Up had to be boring? Discover the ways to enjoy the process more than ever.



# Creating Powerful First Impressions





## Introduction to First Impressions

Course Length: 6:45

They've never seen you before. Never even heard your voice. They see you now and will they be impressed? Absolutely!

## Dress for Success

Course Length: 8:00

Every meeting is different but some aspects of business professionalism are mainstays. Learn the keys to winning with what you wear.



## The Power of Body Language

Course Length: 7:45

How you walk, stand, and sit all make a difference when properly executed can positively impact customer service. Learn the effective use of body language in this lesson.

## The EYES Have It

Course Length: 8:00

Discover the four-step process to winning them over with effective eye contact. Your competition won't stand a chance.



## Leveraging the Lunch Meeting

Course Length: 8:00

More major business deals are finalized over lunch than in the boardroom. Uncover the keys you need to shine at business lunch and dinner meetings.

## In the Background | Homework Helps

Course Length: 8:00

How much do you know about your client, their company, and your competition? Have you made homework your habit? Unlock the secrets of turning research into revenue.

# Creating Powerful First Impressions

## Precious Memories

Course Length: 5:45

Whether you're a business owner, entry level manager, or a corporate executive; you want to stand out from the crowd. Grasp the keys to becoming memorable.

## 5 Keys to a Successful First Encounter

Course Length: 8:00

Follow these five steps to ensure success at first sight. Your customers will thank you and so will your company.



## The Rebound | Regaining Control of the Meeting

Course Length: 7:05

Every now and then, the deal falls apart. Do you know how to get it back on track? Can you put the pieces back together again? In this lesson, you will uncover the art of the rebound.

## I've Got Next | Winning the Referrals

Course Length: 7:25

Make your clients excited about sending their friends and family your way with these simple but effective referral steps.

# Wait There's More

Demo Request

## Everyone Loves A Test Drive.

Our bite-sized training approach, delivered in 8-minute segments, maximizes learning efficiency. Content drip features ensure thoughtful application, restricting bingeing for reflection and discussion among peers.

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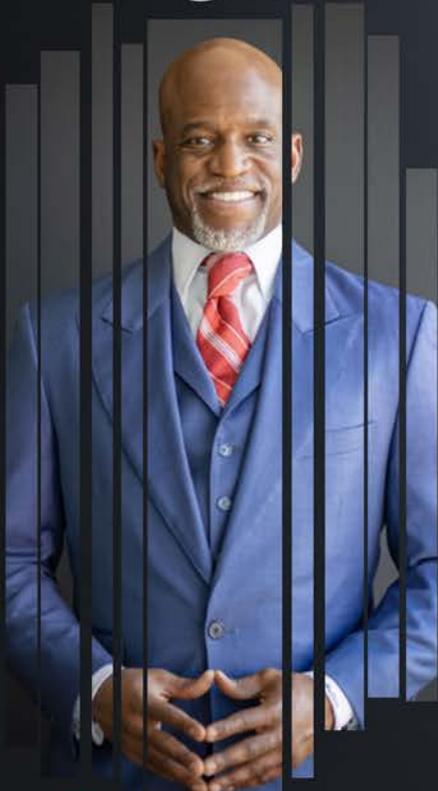


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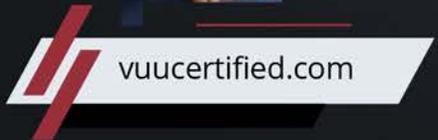




THE CUTTING-EDGE  
SOFT SKILLS COMPANY  
THAT IS CHANGING THE WORLD



**Dr. DL Wallace**  
Founder and CEO



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