

THE BROOKS GROUP

our capabilities

How The Brooks Group can produce results for you

Since 1977, The Brooks Group has helped its clients develop top-performing salespeople using the consistent, principles-based IMPACT Selling® System as a platform for growth. Each engagement is fully customized, incorporating the comprehensive, whole-person TriMetrix® assessment to identify strengths and critical development areas within the six-step IMPACT process. New skills are taught via face-to-face classroom delivery, distance learning or the state-of-the-art IMPACT Virtual Training™ options, and then reinforced through IMPACT Sales Coaching™ to ensure long-term improvement and sustainable behavior change.

We offer a wide array of skills development programs based on a proven five-step method

CONSULTING METHODOLOGY

Step 1 – Assess

Assessment of existing organizations and positions, in-place personnel and potential new hires...

Do you have the right people in the right places?

Step 2 – Design

Customized design of solutions to your most serious business development issues...

Once you have the right person, how do you work with him or her most effectively?

Step 3 – Deliver

Program delivery of world-class training sessions adapted to your environment...

Do your employees need training in sales, sales management or leadership-related topics?

Step 4 – Reinforce

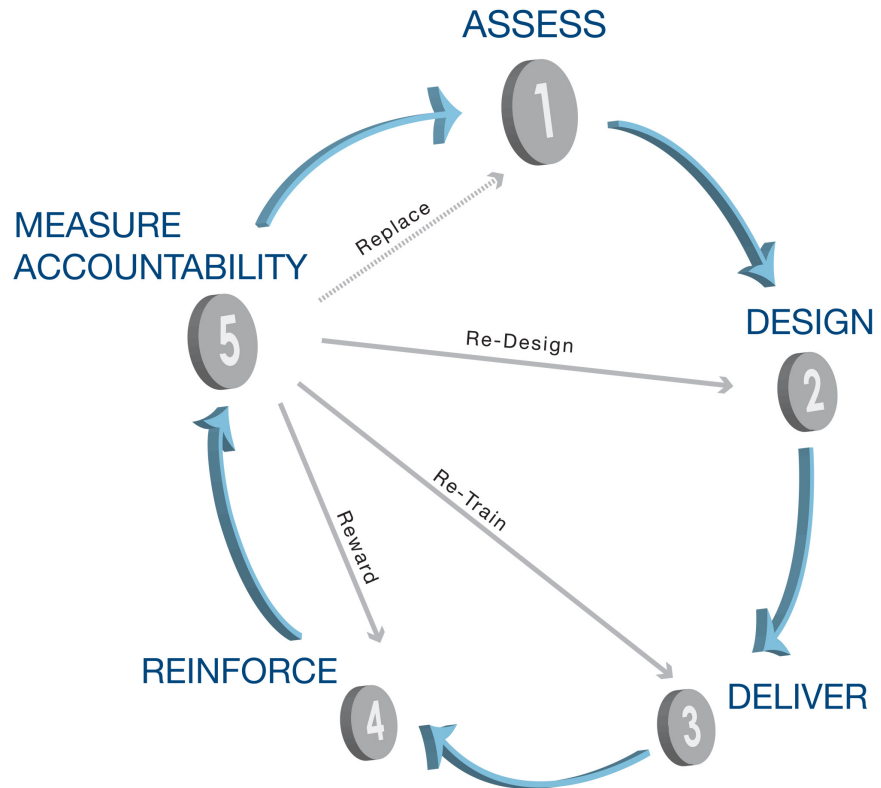
Reinforcement of key concepts via coaching and on-line and telephone tutoring tools...

If you have the right people and have put them on the right track, what next?

Step 5 – Measure Accountability

Measurable accountability mechanisms to track your organization's progress...

Do you think you have the right people in the right places? Can you prove it?



The Brooks Group has helped more than 2,000 organizations in 500 industries transform their business practices through practical, down-to-earth skills development in sales, sales management and leadership growth.

We are just as comfortable working with organizations as small as 20 as we are ones that are as large as 25,000.

IMPACT SELLING® SYSTEM

Our interactive sales training programs are centered around the IMPACT Selling System. IMPACT Selling is a consistent, repeatable process based on proven sales principles, not simplistic techniques. It's a toolbox of best practices that any salesperson can apply – regardless of their experience level, product or service, industry or customer base.

Customization

All of The Brooks Group's programs are fully customizable to reflect the unique challenges presented by differing job roles, experience levels and customer demographics. We believe customization makes the course material more relevant and easier to learn for class participants by clearly illustrating how the training concepts apply in their 'real-world' environment.

Reinforcement

We believe training is more than just a classroom event. The Brooks Group specializes in incorporating ongoing reinforcement and accountability programs – in particular, our industry-leading IMPACT Sales Coaching System and IMPACT Metrix System™ – that work hand-in-hand with live training, enabling you to measure changes in behavior, implementation of new skills in the field and ultimately the value of your training investment.

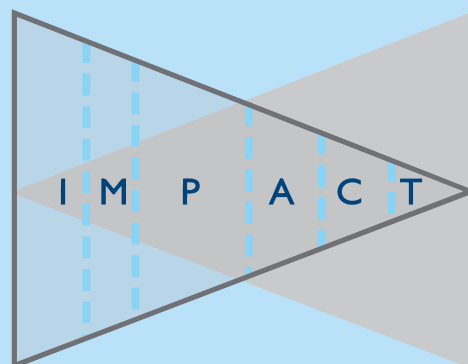
Program Delivery

The Brooks Group offers instructor-led training in both traditional, face-to-face classroom environments and through our online Virtual Training Center in Second Life®. The Second Life platform allows participants to attend live, instructor-led training from any computer, in any location, and the innovative three-dimensional setting offers all the amenities and interactivity of traditional classroom training.

Licensing

The Brooks Group offers license agreements and trainer certification options to equip you with the curriculum, training resources and skills necessary to deliver ongoing training and reinforcement throughout your organization.

IMPACT Selling is broken down into a simple acronym to represent a powerful six-step, linked and integrated selling system.



Investigate Prospecting, positioning, pre-call planning, promoting, and attracting.

Meet Engaging your prospect, building trust and rapport.

Probe Asking the right questions so you can uncover chief dominant needs, wants and concerns through a sales conversation.

Apply Recommending the best, most targeted solution to address your prospect's greatest need or want.

Convince Maximizing social proof and allowing your prospect to experience the truth of your claims through third-party corroboration.

Tie-It-Up Asking for the order, finalizing the transaction, cementing and reinforcing your sale.

Training Programs Include:

- IMPACT Sales Training (Public Seminar)
- Sales Management
- Leadership
- Customer Service & Support
- Selling Against Lower Priced Competition
- Negotiation & Value-Added Selling
- Time & Territory Management
- Executive Coaching
- Presentation Skills

COMPETENCY MODELS & PERSONNEL ASSESSMENTS

There are two ways to increase the level of performance in your organization:

1. Select and Hire the right people – and then coach them to continually develop their skills.
2. Coach and Develop your existing people and hold them accountable for results.

So how do successful companies actually do this?

Successful companies understand that in order to effectively select, hire, coach and retain top performers, managers must have an accurate and complete understanding of what it takes to succeed in every position in their organizations. They must also have specific search criteria for finding the people who can best fill those positions.

The most effective and impactful way to accomplish this is by using an assessment tool that incorporates both a competency model as well as an individual personnel assessment.

The Brooks Group's TriMetrix® System measures the unique combination of factors required for superior performance in a specific job:

- 23 Personal Skills/Attributes
- 6 Values/Workplace Motivators
- 8 Behaviors

TriMetrix is composed of three separate analyses that enable a manager to identify if an individual is an appropriate fit for a specific position within the organization's culture.

The TriMetrix Assessment System consists of the following:

- **TriMetrix Competency Model**
If the job could talk, what would it say?
- **TriMetrix Personnel Assessment**
What talents will a person bring to the job?
- **TriMetrix Comparison Analysis**
This analysis compares the person to the specific job in the areas of Attributes, Values and Behaviors
- Plus, we provide you with a customized **Personal Coaching Report™**. The Personal Coaching Report answers the question, "How should you manage a person once you've hired him or her?"

This process creates a 'blueprint' of the ideal candidate and, at the same time, puts stakeholders on the 'same page' regarding the job's requirements by clearly defining the personal qualities needed for success in the role and reflects your company's culture.

All of The Brooks Group's personnel assessments are statistically validated and compliant with EEOC rules for testing in the workplace.